

An aerial photograph of a city skyline, likely Boston, with a blue overlay. The skyline features several tall skyscrapers in the background, and a dense residential or commercial area with smaller buildings in the foreground. The sky is filled with soft, white clouds.

Mayor's Office of Economic Development FY 22 Budget Hearing

Midori Morikawa, Interim Chief
May 20, 2021



Office of Economic Development Panel

- *Midori Morikawa, Interim Chief of Economic Development*
- *Celina Barrios-Millner, Chief of Equity and Inclusion*
- *Natalia Urtubey, Director of Small Business*

Economic Development Cabinet Strategy Statement

The Economic Development Cabinet seeks to promote shared prosperity for both residents and businesses by removing barriers to business growth, unlocking innovation in areas that create jobs, and advancing a sustainable growth-based strategy emphasizing:

- *Neighborhood development without displacement;*
- *Neighborhood and stakeholder engagement;*
- *Comprehensive community planning;*
- *Promotion of Boston as a destination for businesses and visitors; and*
- *Regional and international partnerships.*



Priority #1: Equity and Inclusion

Develop pathways to overcome income and wealth disparities and disproportionate opportunities.

Tackle persistent disparities in income and wealth by intentionally creating access to:

- Opportunity in careers;
- Resources for business development, including the Boston Cannabis Equity Fund, Small Business Relief Fund, City procurement opportunities and technical assistance; and
- Pathways for building net worth.



Priority #2: Business Development and Job Growth

Create a Boston ecosystem that is truly Open for Business by attracting, strengthening, and retaining businesses and fostering diverse talent for all businesses in Boston and Greater Boston—from the solo startup entrepreneur and small neighborhood business to large multinational Corporations.

Our business development and job growth efforts focus on attraction, retention, strengthening, and engaging our businesses and the business community by:

- Strengthening our talent pool;
- Making Boston an accessible place to open and grow a business by providing resources and assistance to new and established businesses; and
- Creating pathways for Boston residents to access opportunities.



Priority #3: Placemaking and Community Economic Development

Establish fair, transparent and equitable policies and strategies for land use and development in targeted Boston neighborhoods. Convert underutilized neighborhoods properties into mixed-use affordable development without displacing Boston residents.

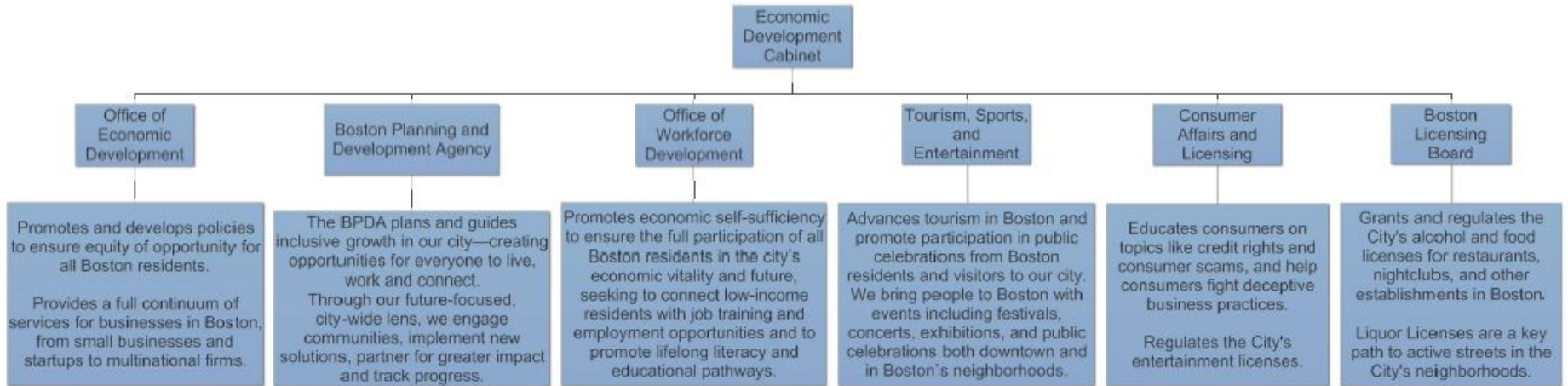
Working with neighbors and community partners through a place-based approach we:

- Promote Development without displacement;
- Address local needs for housing and commercial space that is affordable;
- Improve access to jobs and quality transportation.



Economic Development Cabinet

Working together to shape Economic Development in Boston.



FY 21 Highlights



EQUITABLE REGULATION ORDINANCE



In November 2019, former Mayor Martin J. Walsh, in partnership with Councilor Kim Janey (Now Mayor Janey) and the Boston City Council, signed An **Ordinance Establishing Equitable Regulation of the Cannabis Industry** in the City of Boston.

This ordinance was the result of a collaboration from many stakeholders. The ordinance ensures Boston is a model for how to **create a system that fosters racial equity and inclusion in the new cannabis industry**. Our goal is to bring the benefit of this industry to all Boston communities.



Cannabis Business Technical Assistance for Equity Applicants

As part of the ordinance, the Mayor's Office of Economic Development (OED) has set up a Cannabis Technical Assistance Program.

Goals:

- Assist eligible cannabis equity applicants
- Expand economic and entrepreneurial opportunity and capacity throughout Boston

This \$675,000 investment over three years (March 31, 2024) is designed to expand economic and entrepreneurial opportunity and capacity (approx. \$225,000 per fiscal year)

SEEKING TA PROVIDERS:

Services can include, but are not limited to:

- Assistance with business operations, including the development of business plans;
- Assistance recruiting employees;
- Guidance and assistance through the application process;
- Assistance with legal compliance;
- Accounting and tax preparedness assistance;
- Best practices for operating in the cannabis industry;
- Assistance with store security;
- Assistance identifying and raising funds and capital and identifying vendors;
- Guidance on legal issues and compliance; and
- Other cannabis business equity applicant needs.

UPDATES:

- Cannabis Business Manager hired at end of April.
- TA Bidders Conferences scheduled for May, June, Sept, Dec 2021.
- TA Review Committee developed; interviews ongoing, matching one-on-one with equity applicants.
- RFQ being developed for a Cannabis 101 Workshop Series: introductory informational sessions modules on cannabis entrepreneurship and the cannabis industry for residents of the City of Boston and or those who intend to operate a cannabis business in the City. The overall objective of these modules is to increase the number of equity owned businesses, licensees and applicants in the City of Boston.

Boston Cannabis Equity Fund

The Boston Equity Fund offers grants of \$1,000-\$15,000 to new and existing for a wide range of purposes including working capital, startup costs, build out, equipment purchases, and rent

The Boston Equity Fund is the financial assistance arm of the Boston Equity Program, which was created through the *Ordinance Establishing the Equitable Regulation of the Cannabis Industry in the City of Boston*.

HEARINGS AND EQUITY HCAs:

- To date, 17 certified equity applicants have been heard before the Boston Cannabis Board (BCB)
- The BCB has granted HCAs to 15 certified equity applicants.

EQUITY QUEUE:

- The BCB has deferred 2 certified equity applicants for technical assistance.
- There are currently 4 certified equity applicants in various stages of the application process awaiting a hearing date.
- There are currently at least 9 applicants seeking equity status who have not completed the certification process.

ALL
INCLUSIVE
ALL

Boston

IMPACT OF COVID-19 ON THE TOURISM INDUSTRY

- Boston lost about **70% of our forecasted visitors** last year due to COVID.
- Pre-Covid roughly **10% of jobs** in Greater Boston came from the tourism sector, while also contributing to supporting our cultural and historic preservation.
- Building the sector back up stronger and more equitably is crucial to Boston's future.



RFP TIMELINE

MARCH 15, 2020

Mayor Walsh [declared a public health emergency](#) in the City of Boston due to the Covid-19 pandemic.

SEPTEMBER 21, 2020

The [Visit Boston RFP](#) was [publicly announced](#) and the request for proposals was opened on the supplier portal.

NOVEMBER 5, 2020

The City of Boston [announced its selected vendor](#): a partnership between Colette Phillips Communications, the Greater Boston Convention and Visitors Bureau and Proverb.

JUNE 12, 2020

Mayor Walsh [declared racism a public health crisis](#) in the City of Boston.

OCTOBER 5, 2020

Visit Boston RFP proposals were due for review by the Visit Boston RFP Review Committee.

APRIL 5, 2021

Mayor Janey will launch the **“All Inclusive Boston”** tourism campaign in a press conference after a media roundtable presentation that morning.

ABOUT THE PARTNERSHIP

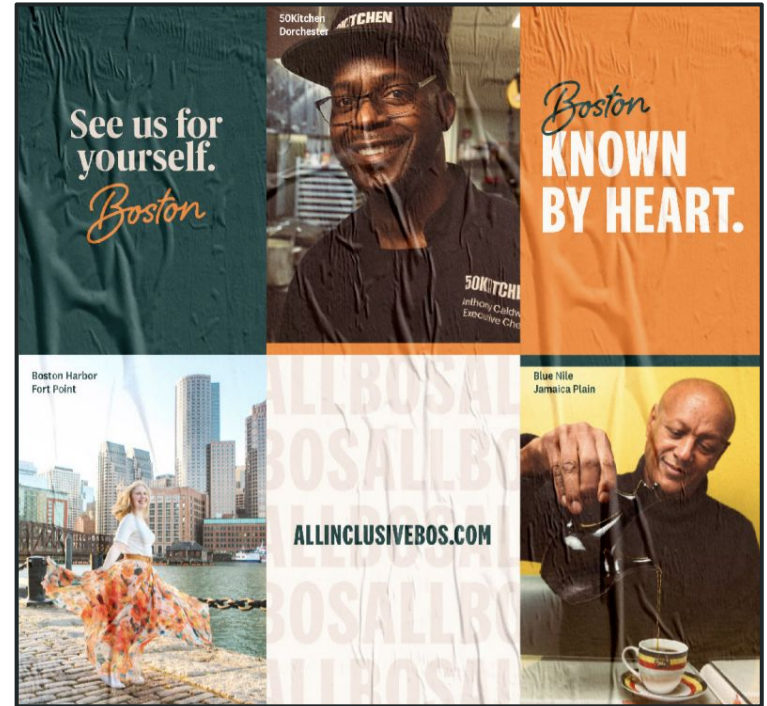
1. [Colette Phillips Communications](#): Led by Colette Philips, Boston's oldest minority owned and operated marketing communications firm
2. [Proverb Marketing](#): Led by Daren Bascome, a Boston-based, minority owned, award-winning creative branding, design, and advertising agency
3. [Greater Boston Convention and Visitors Bureau](#): Led by Martha Sheridan, the city's primary marketing and visitor services organization

GOALS FOR THE CAMPAIGN

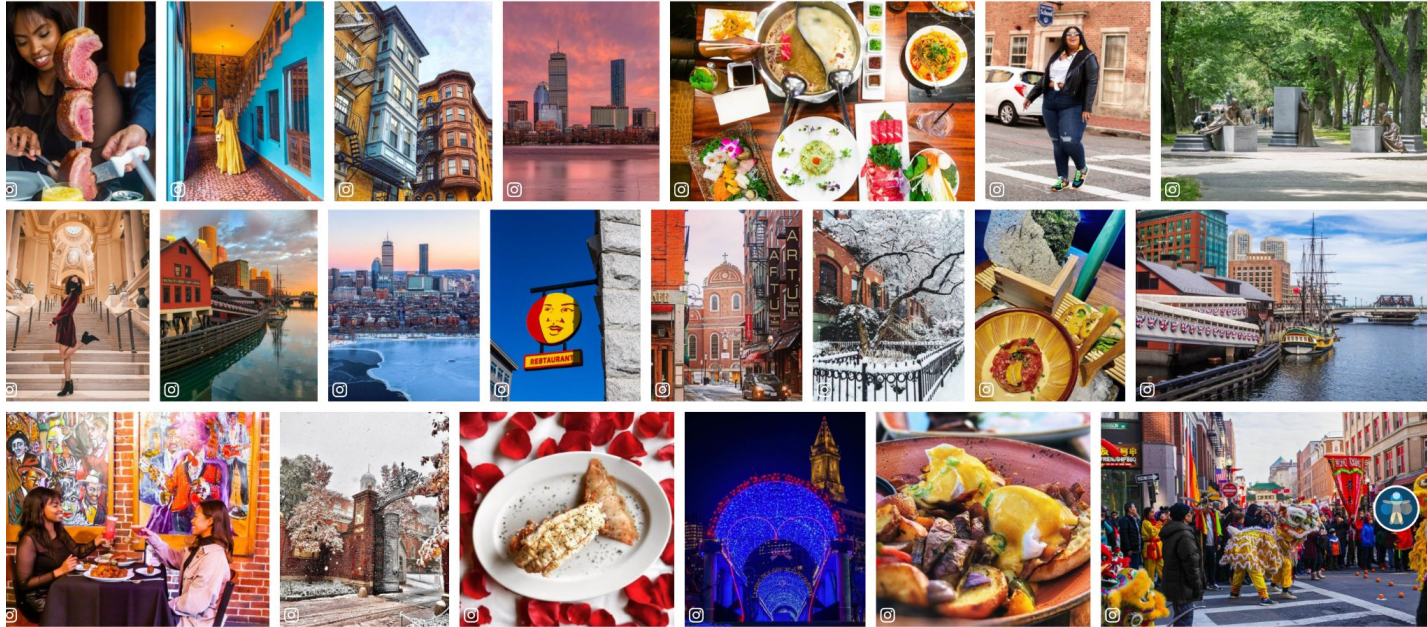
1. Draw a more diverse audience of visitors
2. Drive economic growth to Boston's most ethnically diverse neighborhoods and communities, which have been disproportionately impacted by the pandemic
3. Spotlight cultural and commercial assets in areas of Boston that have long been marginalized

CURRENT PHASE

1. Safely welcome visitors, particularly local and regional visitors, in accordance with public health guidance
2. Invest in tourism promotion as a vehicle to get our residents back to work and drive growth to our neighborhood commercial districts
3. Showcase all that Boston has to offer as a tourist destination in a timeless way



FOLLOW US ON SOCIAL
#ALLINCLUSIVEBOS



Current Stats: 1.2M social media impressions and 500K video views

BIG PICTURE KPIs

Digital Ads Performance

- Tracking with Arrivalist pixels, which tells you about the consumers that interacted with the ad and sees if they continue to research and (hopefully) book a trip here

Perceptions of Boston

- Analyze what our audience is telling us (locally and beyond) about perceptions of Boston
- Follow up with market research study planned for this fall



Small Business



COVID-19 Rapid Response

Communications

- Weekly multi-departmental Conference Calls
- Weekly newsletters
- Virtual Office Hours
- Public Health Guidance/Reopening Webinars
- Surveys ([Overview](#))

Policy Updates

- Financial Relief Handbook and Federal Assistance Guides published to help businesses navigate available resources
- Unemployment Insurance Guide
- Retail Extensions onto sidewalks
- Fitness in Public Parks

Business Visibility

- Open Boston Businesses
- Support Restaurants
- PPE List
- Black and Brown Business List
- Business posters

Restaurant Support

- Takeout allowed for all businesses
- Beer and wine takeout and delivery
- Allowing sale of grocery items from restaurants
- Legislation for third party caps for delivery apps
- Updated Outdoor Dining Efforts

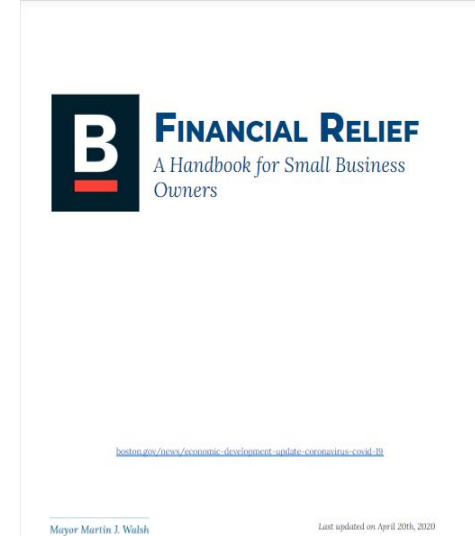
RELIEF EFFORTS	
Small Business Relief Fund	\$6,744,977.00
April 6, 2020 [CLOSED]	1,856
Reopen Boston Fund	\$3,525,728.95
May 22, 2020 [OPEN]	1,323
Certified Business Fund	\$1,885,434.00
November 13, 2021 [CLOSED]	136
Commercial Rent Relief Fund	\$3,661,741.13
November 13, 2021 [CLOSED]	352
Restaurant Relief Fund	\$555,000.00
November 13, 2021 [CLOSED]	38
TOTAL FUNDING	\$16,420,795.68
TOTAL BUSINESSES	3,703

COVID-19 Rapid Response



Policy Updates and Support

- Financial Relief Handbook and Federal Assistance Guides published
- Take-Out & Delivery Guidebook
- Unemployment Insurance Guide
- Commercial tenants inclusion in Eviction Moratorium
- Food Truck Neighborhood Pilot
- Third Party Delivery Services cap
- Outdoor Dining
 - Licensing
 - Takeout allowed for all businesses
 - Beer and wine takeout and delivery
 - Allowing sale of grocery items from restaurants
- Retail Sidewalk Extensions
- Fitness in Parks



SMALL BUSINESS LISTS & RESOURCES:



Support Boston Businesses Lists:

- **Supporting Black & Brown Owned Businesses Directory**
boston.gov/black-brown-businesses
- **Personal Protective Equipment (PPE) For Small Businesses**
boston.gov/business-ppe
- **Support Boston Restaurants** (includes Outdoor Dining Map)
boston.gov/restaurant-support
- **Open Businesses**
boston.gov/open-businesses

Reopen Boston Resources:

- **Reopen Workshops**
boston.gov/reopening
- **Temporary Policy For Retail Extensions To Sidewalks**
boston.gov/reopening → under Guidance & Resources
- **Small Business Posters**
boston.gov/business-posters



CITY OF BOSTON DEMOGRAPHICS

RACE/ETHNICITY	Total % of Boston Population	Total % of Boston Businesses
White	52.8%	64.3%
Hispanic/Latinx Origin	19.8%	13.7%
Asian & Pacific Islander	9.8%	8%
Black/African American	25.2%	11.7%
American Indian	0.3%	N/A
More than 1 race/ethnicity	5.3%	2.3%



COVID-19 Rapid Response | Small Business Relief Fund

As of May 18, 2021

SMALL BUSINESS RELIEF FUND

Total Grants

\$6,744,977.00

1,856

of Businesses

51%

Minority-Owned

48%

immigrant, refugee, or
Naturalized citizen

70%

Less than 5 employees

CITY of BOSTON

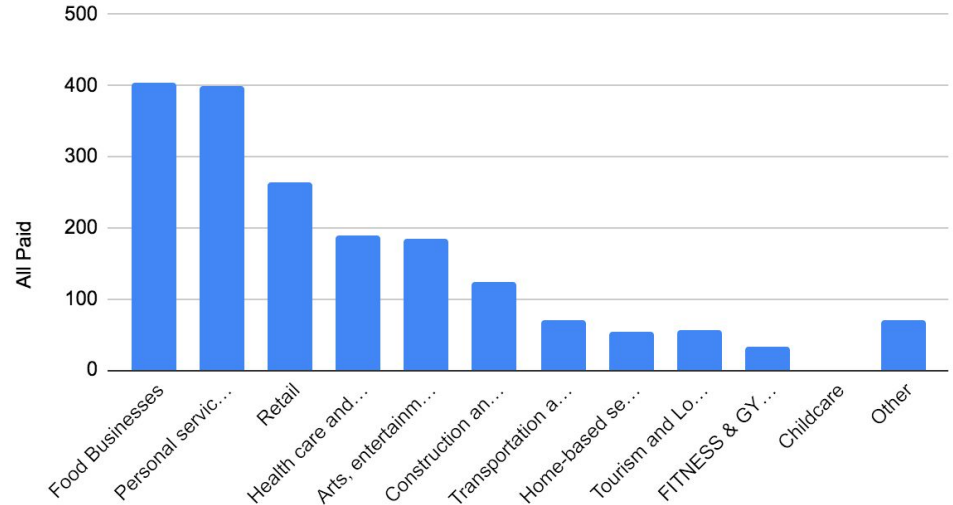


Mayor's Office of
Economic Development



Mayor Martin J. Walsh

Business Types



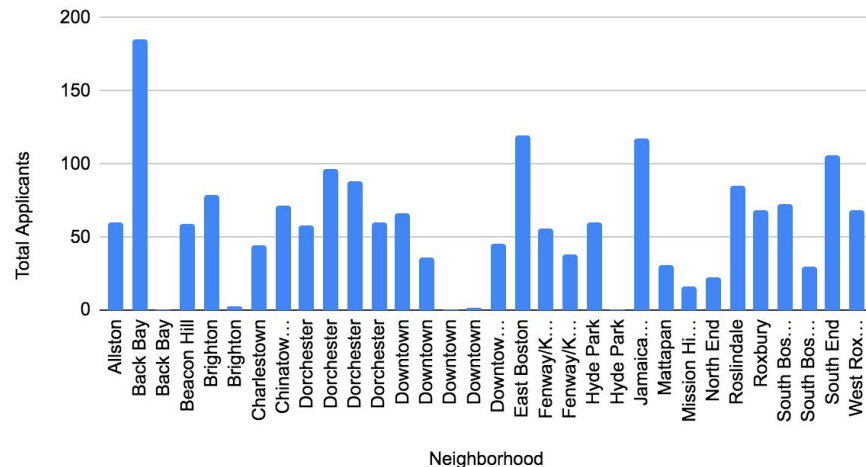
COVID-19 Rapid Response | Small Business Relief Fund

RACE/ETHNICITY	TOTAL	PERCENT
White/Other	921	49.73%
Hispanic/Latinx Origin	264	14.25%
Asian & Pacific Islander	350	18.90%
Black/African American	224	12.10%
American Indian	2	0.11%
More than 1	41	2.21%
No Response	50	2.70%

BUSINESS SIZE	TOTAL	PERCENT
0-5 employees (including owner)	1296	69.98%
5-15 employees (including owner)	422	22.79%
15-35 employees (including owner)	134	7.24%

IMMIGRATION STATUS	TOTAL	PERCENT
U.S. Born citizen	965	52.11%
Immigrant	155	8.37%
Naturalized citizen	680	36.72%
Refugee	10	0.54%
No Response	42	2.27%

Total Applicants vs. Neighborhood



As of May 18, 2021

REOPEN BOSTON FUND

Total Grants

\$3,781,323.69

2,139

of Businesses

60%

Minority-Owned

62%

immigrant, refugee, or
Naturalized citizen

52%

women-owned

CITY of **BOSTON**



Mayor's Office of
Economic Development



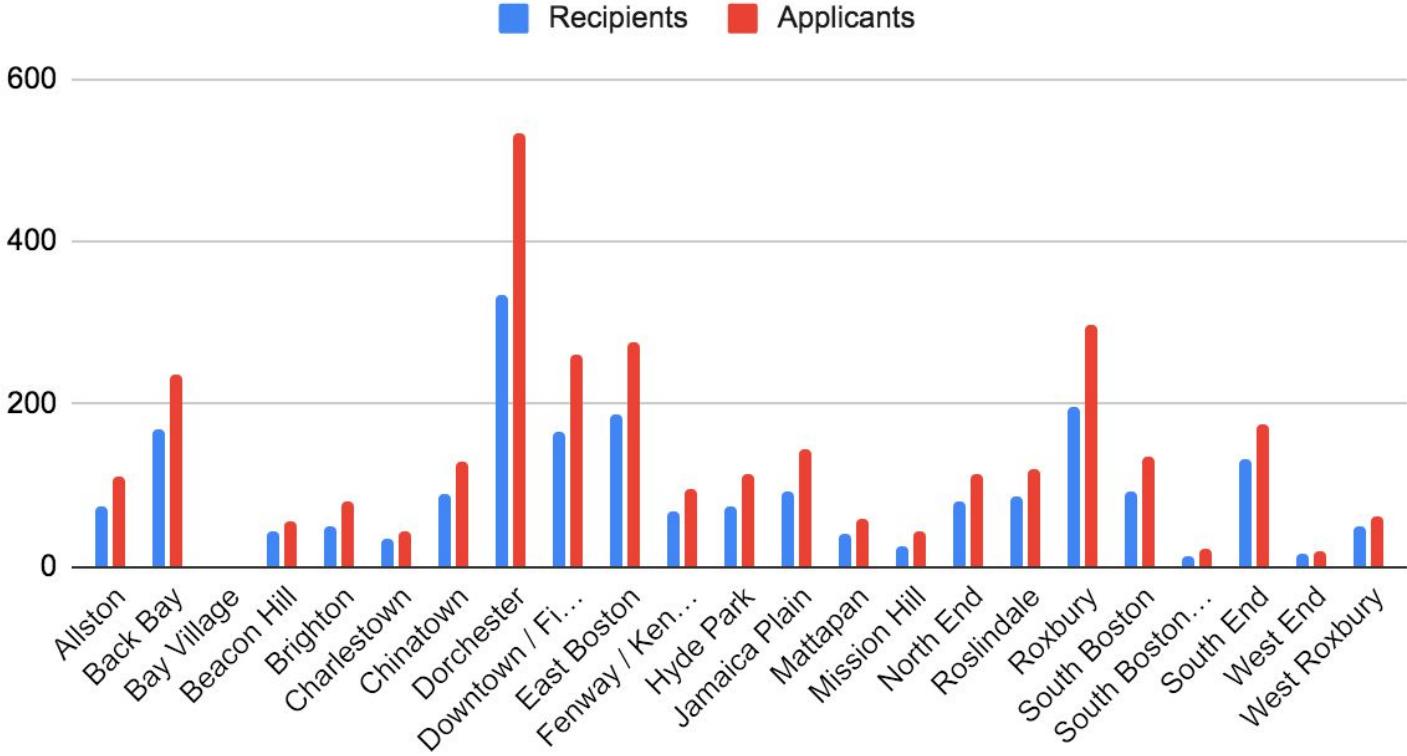
Mayor Martin J. Walsh

We are still accepting applications for this Fund. It will be open throughout the reopening process.



COVID-19 Rapid Response | Reopen Boston Fund

Recipients and Applicants



COVID-19 Rapid Response | Reopen Boston Fund

	<u>TOTAL APPS</u>	<u>TOTAL GRANTS</u>	<u>TOTAL \$ REQUESTED</u>	<u>TOTAL FUNDED</u>
Phase 1	666	487	\$1,149,171.26	\$891,780.26
Phase 2	815	615	\$1,406,324.42	\$1,103,581.42
Phase 3 & 4	314	196	\$537,538.78	\$356,731.19
Expanded Fund	900	517	\$1,526,982.99	\$922,830.67
Winter Reopen Fund	443	299	\$687,378.88	\$448,394.88
Outdoor Pilot Grants	14	14	\$37,155.27	\$37,155.27
Non-English Applications (All Phases)	26	11	\$35,083.00	\$20,850.00
TOTAL	3,178	2,139	\$5,379,634.60	\$3,781,323.69

DEMOGRAPHICS	
Woman- owned	52.10%
Immigrant, Refugee, or Naturalized Citizen -owned	62.23%
White/Other	40.11%
Black/African American	22.43%
Asian	27.65%
Hispanic/Latinx Origin	19.08%
Native Hawaiian	0.08%
American Indian	0.08%
Other Pacific Islander	0.23%
More than 1	2.65%



COVID-19 Rapid Response | Commercial Rent Relief Fund

As of May 18, 2021

COMMERCIAL RENT RELIEF FUND

(applicants pending, more support to come)

Total Grants

\$3,722,149.76

353

of Businesses

60%

Minority-Owned

57%

immigrant, refugee, or Naturalized citizen

44%

Woman-Owned

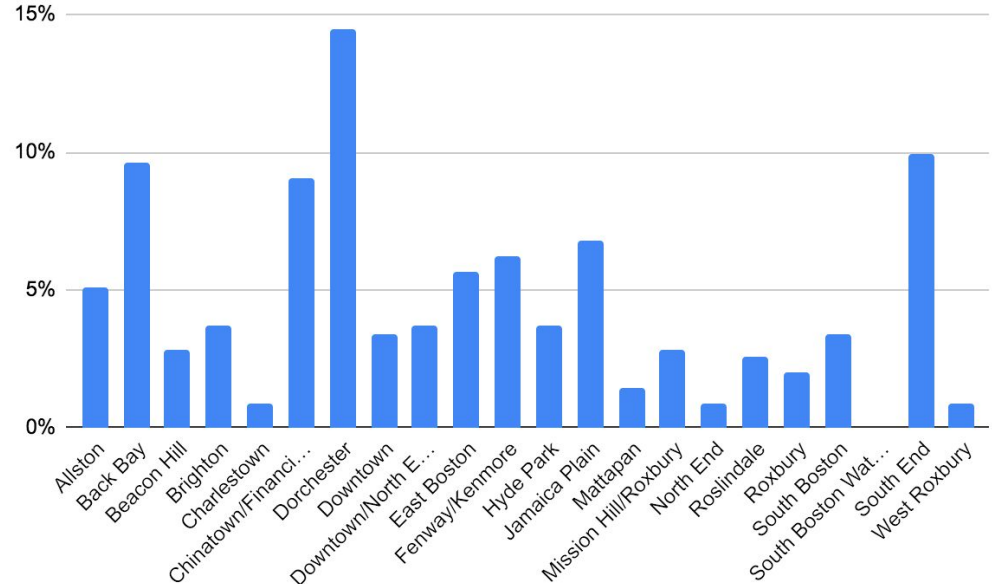
CITY of BOSTON



Mayor's Office of Economic Development



Mayor Martin J. Walsh

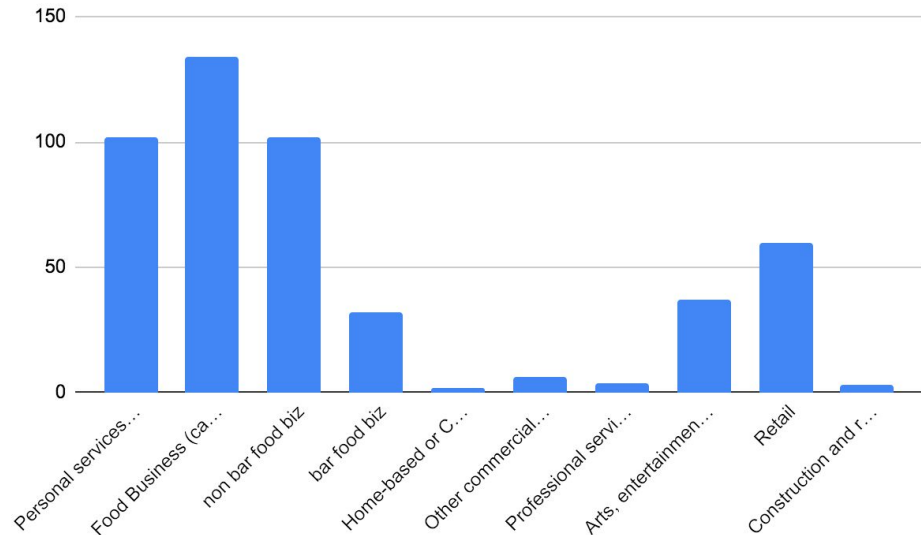


COVID-19 Rapid Response | Commercial Rent Relief Fund

RACE/ETHNICITY	TOTAL	PERCENT
Hispanic/Latinx Origin	43	12%
Asian	106	31%
Black/African American	36	10%
Other Pacific Islander	2	1%
American Indian	1	0%
More than 1	12	3%
White/Other	139	40%

GENDER	TOTAL	PERCENT
Male	189	54%
Female	152	44%
Non-binary	1	0%

IMMIGRATION STATUS	TOTAL	PERCENT
U.S. Born citizen	146	42%
Immigrant, refugee, or naturalized citizen	198	56%



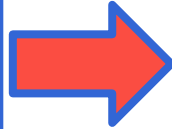
COMMERCIAL RENT RELIEF FUND

COVID-19 Relief to help prevent commercial displacement and vacancies.

Launched the Commercial Rent Relief Fund in October 2020 to support businesses and as a means to prevent evictions due to non-payment of rent.

PROGRAM GOALS

- Build relationships with landlords
- Prevent displacement
- Stabilize neighborhood commercial districts



PROGRAM HIGHLIGHTS

- Must have landlord participation to qualify
- Fund agreement between City of Boston, Business, and Landlord/Property Manager

COVID-19 Rapid Response | Restaurant Relief Fund

Support dine-in, table-service restaurants with payroll and rent funding to increase wages and maintain employment during the pandemic and beyond.

As of May 18, 2021

RESTAURANT RELIEF FUND

Total Grants

\$555,000

38

of Businesses

31%

Woman-Owned

71%

Minority-Owned

1

Veteran-Owned

CITY of **BOSTON**



Mayor's Office of
Economic Development



Mayor Martin J. Walsh



COVID-19 Rapid Response | Certified Business Relief Fund

As of May 18, 2021

CERTIFIED BUSINESS FUND

(applicants pending, more support to come)

Total Grants

\$1,885,434.00

136

of Businesses

54%

Woman-Owned

62%

minority-owned

48%

Black-Owned

CITY of **BOSTON**



Mayor's Office of
Economic Development



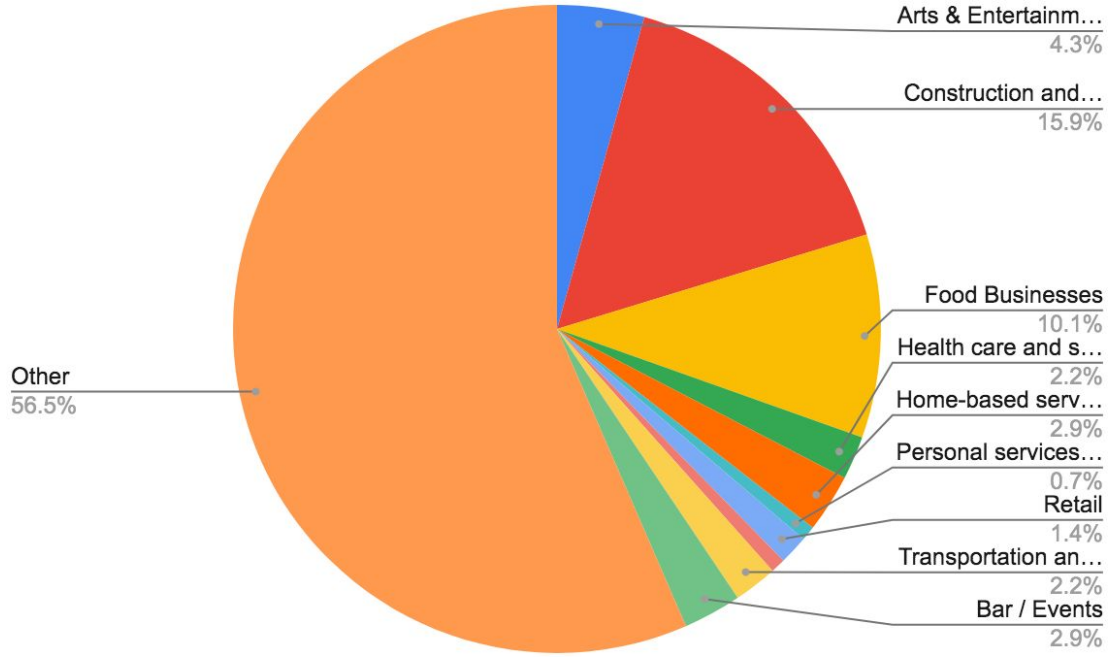
Mayor Martin J. Walsh

RACE/ETHNICITY	PERCENT
White/Other	32.61%
Black/African American	47.10%
Asian	3.62%
Hispanic/Latinx Origin	10.87%
Other Pacific Islander	0.00%
American Indian	0.00%
Native Hawaiian	0.00%
Alaska Native	0.00%
More than 1	2.17%
Unreported	5.80%

GENDER	PERCENT
Non-binary	0.72%
Male	42.03%
Female	54.35%
Unreported/Other	2.90%



COVID-19 Rapid Response | Certified Business Relief Fund



As of May 18, 2021

TOTAL ISSUED IN GRANTS TO DATE

Total Grants

\$16,698,884.45

4,520

of Businesses

CITY of BOSTON



Mayor's Office of
Economic Development



Mayor Martin J. Walsh



FOOD ACCESS & LOCAL SUPPLY INITIATIVE

The Office of Food Access and the Small Business Unit in the Office of Economic Development are partnering to establish the Food Access & Local Supply Initiative to support immigrant populations with emergency food access needs.

The Initiative will connect community based organizations (CBOs) serving immigrant populations with small local businesses to provide the grocery items necessary to meet their food needs.

TOTAL FUNDING: **\$1.3M**

\$900,000 - Small Business

\$400,000 - Community-based Organizations

BOSTON MAIN STREETS

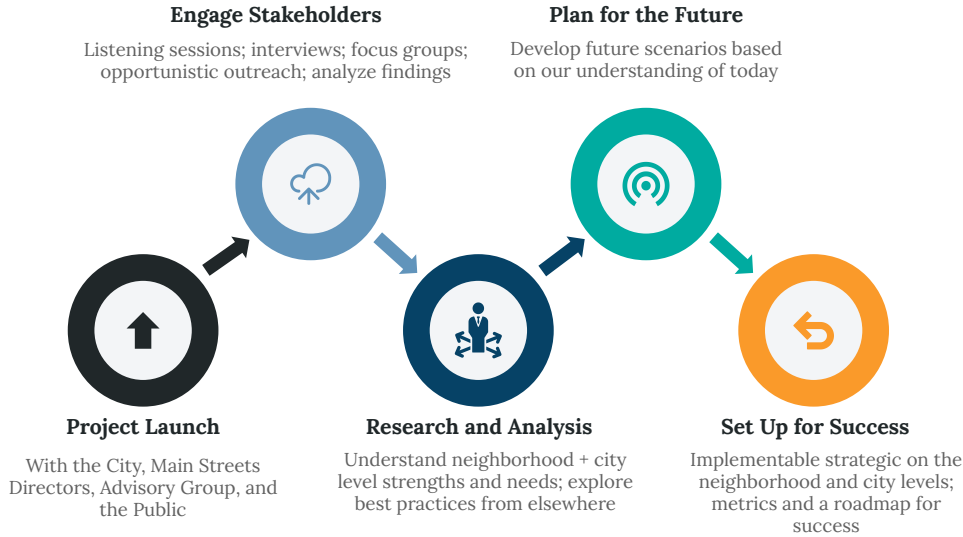
- 20 Main Streets
- \$75,000 per year from the City of Boston
- CDBG & NDF Funding
- \$57,500 is for administrative costs: salary, rent, utilities
- \$17,500 is for programming costs (money to be spent in the neighborhood): i.e. flower planters, banners, murals, events.



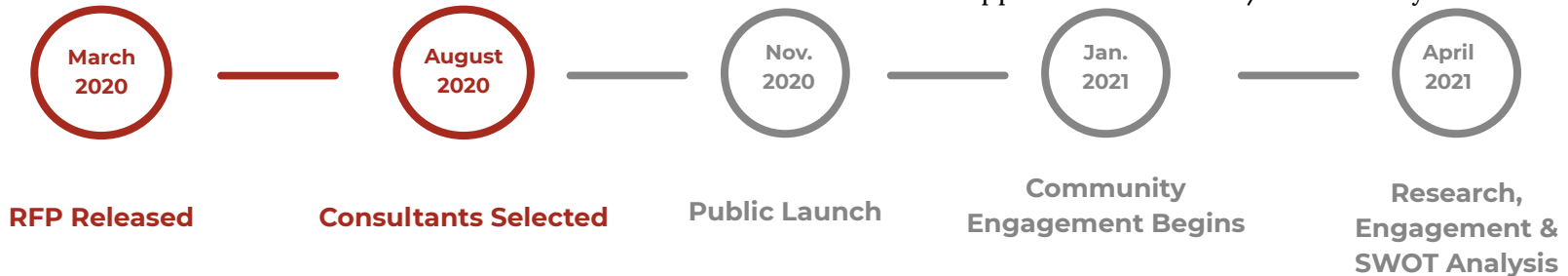
BOSTON
MAIN STREETS
MARTIN J. WALSH | MAYOR



REIMAGINE BOSTON MAIN STREETS



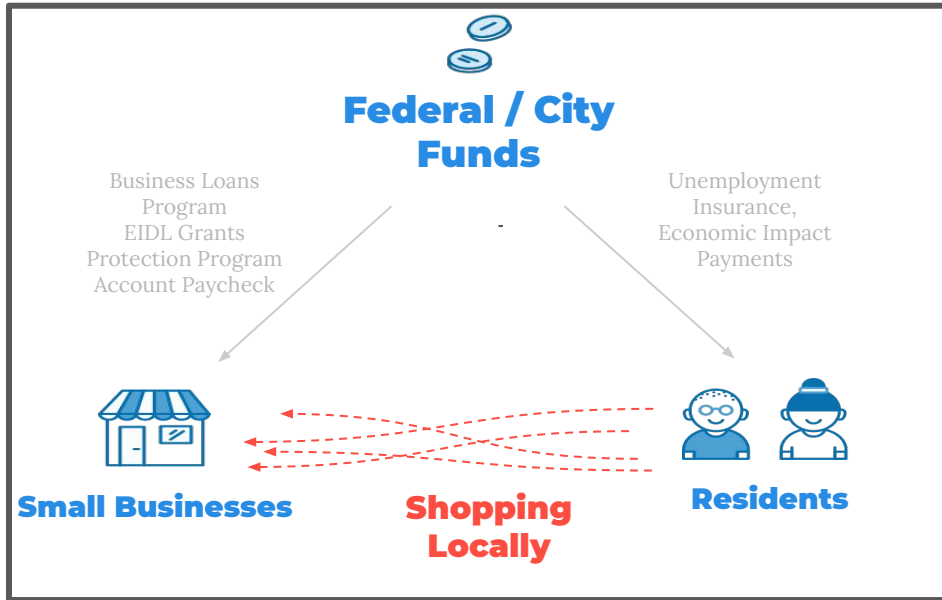
- ❑ Stakeholder engagement (who, how, what we hope to learn, what we're learning)
- ❑ Environmental scan, sector research ideas, insights on programming best practices
- ❑ Data walk: analysis thus far and insight on additional research areas
- ❑ SWOT analysis development and feedback
- ❑ Goal setting for the 2021-25 Boston Main Streets program
- ❑ Developing future scenarios; input on strategy selection
- ❑ Developing implementation plans and tools
- ❑ Support with external / community communications





B local colu.

CITY of **BOSTON**



B local
EARN POINTS. SUPPORT BUSINESSES.

Digital engagement app that supports local businesses through local spending.



EARN POINTS. SUPPORT BUSINESSES.

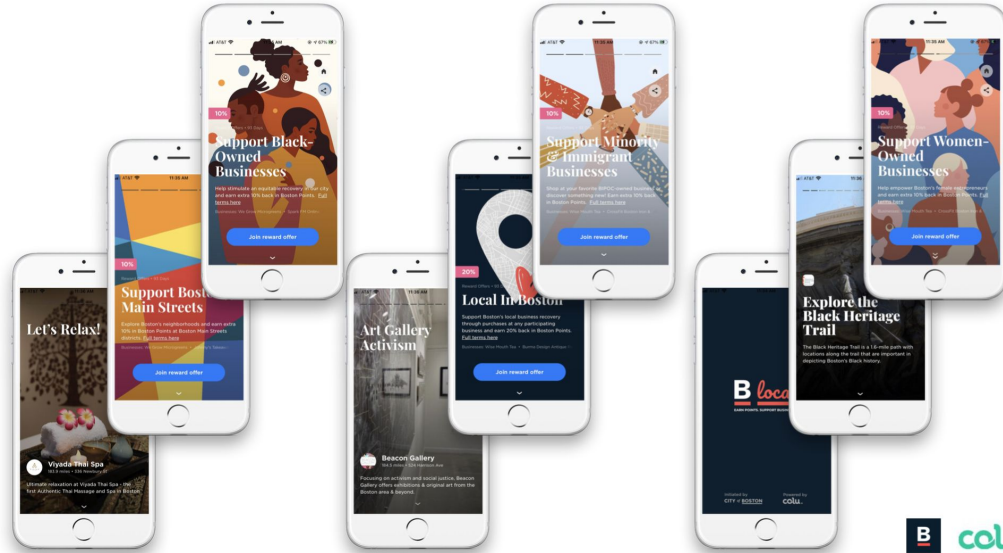
Not your typical reward offers!

20% at all Local Businesses

10% additional stacked rewards at Black, Minority, Woman, and Immigrant -Owned businesses !



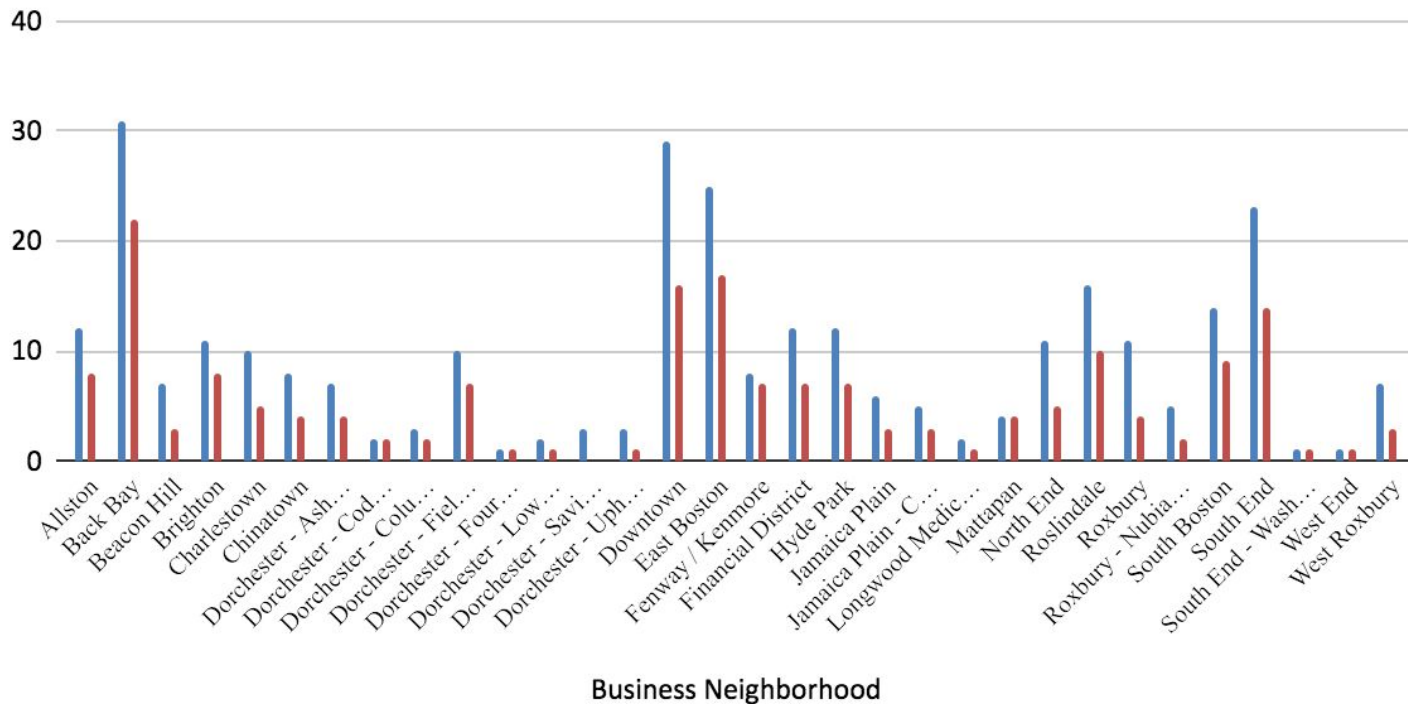
REWARDS	TOTAL
Local In Boston	287
Support Women-Owned Businesses	151
Support Minority & Immigrant Businesses	151
Support Boston's Main Streets	66
Support Black-Owned Businesses	44



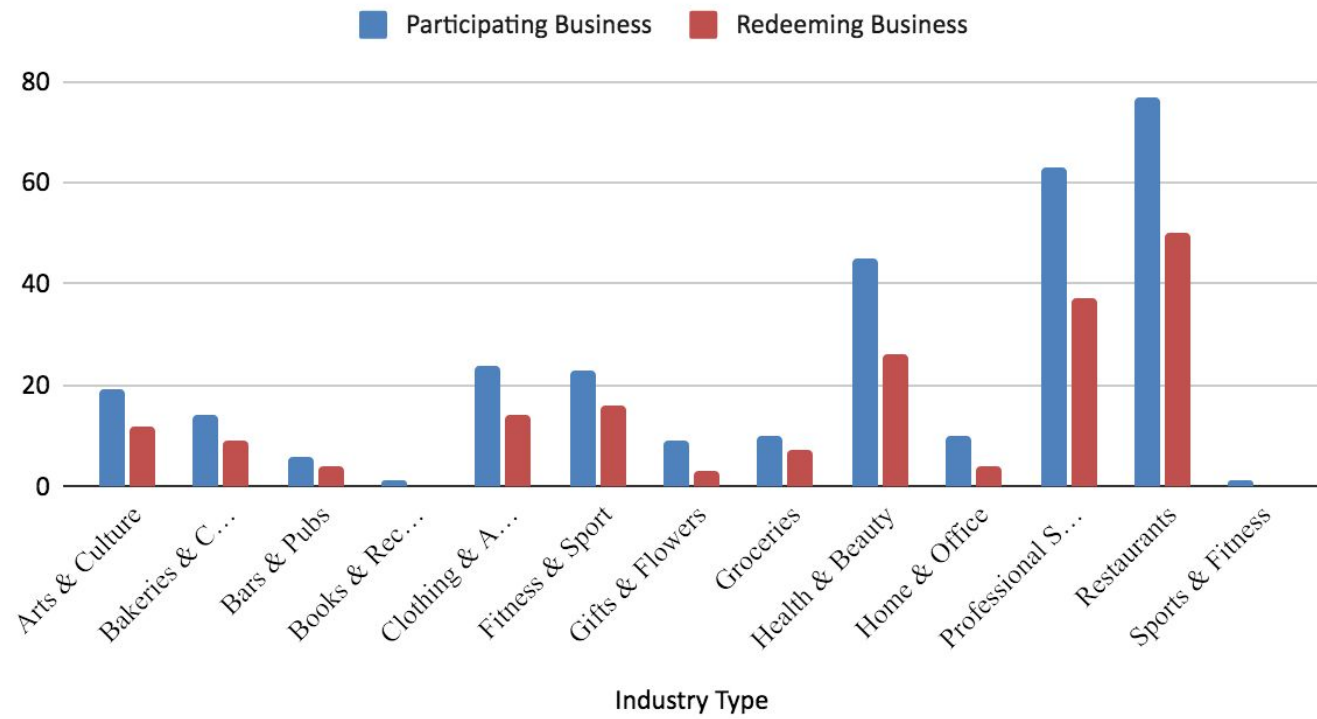


Businesses by Neighborhood

■ Participating Business ■ Redeeming Business



By Industry





Earn Points.
Support
Local
Businesses.

Support Boston's
businesses and earn points
for your local shopping.



Download the **B-Local**
app to learn more.

APP IS NOW AVAILABLE FOR DOWNLOAD!

Don't see your favorite business listed?
Encourage them to sign up at
boston.gov/b-local



Equity & Inclusion



Completion of Disparity Study



- Held 7 public forums in **Codman Square, Copley, East Boston, Fields Corner, Jamaica Plain, Mattapan, and Roxbury**
- Collected information through **surveys, written testimony, oral testimony and in depth interviews**
- Established the **Supplier Diversity Advisory Council** with 24 advocates and business owners

- To see if barriers exist for M/WBEs in City Contracting
- Found substantial underutilization of Minority and Women-owned businesses
- Legal backing for new Supplier Diversity Program



Business Outreach Meetings

Executive Order Overview

An Executive Order Establishing Equitable Procurement Goals for Minority and Woman-owned Businesses

- **Immediate**: 25% Annual Discretionary Spend goal with minority- and woman-owned businesses
 - 10% with MBEs
 - 15% with WBEs
 - Highest spending goal ever for the City of Boston
 - Applied across all industries and departments
- **Within 6 months**: Establish a process for determining race- and gender-conscious goals on **individual contracts** as well as a process for **evaluating and monitoring compliance**.
- **By September**: Create a new **Supplier Diversity Program** to oversee the implementation of this Executive Order along with the 2019 Equitable Procurement Executive Order.
- **By FY2023**: Require **goal tracking and reporting as part of the annual budget process**.

Supplier Diversity Program

\$2M Investment in Staffing and Resources to support M/WBEs

- **Oversee Contract Goal Setting**
Oversee the implementation of the Executive Order along with a 2019 Executive order related to equitable procurement.
- **Ensure Full Participation of M/WBEs**
Ensure the City's policies, practices and processes foster the full participation of M/WBEs in pursuing contracting opportunities.
- **Strategic Capacity Building**
Develop strategic capacity building programs to help Minority and Woman-owned businesses compete for City contracts. Including:
 - Technical Assistance
 - Financial Support
 - Training and Mentoring programs



www.boston.gov/economic-development/supplierdiversity

Equity and Inclusion: Supplier Diversity Staffing

An investment of \$73,712 will allow the Equity and Inclusion Unit to hire a Supplier Diversity Manager.

New Hires to Support Supplier Diversity:

- Supplier Diversity Manager
- Data Analyst
- Program Monitor

In Process:

- Certification Manager
- Compliance Manager
- Business Manager

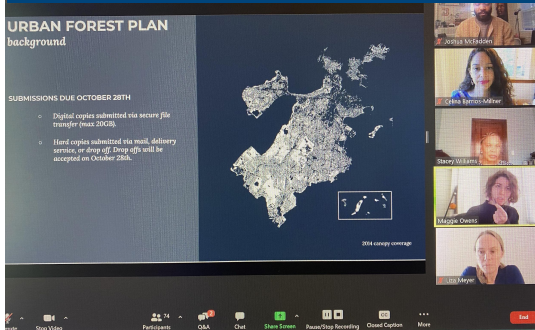
Pathways to City Contracting Series



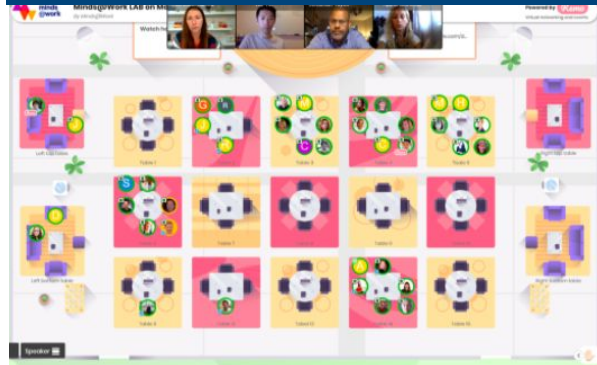
Over 600 participants in 2020, in person and online



INFO SESSIONS



OPPORTUNITY FAIRS



CITY of BOSTON Contracting Clinics

Join us to learn how to bid on City Contracts, share best practices, and receive virtual support with M/WBE certification and City of Boston vendor registration!

For registration & additional information please email: Joshua.McFadden@Boston.Gov

- June 30 ARCHITECTURE & DESIGN
- July 16 CONSTRUCTION
- July 28 GOODS/PROFESSIONAL SERVICES

Our Contracting Clinics are now virtual! Each session will take place from 3:30pm - 5:00pm.

CONTRACTING CLINICS



Financial Support



CERTIFIED BUSINESS FUND

Up to \$15,000 in direct grants

\$2.5 million available to Boston M/WBE, VOSB, and SLBE Certified Businesses directly impacted by the COVID-19 pandemic.

boston.gov/certified-fund

CITY of **BOSTON**



Mayor Martin J. Walsh



Economic Development

BOOST YOUR BUSINESS

[Apply Now](#)

**BOSTON CONTRACTING
OPPORTUNITY FUND**



City of Boston
Mayor Kim Janey



BRJP Updates

Salesforce Platform

- All Access historical Data has been migrated
- All new projects are going on to Salesforce

New Investments

- Full time Salesforce Administrator
- 4 new construction monitors hired since 11/20

7 monitors total

Largest monitoring team in BRJP history



Join us to hear more!
No experience needed.

**City Hall Construction
Virtual Career Fair**

**December 15th, 2020
4:00 PM**

Registration required.
constructioncareerfair.eventbrite.com



CITY OF BOSTON VIRTUAL CONSTRUCTION CAREER FAIR

This Construction Career Fair will focus on employment opportunities for non-union laborers.

**APRIL 22, 2021 | 4 PM - 6:30 PM
REGISTER TODAY:**



City of Boston
Mayor Kim Janey

**FY 22 Plans and
Investments**



FY22 Goals and New Initiatives

- Implement Reimagine Boston Main Streets Recommendations
- Launch Cannabis Equity Fund
- Job Training for Hard-Hit Industries (arts and creative industries, food service, retail and accommodations, etc.)
- Build Out Supplier Diversity Program to Meet Equitable Procurement Goals
- Release Final RFPs for Upham's Corner Arts and Innovation District
- Business Improvement District Formation