

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 21 Budget Hearing

John Barros, Chief
May 12, 2020



Office of Economic Development Panel

- *John Barros, Chief of Economic Development*
- *Celina Barrios-Millner, Director of Equity and Inclusion*
- *Natalia Urtubey, Director of Small Business*
- *Alexis Tkachuk, Director of Emerging Industries*

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.



FY 20 Highlights

COVID-19 Pandemic



COVID-19 Economic Impact

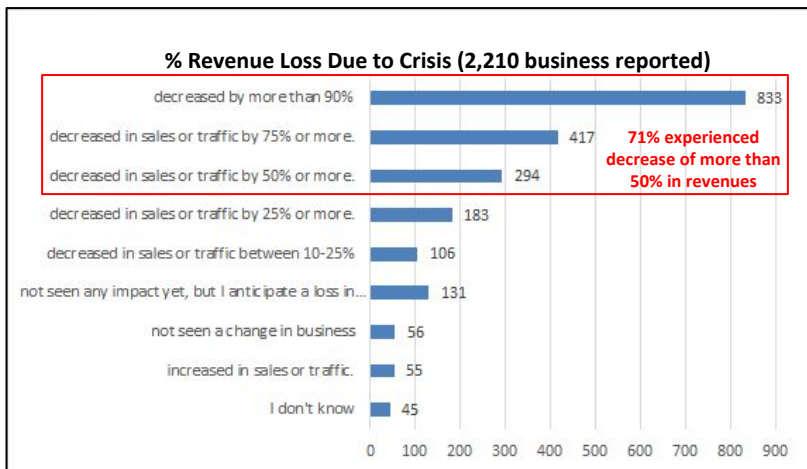
Economic Attributes of Workers in Boston's Hardest Hit Industries

Source: U.S. Census Bureau, American Community Survey 2014-2018 5-year PUMS; BPDA Research Division Analysis

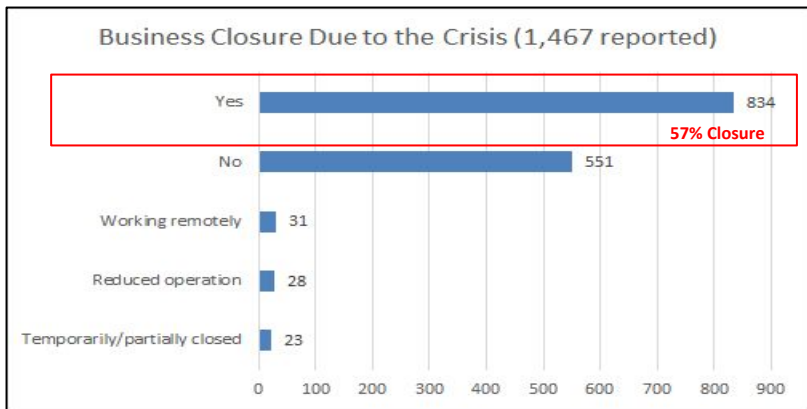
Universe: Boston residents age 16+ who were in the labor force (employed or unemployed) at the time of the survey

Sector	Boston Resident Employment in Sector	% Self-Employed	% Under 300% of Poverty	% Earning at Least 50% of Household's Income	% in Renter Households	% of Renter Households Spending over 35% of Income on Rent
Accommodation and Food Services	35,431	2.0%	65.4%	34.8%	77.3%	44.3%
Arts, Entertainment and Recreation	8,016	13.1%	43.3%	41.7%	62.3%	39.2%
Construction	13,611	18.3%	36.4%	50.1%	62.6%	32.7%
Health Care and Social Assistance	69,613	3.3%	34.4%	49.0%	59.7%	34.9%
Other Services	18,001	13.6%	49.1%	39.8%	58.2%	37.0%
Retail Trade	32,689	3.9%	52.4%	37.8%	71.5%	38.3%
Transportation and Warehousing	13,279	7.8%	43.0%	47.1%	60.0%	31.3%
Workers in 7 Sectors	190,640	5.9%	45.5%	43.3%	65.0%	37.5%
All Workers	399,907	5.3%	35.3%	48.6%	62.3%	32.2%

Impact of COVID-19 on Businesses Surveyed: Revenue and Job Losses



Employment Loss Due to Crisis	% of Employees Laid Off
Retail Business (physical store in Boston)	83%
Food Business	81%
Construction Businesses	64%
Pet Care	56%
Professional Services Business (Accounting, Legal, Insurance, Real Estate, etc.)	37%
Repair Business (Appliance, Automotive, Bicycle, etc.)	18%
Health	17%
Creative/ Arts Business	12%



59% of business employees had been laid off or furloughed. Job losses were particularly high in the retail and food industries

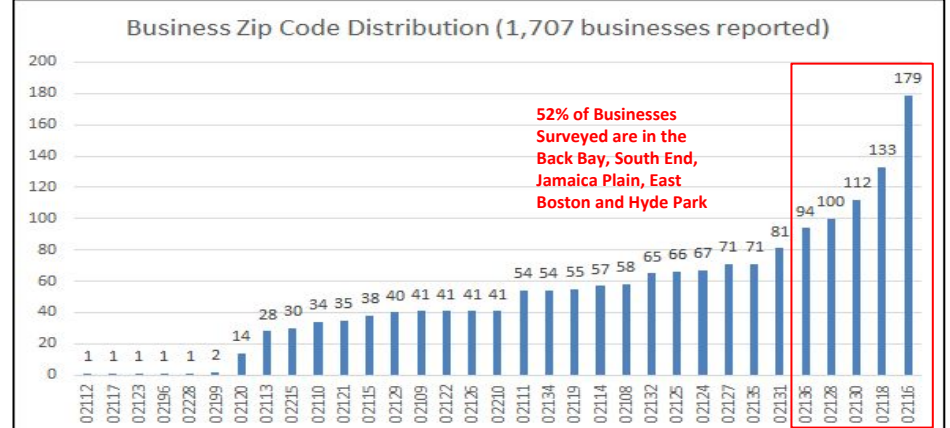
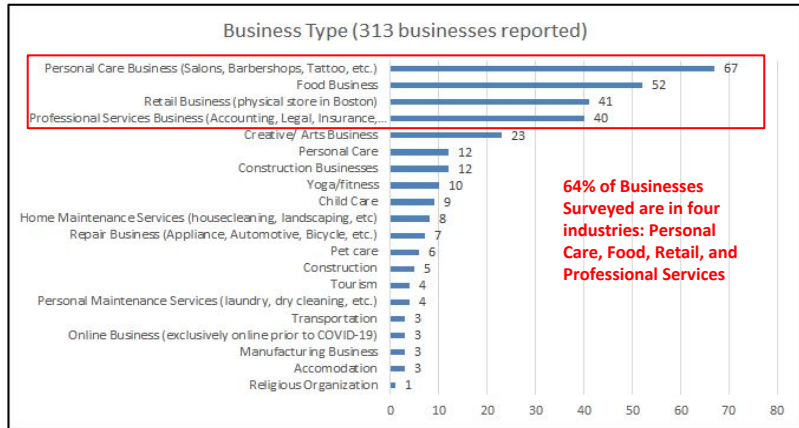
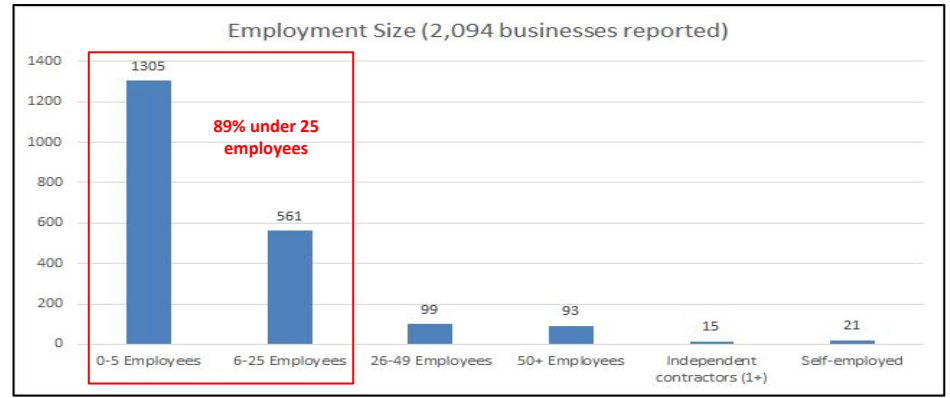
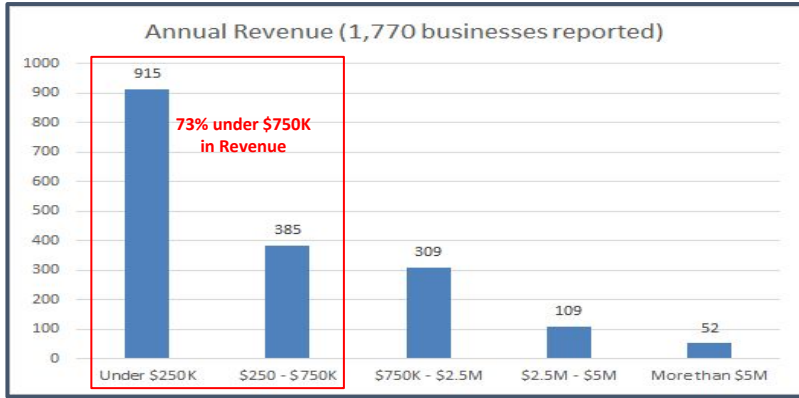
Applications - Financial Assistance Programs

- Yet just over 50% of small businesses applied for some type of grants or loans from the Federal government (CARES/SBA).
- Over 67% applied to City's Small Business Relief Fund

	Businesses	Relief Program Applications		
		CARES Act	SBA	City Fund
Personal Care Business (Salons, Barbershops, Tattoo, etc.)	21	10	12	15
Food Business	19	11	14	13
Retail Business (physical store in Boston)	16	11	11	13
Creative/ Arts Business	10	6	6	4
Professional Services Business (Accounting, Legal, Insurance, Real Estate, etc.)	10	7	5	6
Construction Businesses	8	2	3	5
Health	4	4	0	3
Repair Business (Appliance, Automotive, Bicycle, etc.)	3	1	1	3
Child care	3	1	0	2
Yoga/Fitness	2	1	0	2
Pet Care	2	2	0	0
Home Maintenance Services (housecleaning, landscaping, etc)	2	1	1	2
Tourism	1	0	0	1
Personal Maintenance Services (laundry, dry cleaning, etc.)	1	1	0	0
All Responses to Survey 4	102	58	53	69

Characteristics of Businesses Surveyed:

- Surveys conducted weekly by Mayor's Office of Economic Development
- 2,120 unique businesses responded to surveys March 16 - April 10



COVID-19 Rapid Response

Consistent Communication with Small Businesses

- 2x Weekly Emails with Resources to more than 22K businesses
- Small Business Surveys
 - Sent every 10 days to collect data and feedback
- Small Business Conference Calls
 - Weekly call with businesses via Facebook Live and Video Conference
- Small Business Office Hours
 - Small group and individual sessions
- Small Business Support (PPP, EIDL, and more)

COVID-19 Rapid Response

Policy Updates and Support

- Financial Relief Handbook and Federal Assistance Guides published to help businesses navigate available resources
- Unemployment Insurance Guide
- Open Boston Businesses/Open Boston Restaurants
- Licensing
 - Takeout allowed for all businesses
 - Beer and wine takeout and delivery
 - Allowing sale of grocery items from restaurants

RESTAURANT LISTING

Name	Status	Hours of Operation	Menu	Neighborhood	Street Address
NEIGHBORHOOD					
Allston Count 31					
1 A@Time	Regular Hours	11:00 Am to 01:00 AM	https://www.aatime.com/	Allston	433 Cambridge st.
2 Ajeen	Regular Hours	11AM-3AM every day	www.ajeenboston.com	Allston	1219 Commonwealth ...
3 C Fruit Life	Regular Hours	Saturday 1PM-12AM Sunday...		Allston	171 Brighton Ave.
4 Carlos Cucina Italiana	Limited Hours	1130am to 9pm 7 days a week	www.carloscucinaitaliana.com/menu	Allston	131 Brighton Ave
5 Coreanos	Regular Hours	11:30 am - 10 pm		Allston	172 Brighton Ave
6 Deep Ellum	Limited Hours	12-9	https://www.toasttab.com/onestar-all...	Allston	479 Cambridge Street



boston.gov/news/economic-development-update-coronavirus-covid-19

Mayor Martin J. Walsh

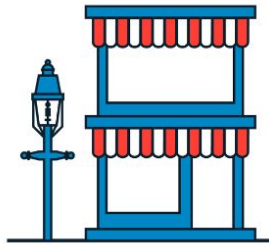
Last updated on April 20th, 2020



COVID-19 Rapid Response

Small Business Relief Fund

- Provides grants to Boston Small Businesses in the amount of \$2500, \$5000, and \$10,000 with 35 or fewer employees and less than \$1.5 million in revenue in sectors most heavily impacted by COVID-19
- Received 2,709 applications during application period of April 6-13.
- Checks have been disbursed to 559 small businesses.



SMALL BUSINESS RELIEF FUND

Through the fund, small businesses get financial help without assuming more debt. They'll receive grant funds to quickly address, among other needs:

- fixed debts and payroll
- accounts payable, and
- other working capital expenses

Learn more at boston.gov/business-relief

COVID-19 Rapid Response

TOTAL APPLICANT OVERVIEW - 1,916 eligible of 2,709 Total Applicants

RACE/ETHNICITY	TOTAL	% of TOTAL	Total % of City Businesses*
White	939	49%	64.30%
Hispanic/Latinx Origin	284	15%	13.70%
Asian & Pacific Islander	363	19%	8%
Black/African American	232	12%	11.70%
American Indian	2	0%	
More than 1 race/ethnicity	42	2%	2.30%
No Responses	54	3%	

COVID-19: Rapid Response

ROUND ONE GRANT AWARDS

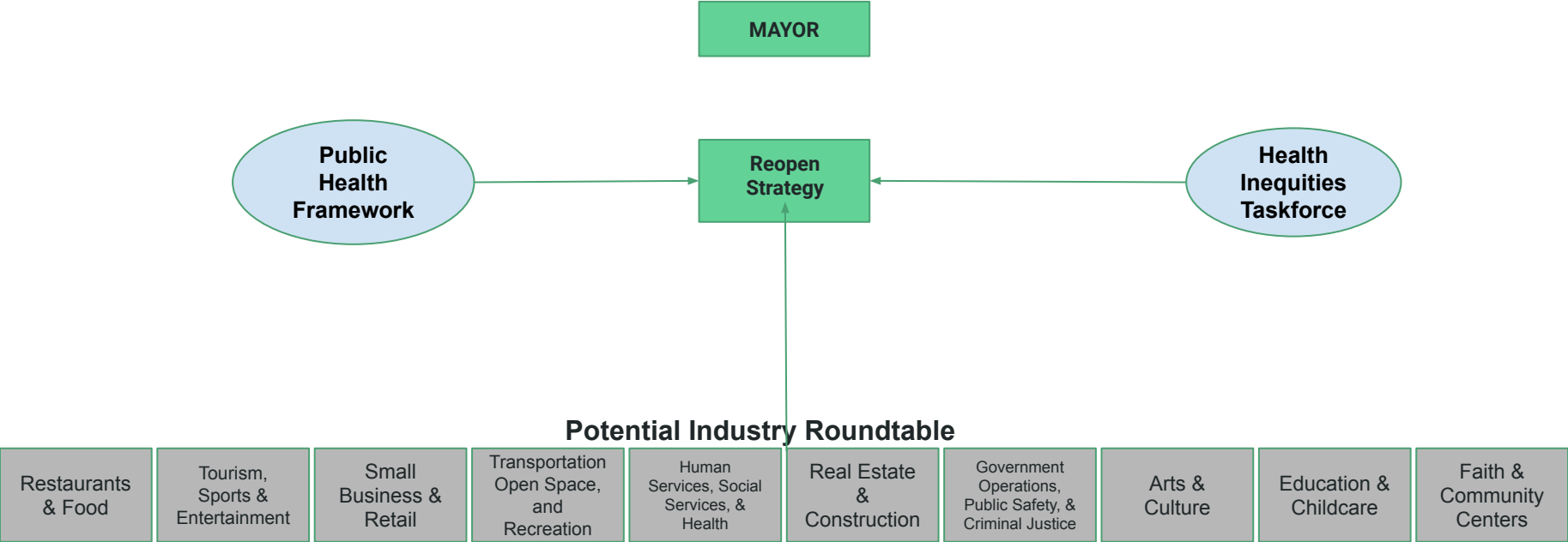
BUSINESS SIZE	TOTAL %
0-5 Employees	79%
5-15 Employees	18%
15-35 Employees	5%
<\$250K in Revenue	68%
<\$750K in Revenue	20%
<\$1.5M in Revenue	12%

RACE / ETHNICITY	TOTAL
White	231 (42%)
Asian	126
Black / African American	83
Latinx	80
Other or Blank	19

OTHER DEMOGRAPHICS	
Woman-owned or non-binary	48%
Immigrant <i>(incl naturalized citizens and refugees)</i>	44%
Boston Resident	57%

**559 Grants
Nearly \$2M**

COVID-19: Planning for Re-Opening and Equitable Future



Deliverable: Each sector develops re-open policy and operational guideline with the City of Boston.



Economic Development Center

Values, Strategy, and Communications

- All meetings adhere to our public meeting protocol, which shows respect for each community we engage
- All meetings meaningfully engage residents to advance our economic development priorities

Equity and Inclusion Series

Equity and Inclusion

- Tools of the Trade: OSHA 10, CSL
- Contracting Opportunity Fairs and Preparation Sessions

Priority Area: Develop Pathways to overcome disparity

Small Business Series

Small Business

- Accelerators (ie. Food Trucks, commercial space, working mothers)
- Technical Assistance/ Workshops (ie. marketing, social media)

Priority Area: Business development and job growth

Community Economic Impact Series

Business Strategy/BPDA Research

- Neighborhood and ethnic focused presentations on economic impacts-- Cape Verdean, Brazilians, Haitians, Vietnamese, Russians

Priority Area: Placemaking and Community Economic Development

Jobs, Talent, and Employer Series

Business Strategy

- “Untapped” Report Release
- Casino job fairs and engagement

Priority Area: Business development and job growth

Marketing and Amplification

- 95+ Workshops
- Over 1000 residents, businesses, entrepreneurs engaged
- Neighborhood and community activation



COVID-19: Planning for Re-Opening and Equitable Future

Health Inequities Task Force

- *Established in early April by Mayor Walsh to better understand disparities related to COVID-19 response and implementation of critical services and to Co-design a strategy to ensure equity and accessibility to services for communities of color.*
- **OED is leading conversations with the Task Force around Recovery while HHS and BPHC are focusing on immediate response around testing and medical needs.**
 - Stakeholder Conversations
 - Reopening Framework
 - Community Mobilization

COVID-19: Planning for Re-Opening and Equitable Future

Construction Training: Online Site Safety Planning

- 2 live sessions
- Over 180 participants
- Workshop was recorded and questions are available on the website

B Free Online Workshop!

City of Boston Mayor's Office of Economic Development (OED), Inspectional Services Department (ISD) and Mass Construction Consultants, Inc proudly presents:

Tools of the Trade:

HOW TO CREATE A COVID-19 SITE-SPECIFIC SAFETY PLAN (COVID-19 SSSP)

This workshop is for contractors looking to create their COVID-19 SSSP, the safety plan that is required to re-open construction sites. This course will review the newly issued construction guidance by the City of Boston and the Commonwealth of Massachusetts.

TWO DATES CURRENTLY AVAILABLE

MAY 4TH AT 10:00 AM
OR
MAY 6TH AT 5:00 PM

Space is limited. Registration required.

To register for May 4th: <https://bit.ly/2Sh4Jza>, to register for May 6th: <https://bit.ly/3f0WL7b>
Please contact Sheryce Hearn at Sheryce.Hearn@Boston.gov or 617-635-3449 with questions.

EQUITY AND INCLUSION SERIES
THE ECONOMIC DEVELOPMENT CENTER
Mayor Martin J. Walsh

B

COVID-19: Planning for Re-Opening and Equitable Future



Tools of the Trade

CSL EXAM PREP

**CONSTRUCTION
SUPERVISOR
LICENSE EXAM PREP**

This course will provide all the information needed to take and pass the State issued licence exam.

Space is limited.

Registration required.



**ALL ONLINE
STARTING:
MAY 7**

EQUITY AND INCLUSION SERIES
THE ECONOMIC DEVELOPMENT CENTER
Mayor Martin J. Walsh



Online Construction Supervisor License Prep Course

- 4 week online class, starting May 7th
- 25 spots
- \$350 value/per participant + some books available for those needing financial assistance

REGISTRATION: sheryce.hearns@boston.gov

COVID-19: Planning for Re-Opening and Equitable Future

Boston Main Streets & Commercial Districts

Conversations on Re-Opening

- *16 re-opening conversations with Boston Main Streets and other business groups/associations*
- *6 of 16 in multiple languages (Spanish, Chinese, Vietnamese, Haitian Creole, Somali, and Cape Verdean Creole)*
- *Industry Specific Workshops and EDC workshops*

FY 20 Highlights

Economic Priorities



Equity in Procurement



Mayor Walsh's Equity in Procurement Executive Order signed on November 8, 2019 requires the City to:

- Modernize a public-facing directory of small and local businesses including minority-owned businesses (MBEs), woman-owned businesses (WBEs), and veteran-owned small businesses.
- Create a training program for City employees and departments who manage procurement as part of their roles.
- Mandate each department to create a procurement plan that prioritizes equitable business practices.

Small Business Tours: Mayor on Main and 20 Districts in 20 Days



2019 SCHEDULE

WEDNESDAY, JULY 17

- 2:30 p.m. - Upham's Corner (600 Columbia Road)
- 3:30 p.m. - Greater Grove Hall (451 Blue Hill Avenue)
- 4:30 p.m. - Four Corners (420 Washington Street)

SATURDAY, JULY 20

- 10:00 a.m. - Egleston Square (3160 Washington Street)
- 11:00 a.m. - East Boston (567 Bennington Street)
- 12:00 p.m. - Brighton (376 Washington Street)

MONDAY, JULY 22

- 2:30 p.m. - Dudley Square (57 Warren Street)
- 3:30 p.m. - Hyde/Jackson (378 Centre Street)
- 4:30 p.m. - Washington/Gateway (1407 Washington Street)

CITY of BOSTON



Mayor Martin J. Walsh



City of Boston
Economic Development



Upham's Corner Arts and Innovation District Implementation Plan

Placemaking and Community Economic Development

- Request for Ideas issued in July 2019
- Ongoing legal and site review
- Anticipate releasing Request for Proposals in 2020



**FY 21 Plans and
Investments**



Boston Resident Jobs Policy (BRJP) Technology Enhancements

An investment of \$101,284 will allow the BRJP program to make key investments in Salesforce in the form of a FTE for Salesforce platform management.

Since October we have made the following progress in our transition to Salesforce:

- Conducted trainings for over 350 contractors
- We are currently piloting 4 projects on Salesforce (see chart)
- Created a Salesforce sanction and invoicing process with Auditing, OBM, Legal and Treasury
- Created an automated BRJP document library on Salesforce
- Premiered Salesforce at the Boston Employment Commission meeting (February)

Due to COVID-19: we had to postpone the following:

- Planned BEC Commissioner Salesforce training (March)
- Full transition of New Ordinance projects to Salesforce (June)

Salesforce Pilot Projects

Project Name	Neighborhood	General Contractor	Agency	Construction Monitor
Indigo Block (inactive)	Roxbury	NEI General Contracting, Inc.	BRJP	Robert Woodson
Cote Village (inactive)	Mattapan	Bilt-Rite Construction	BRJP	Robert Woodson
BIDMC Inpatient Building (limited activity)	Longwood Area	Turner Construction	BRJP	Pamela Ruffo
112 Shawmut Ave (inactive)	South End	Suffolk Construction	BPDA	Takara Hamilton

Equity and Inclusion: Supplier Diversity Manager

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

The role of Supplier Diversity Manager will provide increased capacity to the Equity and Inclusion Unit support the implementation of the **Executive Order to Support Equity in Procurement**--ensuring the full participation of all enterprises in City spending, focused on small and local, minority-, women-, and veteran-owned small businesses.

We anticipate that the specific duties of the role will include:

- Work with City Departments to creating and execute small and diverse supplier strategies, based on data analysis and systems to identify annual sourcing opportunities proactively.
- Connecting City departments with diverse suppliers through meetings, presentations and by providing guidance on the sourcing landscape, supplier diversity inquiries, and diverse supplier capabilities.
- Identifying qualified, prospective small and diverse suppliers and facilitate early discussions with City departments.

Re-Imagining Main Streets

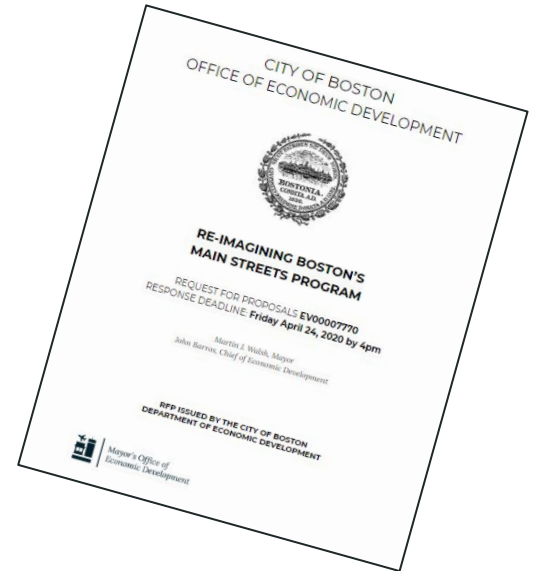
In anticipation of hosting the National Main Streets Convention in Boston in 2021, OED is planning to make significant investments in the program--with a comprehensive program review and the extension of a placemaking and activation initiative--to demonstrate impact in our neighborhood business districts and showcase our program as a national model as it was as the first urban Main Street in 1983.

- RFP Released on March 23, due April 24, 2020
- Received 6 responses, currently under review for selection

The engagement will include:

- Thorough analysis and reimagining of the 20 individual Main Streets districts
- Evaluating intra-district disparities
- Robust community engagement

In addition to strengthening our existing districts, this engagement will provide a roadmap to review requests from neighborhoods interested in adding a Main Streets District



Cannabis Equity Fund



- An investment of a \$1 million in the Cannabis Equity Fund will support the implementation of the November 27, 2019 Ordinance Establishing Equitable Regulation of the Cannabis Industry in the City of Boston.
- This fund will support the operation of the City's cannabis program and provide resources and technical assistance available for equity applicants and licensees to establish and operate a cannabis business in the City of Boston.