

## **MINORITY AND WOMEN-OWNED BUSINESSES:**

### **Topics and Resources That May Be of Interest to You**

The City of Beverly is committed to inviting and facilitating the participation of all residents in dialogue and events around issues inherently related to governing a community. Abu Toppin, the City's Director of Diversity, Equity and Inclusion is working throughout the community to help the City fulfill this commitment. As part of this effort Abu is working with the City's Planning and Economic Development team as well as external partners including the owners of minority and women-owned businesses to better understand and respond to their needs. If you would like to connect with Abu his telephone number 978-605-2340, email address is atoppin@beverlyma.gov [Click here for the link to the City's web page relative to Diversity, Equity and Inclusion.](#)

Below are several topics that may be of interest to you:

**North Shore Diversity Catalog-** [Please click here for the May 2021 issue of the North Shore Diversity Catalog](#) which lists self-identified minority and women-owned businesses (MWOB) in Beverly and several other North Shore Communities. For the purposes of this catalog MWOB was defined as businesses in the greater North Shore region with at least 51% of the ownership team falling under at least one of the following categories: immigrant-owned, women-owned, minority-owned, service-disabled veteran-owned, veteran-owned, lesbian gay bisexual or transgendered (LGBTQIA) owned, disability-owned business enterprise. The purpose of this Catalog is two-fold. It facilitates (1) interaction between MWOB's and city/town governments in relation to potential work bids, and; (2) a communication network amongst listed businesses, which hopefully will foster a system of mutual support.

**How to Become a Certified Minority Business Enterprise-**The Commonwealth of Massachusetts Supplier Diversity Office (SDO) certifies companies as Massachusetts Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Veteran Business Enterprises (VBE), and Portuguese Business Enterprises (PBE). This certification may open up public and private business opportunities in Massachusetts, particularly if businesses are interested in bidding on public contracts.

Companies with a principal place of business in Massachusetts interested in obtaining certification from the Supplier Diversity Office are required to attend a mandatory, two-hour pre-certification workshop prior to submitting an application. Within 1-2 days after the workshop participants will receive instructions, via email, to create an SDA portal account.

The pre-certification workshop provides an overview of the State certification criteria and process, the SDO portal platform, and the required documents that must be submitted when applying for certification. The workshop also provides a brief introduction to COMMBUYS (the

Commonwealth's procurement platform where bidding opportunities occur), the Small Business Purchasing Program, and the Supplier Diversity Program.

[To learn more from the SDO, including dates of scheduled workshops click here.](#)

**Resources (informational and financial)**-We are so fortunate that Massachusetts is home to many organizations that provide guidance and other forms of assistance to the business community, including specifically to minority and women owned businesses. Following is a list of some of those resources that may be of interest to you:

#### LOCAL

- [Beverly Main Streets](#)- The Main Street approach is centered around following a focused, deliberate path to revitalizing or strengthening a downtown, leveraging the district's unique cultural, educational and historic assets to set it apart. The Main Street model is organized around four points: (1)Economic Vitality (attracting new businesses and development while helping existing businesses thrive); (2) Design (the look and feel of downtown); (3) Promotion (bringing people to the downtown); (4) Organization (building a sustainable organizational structure)
- [Greater Beverly Chamber of Commerce](#)- The Greater Beverly Chamber of Commerce is a welcoming hub providing leadership, resources, networking, and advocacy for member businesses. Fostering community, collaboration, and connections, together we make our region vibrant

#### REGIONAL

- [Enterprise Center](#)-the Enterprise Center holds workshops for business owners, sponsors a CEO group serving the needs of business executives and leases space in their building to small businesses.
- [Massachusetts Small Business Development Center \(Northeast\)](#)- The Massachusetts Small Business Development Center Network is committed to helping your business succeed in Massachusetts. We provide free, confidential, one-to-one business assistance and free or low-cost educational training programs to prospective and existing small businesses. Business seminars are held at the Enterprise Center in Salem and Northern Essex Community College in Lawrence. The MSBDC fosters the start, growth and sustainability of small business by providing high-quality, in-depth advising, training and capital access. Areas of assistance include, but are not limited to: business plan development, pre-venture feasibility, cash flow analysis, personnel and organizational issues, conventional and non-conventional financing, and marketing. In addition, our office works closely with the two MSBDC specialty centers, the [Massachusetts Export Center](#) for international trade assistance and the [Procurement Technical Assistance Center](#) for government contracting.
- MASSHIRE/North Shore Workforce Board- The Board serves as the oversight and policy-making body for federally funded employment and training services in the region.

The board also has the broader role of addressing critical labor market issues and developing strategic partnerships with local leaders in economic development, education, government agencies, chambers of commerce, community-based, and labor organizations. [MASSHIRE](#) helps both job-seekers and businesses.

## STATEWIDE AND BEYOND

- [Center for Women and Enterprise](#)-CWE is an inclusive economic empowerment organization. We help women business owners and aspiring women entrepreneurs launch and grow their business by providing greater access to the resources, tools and support they need.
- [Coalition for an Equitable Economy](#)- Ensure equitable access to capital, business networks, education, technical support and other resources for Black, Latinx, immigrant and low income small business owners in Massachusetts. Build on the foundation of existing assets, a highly collaborative, innovative and effective ecosystem that delivers to diverse entrepreneurs the resources necessary to start, stabilize and grow profitable businesses that fuel the MA economy. Dismantle racist structures that have prevented investment in and growth of diverse businesses.
- [Foundation for Business Equity](#)-We focus on scaling businesses of color to create greater wealth creation for business owners and key principals and create more jobs with family-sustaining wages in our urban communities. Eastern Bank was the founding funder of the Foundation for Business Equity and made a \$10 million grant over three years to launch the Foundation.
- [Lawyers for Civil Rights-Boston](#)-Lawyers for Civil Rights provides representation, advice, and referrals primarily for residents of Massachusetts and surrounding communities who experience discrimination or harassment in employment, housing, education, or voting. *They also provide free legal support to qualifying entrepreneurs and small businesses.* They do not handle individual eviction or family law cases.
- [Massachusetts Bar Association Dial-a-Lawyer Program](#)-The Massachusetts Bar Association offers free legal advice through its Dial-a-Lawyer program which invites anyone in need of guidance to call 1-617-338-0610 or 1-877-686-0711 on the first Wednesday of every month between 5:30-7:30 PM.
- [Massachusetts Department of Revenue](#) (DOR)-Learn how to register your business with [MassTaxConnect](#) — DOR's web-based application for filing and paying taxes. You can also learn how to apply for an Employee Identification Number (EIN), request a certificate of good standing, or find out about the latest business tax credits, corporate excise and withholding tax.
- [Massachusetts Life Science Center](#)-The Center's mission is to create jobs in the life sciences and support vital scientific research that will improve the human condition. This

work includes making financial investments in public and private institutions that are advancing life sciences research, development and commercialization as well as building ties between sectors of the Massachusetts life sciences community.

- [Massachusetts Office of Business Development](#)-Assists businesses relocating to Massachusetts as well as businesses wishing to expand their current operations, with specific attention being paid to jobs created, jobs retained, and capital invested.
- [Massachusetts Permit Regulatory Office](#)-The Massachusetts Permit Regulatory Office was established to work with new and existing businesses to foster job creation by assisting with permitting, licensing, and regulatory processes. The director of the Permit Regulatory Office serves as the state permitting ombudsman to municipalities and businesses. They may be reached by telephone at 1-617-788-3610.
- [National Black Chamber of Commerce](#)- The National Black Chamber of Commerce® is dedicated to economically empowering and sustaining African American communities through entrepreneurship and capitalistic activity within the United States and via interaction with the Black Diaspora.
- [1 Million Cups](#)-As a program of the Kauffman Foundation, 1 Million Cups works with entrepreneurs, empowering them with the tools and resources to break down barriers that stand in the way of starting and growing their businesses. Mr. Kauffman believed it was a fundamental right for anyone who had a big idea to be able to bring it to life—and we're here to fulfill that mission.
- [New England Veterans Chamber of Commerce](#)-The New England Veterans Chamber of Commerce (NEVCC) provides material, social, and professional resources to veterans, with a special focus on assisting veteran business owners and their families. The NEVCC collaborates with corporations and small businesses to find opportunities for veteran employment as well as to help existing veteran-owned businesses grow.
- [North Shore Innoventures](#)-North Shore Innoventures is a non-profit technology incubator helping early-stage biotech and cleantech companies increase their probability of success.
- [SCORE](#)- They provide mentorship and share ethically sound business practices. SCORE's nationwide initiatives help entrepreneurs and small business owners at various stages in their professional lives. Included amongst the range of services they provide is assistance with business plan development. [They have several offices in the area with one located right here in Beverly](#). SCORE is affiliated with the US Small Business Administration.
- [US Small Business Administration](#) (SBA)-The SBA provides business counseling, loans, information about government contract opportunities and more in order to help small business grow and thrive. The SBA also created an [excellent guide](#) that identifies the many issues associated with starting a small business.

