

City of Worcester Advisory Committee on the Status of Women

VIRTUAL MEETING MINUTES– Tuesday, April 5, 2022, 5:45 pm

Video available online: <https://play.champds.com/worcesterma/event/1241>

Spanish interpretation online video: <https://play.champds.com/worcesterma/event/1242>

Members Present: Rubby Wuabu, Tracey Whitney, Samantha Sendrowski, Márcia Macri, Kayanna James, Heather Borelli, and Esther Boama-Nyarko

Members Absent: N/A

Staff: Jayna Turchek

Guest presenters: Nicole Broushet (Vegan Nest Café), Nicole Dicello, (Bedlam Book Café), Jennifer Hernandez (GEM Marketing Solutions), and Yolanda Villamil (Alpha Travel)

Key Informants: City of Worcester Executive Office of Economic Development, Greater Worcester Chamber of Commerce, Center for Women & Enterprise, Worcester Business Journal, and Discover Central MA

1. Call to order and Introductions

Kayanna James called the meeting to order at 5:50 pm. Kayanna James welcomed members of the commission and those present, and a roll call was taken, 6-0-0, that established a quorum. Agenda was approved with no revisions.

2. Review and approval of March 1, 2022 meeting minutes

Samantha Sendrowski motioned to accept the minutes as written for the March 1, 2022 meeting. Heather Borelli seconded. Minutes unanimously passed on a roll call vote of 6-0-0.

3. Topic: Status of Worcester's Women-Owned Businesses

A. Introduction of Topic and Presentation (Powerpoint)

A powerpoint presentation is first demonstrated by Márcia Macri that is attached to this document.

Top points:

- Minority Business Enterprise / Women Business Enterprise Utilization Goals
- City Contracting with Underrepresented Businesses Next Steps
- State Certified WBE in Worcester

- Diverse Business Directory
- Closing the Boardroom Gap
- What is needed in Worcester to support women-owned businesses?
- Chamber of Commerce Programs, Events, and Initiatives
- Content that Supports DEI: Campaigns
- About the Center for Women & Enterprise and upcoming workshops

B. Background summary on the status of women owned businesses throughout the pandemic (Paraphrased):

Jennifer Hernandez: Technology saved many of us during the pandemic and Jennifer is grateful we had the opportunity to use it to enhance our small businesses during a time of struggle.

Nicole Dicello: Opening Bedlam Cafe was a struggle from the start, there was the new construction happening in Kelley Square and soon after the pandemic hit. I was able to keep my business up and running thanks to government assistance, protection programs and Peter Dunn. I was able to receive a grant that helped women-owned businesses. I had to make adjustments and run my business differently which opened new avenues in which I created an online store. I debated having an online business because I enjoyed seeing people come in and search for books but the pandemic made me more flexible and open-minded.

Yolanda Villamil: When the pandemic hit I had a rollercoaster of emotions. I had no idea what I was going to do and was trying to figure out new ways to reinvent my business. I am happy to be in the U.S. because I have constant support regardless of the situation I am in. I had to lay off my employees and it was quite nice to be able to shut down for a bit and get a break after working for so many years straight. We have introduced a new service of digital fingerprints which allowed for our business to grow.

Nicole Broushet: We struggled most with our health, psychologically and mentally rather than financial burdens. It was hard and worrisome not seeing those regular customers we enjoyed seeing on a daily basis. We created what we called “Nesting Boxes” which had a variety of things to help out community members and some people would purchase them on someone's behalf to make sure they had things they needed and it was heartwarming to see the community helping one another. We took the opportunity for innovation.

Monique Messier, Discover Central MA: We look to promote and tell the stories of small businesses like the ones here today. I hope to work with you all in the future to spread your experience and knowledge to others.

Nicole Dicello: It is inspiring hearing from you all and I can see the passion you all carry that will help you through difficulties such as a pandemic

Questions:

How did you face constant challenges among other things going on in your daily life? Did you use any resources or have any tips for other business owners?

Jennifer Hernandez: There is a lot of unconscious bias behind women business owners who also have a family life but it was a challenge to find that balance. Asking for help truly made a difference and we just have to be open to accepting help.

Nicole Broushet: Separating my non-negotiables in both my work and personal help life, Learning to be confident helped our business and our connections with our customers. I would have to agree with Jennifer having the ability to ask for help really makes a difference.

Yolanda Villamil: I had a lot of things going on during the pandemic and it was difficult digesting those issues not knowing where everything with the pandemic was heading towards. Self-care is huge, we need to care for ourselves and we can do anything we set our minds to.

Nicole Dicello: Having a work-life balance makes all the difference and standing your ground and keeping your set boundaries.

What has been your biggest challenge as a woman business owner?

Nicole Dicello: Being underestimated but that also reaps some benefits as well.

Yolanda Villamil: I would have to agree. Even with documentation we are still not seen as worthy or able. Do everything the best way you can do it and blessings will come your way.

Jennifer Hernandez: Doors do not open as quickly for us as women but continuing to believe in your value you will slowly get the support you need.

Nicole Broushet: Support other women and do not view them as competition. It has been difficult having to figure out how to go our separate ways and know when enough is enough.

Heather Borelli introduced Milka Njoroge into the conversation who is a fellow business owner.

Milka Njoroge: I am the CEO of Century Homecare based in Worcester, we service patients across the city among neighboring locations as well. I just want to thank Fatima for making me aware of this wonderful conversation that is happening. Just with us being a healthcare service has been challenging due to the pandemic. **My question for anyone who would like to answer is what are you doing to care for your mental health and employees?**

Nicole Dicello: Something I emphasize on is communication and being understanding, we cannot be the best version of ourselves every single day, we are humans.

Nicole Broushet: Personally my faith is what really helps me care for myself and I suggest for everyone even if it is not faith to hold something that brings them joy, peace and comfort close to get soothing themselves. Not allow anything to interrupt that time for yourself. Receive from your employees, give to your employees.

What advice would you give to a woman considering becoming a business owner?

Nicole Dicello: Have a strong support network.

Jennifer Hernandez: Having a plan and vision, metrics you are working towards. Keep going, continue to believe in yourself.

Nicole Broushet: Do not be afraid to invest in yourself. You are worth it.

Yolanda Villamil: Family should support you, so you have a balance because it is not easy but you can do it especially with support. Your employees are who keep your business running, give them appreciation and allow them to be flexible.

Milka Njoroge: I agree with everyone else having those support systems is extremely important. Finding a mentor or a coach is very beneficial and you have someone you can go towards when you need some sort of guidance.

What is one strength that is essential that led to your success?

Jennifer Hernandez: Perseverance and strength, not letting bad days get to me and be more focused on my ability to help my community.

Nicole Dicello: Relentless, you have the vision and the idea and you have to go through with it.

Nicole Broushet: Optimism and stubbornness.

Milka Njoroge: Courageousness. Even when making mistakes you choose to continue to try.

Resources from the city or other organization that you leveraged for your businesses? If not, what would you like to see from the city to better help Women-owned businesses?

Yolanda Villamil: The city and state have been very helpful, but I would appreciate more local people supporting small businesses. We grow all together.

Jennifer Hernandez: Chamber of commerce has had a huge impact on my business when the pandemic hit, my budget was not enough during the time but they were giving out scholarships to members that helped greatly. I received exposure, relationships and networking because of them. EforAll, which is fairly new to Worcester, it is a free accelerated program that provides guidance and mentorship from people who were in your position previously.

How did you come to meet your mentor?

Jennifer Hernandez: If you get into EforAll they do give you one but I always encourage you to reach out to similar businesses to your own because they are very open to share their knowledge, it is not about competition many want to be resourceful.

Nicole Broushet: Speak to other women-owned businesses that did not become a business in a traditional way, to get better insight from places you enjoy and build a network.

Nicole Dicello: Bedlam is my baby and I am always excited to talk about it, always go out of your way to build new relationships with local business owners.

Yolanda Villamil: Networking events, you can take a little bit from everyone to use towards your business. Be organized to better your success rate, learn to manage your money, not the customers' money.

Additional Comments/Questions:

No questions were asked. Kayanna James thanked everyone for their participation and attendance.

C. Conclusion of the Meeting

Heather thanks the panelists and those who attended for a wonderful evening. This portion of the meeting is concluded and committee will be discussing other matters but people are more than welcome to stay and listen in.

Motion to approve Gender-Based Violence report by Committeewoman Sendrowski, seconded by Committeewoman Borelli. Motion unanimously passed at 7:32 pm on a roll call vote 6-0-0.

Motion to approve May agenda by Committeewoman Sendrowski, seconded by Committeewoman Borelli. Motion unanimously passed at 7:34 pm on a roll call vote 6-0-0.

4. Adjournment (Next meeting is Tuesday, May 3, 2022)

Motion to adjourn by Committeewoman Borelli, seconded by Tracey Whitney. Motion unanimously passed on a roll call vote 6-0-0.

Meeting Adjourned at 7:39 pm.



The City of
WORCESTER

Women-Owned Businesses in Worcester

ADVISORY COMMITTEE ON THE STATUS OF WOMEN

APRIL 2022

Background Summary

City of Worcester's Executive Office of Economic Development: City Contracting with Underrepresented Businesses

- Hung Nguyen, *Project Manager*; Peter Dunn, *Chief Development Officer*; Michelle Mueller, *UMass Donahue Institute*

Worcester Business Journal: Women in Leadership

- Katherine Hamilton, *Reporter*

Worcester Chamber of Commerce: Support of Women Owned Businesses

- Karen Pelletier, *Executive Vice President*

Discover Central Massachusetts: BIPOC, Diversity, Equity & Inclusion (DEI) Initiatives

- Monique Messier, *Executive Director*

Center for Women and Enterprise: Training and Resources for Women-Owned Businesses

- Raquel Knight, *Executive Director*

A photograph of the City of Worcester City Hall, a large, ornate, light-colored stone building with a prominent clock tower and a red roof. A modern glass skyscraper is visible in the background to the right. The sky is blue with some light clouds. The text is overlaid on the image.

City Contracting with Underrepresented Businesses

CITY OF WORCESTER EXECUTIVE OFFICE OF ECONOMIC DEVELOPMENT

Minority Business Enterprise (MBE)/Women Business Enterprise (WBE) Utilization Goals

	City of Worcester	Worcester Redevelopment Authority	City of Boston	City of Springfield	Massachusetts Supplier Diversity Office	Division of Capital Asset Management and Maintenance / UMass Building Authority	Massport
Combined MBE/WBE		20%	25%	20%		15% for Design 8.8% for Construction	15.2% disadvantaged business enterprise goal for Worcester Regional Airport through FY2022
WBE	5%		15%		14%	6.6% for Design 4.2% for Construction	
MBE	10%		10%		8%		
Veteran / Service Disabled Veteran Business Enterprises					3%		
Notes	EOED recommended City of Worcester revisit goals to update the utilization percentages and create consistency across the City of Worcester departments, including the City's Tax Increment Financing (TIF) Policy		Updated goals after a 2021 study		Encourages contracts with Disability-Owned and LGBT Business Enterprises but has not yet set goals		Also have other various goals, the WRA goal is most relevant

Source: Informational Update on Contracting with Underrepresented Businesses From the Executive Office of Economic Development (EOED), September 2021

City Contracting with Underrepresented Businesses Next Steps

Localized Study with UMass Donahue Institute: estimated to be complete by the end of June 2022

- Literature and Policy Review (i.e. recent studies and policies from Boston, Commonwealth of Massachusetts, etc.)
- Assess Existing Conditions and Local Needs
- Develop Data Driven Method and Resulting Goals
- Identify Recommendations and Best Practices
- Obtain Business Community Feedback to Prioritize Recommendations
- Summarize Recommendations and Findings in Written Report

Staff Support: As part of the FY2022 City of Worcester budget process, a new staff member was added to the EOED to help carry out this initiative

State Certified WBE in Worcester

- 30 WBE certified in Worcester as of March 2022
 - Women-owned businesses that sell products or services to the government can be certified as a WBE
- EOED aims to get more businesses certified, and partners with the State Supplier Diversity Resources (SDO) from time to time on certification workshops

Diverse Business Directory

Developed in partnership with the Worcester Chamber of Commerce, it highlights which businesses are diversely-owned, so that other businesses, customers or potential clients who wish to work with or support these businesses can connect with each other

- 208 Diverse Businesses in the directory
- 105 of them identified as woman-owned

If you are a business of diverse ownership yourself and would like to be a part of this directory, submit your entry

To access or submit an entry: <http://www.worcesterma.gov/business-community-development/diverse-business-directory>



Worcester Business Journal

WOMEN IN LEADERSHIP

Closing the Boardroom Gap

Re-evaluate
Hiring
Processes

Remote, Hybrid,
and Flexible
Work Schedules

Accessible
Pathways to
Advancement

What is needed in Worcester to support women-owned businesses?

Transparency and information sharing about what running a business:

- Educational resources specific to women
- Support systems and connection with other women business owners

Efforts by the City to work with women and minority-owned businesses to understand what resources would be best for supporting them



Worcester Chamber of Commerce

SUPPORT OF WOMEN-OWNED BUSINESSES

About the Chamber of Commerce

As a member-driven organization, the Chamber works on behalf of businesses to create valuable programs and events that help to grow their networks, advocate for favorable, business-friendly public policy, work with our partners to assist with economic development efforts that create more opportunities and jobs, and support individual members on a variety of issues.





Chamber of Commerce Events

- May 5: She's Local Conference
- May 6: Woostapreneurs Forum
- June 16: Worcester Women's Leadership Conference
 - There will be one workshop specifically targeting WOB with a panel of local entrepreneurs. We also have an exhibitor area for woman-owned vendors. The full day programming would be relevant to all. Scholarships are available.
- Seminars and networking events are listed on the Chamber's website
- Chamber events are open to non-members, joining also has benefits
- **Learn more: www.worcesterchamber.org**

Chamber of Commerce Programs and Initiatives



- <https://wbra.wordpress.com/organizations/>
- <https://centralmastartupcommunity.com/feed>
- <https://www.worcesterma.gov/business-community-development/diverse-business-directory>
- www.smallbstrong.com



Discover Central Massachusetts

BIPOC, DIVERSITY, EQUITY & INCLUSION (DEI) INITIATIVES



About Discover Central MA

The vision of Discover Central Massachusetts is to establish Central Massachusetts as a destination that visitors recommend to friends and family; meeting and event planners prefer as a location for their events; residents are proud of; and investors seek out for development opportunities.



Source: <https://www.discovercentralma.org/>



BIPOC, DEI Initiatives

- Industry Memberships
- BIPOC DCM Board Members - *being voted in for FY22*
- Examples of Worcester BIPOC Vendors & Creative Contributors
 - BMII Films (Ben Mercedes)
 - Jennifer Ingham via Studio DiBella
 - Natalia Perez via Studio DiBella
 - Studio DiBella
 - Oceans Promotions
- Publish articles that support DEI
- Visitor's Guide supports DEI
- The Events Calendar is a community-driven platform supporting the promotion of local events that share Black stories and create opportunities to connect with BIPOC creatives, event hosts and local orgs that facilitate DEI programs



Content that Supports DEI: Campaigns

#WeLoveWorcester Campaign Videos: We intentionally engaged with members to represent business owners and chefs from diverse backgrounds to include in the 2 campaign videos.

Micro-Wedding Campaign on BostonMagazine/[Weddings.com](https://www.weddings.com): We intentionally sought photography to include diversity within images selected for this paid media campaign.

Smile City Influencer Partners



BIPOC Members / Attraction Profiles

- Bedlam Book Shop & Café
- Crocodile River Music
- Fatima's Café
- Major Taylor Statue
- Max Sansing POW WOW Mural
- Bean Counter Bakery
- Chashu Ramen + Izakaya
- Nuestra
- Mrs. Moriconi's
- The O Shop
- Tinkers Cart
- CC Lowell
- Annie's Book Stop
- Massachusetts Pirates

Learn about membership benefits: <https://www.discovercentralma.org/membership/member-benefits/>





Center for Women & Enterprise

TRAINING AND RESOURCES FOR WOMEN-OWNED BUSINESSES



About the Center for Women & Enterprise

The Center for Women & Enterprise is a nationally known nonprofit organization dedicated to helping people start and grow their businesses.

What CWE does:

- Education
- Training
- Technical assistance
- Women's business enterprise certification

Learn more: <https://www.cweonline.org/About-CWE/About-CWE>

Upcoming Workshops

The CWE website and social media platforms have a variety of workshops going on throughout the month of April such as:

- Steps to start a business
- How to land your first client
- Keeping the books
- Digital and social media marketing classes
- And more

Learn more: <https://www.cweonline.org/About-CWE/CWE-Central-Massachusetts>

Business Owner Panelists



Jennifer Hernandez
GEM Marketing
Solutions



Nicole Broushet
Vegan Nest Café



Nicole Dicello
Bedlam Book Café



Yolanda Villamil
Alpha Travel



Edward M. Augustus, Jr.
City Manager

CITY OF WORCESTER

cm2021sep14032919

Attachment for Item # 10.5 A

September 22, 2021

TO THE WORCESTER CITY COUNCIL

COUNCILORS:

Please find enclosed an informational update on my Administration's efforts to develop a plan to improve outcomes relative to contracting with underrepresented businesses, as received from Peter Dunn, Chief Development Officer, and forwarded for the consideration of your Honorable Body.

One of the core tenets of my Administration has been to create opportunities for all. In keeping with that, as well as advancing the principle of inclusive economic development, I have made it a priority this fiscal year to work on a plan to improve contracting opportunities with underrepresented businesses. While this initiative is truly an interdepartmental effort, the Executive Office of Economic Development (EOED) will serve as the lead department and coordinator, similar to the recent efforts with the updated workforce participation goals and reporting. The Executive Office of Economic Development will soon advertise the new position that was approved in this year's budget to enhance our capacity in advancing these efforts. In addition, we will be revisiting the City's current goals for underrepresented business utilization, and intend to partner with the UMass Donahue Institute to ensure we have an independent, data-driven approach to these recommendations. We will keep the City Council apprised of the progress with this initiative over the coming months.

Respectfully submitted,

Edward M. Augustus, Jr.
City Manager



To: Edward M. Augustus, Jr., City Manager
From: Peter Dunn, Chief Development Officer
Date: September 22, 2021
Re: Informational Update on Contracting with Underrepresented Businesses

The Executive Office of Economic Development (EOED) has been working on a plan to improve outcomes relative to contracting with underrepresented businesses. Over the course of the summer, the EOED has been investigating similar efforts and learning best practices from across the state and beyond. Notable examples include the City of Boston and state agencies like the Supplier Diversity Office, the Division of Capital Asset Management and Maintenance and the “Massport Model.” Across these examples, the following activities are often cited as action items or areas for improvement:

- Updating / increasing goals for underrepresented business participation.
- Improving outreach and awareness of bid opportunities, including spending forecasts.
- Building capacity of businesses with less experience in government contracting.
- Providing financial assistance to help build capacity and wherewithal for government contracting, such as bonding assistance.
- Reducing payment timeframes for performance on government contracts.
- Eliminating barriers within bid solicitations such as a minimum number of years’ experience with government contracting.
- Incorporating criteria in prequalification reviews to evaluate prime contractors’ experience and/or project plans for utilizing underrepresented subcontractors.
- Hosting regular workshop sessions in multiple languages, both online and in-person, to assist businesses through the relevant certification processes.
- Establishing a Supplier Diversity Advisory Committee.

- Connecting businesses with helpful service providers such as the Procurement Technical Assistance Center of the MA Small Business Development Center network and the state's Supplier Diversity Office.
- Creating a formal structure for data collection and reporting to measure progress and outcomes.

% Utilization Goals

The EOED has gathered information regarding contracting goals from Boston, Springfield, and a number of state agencies for reference and comparison:

City of Boston

As a result of their study, in 2021 the City of Boston updated their contracting goals as follows:

- 25% combined M/WBE goal
 - 15% Women-Owned Business Enterprises (WBE)
 - 10% Minority-Owned Business Enterprises (MBE)

City of Springfield

The City of Springfield has a combined M/WBE goal of 20% for city contracts.

Massachusetts Supplier Diversity Office

The state's Supplier Diversity Office has the following spending goals for the state's executive agencies:

- 14% Women-Owned Business Enterprises (WBE)
- 8% Minority-Owned Business Enterprises (MBE)
- 3% Veteran / Service Disabled Veteran Business Enterprises (VBE/SDOVBE)

The Supplier Diversity Office also encourages contracts with Disability-Owned Business Enterprises (DOBE) and Lesbian, Gay, Bisexual, Transgender Business Enterprises (LGBTBE), but has not yet established % utilization goals as the certifications are still relatively new, and they are working to increase the amount of certified businesses in these groups.

Division of Capital Asset Management and Maintenance (DCAMM) / UMass Building Authority (UMBA)

- For design services, DCAMM/UMBA has a goal of 15% WBE and 6.6% MBE
- For construction services, DCAMM/UMBA has a goal of 8.8% WBE and 4.2% MBE

Massport

- Massport has various goals, but the combined disadvantaged business enterprise goal for the Worcester Regional Airport through FY2022 is 15.2%

City of Worcester

The City of Worcester's current MBE/WBE program includes a goal of 10% for MBE and a goal of 5% for WBE. The Worcester Redevelopment Authority has a combined MBE/WBE goal of 20%. Moving forward, part of our recommendations are to revisit the City of Worcester goals to update the utilization percentages and create consistency across the City of Worcester departments, including the City's TIF Policy.

Next Steps

Localized Study

The EOED has been speaking with the UMass Donahue Institute about a localized study for the City of Worcester. This study would include a review of relevant studies from across the Commonwealth, as referenced herein, and incorporate local context to help inform the enhancements to policies and procedures moving forward. Specifically, the EOED and UMass Donahue Institute have identified the following tasks for the study:

- Literature and Policy Review (i.e. recent studies and policies from Boston, Commonwealth of Massachusetts, etc.)
- Assess Existing Conditions and Local Needs
- Develop Data Driven Method and Resulting Goals
- Identify Recommendations and Best Practices
- Obtain Business Community Feedback to Prioritize Recommendations
- Summarize Recommendations and Findings in Written Report

The estimated cost for the study is \$65,000 and if started in January 2022, is estimated to be complete by the end of the Fiscal Year. The EOED recommends moving forward with this study.

Staff Support

As part of the FY2022 City of Worcester budget process, a new staff member was added to the EOED to help carry out this initiative. While this effort is very much an interdepartmental initiative, this new EOED staff member will help serve as the coordinator and lead point of contact for the public. It is expected that the job description will be advertised in October. The EOED is working with the Chief Diversity Officer / Executive Office of Diversity and Inclusion on developing this job description. Some of the key roles and responsibilities of the position include:

- Oversee the localized study in partnership with the UMass Donahue Institute.
- Improve data collection and reporting of underrepresented business participation on city contracts.
- Develop capacity building programs like procurement and certification workshops.
- Provide proactive outreach to local and certified businesses on upcoming and open bid opportunities.
- Collaborate with state agencies like the Supplier Diversity Office, Procurement Technical Assistance Center, and community-based organizations like the Latin American Business Organization, the Black Economic Council of Massachusetts, and others.
- Coordinate the implementation and oversight of updated policies and procedures with other City of Worcester departments.
- Create a dedicated webpage on the City's website with resources and tools to assist businesses with government contracting opportunities.
- Help establish and facilitate a new Supplier Diversity Advisory Committee to ensure community input is part of this effort.

We look forward to advancing these action items over the course of the next several months and beyond. Once the staff person is on board, we expect we can start to make progress on a number of activities while the study is being completed. We plan to include regular reports on the progress of this initiative with the other Economic Development reports submitted to City Council every 6 months.

Sincerely,

A handwritten signature in blue ink, appearing to read "Peter Dunn", with a stylized flourish at the end.

Peter Dunn
Chief Development Officer



Edward M. Augustus, Jr.
City Manager

CITY OF WORCESTER

cm2021nov01015823

Attachment for Item # 9.40 A

November 9, 2021

TO THE WORCESTER CITY COUNCIL

COUNCILORS:

The attached communication relative to an analysis of the Discover Central Massachusetts initiatives showing support for and promotion of the BIPOC (Black, Indigenous, People of Color) community, as received from Monique Messier, Executive Director of Discover Central Massachusetts, is forwarded for the information of your Honorable Body.

Respectfully submitted,

Edward M. Augustus, Jr.
City Manager





BIPOC, Diversity, Equity & Inclusion Initiatives

Now is the time to support the tourism & hospitality industry because:

- Tourism-industry employees are the most diverse workforce providing income for all in our community
- Hospitality and tourism spending in the City of Worcester was \$380 million in 2019.
- The industry supported 2,210 jobs and generated \$29 million in state and local taxes
- The hotel community alone supports 400 jobs in the City of Worcester, half of which are full time positions
- Entry level positions are readily available and could be filled by the city's underserved populations in need of employment.

Industry Memberships

- National Coalition of Black Meeting Professionals – Allows us to connect with Black meeting planners to showcase Worcester as a premier meeting destination.

BIPOC DCM Board Members – *being voted in for FY22*

- KC Jones, General Manager of Hilton Garden Inn
- Assad Hallak, General Manager of Homewood Suites

Examples of Worcester BIPOC Vendors & Creative Contributors

- BMII Films (Ben Mercedes)
- Jennifer Ingham via Studio DiBella
- Natalia Perez via Studio DiBella
- Studio DiBella
- Oceans Promotions

Content That Supports Diversity, Equity & Inclusion

Articles

- Indigenous People's Day Article (link available by 10/8)
- [Juneteenth Jubilee & Black Heritage Juneteenth Festival Article](#) – 325 pageviews
- [Discover These 12 Black-Owned Worcester Restaurants Article](#) – 2,697 pageviews

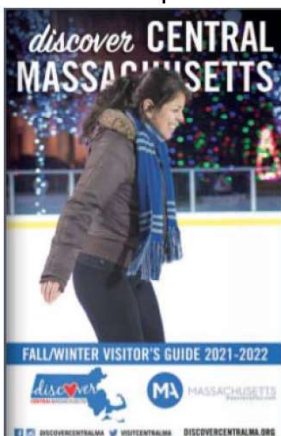
- *This article is the featured article on the Eat + Drink website page*
- [Black-Owned Fashion Brands in Worcester Article](#) – 1,599 pageviews
- [Pride Worcester Graces Central MA](#) – 372 pageviews
- [The Life and Legacy of Worcester Hero Major Taylor](#) – 497 pageviews
- [An Insider's Guide to Latin Cuisine in Worcester Article](#) – 623 pageviews
- [Discover Ghanaian Cuisine in Worcester Article](#) – 650 pageviews
- [20 Worcester Restaurants Offering World-Class Culinary Delights](#) – 24,238 pageviews
 - *This article was heavily promoted during a 2019 campaign*
- [2019 Juneteenth Festival](#) – 919 pageviews

Events Calendar – A community-driven platform supporting the promotion of local events that share Black stories and create opportunities to connect with BIPOC creatives, event hosts and local orgs that facilitate DEI programs, such as:

- [Ailey screening at the Park View Room](#)
- [The Art of Elizabeth Catlett from the Collection of Samella Lewis](#) at Iris and B. Gerald Cantor Art Gallery, College of the Holy Cross
- [From Slave Cabins to the White House: A Virtual Book Talk with Koritha Mitchell](#) (virtual) by American Antiquarian Society
- [Black Faces in White Spaces: Black experiences at predominantly white institutions](#) by Worcester Historical Museum
- [WCLOC Theater Company presents The Niceties](#) at JMAC, BrickBox Theater
- [Sisters Outsider: A Virtual Panel of Black Women Creating Poetry](#) (virtual) by Worcester Public Library
- [Disappearing Acts: Black Women In and Out of Early Modern Literature](#) (virtual) by Clark University
- [Kamishibai Man, Japanese Story Telling](#) (virtual) by Worcester Art Museum
- [Black Artist Showcase Excellence](#)

Visitor's Guide – [digital version here](#)

- Whether featuring a Hispanic woman on the cover (FW'22) or in the guide's interior photos, representing diversity in photography of local attractions is a consideration during the production process.



Campaigns

- **Let's Go Out Campaign with MA Office of Travel & Tourism** – Filmed an interview with Chashu owner Tam Lee for inclusion in soon-to-be released state-wide compilation of restaurateurs.



- **Smile City Culture Passport Videos** – For the TV ad we were mindful of representing diversity within our community as well as in visiting on-camera talent. We worked with a local agent, Human Kind Casting, to recruit out-of-region families from diverse backgrounds to visit, be filmed on camera, give testimonials about experiences and they shared Instagram Reels and Stories to their audiences.
 - [Campaign Launch Video](#)
 - [Welcome to Smile City Testimonial Video](#)
 - *Screenshots of featured clips from videos:*



Smile City Culture Passport: Launch Trailer



Smile City Culture Passport: Launch Trailer



- **Smile City Influencer Partners (ordered left to right):**
 - Mav & Rita (Black couple based in Boston, MA) featured at Chashu (Asian-owned business) – 17.8K & 1.8K followers
 - Better Food Guru (mixed race family based in Worcester, MA) featured with Belmont Vegetarian (Black-owned business) food – 56.9K followers
 - Santana (Latina mom and daughter based in South Shore)
 - Dr. Stephany (Latina resident at Umass) & partner featured at Chashu (Asian-owned business) – 14.2K followers



- **#WeLoveWorcester Campaign Videos** – We intentionally engaged with members to represent business owners and chefs from diverse backgrounds to include in the 2 campaign videos.
 - [We're In This Together](#) – featuring Bean Counter Bakery owner
 - [Grand Finale Vote awareness video](#) – featuring Franklin Street Fare Chef



WORCESTER
Worcester, We're In This Together



#WeLoveWorcester Grand Finale - Vote for the Winner by Sept. 7th!

- **Micro-Wedding Campaign on BostonMagazine/Weddings.com** – We intentionally sought photography to include diversity within images selected for [this paid media campaign](#).



5 Gorgeous Micro-Wedding Venues Within Driving Distance of Boston

We've rounded up some of the finest venues in Massachusetts offering these smaller (and therefore all the more adorable) celebrations.

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Tower Hill Botanic Gardens



A Tower Hill Botanical Garden wedding in Boylston, MA. Credit: Korri Leigh Photography

BIPOC Members / Attraction Profiles

- [Crocodile River Music](#)
- [Fatima's Café](#)
- [Major Taylor Statue](#)
- [Max Sansing POW WOW Mural](#)
- [Bean Counter Bakery](#)
- [Chashu Ramen + Izakaya](#)
- [Massachusetts Pirates](#)
- [Nuestra](#)
- [Mrs. Moriconis](#)
- [The O Shop](#)
- [Tinkers Cart](#)
- [CC Lowell](#)
- [Bedlam Book Shop & Café](#)
- [Annie's Book Stop](#)