



**DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT
PROPOSED FY 2025 PERFORMANCE PLAN**

APRIL 3, 2024

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1 DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT

Mission: The Department of Small and Local Business Development (DSLBD) supports the development, economic growth, and retention of District-based businesses, and promotes economic development throughout the District's commercial districts.

Services: The Department of Small and Local Business Development provides assistance and services to District-based businesses by positioning them to compete successfully for local, federal, and global business opportunities. DSLBD does so by advocating and promoting small business; providing one-on-one technical assistance, workshops, and training; certifying companies to do business in the city; and fostering small business development in commercial districts.

2 PROPOSED 2025 OBJECTIVES

Strategic Objective

Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government.

Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.

Effectively manage the Small Business Capital Access Fund.

Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement.

Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.

Create and maintain a highly efficient, transparent, and responsive District government.

3 PROPOSED 2025 OPERATIONS

Operation Title	Operation Description	Type of Operation
Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government.		
Process Certified Business Enterprise (CBE) applications in an average of 30 business days	DSLBD is committed to simplifying the bureaucratic process. By simplifying the regulatory environment, we anticipate more entrepreneurs will register as CBEs and others will no longer be afraid of doing business in the city. We will also continue to make improvements to our certifications and compliance staff to maximize efficiency and ensure customer service. This is a rolling initiative.	Daily Service
Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.		
Provide Compliance training and outreach to monitored agencies	To ensure agencies are fully compliant with requirements according to 2-218.01 et seq., the Compliance division will conduct ongoing training sessions and targeted outreach to key staff across monitored agencies.	Daily Service
Compliance Monitoring and Enforcement	Compliance staff will monitor agency spend, investigate complaints, track and assess agency reporting and enforce 2-218.01 in order to ensure full compliance with the law.	Daily Service
Effectively manage the Small Business Capital Access Fund.		
Implement District Capitalized	District capitalized is a comprehensive program that will leverage the Small Business Capital Access Fund in order to provide firm with the necessary capital to sustain and operate a business in the District.	Key Project
Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement.		
Workforce and service integration support	Support the alignment of small business development, entrepreneurship, education and workforce development.	Daily Service
Develop strategic partnerships to assist small business development	The business development programs of DLSBD will aid small businesses by identifying and entering into strategic partnerships so as to leverage financial, technical and operational assistance from private, regional, state and federal partners.	Daily Service
Target resources to attract, retain and prepare businesses for procurement and other opportunities	The business development programs of DLSBD will support small businesses in obtaining contracts and other opportunities by providing training, counseling, educational outreach and matchmaking services.	Daily Service
Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.		

(continued)

Operation Title	Operation Description	Type of Operation
Continue to provide support and grant management to DC Main Streets and Clean Teams.	DSLBD will continue to provide essential assistance, grant management and oversight and technical support to Main Streets and Clean Team grantees.	Daily Service

4 PROPOSED 2025 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government.					
Percent of applications processed in under 30 business days	Up is Better	84%	83.3%	80%	80%
Percent of assigned applications reviewed within 10 business days	Up is Better	96.8%	94.5%	90%	90%
Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.					
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	99%	92%	100%	100%
Percent of waiver requests processed within 20 days or less that were required to be responded to within the quarter	Up is Better	66.5%	76.8%	70%	70%
Percent of monitored agencies reporting on subcontracting dollars with SBEs	Up is Better	100%	100%	100%	100%
Percent of monitored agencies who achieved their Small Business Enterprise (SBE) spend goal	Up is Better	91%	Not Available	85%	85%
Effectively manage the Small Business Capital Access Fund.					
Total dollar amount of loans dispersed to small businesses	Up is Better	\$608,400.00	\$79,000.00	\$139,000.00	\$139,000.00
Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement.					
Total contract dollar amount awarded to PTAC clients	Up is Better	\$31,170,435.00	\$43,725,729.20	\$35,000,000.00	\$35,000,000.00
Total dollar amount in opportunities for small businesses as a result of business development coaching and matchmaking activities	Up is Better	\$1,500,887.00	\$6,695,038.90	\$4,000,000.00	\$4,000,000.00
Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.					
Percent of invoices processed within 5 business days	Up is Better	94.8%	98%	95%	95%
Create and maintain a highly efficient, transparent, and responsive District government.					
Percent of new hires that are District residents	Up is Better	New in 2023	71.4%	No Target Set	No Target Set
Percent of employees that are District residents	Up is Better	New in 2023	61.5%	No Target Set	No Target Set

Key Performance Indicators (continued)

Measure	Directionality	FY 2022	FY 2023	FY 2024 Target	FY 2025 Target
Percent of required contractor evaluations submitted to the Office of Contracting and Procurement on time.	Up is Better	New in 2023	No Applicable Incidents	No Target Set	No Target Set
Percent of new hires that are current District residents and received a high school diploma from a DCPS or a District Public Charter School, or received an equivalent credential from the District of Columbia	Up is Better	New in 2023	41.2%	No Target Set	No Target Set
Percent of agency staff who were employed as Management Supervisory Service (MSS) employees prior to 4/1 of the fiscal year that had completed an Advancing Racial Equity (AE204) training facilitated by ORE within the past two years.	Up is Better	New in 2023	Not Available	No Target Set	No Target Set

Workload Measures

Measure	FY 2022	FY 2023
Process Certified Business Enterprise (CBE) applications in an average of 30 business days		
Number of CBE applications received	641	584
Number of Certified Business Enterprises (CBEs)	1,973.8	1,994.3
Compliance Monitoring and Enforcement		
Number of spot checks conducted	1,337	452
Number of waivers received in the fiscal year	306	341
Number of active public private development projects	108	119
Number of monitored agencies reporting subcontracting dollars	21	26
Dollar value of verified public private development subcontractor payments	\$428,257,615.90	\$248,122,328.83
Number of monitored agencies	89	90
Provide Compliance training and outreach to monitored agencies		
Number of mandatory training sessions held	11	10
Develop strategic partnerships to assist small business development		
Dollar amount of opportunities as a result of strategic partnerships	\$1,628,000.00	\$8,284,349.59
Number of strategic partnerships maintained	900	492
Number of grantees and/or pitch participants supported	486	662
Target resources to attract, retain and prepare businesses for procurement and other opportunities		
Number of business development coaching/counseling hours	3,835	4,152.5
Number of business development coaching/counseling/training/matchmaking events	405	245
Number of small business participants in coaching/counseling training/matchmaking events	14,614	11,129
Number of returning citizen businesses and entrepreneurs supported through technical assistance and training	1,093	912
Number of small business promotion events/posts	108	110
Number of training sessions for CBE small businesses that are looking to do business with DC Government and/or the Federal Government	48	36
Influential capital and revenue for DC-Based Businesses	\$2,682,941.70	\$971,500.00
Percent increase of qualified CBE DC APEX Accelerator clients	41.8%	19%
Workforce and service integration support		

Workload Measures (continued)

Measure	FY 2022	FY 2023
Number of returning citizen businesses and entrepreneurs supported with access to capital and financing	220	170
Continue to provide support and grant management to DC Main Streets and Clean Teams.		
Number of DC Main Street Organizations	28	28
Number of business development counseling hours with Main Streets Programs	298	230
Number of training sessions held	44	23
Amount of Neighborhood Revitalization Grants Allocated	13,649,592	12,339,748
Number of Clean Team Programs	New in 2023	40
Number graffiti removed in commercial corridors by Clean Teams	20,909	29,314
Number of jobs created or maintained for Clean Team Crew Members	642	548
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	433,315	2,461,870