

Department of Small and Local Business Development FY2016

Agency 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.

Summary of 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.

2016 Objectives

FY16 Objectives

Objective Number	Objective Description
Agency Management (1 Objective)	
1	Provide administrative support and the required tools to achieve operational and programmatic effectiveness within DSLBD.
Business Opportunities and Access to Capital (2 Objectives)	
1	Assist small businesses with accessing capital.
2	Expand business opportunities and training/education resources.
Certification, Compliance and Enforcement (2 Objectives)	
1	Improve the business certification process and strengthen compliance and enforcement of the CBE program.
2	OBJECTIVE 2: Increase participation in the C/SBE contracting and procurement process.
Commercial Revitalization (1 Objective)	
1	Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.

2016 Key Performance Indicators

Measure	Division	Frequency of Reporting	FY 2013	FY 2014	FY 2015	FY 2015 Target	FY 2016 Target
1 - Assist small businesses with accessing capital. (1 Measure)							
Number of DSLBD clients obtaining HUB Zone and 8(a) certification		Quarterly		288	293		100
1 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (5 Measures)							
Number graffiti removed in commercial corridors		Quarterly		2,500	2,500		3500
Litters and Recyclables in pounds collected in commercial corridors		Quarterly		1,954,797	4,825,699		800000

Number of trashbags collected in commercial corridors	Quarterly					0
Number of tree boxes maintained in commercial corridors	Quarterly		4,859	5,106		0
Number of streetscape loans received	Quarterly			1		0
1 - Improve the business certification process and strengthen compliance and enforcement of the CBE program. (4 Measures)						
Average number of business days for certification application determinations	Quarterly		24	28		28
Percentage of certification applications processed within 45 business days	Quarterly					85
Number of certification applications processed within 45 business days	Quarterly					1250
Number of spot checks conducted	Quarterly					1100
1 - Provide administrative support and the required tools to achieve operational and programmatic effectiveness within DSLBD. (1 Measure)						
Number of webpage views	Quarterly		155,746	280,501		122500
2 - Expand business opportunities and training/education resources. (5 Measures)						
Number of small business participants in training and education activities	Quarterly		4,367	3,400		3400
Number of small businesses participating in international business matching activities (exporting activities)	Quarterly		27	20		20
Number of small business trade missions	Quarterly		2	1		1
Number of small businesses receiving microloans	Quarterly			20		20
Number of participants in DC Food Incubators	Quarterly					50
2 - OBJECTIVE 2: Increase participation in the C/SBE contracting and procurement process. (1 Measure)						
Number of District agencies monitored for Certified Small Business Enterprise (CSBE) compliance	Annually		80	82		88

2016 Workload Measures

Measure	Frequency of Reporting	FY 2013	FY 2014	FY 2015
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Workload Measure (8 Measures)				
Number of certified Business Enterprises (CBEs)	Quarterly		1,054	1,142
Number of Certification Applications Received	Quarterly		1,046	1,157
Number of District agencies monitored for Certified Small Business Enterprise (CSBE) compliance	Annually		80	82
Number of Small Business Trade Missions	Annually		2	1
Number of DC Main Street Organizations	Annually		7	8
Number of Business Improvement Districts (BIDs)	Annually		9	9
Number of Streetscape Loan Applications Received	Quarterly			
Percentage of District Agencies who met 50% CSBE set aside goal	Quarterly			

2016 Initiatives

Objective Number	Objective Title	Initiative Number	Initiative Title	Initiative Description
Agency Management - 1 (3 Initiatives)				
1	Provide administrative support and the required tools to achieve operational and programmatic effectiveness within DSLBD.	1.1	Develop a comprehensive and robust data repository reflecting relevant information concerning CBEs.	DSLBD will continue to work with OCTO, DCRA and the OCFO to develop the best practices in collecting data on SBEs. DSLBD will foster its relationship with the private sector to conduct special research and data collection initiatives. This initiative will be achieved by the end of FY16.
1	Provide administrative support and the required tools to achieve operational and programmatic effectiveness within DSLBD.	1.2	Develop a D.C. Scorecard system.	This will be modeled off of the Federal program that provides a quality assurance check list of small business performance. This database will be available to Primes and District agencies, information included can range from basic information to recent jobs, time of completions and more.
1	Provide administrative support and the required tools to achieve operational and programmatic effectiveness within DSLBD.	1.3	To help foster a business ecosystem in the District of Columbia.	The agency will produce policy papers that address key issues affecting the small business community. The agency will produce four policy papers by 9/30/16.
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Business Opportunities and Access to Capital - 1 (5 Initiatives)				

1	Assist small businesses with accessing capital.	1.1	Launch FundDC	FundDC is a financing tool designed to sustain and/or increase the level of business activity, job creation and retention, and provide access to capital for the sustainability and expansion of eligible businesses. The initiative is in conjunction with DISB and other relevant government agencies and will be launched by 9/30/16.
1	Assist small businesses with accessing capital.	1.2	D.C. Competitive Clusters (DC ³)	Creation of business clusters in underserved areas or for underserved industries. Clusters have the potential to spur the growth of small businesses by 1.) Increasing the productivity of the companies in the cluster; 2.) By driving innovation in the field; and 3.) Stimulating new businesses in the field. DSLBD has started to implement this strategy through the CompeteDC program (May 2016).
1	Assist small businesses with accessing capital.	1.3	Incentivize Local Businesses to locate in D.C. and hire District residents.	The Local Business Tax Incentive (LBTI) will be the primary tool entrepreneurs can use to start and develop their small business. Through the LBTI, businesses will select from a robust package of incentives that include a wage tax credit, reduction in the corporate and sales tax and makes adjustments to the real property tax, among others. The LBTI incentivizes businesses to locate and hire in traditionally underserved communities. This initiative will be launched March 2017.
1	Assist small businesses with accessing capital.	1.4	Creative Economies Strategy.	Work with the Office of Motion Picture and Television Development to create a small business ecosystem to support the developing film industry (pilot) and work with other sectors within the creative industry. This will be launched by May 2016.
1	Assist small businesses with accessing capital.	1.5	Target high priority industries to locate to the District.	To be determined by the Mayor's goals and an analysis of the gaps identified during the waiver process. This initiative will be completed by 9/30/16.

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Business Opportunities and Access to Capital - 2 (2 Initiatives)

2	Expand business opportunities and training/education resources.	2.1	Focus resources on expanding Public Private Partnerships (P3)	The P3 program will facilitate and strengthen DSLBD's relationships with private sector entities in order to strengthen the District's small business infrastructure of available services, resources, and programming. This division of DSLBD leads and manages strategy, outreach and execution for new and potential partnerships. These relationships provide sustainable small business growth while maintaining continuous communication between strategic partners and the DC small business community. This initiative launched July of 2015.
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2	Expand business opportunities and training/education resources.	2.2	Launch the Center for Entrepreneurial Education and Development (CEED).	CEED provides information and services to entrepreneurs and companies looking to launch and strengthen their business in the District. CEED is a one stop shop, bringing together resources from key District agencies. CEED encompasses a comprehensive suite of business courses facilitated by industry experts. Courses are provided free of charge, or in some cases, for a nominal fee. Programs under CEED include, CompeteDC, the CEO Academy and Teaming to Win. This is a rolling initiative.
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Certification, Compliance and Enforcement - 1 (4 Initiatives)

1	Improve the business certification process and strengthen compliance and enforcement of the CBE program.	1.1	Process CBE applications in an average of 30 days business days	DSLBD is committed to simplifying the bureaucratic process. By simplifying the regulatory environment, we anticipate more small businesses 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.
1	Improve the business certification process and strengthen compliance and enforcement of the CBE program.	1.2	Implement and review modifications to the CBE program as outlined by the Small and Certified Business Enterprise Development and Assistance Act of 2014. (Bill B20-0181)	Since the law took effect last October (enacted on April 8, 2014), the agency has already begun to implement significant changes. In FY16, DSLBD will continue review its processes to measure the impact of those changes. The agency will fashion appropriate methodologies based upon review of its procedures. This is a rolling initiative.
1	Improve the business certification process and strengthen compliance and enforcement of the CBE program.	1.3	Start up in a Day – White House Challenge.	The D.C. business Center portal is a website under development that will streamline and personalize D.C. business owners’ experience with the District of Columbia government. Through the portal’s single log-in user profiles, small business owners will be able to easily access information about all their encounters with the city’s main regulatory and support agencies for small businesses. This initiative will be complete by 9/30/16.

1	Improve the business certification process and strengthen compliance and enforcement of the CBE program.	1.4	Restructure the Certification and Compliance departments to maximize efficiency and customer service.	In FY15 DSLBD added new compliance and certification staff and re-launched a full scale CBE Compliance and Enforcement program focused on various compliance areas for DC agencies and public-private development projects. The Compliance and Enforcement Division monitors approximately 80 District government agencies, which account for nearly \$300 million in projected operating expenditures with CBEs, and over 200 public-private development projects, which account for over \$1 billion in projected expenditures with CBEs. As a continuation of this effort, DSLBD is working with DCHR to hire additional FTEs. DSLBD will focus its efforts to enhance CBE online applications and finalize standard operating procedures. This initiative will be completed by 12/1/15.
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Certification, Compliance and Enforcement - 2 (2 Initiatives)

2	OBJECTIVE 2: Increase participation in the C/SBE contracting and procurement process.	2.1	Tighten internal controls for monitoring and executing agency expendable budgets.	Require a CAPSTAT for the 2015 expendable budget process. While 2015 was the first year the agency determined agency goals after changes to the CBE law, the agency has identified certain steps that should be taken to streamline the process and to make it more efficient. DSLBD will work with OCP and EOM to further refine procedures for the CBE/SBE waiver process. DSLBD will explore developing a tiered system, one that encourages both CBEs and small businesses eligible to certify as CBEs to qualify for SBE spending requirements. DSLBD will also launch a campaign to increase CBE participation by at least 30 percent. This initiative will be complete by July 1, 2016.
2	OBJECTIVE 2: Increase participation in the C/SBE contracting and procurement process.	2.2	Focus Local Procurement Power to Support Small Businesses.	In her transition plan, Mayor Bowser commented on SBE spending. She noted that, "The process is broken and has failed to support local businesses in the way originally envisioned." For FY16, the agency is focused on leveraging SBE spending as an economic development tool to grow and develop small businesses across the District. Doing so will have a profound impact on the hiring power of local businesses. This is a rolling initiative.

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Commercial Revitalization - 1 (3 Initiatives)

1	Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.	1.1	Improve upon methodologies that measure and evaluate the agency's Main Streets program.	DSLBD will determine and track outputs and outcomes of the Main Streets program. Through this new process, DSLBD maintain a database containing data pertinent to measuring economic activity in Main Streets districts. DSLBD will implement this new Main Street program by the end of FY16.
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1	Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.	1.2	Increase training and technical assistance for Main Streets programs.	DSLBD can offer a more comprehensive package of educational resources to small businesses under the Main Streets program. This will be implemented by 9/30/16.
1	Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.	1.3	Leverage Healthy Food Retail Program to create more opportunities in food deserts.	The Healthy Food Retail grants (\$100 thousand) funds innovative ways to support small food retailers (less than 5,000 square feet) in DC neighborhoods lacking access to healthy food. DSLBD will closely monitor the number of grants managed, the total dollars disbursed in order to measure the number of new businesses established through grant funds. The initiative will be complete by the end of FY16.
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