

Department of Small and Local Business Development FY2018

Agency Department of Small and Local Business Development

Agency Code EN0

Fiscal Year 2018

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.

2018 Strategic Objectives

Objective Number	Strategic Objective	# of Measures	# of Operations
1	Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government	1	1
2	Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq	7	2
3	Effectively manage the Small Business Capital Access Fund	1	1
4	Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement	2	5
5	Connect small and local businesses to opportunities in the global marketplace.	3	1
6	Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.	3	1
7	Create and maintain a highly efficient, transparent and responsive District government. **	9	0
TOT		26	11

2018 Key Performance Indicators

Measure	New Measure/ Benchmark Year	FY 2014 Actual	FY 2015 Target	FY 2015 Actual	FY 2016 Target	FY 2016 Actual	FY 2017 Target	FY 2017 Actual	FY 2018 Target
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government (1 Measure)									
Percent of applications processed in under 30 business days	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	80%	83%	85%
2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq (7 Measures)									
Percent of agencies participating in Compliance trainings (out of total monitored)	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	85%
Percent of waiver applications processed	✓	Not	Not	Not	Not	New	New	New	50%

within 20 days or less		available	available	Available	Available	Measure	Measure	Measure	
Percent of formal complaints that are investigated/reviewed within 90 calendar days	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	75%
Percent of payment complaints investigated/reviewed within 90 calendar days	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	90%
Percent of the District-wide SBE goal achieved	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	80%
Percent of monitored agencies reporting on all contracts and subcontracts	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	60%
Percent of monitored agencies reporting procurement plans	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	80%
3 - Effectively manage the Small Business Capital Access Fund (1 Measure)									
Percent increase in small businesses receiving microloans (year over year)	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	100%	0%	100%
4 - Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement (2 Measures)									
Total contract dollar amount awarded to PTAC clients	✓	\$2,450,012	\$3,400,000	\$3,480,824	\$4,000,000	Not Available	New Measure	\$57,249,375	\$20,000,000
Percent of IED clients completing milestones/programs	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	25%
5 - Connect small and local businesses to opportunities in the global marketplace. (3 Measures)									
Percent of small businesses participating in business development trade mission activities	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	50%	83%	50%
Percent of CBE participation in DSLBD small trade missions	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	40%	67%	40%
Percent of small businesses participating in international business matching activities (exporting activities)	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	80%	83%	80%
6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (3 Measures)									
Percent of disbursements paid on time	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	90%	97.3%	95%

Percent of invoices processed within 3 business days	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	90%	78.8%	95%
Percent of Neighborhood Revitalization Grants Disbursed	<input checked="" type="checkbox"/>	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	New Measure

We've revisited a project to standardize District wide measures for the Objective "Create and maintain a highly efficient, transparent and responsive District government." New measures will be tracked in FY18 and FY19 and published starting in the FY19 Performance Plan.

2018 Operations

Operations Header	Operations Title	Operations Description	Type of Operations	# of Measures	# of Strategic Initiatives
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government (1 Activity)					
CERTIFICATION	Process 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	3	1
TOT				3	1
2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq (2 Activities)					
COMPLIANCE	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	3	1
COMPLIANCE	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	5	2
TOT				8	3
3 - Effectively manage the Small Business Capital Access Fund (1 Activity)					
Access to Capital	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	2	1
TOT				2	1
4 - Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement (5 Activities)					

PROCUREMENT TECH ASSISTANCE PROGRAM	Target resources to attract, retain and prepare businesses to qualify for procurement opportunities	A focus on strengthening internal operations and increasing capacity will allow PTAC to be more efficient and intentional in its actions. PTAC will also develop a process whereby to acquire and analyze small business data in order to better utilize client information.	Daily Service	2	1
BUSINESS DEVELOPMENT	Advance stakeholder engagement	Is a strategic approach to business development that includes pilot programming, relationship building and stakeholder engagement.	Daily Service	1	2
BUSINESS DEVELOPMENT	Workforce and service integration support	Support the alignment of small business development, entrepreneurship, education and workforce development.	Daily Service	2	1
BUSINESS DEVELOPMENT	Develop strategic partnerships to assist small business development	The division of Strategic Partnerships and Initiatives will aid firms by identifying and entering into strategic partnerships so as to leverage financial, technical and operational assistance from private, local, state and federal partners.	Daily Service	1	2
BUSINESS DEVELOPMENT	Provide Training and Educational Outreach to Small Business Clients	Focus on strengthening internal operations and increasing capacity will allow PTAC to be more efficient and intentional in its actions.	Daily Service	0	0
TOT				6	6
5 - Connect small and local businesses to opportunities in the global marketplace. (1 Activity)					
TRADE AND EXPORT	Identify, recruit and prepare small businesses to participate in the ExportDC program	This program series would feature international projects for DC exporters and potential exporters. It also includes the development of an ExportDC Calendar of Trade events. This is a rolling initiative.	Daily Service	5	2
TOT				5	2
6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (1 Activity)					
COMMERCIAL CLEAN TEAMS	Continue to provide support and grant management to Clean Teams and Main Streets	DSLBD will continue to provide essential assistance, grant management and oversight and technical support to Main Streets and Clean Team recipients.	Daily Service	5	1
TOT				5	1
TOT				29	14

Measure	New Measure/ Benchmark Year	FY 2014 Actual	FY 2015 Actual	FY2016 Actual	FY 2017 Actual
1 - Process CBE applications in an average of 30 business days (3 Measures)					
Number of webpage views	<input type="checkbox"/>	155,746	280,501	778,633	892,063
Number of Certified Business Enterprises (CBEs)	<input type="checkbox"/>	1054	1142	1206	5920
Number of individuals completing the CBE Program webinar	<input type="checkbox"/>	Not available	Not Available	Not Available	1044
2 - Compliance Monitoring and Enforcement (5 Measures)					
Number of waivers	✓	Not available	Not Available	New Measure	New Measure
Number of agencies requesting waivers	✓	Not available	Not Available	New Measure	New Measure
Number of Compliance Reviews	✓	Not available	Not Available	New Measure	New Measure
Number of formal complaints	✓	Not available	Not Available	New Measure	New Measure
Number of payment complaints	✓	Not available	Not Available	New Measure	New Measure
2 - Provide Compliance training and outreach to monitored agencies (3 Measures)					
Number of training sessions held	✓	Not available	Not Available	New Measure	New Measure
Number of participants attending training sessions	✓	Not available	Not Available	New Measure	New Measure
Number of agencies represented at training sessions	✓	Not available	Not Available	New Measure	New Measure
3 - Implement District Capitalized (2 Measures)					
Number of microloans disbursed	✓	Not available	Not Available	New Measure	New Measure
Amount of Microloans disbursed	✓	Not available	Not Available	New Measure	New Measure
4 - Advance stakeholder engagement (1 Measure)					
Number of stakeholder engagement activities	✓	Not available	Not Available	New Measure	New Measure
4 - Develop strategic partnerships to assist small business development (1 Measure)					
Number of new partnerships	✓	Not available	Not Available	New Measure	New Measure
4 - Target resources to attract, retain and prepare businesses to qualify for procurement opportunities (2 Measures)					

Number of hours counseling businesses	<input type="checkbox"/>	55	345	Not Available	603.3
Number of small business participants in training and education activities	<input type="checkbox"/>	4367	3200	3029	4550
4 - Workforce and service integration support (2 Measures)					
Number of client milestones/program completions	<input checked="" type="checkbox"/>	Not available	Not Available	New Measure	New Measure
Total number of IED clients	<input checked="" type="checkbox"/>	Not available	Not Available	New Measure	New Measure
5 - Identify, recruit and prepare small businesses to participate in the ExportDC program (5 Measures)					
Number of businesses receiving International Market Access (IMA) grants	<input type="checkbox"/>	17	12	12	9
Number of Small Business Trade Missions	<input type="checkbox"/>	2	1	1	1
Number of international speaker series events	<input type="checkbox"/>	Not available	Not Available	Not Available	5
Number of businesses participating in business to business activities	<input checked="" type="checkbox"/>	Not available	Not Available	New Measure	New Measure
Number of CBEs participating in small business trade missions	<input checked="" type="checkbox"/>	Not available	Not Available	New Measure	New Measure
6 - Continue to provide support and grant management to Clean Teams and Main Streets (5 Measures)					
Number graffiti removed in commercial corridors by Clean Teams	<input type="checkbox"/>	2500	2500	974	4109
Number of DC Main Street Organizations	<input type="checkbox"/>	8	8	10	16
Amount of Neighborhood Revitalization Grants Allocated	<input type="checkbox"/>	Not available	Not Available	Not Available	5,349,183
Litters and Recyclables in pounds collected in commercial corridors by Clean Teams	<input type="checkbox"/>	1,954,797	4,825,699	7,986,453	8,583,255
Number of tree boxes maintained in commercial corridors	<input type="checkbox"/>	4859	5106	5466	5558

Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Produce DC Main Streets Summit.	DSLBD's Neighborhood Revitalization Division will produce an event which expands upon the very successful FY2017 Summit. After FY 2019, this will become an annual training session which helps commercial revitalization practitioners to improve their efficiency and operations.	06-01-2018

Plan and Manage Caribbean Regional Export Initiative	<p>ExportDC will plan and manage an international business development initiative with a regional focus on the Caribbean countries. The Caribbean is a very diverse region with a strong potential for U.S. exports. In fact, the Caribbean countries currently import \$20.9 billion worth of U.S. products and services (in 2016). Its close proximity to the United States, its regional integration, and the free trade agreement with the Dominican Republic are just a few of the more relevant reasons why the Caribbean should be a key part of the international strategy of DC-based businesses. ExportDC will partner with the U.S. Department of Commerce's Trade Americas Team to promote and recruit companies for a one-week trade mission to the Caribbean, scheduled from May 6-11, 2018.</p> <p>The trade mission will allow our DC businesses to explore and pursue export opportunities by meeting directly with potential clients in their markets. The event will begin with a two-day business conference in Miami, Florida. Participating companies will then travel to one or two Caribbean countries based upon an assessment of their market potential. In support of the Caribbean initiative, ExportDC plans to reach out to several embassies in Washington, DC, to organize and hold a series of seminars on relevant Caribbean markets for U.S. exporters. In addition, ExportDC will promote the US Department of Commerce webinar series, which will consist of one-hour information sessions devoted to the leading markets in the Caribbean region: Bahamas, Barbados, Dominican Republic, Haiti, Jamaica, and Trinidad & Tobago. Expected date of completion is September 30, 2018.</p>	09-30-2018
ExportDC/Made in DC initiative with the US State Department	ExportDC and Made in DC are partnering with the U.S. State Department's Office of Foreign Missions to showcase our DC makers at the next Foreign Mission Street Festival. The event is currently scheduled on October 24, 2017, at the old Walter Reed facility. This new collaboration represents an excellent opportunity for our DC-based makers to reach a wider audience, including the foreign embassies. In addition, the event is very timely because ExportDC and Made in DC are beginning to build resources to expose the DC makers to the global marketplace.	10-24-2017
Conduct a Review of How Preference Points and Percentage of Price Reduction is Applied During District Procurement	The purpose of this FY18 strategic project will be to review how all contracting entities within the District apply the preference points and percentage of price reductions for CBEs during the procurement process. This issue has been raised within the CBE community and there has been no clear explanation on how this is applied across the board. In order to maintain the integrity of the CBE program and ensure CBE's are receiving the benefits of the program, this is a necessary project. The project will need the support of DSLBD leadership. DSLBD will also need the support of DMGEO, DMPED and the CA to ensure all agencies that are involved with this process cooperate with the ask. The end goal is to propose new rule making to provide guidance on how the preference should be applied when evaluating bids and proposals.	09-30-2018
Expand the ASPIRE to Entrepreneurship Program	The purpose of this initiative is to expand the ASPIRE to Entrepreneurship Program by leveraging additional resources to increase program participation and outcomes. DSLBD will coordinate efforts with DOES to ensure the maximum number of returning citizens are connected to training, outreach and wrap around services necessary to be successful.	09-30-2018
Full spectrum acquisition readiness and management	The purpose of this initiative is to establish a qualitative scoring mechanism for assessing the health and operational readiness of small and local businesses. Small business scoring will provide objective basis for remediation and guidance afforded by supporting DSLBD programs. Another goal is to refine the visibility of small business data and related trends. Accurate and comprehensive data will improve decision making and CBE/SBE utilization within District Agencies. Through this initiative, DSLBD has a goal of augmenting business growth via programs which deliver training, mentoring and performance monitoring of small and emerging businesses.	09-30-2018
Innovation for Equitable Business Development	The Department will formalize a process for piloting new programs and smaller initiatives to ensure equitable community access to resources for building businesses and integrating workforce and small business development. The Department will engage government partners and community stakeholders in order to utilize a "human-centered design" approach to supportive services for historically underserved and disenfranchised persons.	09-30-2018
Support a collaborative small business network to	Develop a robust and comprehensive business partnership strategy. The goal is to strengthen existing and develop new strategic partnerships with external small business organizations and inter-government agencies, which can extend their small business expertise towards developing a supportive micro and small business network. Through this network DSLBD	09-30-2018

support the development growth and retention of District-based businesses	will establish relationships that will help to foster economic strategies and bolster opportunities for District –Based small businesses. This will be accomplished through leveraging educational resources and capacity building programs, that has the mission supporting the growth of small businesses by providing financial, technical, and operational assistance.	
Provide small businesses a vehicle for opportunities to access affordable commercial space	The purpose of this FY18 strategic project will be to work with the DMGEO to provide commercial spaces to small business owners. DSLBD will focus on spaces in overlooked and underserved communities.	09-30-2018
Leverage the Small Business Capital Access Fund by launching the "Pathway to Prosperity" program for overlooked and underserved communities	Implement the Pathways to Prosperity Program. The Pathway to Prosperity Program is a comprehensive initiative that leverages \$350,000 for entrepreneurial grants in Wards 7 and 8; \$500,000 in access to capital for overlooked and underserved communities; and \$650,000 in food access. This initiative will leverage recent allocations in order to provide firms with the necessary resources to grow and sustain businesses while also addressing systemic problems such as food inequality and inequity across the District.	09-30-2018
Establish Standard Operating Procedures for the SBE/CBE Compliance Division	This strategic initiative will result in the development and issue Standard Operating Procedures specifically designed to govern DSLBD's internal and citywide processes for implementation and execution of the SBE/CBE Program. Development of SOPs will help formalize best practices, enhance communication and encourage greater transparency. The addition of SOPs will significantly enhance the quality, availability and uniformity of operations and delivery of information and services to employees, businesses and government enabling greater scrutiny by agency customers, stakeholders and the public regarding the District's spending and utilization of certified businesses.	09-30-2018
Develop and release the Department of Small and Local Business Development Enterprise System (DES)	The vision of this system is to develop and streamline the online work processes of DSLBD internal business areas: Certification, Compliance, Grants Management, and Business Training & Opportunities. The DES will demonstrate transparency in the procurement process, hold Agencies and Developers accountable for setting and meeting goals to hire small and local businesses, and challenge local businesses to participate in the CBE Community to meet needs of Agencies and Government-Assisted Project Developers. The operating system for the CBE Business Online application is set to expire in one (1) or two (2) years. This will make the system currently housing all business applications for the CBE program and other reporting systems obsolete. DSLBD will leverage recent capital allocations of \$900,000 to build-out a new application system. The new system will be compatible with all internet browsers and will also shorten the application process. This will in turn increase the number of certified businesses and improve the business certification and compliance processes.	09-30-2018
Coordinate with OCP to streamline reporting and database improvements	This will assist in bringing the Department and monitored agencies into compliance concerning 2-218.01 et seq., reporting requirements. The desired outcome is to develop a notification system whereby OCP notifies DSLBD whenever contracts are awarded.	09-30-2018
Develop and launch the small business	DSLBD will design, test and launch the Business Toolkit, a dynamic online platform through business.dc.gov portal. The purpose of this initiative is to connect DC businesses and DC residents exploring entrepreneurship in real-time to relevant	09-30-2018

toolkit

business assistance resources, an inter-agency network of business support staff, and other DC businesses and agencies seeking their products and services.

The Toolkit offers user-friendly tools to help businesses: 1.) Search centralized list of current citywide resources; 2.) Navigate various regulatory processes and program requirements by utilizing interactive roadmap guides; 3.) Connect in real-time with appropriate DC Government staff to address business issues; 4.) Participate in a virtual network of DC businesses; 5.) Maintain a business profile and virtual storefront through which prospective customers (DC agencies, B2B and retail buyers) can find and review their business offerings; and 6.) By including features to support the Made in DC program, which will include an auxiliary interface designed to engage the maker community.