

# Department of Small and Local Business Development FY2019

**Agency** Department of Small and Local Business Development

**Agency Code** ENO

**Fiscal Year** 2019

**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.

## 2019 Strategic Objectives

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

## 2019 Key Performance Indicators

Measure	Directionality	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Target
<b>1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government. (2 Measures)</b>					
Percent of applications processed in under 30 business days	Up is Better	Not Available	83%	84%	85%
Percent of assigned applications reviewed within 10 business days	Up is Better	Not Available	Not Available	Not Available	80%
<b>2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq. (6 Measures)</b>					
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	Not Available	Not Available	44.8%	100%
Percent of waiver applications processed within 20 days or less	Up is Better	Not Available	Not Available	34.9%	50%
Percent of complaints investigated/reviewed within 30 calendar days	Up is Better	Not Available	Not Available	100%	75%

Measure	Directionality	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Target
Percent of payment complaints resolved within 30 calendar days	Up is Better	Not Available	Not Available	100%	90%
Percent of monitored agencies who achieved their Small Business Enterprise (SBE) spend goal	Up is Better	Not Available	Not Available	No applicable incidents	85%
Total dollar amount denied from waiver applications	Up is Better	Not Available	Not Available	Not Available	\$20,000,000
<b>3 - Effectively manage the Small Business Capital Access Fund. (1 Measure)</b>					
Total dollar amount of microloans dispersed to small businesses	Up is Better	Not Available	\$0	\$100	\$1,000,000
<b>4 - Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement. (3 Measures)</b>					
Total contract dollar amount awarded to PTAC clients	Up is Better	Not Available	\$57,249,375	\$27,677,089	\$40,000,000
Percent of ASPIRE participants employed or self-employed by the end of the course	Up is Better	Not Available	Not Available	52.5%	90%
Total dollar amount in opportunities for small businesses as a result of business development matchmaking activities	Up is Better	Not Available	Not Available	Not Available	\$20,000,000
<b>5 - Connect small and local businesses to opportunities in the global marketplace. (2 Measures)</b>					
Number of small business trade missions	Up is Better	Not Available	83	100	2
Percent of trade mission participants that are CBEs	Up is Better	Not Available	67%	100%	50%
<b>6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (2 Measures)</b>					
Percent of disbursements paid within 30 days	Up is Better	Not Available	97.3%	98%	95%
Percent of invoices processed within 3 business days	Up is Better	Not Available	78.8%	95.5%	95%
<b>7 - Create and maintain a highly efficient, transparent and responsive District government. (9 Measures)</b>					
HR MANAGEMENT - Percent of eligible employees completing and finalizing a performance plan in PeopleSoft (Updated by OCA)	Up is Better	Not Available	No data available	93.6%	Not Available
HR MANAGEMENT - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft (Updated by OCA)	Up is Better	Not Available	31.4%	Waiting on Data	Not Available

Measure	Directionality	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Target
FINANCIAL MANAGEMENT - Quick Payment Act Compliance - Percent of QPA eligible invoices paid within 30 days (Updated by OCA)	Up is Better	Not Available	No data available	Waiting on Data	Not Available
FINANCIAL MANAGEMENT - Percent of local budget de-obligated to the general fund at the end of year (Updated by OCA)	Down is Better	0.8%	0.3%	Waiting on Data	Not Available
CONTRACTS AND PROCUREMENT - Average number of calendar days between requisition and purchase orders issued (Updated by OCA)	Up is Better	Not Available	9	Waiting on Data	Not Available
CONTRACTS AND PROCUREMENT - Percent of Small Business Enterprise (SBE) annual goal spent (Updated by OCA)	Up is Better	172.2%	291.8%	Waiting on Data	Not Available
IT POLICY AND FOIA COMPLIANCE - Percent of "open" data sets identified by the annual Enterprise Dataset Inventory published on the Open Data Portal - (Updated by OCA)	Up is Better	Not Available	No data available	100%	Not Available
IT POLICY AND FOIA COMPLIANCE - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension - (Updated by OCA)	Down is Better	66.7%	40%	Waiting on Data	Not Available
HR MANAGEMENT - Average number of days to fill vacancy from post to offer acceptance (Updated by OCA)	Down is Better	Not Available	Not Available	Not Available	New Measure

## 2019 Operations

Operations Header	Operations Title	Operations Description	Type of Operations
<b>1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government. (1 Activity)</b>			
CERTIFICATION	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
<b>2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq. (2 Activities)</b>			
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
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

Operations Header	Operations Title	Operations Description	Type of Operations
<b>3 - Effectively manage the Small Business Capital Access Fund. (1 Activity)</b>			
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
<b>4 - Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement. (3 Activities)</b>			
BUSINESS DEVELOPMENT	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
BUSINESS DEVELOPMENT	Workforce and service integration support	Support the alignment of small business development, entrepreneurship, education and workforce development.	Daily Service
BUSINESS DEVELOPMENT	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
<b>5 - Connect small and local businesses to opportunities in the global marketplace. (1 Activity)</b>			
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
<b>6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (1 Activity)</b>			
COMMERCIAL CLEAN TEAMS	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

## 2019 Workload Measures

Measure	FY 2016	FY 2017	FY 2018
<b>1 - Process Certified Business Enterprise (CBE) applications in an average of 30 business days (2 Measures)</b>			
Number of Certified Business Enterprises (CBEs)	1206	5920	6661
Number of CBE applications received	Not Available	1044	921
<b>2 - Compliance Monitoring and Enforcement (3 Measures)</b>			

Measure	FY 2016	FY 2017	FY 2018
Number of waivers	Not Available	Not Available	282
Number of complaints	Not Available	Not Available	1
Number of payment complaints	Not Available	Not Available	2
<b>2 - Provide Compliance training and outreach to monitored agencies (2 Measures)</b>			
Number of mandatory training sessions held	Not Available	Not Available	55
Number of agencies represented at training sessions	Not Available	Not Available	167
<b>3 - Implement District Capitalized (3 Measures)</b>			
Number of microloans disbursed	Not Available	Not Available	64
Amount of Microloans disbursed	Not Available	Not Available	\$353,267
Number of jobs created/retained as a result of microloans	Not Available	Not Available	Not Available
<b>4 - Develop strategic partnerships to assist small business development (2 Measures)</b>			
Number of new partnerships	Not Available	Not Available	16
Dollar amount of opportunities as a result of strategic partnerships	Not Available	\$Not Available	Not Available
<b>4 - Target resources to attract, retain and prepare businesses for procurement and other opportunities (3 Measures)</b>			
Number of business development counseling hours	Not Available	603.3	1161
Number of small business participants in training/matchmaking events	3029	4550	1514
Number of business development training/matchmaking events	Not Available	Not Available	Not Available
<b>4 - Workforce and service integration support (2 Measures)</b>			
Number of businesses started through ASPIRE	Not Available	Not Available	2005

Measure	FY 2016	FY 2017	FY 2018
Number of jobs created through ASPIRE	Not Available	Not Available	4100
<b>5 - Identify, recruit and prepare small businesses to participate in the ExportDC program (4 Measures)</b>			
Number of businesses receiving International Market Access (IMA) grants	12	9	16
Number of international speaker series events	Not Available	5	5
Number of businesses participating in international business matching activities	Not Available	Not Available	16
Number of CBEs participating in small business trade missions	Not Available	Not Available	13
<b>6 - Continue to provide support and grant management to DC Main Streets and Clean Teams. (6 Measures)</b>			
Number graffiti removed in commercial corridors by Clean Teams	974	4109	8600
Number of DC Main Street Organizations	10	16	18
Amount of Neighborhood Revitalization Grants Allocated	Not Available	5,349,183	6,955,087.4
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	7,986,453	8,583,255	9,529,649
Commercial occupancy rate in DC Main Streets	Not Available	Not Available%	Not Available
Number of training sessions held	Not Available	Not Available	Not Available

## 2019 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
<b>Compliance Monitoring and Enforcement (2 Strategic initiatives)</b>		
Implement Integrated Procurement Process Improvements to Ensure Effective Compliance	In FY19, DSLBD will work with OCP to be integrated into OCP's procurement process in order to ensure effective compliance monitoring and enforcement by DSLBD. This may include DSLBD approval requirements to be inserted at various points in the procurement process or a notification system whereby OCP notifies DSLBD whenever contracts are awarded. This effort requires collaboration of both agencies' staff and IT systems. The	09-30-2019

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
	successful completion of this strategic initiative depends heavily on buy in from OCP and support from DMGEO and OCA.	
Complete the Development and Release of the Department of Small and Local Business Development Enterprise System (DES)	DES streamlines 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. In FY2019, DSLBD will complete the remaining components of the DES - Grants Management, and Business Training & Opportunities.	09-30-2019
<b>Identify, recruit and prepare small businesses to participate in the ExportDC program (1 Strategic Initiative)</b>		
Plan and Manage International Business Trade Missions to South America and Central America.	Export DC will plan two trade missions in FY2019. In March, DC-based businesses will have the opportunity to explore five markets in the Southern Cone Region of South America: Argentina with spin-offs to Bolivia, Chile, Paraguay and Uruguay. In August, DC-based businesses will have the opportunity to explore El Salvador, Costa Rica, Honduras, Guatemala, Belize, Nicaragua and Panama in the Central America Region. This initiative will allow DSLBD to build on Mayor Bowser's Diplomatic and Trade Mission to El Salvador (August 2018), with an emphasis on the establishment of the new sister-city agreement with San Salvador.	09-30-2019
<b>Process Certified Business Enterprise (CBE) applications in an average of 30 business days (1 Strategic Initiative)</b>		
Conduct a Review of How Preference Points and Percentage of Price Reduction is Applied During District Procurement	The purpose of this 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.	09-30-2019
<b>Target resources to attract, retain and prepare businesses for procurement and other opportunities (1 Strategic Initiative)</b>		
Develop Mentor Protégé Program	Create a Mentor Protégé program in partnership with the Department of General Services in order to stimulate the growth in capacity of SBEs and CBEs through mentorship from Prime contractors seeking to bid on DGS School Modernization projects. The Mentor will be required to have three (3) SBE protégés with annual revenue ranging from \$250,000 to \$20MM in an effort to aide in resource sharing to grow SBEs' internal capacity (business, bonding, and bidding capacity).	09-30-2019
<b>Workforce and service integration support (1 Strategic Initiative)</b>		
Formalize Aspire to Entrepreneurship	DSLBD will formalize the Aspire to Entrepreneurship demonstration project to be a fixed program as a standard DSLBD service offered each year through stronger recruitment, alumni support, and deeper business development support to build on the strong wrap-around services component of Aspire.	09-30-2019