

Department of Small and Local Business Development FY2017

Agency Department of Small and Local Business Development

Agency Code EN0

Fiscal Year 2017

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.

2017 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	Assist small businesses with accessing capital.
4	Connect the Small Business Community with procurement opportunities within the local, federal and private sector.
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. **

2017 Key Performance Indicators

Measure	New Measure/ Benchmark Year	Frequency of Reporting	Add Data Fields (if applicable)	FY 2014 Actual	FY 2015 Target	FY 2015 Actual	FY 2016 Target	FY 2016 Actual	FY 2017 Target
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government (2 Measures)									
Percentage of applications processed in under 30 days	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	80%
Percentage of spot checks conducted within 30 business days	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	80%
2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq (3 Measures)									
Percentage of SBEs receiving prime DC Government contracts	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	40%
Percentage of SBEs awarded contracts over \$250k	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	25%
Percentage of SBEs awarded contracts under \$250k	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	75%
3 - Assist small businesses with accessing capital. (1 Measure)									
Percentage increase in small businesses receiving microloans (year over year)	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	100%
4 - Connect the Small Business Community with procurement opportunities within the local, federal and private sector. (3 Measures)									
Amount contract awarded to PTAC clients	✓	Quarterly		Not available	3400000	3480824	4000000	New Measure	4000000
Percentage of "Convene and Connect" participants connected to contracting opportunities	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	50%
Percentage of PTAC Clients to close a loan	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	75%
5 - Connect small and local businesses to opportunities in the global marketplace. (5 Measures)									
The percentage of CBE participation in DSLBD small trade missions	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	40%
Percentage of small businesses participating in international business matching activities (exporting activities)	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	80%

Percentage of businesses participating in exploratory trade mission activities	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	50%
Percentage of businesses participating in educational trade mission activities	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	50%
Percentage of businesses participating in business development trade mission activities	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	50%
6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (3 Measures)									
Number of hours counseling businesses	✓	Quarterly		Not available	60	345	400	New Measure	300
Percentage of disbursements awarded on time	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	90%
Percentage of invoices processed within 3 business days.	✓	Annually		Not available	Not available	Not available	Not available	New Measure	90%
7 - Create and maintain a highly efficient, transparent and responsive District government. ** (10 Measures)									
Contracts/Procurement-Expendable Budget spent on Certified Business Enterprises	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Contracts/Procurement-Contracts lapsed into retroactive status	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Budget- Local funds unspent	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Budget- Federal Funds returned	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Customer Service-Meeting Service Level Agreements	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Human Resources-Vacancy Rate	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Human Resources-Employee District residency	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Human Resources-Employee Onboard Time	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Performance Management-Employee Performance Plan Completion	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Number of webpage views	<input type="checkbox"/>	Annually		155746	120000	280501	122500	778633	750000

2017 Operations

Operations Header	Operations Title	Operations Description	Type of Operations
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government (4 Activities)			
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

COMPLIANCE	Review Quarterly Reports and provide feedback District agencies within 30 days.	DSLBD has implemented steps to streamline the Expenditure Reporting Process and to make it more accurate and efficient, regarding agency meeting their Annual SBE Goal. DSLBD has modified the CBEs Compliance Reporting Application to include tracking of vendor expenditures, check numbers, payment dates, and comptroller object code. In addition, Compliance Specialists will review expenditures and reconcile to the agency goal setting process and expendable budget. This is a rolling initiative.	Daily Service
CONTRACTING AND PROCUREMENT	Provide timely, relevant and accurate data to CBEs by Tracking Procurement Opportunities for CBEs	Having accurate and timely information will allow DSLBD to focus local procurement power to support small businesses. 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. In FY2016, DSLBD Launched CBE Connect to provide transparency and real time access to available Procurement Opportunities for CBEs, which links to OCP, DGS and Quickbase.	Daily Service
CONTRACTING AND PROCUREMENT	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 FY17, 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.	Daily Service
3 - Assist small businesses with accessing capital. (1 Activity)			
CAPITAL ACQUISITION	Capitalize the Access to Capital Fund and effectively manage the disbursement of loans to small business enterprises.	The Access to Capital Fund is a financing tool designed to sustain and/or increase the level of business activity, job creation, retention, and expansion of eligible businesses. The Department looks to collaborate with public stakeholders including, DISB, the OCFO, CDFIs and private lenders. Funds were swept for the FY17 budget cycle so The Department will engage stakeholders to ensure funds are available to administer loans to small businesses. This is a rolling initiative.	Daily Service
4 - Connect the Small Business Community with procurement opportunities within the local, federal and private sector. (4 Activities)			
BUSINESS DEVELOPMENT	Target resources to attract, retain and prepare high priority industries to qualify for procurement opportunities.	Finalize gap analysis identified during the waiver process. Use this information to develop specialized training and development programs so firms can be connected to existing contracting and procurement opportunities being spent on non-CBEs. This is a rolling initiative.	Daily Service
PROCUREMENT TECH ASSISTANCE PROGRAM	Expand Client base to 700 in the DC Procurement Technical Assistance Center (PTAC).	A focus on strengthening internal operations and increasing capacity will allow PTAC to be more efficient and intentional in its actions. This will allow PTAC to develop and manage strategic partnerships and provide training and access to contract opportunities to small businesses. PTAC will assist District based small businesses to acquire contracts in excess of \$4 million. The program will also continue working on to position DC based businesses with government contract opportunities. This initiative will be launched March 2017.	Daily Service
CAPACITY BUILDING	Bolster outreach and training efforts by hosting "Doing Business With... Sessions" with local, federal and private developers.	In collaboration with PTAC, Public Private-Partnerships and Business opportunities, DSLBD will collaborate with other private developers, District and Federal agencies to expose the small business community to various procurement opportunities. Such initiatives, include sessions such as "Doing Business with DC Public Libraries."	Daily Service
CONTRACTING AND PROCUREMENT	Devise a "Convene and Connect Strategy" to organize and prepare small businesses to compete new procurement opportunities.	DSLBD will identify anchor institutions in the District and region that have information technology-related procurement opportunities. The agency will work with a select group of these institutions to bring together buyers and District based small businesses that can fulfill their needs. By facilitating these interactions we will enable small businesses to access new opportunities. This initiative will be launched October 2017.	Daily Service
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
6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (2 Activities)			
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
COMMERCIAL CLEAN TEAMS	Number of events sponsored through Main Street Organizations	Main Street organizations sponsor annual events. These events such as Art all Night, festivals or even Small Business Saturday, bring thousands of visitors and additional revenue to the District.	Key Project
7 - Create and maintain a highly efficient, transparent and responsive District government. ** (1 Activity)			

PERFORMANCE MANAGEMENT	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.	Daily Service
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2017 Workload Measures

Measure	New Measure/ Benchmark Year	Add Historical and Target Data (FY17)	Numerator Title	Units	Frequency of Reporting	FY 2014	FY 2015	FY 2016 Actual
1 - Process CBE applications in an average of 30 business days. (3 Measures)								
Number of Certified Business Enterprises (CBEs)	<input type="checkbox"/>		Number of Certified Business Enterprises (CBEs)	CBEs	Quarterly	1054	1142	1206
Number of individuals completing the CBE Program webinar	✓		Number of individuals completing the CBE Program webinar	individuals	Quarterly	Not available	Not available	New Measure
Number of site visits	✓		Number of Site Visits	Site Visits	Quarterly	Not available	Not available	New Measure
1 - Review Quarterly Reports and provide feedback District agencies within 30 days. (5 Measures)								
Number of District agencies monitored for Certified Small Business Enterprise (CSBE) compliance	<input type="checkbox"/>		Number of District agencies monitored for Certified Small Business Enterprise (CSBE) compliance	agencies	Annually	82	88	88
Number of District Agencies that met their SBE Contracting goal	✓		Number of District Agencies who met 50% SBE Contracting goal	District Agencies	Quarterly	Not available	Not available	New Measure
Percentage of District Agencies that met their SBE Contracting goal	✓		Percentage of District Agencies who met 50% SBE Contracting goal	District Agencies	Quarterly	Not available	88	New Measure
Number of Waivers Processed	✓		Number of Waivers Processed	Waivers	Quarterly	Not available	Not available	New Measure
Number of Public-Private Development Projects monitored	✓		Number of Public-Private Development Projects monitored	PPDs	Quarterly	Not available	Not available	New Measure
4 - Bolster outreach and training efforts by hosting "Doing Business With... Sessions" with local, federal and private developers. (1 Measure)								
Number of "Doing Business With Sessions" held	✓		Number of "Doing Business With Sessions" held	sessions	Quarterly	Not available	12	New Measure
4 - Expand Client base to 700 in the DC Procurement Technical Assistance Center (PTAC). (1 Measure)								
Number of small business participants in training and education activities	✓		Number of small business participants in training and education activities	number of small businesses	Annually	4367	3200	New Measure
4 - Target resources to attract, retain and prepare high priority industries to qualify for procurement opportunities. (2 Measures)								
Total number of new partnerships	✓		Total number of new partnerships	partnerships formed	Quarterly	Not available	Not available	New Measure
Number of ConnecTech participants matched to federal funding opportunities and research	✓		Number of ConnecTech participants matched to federal funding opportunities and research	Participants	Quarterly	Not available	Not available	New Measure
5 - Identify, recruit and prepare small businesses to participate in the ExportDC program (4 Measures)								
Number of Small Business Trade Missions	<input type="checkbox"/>		Number of Small Business Trade Missions	Trade Missions	Annually	2	1	1
Number of businesses receiving International Market Access (IMA) grants	<input type="checkbox"/>		Number of businesses receiving International Market Access (IMA) grants	businesses	Quarterly	Not available	12	12
Number of small businesses participating in ExportDC Calendar of Trade events	✓		Number of small businesses participating in ExportDC Calendar of Trade events	small businesses	Quarterly	Not available	Not available	New Measure
Number of international speaker series events	✓		Number of international speaker series events	series events	Quarterly	Not available	Not available	New Measure
6 - Continue to provide support and grant management to Clean Teams and Main Streets (5 Measures)								
Number of DC Main Street Organizations	<input type="checkbox"/>		Number of DC Main Street Organizations	Main Streets	Annually	8	8	10

Amount of Neighborhood Revitalization Grants Allocated	<input checked="" type="checkbox"/>		Amount of Neighborhood Revitalization Grants Allocated	dollar amount	Quarterly	Not available	Not available	New Measure
Number graffiti removed in commercial corridors by Clean Teams	<input type="checkbox"/>		Number graffiti removed in commercial corridors	number of graffiti tags	Quarterly	2500	2500	974
Litters and Recyclables in pounds collected in commercial corridors by Clean Teams	<input type="checkbox"/>		Litters and Recyclables in pounds collected in commercial corridors	pounds	Quarterly	1954797	4825699	7986453
Number of tree boxes maintained in commercial corridors	<input type="checkbox"/>		Number of tree boxes maintained in commercial corridors	5466	Annually	4859	5106	5466

2017 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
BUSINESS DEVELOPMENT (1 Strategic Initiative-Operation Link)		
Develop a Creative Economies Strategy by launching a small business incubator.	Work with the Office of Motion Pictures and Film Development, DMPED and the Commission on Arts and Humanities to create a small business ecosystem to support the developing film industry and the maker community. Assuming success, expand into other sectors within the creative industry.	05-01-2017
CAPACITY BUILDING (1 Strategic Initiative-Operation Link)		
Implement industry based public private partnership models to effectively aid district based firms in building capacity for business opportunities	<p>Strategic Partnerships and Initiatives (SPI) 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 for the benefit of small business enterprises.</p> <p>The agency will accomplish this initiative by leveraging educational resources and capacity building programs. This includes workshops, networking opportunities and business development trainings for small and emerging contractors. SPI will improve upon programs such as CEO Growth Academy and FastTrac DC while creating new partnerships such as the MWAA Certification Program established in FY15-FY16.</p> <p>SPI will streamline functions of the business opportunities division by organizing existing resources. Doing so will allow SPI to be more intentional in targeting available resources and identifying new sources of assistance to small business enterprises.</p>	05-01-2017
CERTIFICATION (4 Strategic initiative-operation links)		
Develop and Release new CBE business application.	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 obsolete. DSLBD will need the funding and resources 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 process. The Mayor's approved FY17 budget includes a one-time increase of \$750,000 for the building of a new enterprise system. Funding is allocated through OCTO.	09-30-2017
Revise and finalize certification and compliance Standard Operating Procedures.	Revising and finalizing certification and compliance standard operating procedures will bring consistency to processes and maximize efficiency. The current Certified Business Enterprise (CBE) program application is only compatible with Internet Explorer 9 or above. The system is also currently running on the Microsoft 2008 operating system. Funding in the FY17 budget will go towards developing the new enterprise system. Doing so will streamline the process (i.e. shorten the application and make it more business friendly) and address many concerns DSLBD and the business community have expressed. The new system will allow for an increase of certified firms as we will decrease the technology barriers and process barriers that are currently experienced with the system.	09-30-2017
Electronically integrate the Compliance and Enforcement expendable budget process with the Office of the Chief Financial Officer (OCFO), and the Office of Contract and Procurement (OCP)	By the end of the fiscal year, the agency will have completed its Enterprise system. The system, at this point should be nearly fully automated. This initiative will be accomplished through taking the following steps: continuing to work with OCFO to confirm the final District spend with SBEs and CBEs; continue working with OCP to connect procurements via (PASS) utilizing funding source, object class and comp sources to link and track Special Exceptions and Waiver Requests against Expendable budget; Continue working with OCFO, OCP and OCTO to ensure timely, consistent data feeds pursuant to mutually agreeable timeframes; and formalize independent agency reporting. Taking these steps will ensure the CBE program is fully compliant with the law.	09-30-2017
Continue Enhancements to Compliance Database for Automated Tracking Systems	This initiative will help streamline and establish controls to automatically capture transfers between agencies, regarding the Expendable Budget Process. In FY17, DSLBD will actively engage stakeholders such as OCFO and the Mayor's Budget team to develop a more streamlined and automated process; our goal is to make the transfer process automated, so the Compliance database will capture real time adjustments related to the expendable budget.	09-30-2017
COMMERCIAL CLEAN TEAMS (1 Strategic Initiative-Operation Link)		

Share lessons learned from DC Main Streets through a citywide conference.	DSLBD and its partners can help leaders in neighborhoods throughout the District apply the lessons and experiences from the existing 10 Main Streets programs. Modeled on the very successful Entrée DC event for restaurant entrepreneurs, a one-day conference will include sessions on how to recruit businesses, managing the nighttime economy and other strategic sessions to address concerns of local businesses.	09-30-2017

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