

# Department of Small and Local Business Development FY2020

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

**Agency Code** ENO

**Fiscal Year** 2020

**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.

## 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	Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.
6	Create and maintain a highly efficient, transparent, and responsive District government.

## Key Performance Indicators

Measure	Directionality	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 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	83%	84%	71.8%	80%
Percent of assigned applications reviewed within 10 business days	Up is Better	New in 2019	New in 2019	78.3%	80%
<b>2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq. (8 Measures)</b>					
Percent of waiver applications processed within 20 days or less	Up is Better	New in 2018	34.9%	47%	50%
Percent of monitored agencies who achieved their Small Business Enterprise (SBE) spend goal	Up is Better	New in 2019	No Applicable Incidents	Waiting on Data	85%
Percent of payment complaints resolved within 30 calendar days	Up is Better	New in 2019	100%	73.3%	90%
Percent of compliance reviews conducted within 30 calendar days	Up is Better	New in 2019	100%	100%	60%
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	New in 2019	44.8%	100%	100%
Percent of monitored agencies reporting on subcontracting dollars with SBEs	Up is Better	New in 2020	New in 2020	New in 2020	40%
Percent of public private development projects reporting on-time	Up is Better	New in 2020	New in 2020	New in 2020	75%
Percent of monitored contracts achieving their SBE Goal	Up is Better	New in 2020	New in 2020	New in 2020	80%
<b>3 - Effectively manage the Small Business Capital Access Fund. (1 Measure)</b>					

Measure	Directionality	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target
Total dollar amount of microloans dispersed to small businesses	Up is Better	\$0	\$100	\$1,572,527	\$2,000,000
<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	\$57,249,375	\$27,677,089	\$56,229,274	\$40,000,000
Percent of ASPIRE participants and alumni employed or self-employed by the end of the course	Up is Better	New in 2019	52.5%	90%	90%
Total dollar amount in opportunities for small businesses as a result of business development matchmaking activities	Up is Better	New in 2019	New in 2019	\$4,853,775	\$10,000,000
<b>5 - 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	97.3%	98%	100%	95%
Percent of invoices processed within 5 business days	Up is Better	78.8%	95.5%	70.5%	95%

## Core Business Measures

Measure	Directionality	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
<b>6 - Create and maintain a highly efficient, transparent, and responsive District government. (10 Measures)</b>				
Contracts and Procurement - Percent of Small Business Enterprise (SBE) annual goal spent	Up is Better	New in 2019	New in 2019	Waiting on Data
Financial Management - Percent of local budget de-obligated to the general fund at the end of year	Down is Better	New in 2019	New in 2019	Waiting on Data
Financial Management - Quick Payment Act (QPA) Compliance - Percent of QPA eligible invoices paid within 30 days	Up is Better	New in 2019	New in 2019	100%
Human Resource Management - Average number of days to fill vacancy from post to offer acceptance	Down is Better	New in 2019	New in 2019	Waiting on Data
Human Resource Management - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft	Up is Better	New in 2019	New in 2019	Waiting on Data
Human Resource Management - Percent of eligible employees completing and finalizing a performance plan in PeopleSoft	Up is Better	New in 2019	New in 2019	95.5%
IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of "open" data sets identified by the annual Enterprise Dataset Inventory published on the Open Data Portal	Up is Better	New in 2019	New in 2019	66.7%
IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension	Down is Better	New in 2019	New in 2019	Waiting on Data
Human Resource Management - Percent of new hires that are DC residents (excludes temporary workers and contractors) (Updated by OCA)	Up is Better	New in 2020	New in 2020	New in 2020
Human Resource Management - Percent of employees that are DC residents (excludes temporary workers and contractors) (Updated by OCA)	Up is Better	New in 2020	New in 2020	New in 2020

\*The above measures were collected for all mayoral agencies in FY2019. The 2019 open data inventory includes data for calendar year 2018. Due to data lags, FY2019 data for the following core business measures will be available in March 2020:

Contracts and Procurement - Percent of Small Business Enterprise (SBE) annual goal spent; Financial Management - Percent of local budget de-obligated to the general fund at the end of year; Human Resource Management - Average number of days to fill vacancy from post to offer acceptance; Human Resource Management - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft; and IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension.

## 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
<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	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
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
<b>5 - 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

## Workload Measures

Measure	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
<b>1 - CERTIFICATION (2 Measures)</b>			
Number of Certified Business Enterprises (CBEs)	1589	1682	6953
Number of CBE applications received	1044	921	1676
<b>2 - COMPLIANCE (7 Measures)</b>			
Number of waivers	New in 2018	282	286
Number of payment complaints resolved	New in 2018	2	10
Number of complaints	New in 2018	1	13
Number of mandatory training sessions held	New in 2018	55	35
Number of monitored agencies reporting subcontracting dollars	New in 2020	New in 2020	New in 2020
Number of public private development projects	New in 2020	New in 2020	New in 2020
CBE participation mandated via waiver denial (in dollars)	New in 2020	New in 2020	New in 2020
<b>3 - Access to Capital (2 Measures)</b>			
Number of microloans disbursed	New in 2018	64	307
Number of jobs created/retained as a result of microloans	New in 2019	New in 2019	303.5
<b>4 - BUSINESS DEVELOPMENT (12 Measures)</b>			
Number of new partnerships	New in 2018	16	41
Number of businesses started through ASPIRE	New in 2019	2005	12
Dollar amount of opportunities as a result of strategic partnerships	New in 2019	New in 2019	\$8,484,775
Number of business development training/matchmaking events	New in 2019	New in 2019	265
Number of small business participants in training/matchmaking events	4550	1514	7713
Number of business development counseling hours	603.3	1161	3602.5
Number of strategic partnerships maintained	New in 2020	New in 2020	New in 2020
Number of grantees supported	New in 2020	New in 2020	New in 2020
Number of Federal and DC government agencies participating in matchmaking from the Agency Bid Opportunity Rally	New in 2020	New in 2020	New in 2020
Number of small business participants in the SBIR/STTR program	New in 2020	New in 2020	New in 2020
Percent increase of qualified CBE DC PTAC clients	New in 2020	New in 2020	New in 2020

Measure	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
Number of training sessions for CBE small businesses that are looking to do business with DC Government and/or the Federal Government	New in 2020	New in 2020	New in 2020
<b>5 - COMMERCIAL CLEAN TEAMS (8 Measures)</b>			
Number graffiti removed in commercial corridors by Clean Teams	4109	8600	17,002
Number of DC Main Street Organizations	16	18	18
Amount of Neighborhood Revitalization Grants Allocated	5,349,183	6,955,087.4	7,818,182.7
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	8,583,255	9,529,649	9,471,714
Commercial occupancy rate in DC Main Streets	New in 2019	New in 2019	90.7%
Number of training sessions held	New in 2019	New in 2019	25
Number of jobs created for Clean Team Crew Members	New in 2020	New in 2020	New in 2020
Number of counseling sessions with Main Streets leaders	New in 2020	New in 2020	New in 2020

## Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
<b>Continue to provide support and grant management to DC Main Streets and Clean Teams. (2 Strategic initiatives)</b>		
Collaborate with DSLBD IT Manager to transition from Quickbase to Salesforce (DES)	Migrate grants operations or create significant upgrade to existing Quickbase applications thereby streamlining grants applications and management. This is conditional on funding for Salesforce platform.	09-30-2020
Create six new Main streets and two new Clean Teams	In FY20, DSLBD will create six new Main Street programs and two new Clean Teams. Provide training and capacity building to new grantees to ensure successful first year.  New Main Streets: -Upper Georgia Avenue -Upper Bladensburg Avenue -Glover Park -Cleveland Park -Logan Circle -U Street  New Clean Teams: -Trinidad -Roving Ward 5  Related to the following budget enhancements: COMMERCIAL REVITALIZATION Districts Proposed Budget To support Main Streets and Clean Teams (one-time) COMMERCIAL REVITALIZATION Districts Proposed Budget To support Main Streets, Clean Teams, and Healthy Food Programs	09-30-2020
<b>Develop strategic partnerships to assist small business development (4 Strategic initiatives)</b>		

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Launch Mentor Protégé Program	Launch a pilot Mentor Protégé program to stimulate the growth in capacity of Small Business Enterprises (SBEs) and Certified Business Enterprises (CBEs) through mentorship from Prime contractors seeking to bid on Department of General Services (DGS) projects. The Mentor will be required to have up to five Small Business Enterprise (SBE) protégés with annual revenue ranging from \$250,000 to \$20M in an effort to aide in resource sharing to grow Small Business Enterprises (SBEs) internal capacity (business, bonding, and bidding capacity).	09-30-2020
Formalize Dream Grants Programming	<p>DSLBD will formalize Dream Grant programming to surrounding the existing Ward 7 &amp; 8 micro-business Dream Grants. This will include deploying training in the Wards, increasing outreach to be weekly sessions during the grant application period, and increasing promotion and technical assistance for both grantees and applicants.</p> <p>Related to Budget Enhancement:            BUSINESS OPP AND ACCESS TO CAPITAL                      Mayors Proposed Budget To support the Aspire to Entrepreneurship Program (\$250k) and Dream Grant Funding (\$200k) (one-time) 450000 LOCAL FUND</p>	09-30-2020
Establish Food Business Support	<p>DSLBD will expand direct support to food businesses in low access to healthy food areas of the city through partnership with the Food Policy Council and working to expand programs aimed directly at supporting micro food businesses through strategic partnerships.</p> <p>A strategic partnership would fall under a strategic partnership agreement, a process that is being piloted in Inno.ED this year. This may include funding through tentatively identified capital sources external to government, and ecosystem coordination through the SEED fellowship.</p> <p>Related to budget enhancement:            COMMERCIAL REVITALIZATION                      Districts Proposed Budget To support Main Streets, Clean Teams, and Healthy Food Programs 1040255 0100 LOCAL FUND</p>	09-30-2020
Create access to lines of credit for Small Business Enterprises	DSLBD will be to work to increase the capacity to Small Business Enterprises (SBE) by creating access to lines of credit (LOC) through local Community Development Financial Institutions (CDFI). DSLBD will grant \$200,000 in funding specifically for one or more CDFIs loan loss reserve fund(s). In turn the CDFI will leverage the loan loss reserve grant to create a pool of \$2M in funding for SBEs to access in LOCs up to \$100,000. The LOCs will improve the balance sheets of the SBEs, ultimately increasing their ability to secure surety bonding.	09-30-2020
<b>Provide Compliance training and outreach to monitored agencies (1 Strategic Initiative)</b>		
Complete the development of the next six phases of the District's Enterprise System (DES).	<p>The DES will provide 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 FY2020, DSLBD plans to deliver components of the DES - Compliance, Grants Management, and Business Training &amp; Opportunities.</p> <p>Compliance Release 2.X</p> <ul style="list-style-type: none"> <li>• Planned Release Investigations FY20 Q1 (Internal and Public Site access)</li> <li>• Planned Release Public Private Development Management FY20 Q1/Q2 (Internal and Primes)</li> <li>• Planned Release Payment Verification FY20 Q1/Q2 (Internal, Primes, and Subcontractors)</li> <li>• Planned Release Waivers FY20 Q1 (Internal, Agency Users, Public Site access)</li> </ul> <p>Business Opportunities Release 3.0 – Planned Release FY20 Q2/Q3 (Internal and Public Access)</p> <p>Grants Management Release 4.0 – Planned Release FY20 Q2/Q3 (Internal and Public Access)</p>	09-30-2020