

Department of Small and Local Business Development FY2021

Agency Department of Small and Local Business Development

Agency Code ENO

Fiscal Year 2021

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 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Target
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government. (2 Measures)					
Percent of applications processed in under 30 business days	Up is Better	84%	71.8%	76.1%	80%
Percent of assigned applications reviewed within 10 business days	Up is Better	New in 2019	78.3%	84.8%	80%
2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq. (6 Measures)					
Percent of payment complaints resolved within 30 calendar days	Up is Better	New in 2019	73.3%	No Applicable Incidents	80%
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	New in 2019	100%	80.7%	100%
Percent of monitored agencies reporting on subcontracting dollars with SBEs	Up is Better	New in 2020	New in 2020	Waiting on Data	100%
Percent of monitored agencies who achieved their Small Business Enterprise (SBE) spend goal	Up is Better	New in 2019	73%	Waiting on Data	85%
Percent of waiver applications processed within 20 days or less	Up is Better	34.9%	47%	37%	50%
Percent of monitored contracts achieving their SBE Goal	Up is Better	New in 2020	New in 2020	Waiting on Data	80%
3 - Effectively manage the Small Business Capital Access Fund. (1 Measure)					
Total dollar amount of loans dispersed to small businesses	Up is Better	New in 2019	\$1,572,527	\$402,350	\$1,000,000

Measure	Directionality	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Target
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	Up is Better	\$27,677,089	\$56,229,274	\$34,723,301	\$30,000,000
Total dollar amount in opportunities for small businesses as a result of business development coaching and matchmaking activities	Up is Better	New in 2019	\$4,853,775	\$399,600	\$5,000,000
5 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (2 Measures)					
Percent of disbursements paid within 30 days	Up is Better	98%	100%	99.5%	95%
Percent of invoices processed within 5 business days	Up is Better	95.5%	70.5%	99.6%	95%

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. (1 Activity)			
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
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
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
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
4 - Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement. (3 Activities)			
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

Operations Header	Operations Title	Operations Description	Type of Operations
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
5 - 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 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 2018 Actual	FY 2019 Actual	FY 2020 Actual
1 - Process Certified Business Enterprise (CBE) applications in an average of 30 business days (2 Measures)			
Number of Certified Business Enterprises (CBEs)	1682	1765	1838.8
Number of CBE applications received	921	1676	582
2 - Compliance Monitoring and Enforcement (8 Measures)			
Number of waivers	282	286	270
Number of monitored agencies reporting subcontracting dollars	New in 2020	New in 2020	Waiting on Data
Number of public private development projects	New in 2020	New in 2020	106.8
Number of payment complaints resolved	2	10	No Applicable Incidents
CBE participation mandated via waiver denial (in dollars)	New in 2020	New in 2020	\$5,706,695.3
Number of spot checks conducted	New in 2021	New in 2021	New in 2021
Dollar value of verified PPD subcontractor payments	New in 2021	New in 2021	New in 2021
Dollar value of PPD developer payments to SBEs	New in 2021	New in 2021	New in 2021
2 - Provide Compliance training and outreach to monitored agencies (1 Measure)			
Number of mandatory training sessions held	55	35	10
3 - Implement District Capitalized (2 Measures)			
Number of jobs created/retained as a result of loans	New in 2019	303.5	185
Number of loans disbursed	64	307	157
4 - Develop strategic partnerships to assist small business development (3 Measures)			
Number of strategic partnerships maintained	New in 2020	New in 2020	80

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual
Number of grantees supported	New in 2020	New in 2020	423
Dollar amount of opportunities as a result of strategic partnerships	New in 2019	\$8,484,775	\$1,197,432
4 - Target resources to attract, retain and prepare businesses for procurement and other opportunities (9 Measures)			
Number of business development coaching/counseling hours	1161	3602.5	5135
Number of small business participants in coaching/counseling training/matchmaking events	1514	7713	13,263
Number of business development coaching/counseling/training/matchmaking events	New in 2019	265	296
Number of Federal and DC government agencies participating in matchmaking from the Agency Bid Opportunity Rally	New in 2020	New in 2020	7
Percent increase of qualified CBE DC PTAC clients	New in 2020	New in 2020	21.1%
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	102
Influential capital and revenue for DC-Based Businesses	New in 2021	New in 2021	New in 2021
Number of small business promotion events/posts	New in 2021	New in 2021	New in 2021
Number of returning citizen businesses and entrepreneurs supported through technical assistance and training	New in 2021	New in 2021	New in 2021
4 - Workforce and service integration support (1 Measure)			
Number of returning citizen businesses and entrepreneurs supported with access to capital and financing	New in 2021	New in 2021	New in 2021
5 - Continue to provide support and grant management to DC Main Streets and Clean Teams. (8 Measures)			
Number graffiti removed in commercial corridors by Clean Teams	8600	17,002	19,816
Number of DC Main Street Organizations	18	18	24
Amount of Neighborhood Revitalization Grants Allocated	6,955,087.4	7,818,182.7	9,241,971
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	9,529,649	9,471,714	9,271,887
Number of training sessions held	New in 2019	25	57
Commercial occupancy rate in DC Main Streets	New in 2019	90.7%	89.8%
Number of jobs created for Clean Team Crew Members	New in 2020	New in 2020	279
Number of business development counseling hours with Main Streets Programs	New in 2020	New in 2020	478

Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Continue to provide support and grant management to DC Main Streets and Clean Teams. (1 Strategic Initiative)		

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Create two new Clean Teams and two new Main Streets.	<p>"Create two new Clean Teams (Eastern Market and Ivy City) and two new Main Streets (Pennsylvania Ave East and Chevy Chase).The creation of a clean team consist of competing the service area for grant award. Once the grantee is selected they are to hire the needed staff and purchase all of the needed supplies to successfully implement their proposed services. DSLBD has allocated enhancements in the of amount \$60,000 for the Trinidad service area and an additional \$50,000 in recurring funding for the Fort Lincoln Service Area.</p> <p>DSLBD has Awarded \$260,000 in competitive grants to organizations providing cleaning services for Eastern Market and Ivy City. The Organizations should create 5.6 FTEs for DC residents, while also helping small retail businesses create a cleaner sidewalk area."</p>	09-30-2021
Develop strategic partnerships to assist small business development (1 Strategic Initiative)		
Create CBE Capacity Building Partnerships	<p>DSLBD's certification and business opportunity divisions will foster partnerships with District Government agencies to increase the utilization of CBEs within procurement opportunities. The focus will be the areas in industries that have no to low CBE participation; or where CBEs are unable to participate due to capacity limitations. Some areas we have identified with no or low CBE participation are in Forestry at DDOT and Environmental Engineering at DOEE. The partnerships will identify capacity issues that may prevent CBEs from obtaining opportunities with certain agencies and will stimulate the growth in capacity for CBEs in specific industries. This initiative may also grow CBEs that maintain the SBE certification category in certain industries with the use of DSLBD's mentor protégé program within partnerships created with other agencies or organizations. This initiative will help grow the number of active CBEs and will open opportunities, that were otherwise unavailable, to CBEs.</p>	09-30-2021
Process Certified Business Enterprise (CBE) applications in an average of 30 business days (1 Strategic Initiative)		
Complete the development of the Equity Impact Enterprise designation in the Certification Module of the District Enterprise System (DES).	<p>Council requested the addition of a new designation, Equity Impact Enterprise, for the Certification Module within DES, the District Enterprise System. This new designation will include the requirement that the CBE is 51% owned by an individual identifying as a minority or woman/women. If the CBE is approved for this designation, 5 points and a 10% reduction in price will be applied. DSLBD will modify DES as follows. Applications will be updated and checklist documentation logic will be created based on the new designation. When users fill out the application, the documents based on the logic will be required for upload by the applicant. The backend processing will be updated to include the 51% requirement stated above. The CBE Number will be updated to include the E when an applicant has been approved for the designation. The new designation (E) and points will appear on the public facing site.</p>	09-30-2021
Target resources to attract, retain and prepare businesses for procurement and other opportunities (2 Strategic initiatives)		
Launch the Sports Wagering Small Business Development Program	<p>DSLBD will implement the Sports Wagering Small Business Development (SWSBD) program based on the five-year Sports Wagering Capacity Building Plan developed in FY20 by DSLBD in consultation with the Office of Lottery and Charitable Gaming. The SWSBD program will largely consist of workshops and trainings, many of which that will be offered by firms that are granted provisional licenses to be Class A Operators, Class B Operators and Management Service Providers. DSLBD will offer a minimum of 1 workshop per quarter.</p>	09-30-2021
Revitalize Aspire and Offset Discrimination in Capital Access	<p>DSLBD will revitalize the Aspire to Entrepreneurship program by making training and funding accessible and available to returning citizen business owners and entrepreneurs through pitch competition formats. This will help ensure access to critical funding given the discrimination that returning citizens faced in being denied access to programs like the Federal Paycheck Protection Program.</p>	09-30-2021
Workforce and service integration support (1 Strategic Initiative)		
Build an Equity Framework for All DC-Businesses	<p>DSLBD will develop a uniform, agency-wide equity framework for ongoing program evaluation utilizing the Disadvantaged Business Enterprise (DBE) sub-designation of the CBE law. DSLBD will build the framework for program evaluation through surveys, pilots, and stakeholder engagement and will collect data from both existing and new data sources to more fully understand the landscape of equity for District-based businesses.</p>	09-30-2021