

Department of Small and Local Business Development FY2022

Agency Department of Small and Local Business Development

Agency Code ENO

Fiscal Year 2022

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 (KPIs)

Measure	Directionality	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 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	71.8%	76.1%	69.8%	80%
Percent of assigned applications reviewed within 10 business days	Up is Better	78.3%	84.8%	92%	80%
2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq. (6 Measures)					
Percent of waiver requests processed within 20 days or less that were required to be responded to within the quarter	Up is Better	47%	37%	44.5%	50%
Percent of monitored agencies reporting on subcontracting dollars with SBEs	Up is Better	New in 2020	Waiting on Data	Waiting on Data	100%
Percent of monitored contracts that have a performance period ending within the fiscal year that met its SBE subcontracting requirement	Up is Better	New in 2020	Waiting on Data	Waiting on Data	80%
Percent of monitored agencies who achieved their Small Business Enterprise (SBE) spend goal	Up is Better	73%	Waiting on Data	Waiting on Data	85%
Percent of payment complaints resolved	Up is Better	73.3%	No Applicable Incidents	0%	80%
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	100%	80.7%	100%	100%
3 - Effectively manage the Small Business Capital Access Fund. (1 Measure)					
Total dollar amount of loans dispersed to small businesses	Up is Better	\$1,572,527	\$402,350	\$692,995	\$750,000
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	\$56,229,274	\$34,723,301	\$57,989,917	\$30,000,000
Total dollar amount in opportunities for small businesses as a result of business development coaching and matchmaking activities	Up is Better	\$4,853,775	\$399,600	\$4,328,484	\$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	100%	99.5%	99.1%	95%
Percent of invoices processed within 5 business days	Up is Better	70.5%	99.6%	97.5%	95%

Operations

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)		
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)		
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 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)		
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)		
Workforce and service integration support	Support the alignment of small business development, entrepreneurship, education and workforce development.	Daily Service
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
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)		
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 (WMs)

Measure	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual
1 - Process Certified Business Enterprise (CBE) applications in an average of 30 business days (2 Measures)			
Number of CBE applications received	1676	582	668
Number of Certified Business Enterprises (CBEs)	1765	1838.8	1957.3
2 - Compliance Monitoring and Enforcement (7 Measures)			
Number of monitored agencies reporting subcontracting dollars	New in 2020	Waiting on Data	Waiting on Data
Dollar value of verified PPD subcontractor payments	New in 2021	New in 2021	Waiting on Data
Dollar value of PPD developer payments to SBEs	New in 2021	New in 2021	Waiting on Data
Number of monitored agencies	New in 2022	New in 2022	New in 2022
Number of waivers received in the fiscal year	286	270	304
Number of spot checks conducted	New in 2021	New in 2021	1342
Number of active public private development projects	New in 2020	106.8	109.5
2 - Provide Compliance training and outreach to monitored agencies (1 Measure)			
Number of mandatory training sessions held	35	10	15
3 - Implement District Capitalized (2 Measures)			
Number of jobs created/retained as a result of loans	303.5	185	128
Number of loans disbursed	307	157	105
4 - Develop strategic partnerships to assist small business development (3 Measures)			
Number of grantees supported	New in 2020	423	285
Number of strategic partnerships maintained	New in 2020	80	160
Dollar amount of opportunities as a result of strategic partnerships	\$8,484,775	\$1,197,432	\$12,095,000
4 - Target resources to attract, retain and prepare businesses for procurement and other opportunities (9 Measures)			
Number of Federal and DC government agencies participating in matchmaking from the Agency Bid Opportunity Rally	New in 2020	7	8
Number of small business promotion events/posts	New in 2021	New in 2021	500
Number of business development coaching/counseling hours	3602.5	5135	4099.2
Number of business development coaching/counseling/training/matchmaking events	265	296	403
Number of returning citizen businesses and entrepreneurs supported through technical assistance and training	New in 2021	New in 2021	209
Number of small business participants in coaching/counseling training/matchmaking events	7713	13,263	14,469
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	102	121
Percent increase of qualified CBE DC PTAC clients	New in 2020	21.1%	100%
Influential capital and revenue for DC-Based Businesses	New in 2021	New in 2021	\$19,276,238
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	41
5 - Continue to provide support and grant management to DC Main Streets and Clean Teams. (8 Measures)			
Number of business development counseling hours with Main Streets Programs	New in 2020	478	938
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	9,471,714	9,271,887	9,785,208
Commercial occupancy rate in DC Main Streets	90.7%	89.8%	87.9%
Number of jobs created for Clean Team Crew Members	New in 2020	279	462
Number of training sessions held	25	57	45
Number of DC Main Street Organizations	18	24	26
Number graffiti removed in commercial corridors by Clean Teams	17,002	19,816	16,277
Amount of Neighborhood Revitalization Grants Allocated	7,818,182.7	9,241,971	10,343,202

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. (2 Strategic initiatives)		
Create Four new Clean Teams and Three new Main Streets	Create four new Clean Teams (Eckington, Ward 4 Roving team, Ward 7 Roving team, Ward 8 Roving team) and three new Main Streets (Palisades, Petworth and Woodley Park). The creation of a Clean Team consists 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. Once the grantee is selected, they are to hire an Executive Director and create a workplan that will reflect program initiatives and priorities.	09-30-2022
To fully fund the BSA Subtitle, "Columbia Heights Civic Plaza Social Services Coordination Grant Act"	DSLBD will award a grant in the amount of \$175,000 to Columbia Heights Day Initiative DBA District Bridges to hire two full-time positions to provide direct support, relationship development, and resource brokering to individuals who spend time in the Columbia Heights Civic Plaza who face systemic challenges and mental health or substance abuse issues.	09-30-2022
Develop strategic partnerships to assist small business development (3 Strategic initiatives)		
Innovation Pipeline Development	DSLBD's Inno.ED will deepen our focus on developing our innovation pipelines with strategic partners to support underrepresented entrepreneurs in several topic areas, including: focusing resources on small food producers and makers in Wards 7 and 8, developing programming to support returning citizens' access to legal cannabis industry opportunities, extending programming around the trash compactor grant to tie with the Sustainable DC 2.0 plan, expanding opportunities for green business to go green and network, and supporting the further growth of DC's cooperative business ecosystem.	09-30-2022

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Increase Technical Assistance Through DC Library Anchor Partnership	DSLBD's Inno.ED will anchor the DC technical assistance network cohesion through several strategic partnerships and connecting those partners with each other and businesses through regular engagement at DC Public Libraries and strengthening the tools and resources available to partners and businesses in the DC Business Toolkit and similar online repositories.	09-30-2022
Commercial Food Waste Innovation Grants	DSLBD's Inno.ED will take a systemic approach to the Clean Cities program in FY22, addressing waste — especially food waste — in commercial corridors at its root, while supporting goals in both the Sustainable DC 2.0 and the Resilient DC Plan. Through education, grants, and inter-agency partnerships, Inno.ED will support food businesses and restaurants to creatively minimize their food waste attracting rats to urban alleys and continue to fund technologies that can minimize the volume and nuisance of waste.	09-30-2022
Implement District Capitalized (1 Strategic Initiative)		
Increase Access to Capital Resources	DSLBD's Inno.ED will increase our work to target access to capital resources to businesses in need of support at a micro and early stage by strengthening the DC Kiva Hub for microloan crowdfunding as an early step on the ladder to access capital and innovating the format and further increasing accessibility for the Ward 7 & 8 microbusiness Dream Grant and similar grant opportunities.	09-30-2022
Process Certified Business Enterprise (CBE) applications in an average of 30 business days (1 Strategic Initiative)		
Incorporate additional functionality to the District Enterprise System (DES)	Made in DC, Living Wage, and portions of the Business Toolkit will be incorporated in DES. These functions complete the DSLBD ecosystem of providing ways to certify small businesses so they can be more accessible to contracting opportunities. Enhancements will also occur for the 4 main DES modules (Certification, Compliance, Grants Management, and Business Opportunities). The enhancements will include interfaces with other systems' desired data through the data warehouse, management level reporting and data visualization, electronic signature capability throughout the system, and more robust marketing and email subscription features.	09-30-2022
Target resources to attract, retain and prepare businesses for procurement and other opportunities (1 Strategic Initiative)		
Ward 8 Community Investment Fund via the DC Community Development Consortium	DSLBD's Inno.ED will manage a \$250,000 grant awarded to the DC Community Development Consortium to develop a Ward 8 Community Investment Fund ("Fund"). The Fund will include Ward 8 residents as full members of the investment committee, which will direct funds to eligible Ward 8 entrepreneurs. The Consortium will seek private capital to match this grant.	09-30-2022