



Department of Small and Local Business Development DSLBD (EN)

MISSION

The mission of the Department of Small and Local Business Development (DSLBD) is to foster the development, economic growth, and retention of District-based businesses.

SUMMARY OF SERVICES

To realize its mission of growing the number of small businesses in DC, DSLBD is organized into four basic operating units: (1) Certification, Compliance, and Enforcement, (2) Business Opportunities and Access to Capital, (3) Training and Education, and (4) Commercial Revitalization.

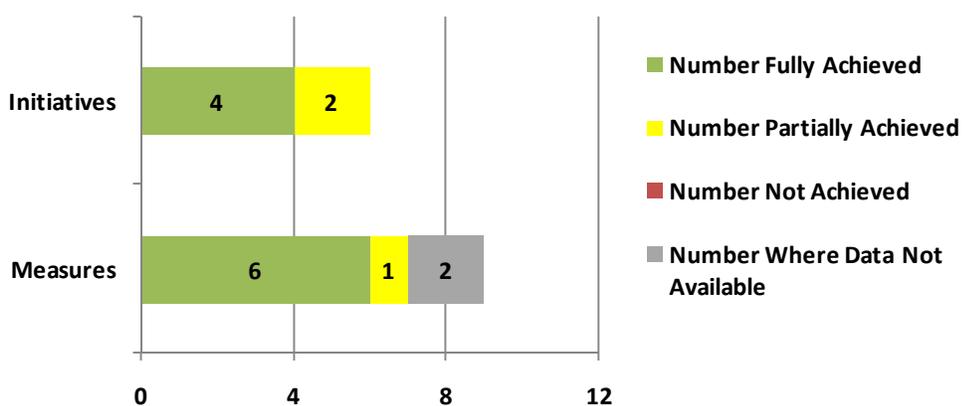
AGENCY OBJECTIVES

1. Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.
2. Assist small businesses with accessing capital and expanding business opportunities.
3. Increase participation of District-based businesses in the local economy.

3 KEY ACCOMPLISHMENTS

- ✓ Developed and implemented stronger agreements to increase opportunities for Certified Business Enterprises (CBEs) with developers that receive economic assistance from the District.
- ✓ Streamlined the business certification process, including conducting bi-weekly pre-certification orientations and accepting certification applications online via the award-winning Certified Business Enterprise Online program.
- ✓ Launched clean team services, including daily litter and graffiti removal, tree box maintenance, debris transfer, and other maintenance services, that complement existing District cleaning efforts, and create healthy and vibrant commercial corridors.

OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

OBJECTIVE 1: Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.

 **INITIATIVE 1.1: Establish small business assistance programs to enhance commercial revitalization efforts in neighborhood commercial areas.**

Fully Achieved. In FY08, DSLBD designated new Main Streets Programs in Wards 4, 7, and 8, established the Brookland Storefront Improvement Program, and provided emergency assistance to businesses along P Street NW. DSLBD also developed guides on adopting green practices, provided organization building and program development assistance for various business associations, and established the Business Improvement District (BID) Litter Cleanup Program which services Main Street neighborhoods and BIDs.

 **INITIATIVE 1.2: Expand business retention services.**

Fully Achieved. In FY08, DSLBD expanded business retention services through retail and restaurant promotions such as First Tuesdays events, Barracks Row Dine-Around, and Shaw Main Street Night Out. DSLBD also provided family-friendly restaurants with technical assistance and launched the hotel concierge outreach campaign and best business campaign. Other promotions included pet retail, window display guidance, restaurant and business operations consultation.

OBJECTIVE 2: Assist small businesses with accessing capital and expanding business opportunities.

 **INITIATIVE 2.1: Develop and implement an access-to-capital program aimed at enabling businesses to meet financing and bonding requirements.**

Partially Achieved. DSLBD cultivated relationships with over 20 banks to increase the ability of CBEs to apply for lines of credit and loans. The agency has reevaluated the initial program model for the Micro Loan Fund, and plans to launch the Micro Loan Program in FY09. Funds for business retention services from the Neighborhood Investment Fund (NIF) Program were not granted to the agency.

 **INITIATIVE 2.2: Expand training and education opportunities for businesses.**

Fully Achieved. DSLBD expanded training and education opportunities by adding classes related to government relations and business basics. Business basics for target industries included: Cost Estimating for Construction Firms, DC Bar Pro Bono Legal courses for Construction Firms, International Franchise Expo Local Business Luncheon, and the Emerging Developer's Conference.

OBJECTIVE 3: Increase participation of District-based businesses in the local economy.

 **INITIATIVE 3.1: Streamline the Certified Business Enterprise (CBE) program approval process.**

Partially Achieved. DSLBD instituted a policy that required all previously uncertified businesses to attend a precertification orientation. DSLBD offers two orientations monthly at its Enhanced Business Information



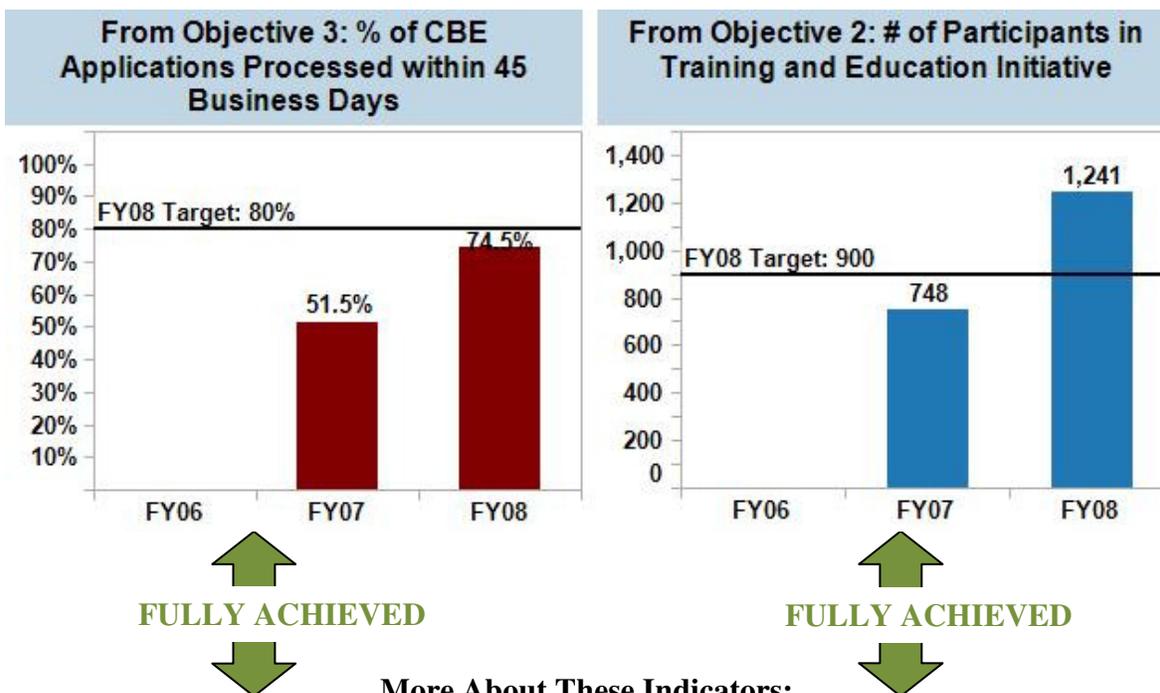
Center (eBIC). In FY08, DSLBD made enhancements to the Online Certification system to allow CBEs to add Trade Divisions to their respective profiles, thus making it easier for CBEs to be easily identified by developers. Another enhancement allowed DSLBD to send targeted emails and mail mergers to the CBE community.

● **INITIATIVE 3.2: Promote greater understanding of the new Certified Business Enterprise (CBE) Program (formerly LSDBE) requirements to the Private Sector and Government Agencies.**

Fully Achieved. DSLBD conducted a series of presentations regarding CBE utilization requirements to the agency's Industry Advisory Council and the Office of the Attorney General (OAG). In addition, DSLBD conducted one-on-one sessions with over 60 District Government agencies.



Key Performance Indicators – Highlights



More About These Indicators:

How did the agency's actions affect this indicator?

- In FY08, DSLBD no longer accepted incomplete applications, in addition to requiring the mandatory attendance of new applicants in pre-certification orientations prior to applying for certification.
- The size of the certification unit was reduced 20 percent, from 5 to 4 staff. This reduction had an impact of the unit's ability to process the rising number of applications.

What external factors influenced this indicator?

- As a result of numerous administration priorities and emergencies, enhancements to the CBE Online system, which is managed by OCTO, were delayed in fiscal year 2009.
- Certification applications have increased each year. In total, DSLBD received 1203 applications in FY08. This reflects a 3-year increase of 80% since changes in the law took effect, establishing the current certification program.

How did the agency's actions affect this indicator?

- DSLBD expanded services and course offerings at its training and education center. Attendance in training and education activities totaled 1,241, an increase of nearly 50 percent from fiscal year 2007.
- DSLBD has extended its reach into communities across the District by developing a new brand and increasing promotions around services available for District-based businesses.

What external factors influenced this indicator?

- None.



Key Performance Indicators – Details

Performance Assessment Key:

- Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

	FY06 Actual	FY07 Actual	FY08 Target	FY08 Actual	FY09 Projection
OBJECTIVE 1: Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.					
● Rate of private funds leveraged with public funds through Main Streets.	N/A	43	125	162	150
OBJECTIVE 2: Assist small businesses with accessing capital and expanding business opportunities.					
● # of participants in training and education activities.	N/A	748	900	1,241	1,000
● # of business opportunities promoted to CBEs	N/A	43	125	162	150
OBJECTIVE 3: Increase participation of District-based businesses in the local economy.					
● Total # of small and local businesses.	N/A	N/A	N/A	TBD	TBD
● # of CBEs.	N/A	772	1,000	1,154	1,050
● # of District residents employed by CBEs approved during the fiscal year.	N/A	N/A	600	4,665	650
● % of applications processed within 45 business days.	N/A	51.5%	80.0%	74.5%	85.0%
● Total amount of payments to CBEs from eligible District funds (in millions).	73	\$81	\$82	TBD	\$85
● % of applicants approved for certification.	N/A	91.8%	93.0%	94.2%	94.0%