



Department of Small and Local Business Development DSLBD (ENO)

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.

SUMMARY OF SERVICES

The Department of Small and Local Business Development provides assistance and services to District-based businesses by positioning them to compete successfully for local, federal, and global business opportunities; advocating and promoting small business; providing one-on-one technical assistance, workshops, and training; certifying companies to do business in the city; and fostering small business development in commercial districts.

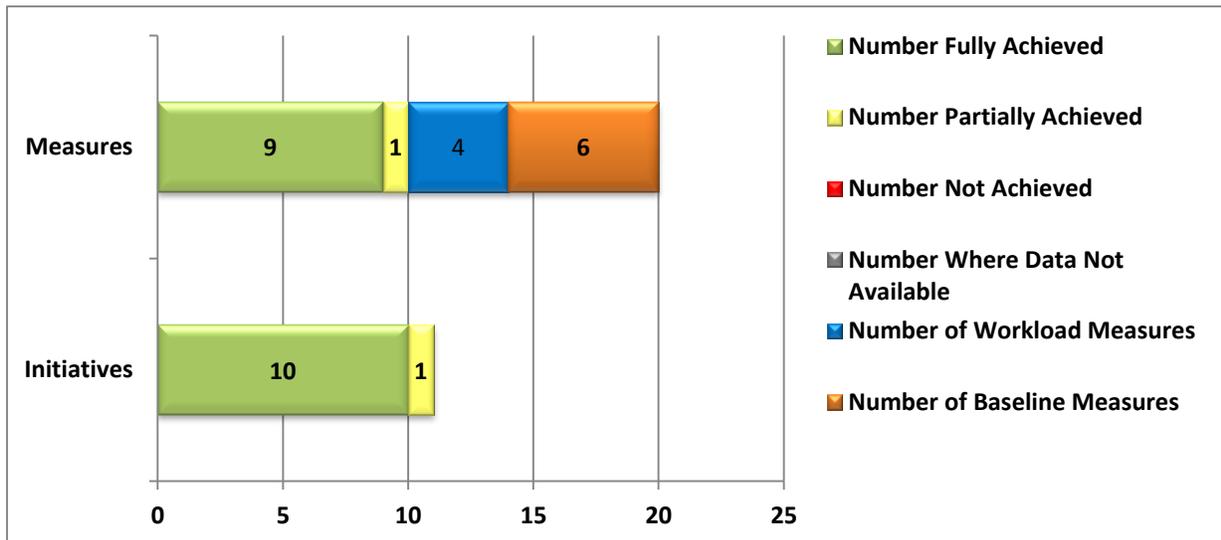
ACCOMPLISHMENTS

- ✓ FastTrac DC, a program designed to equip entrepreneurs, reached 200 small business graduates in FY 14.
- ✓ DSLBD Launched Ward 8 Food Incubator Project at St. Elizabeth's East Campus Pavilion with DMPED.
- ✓ Started operation of Small Business Inclusion Center – a mobile, co-work space where agency staff and partners of the agency collaborate to improve the DC small business environment.

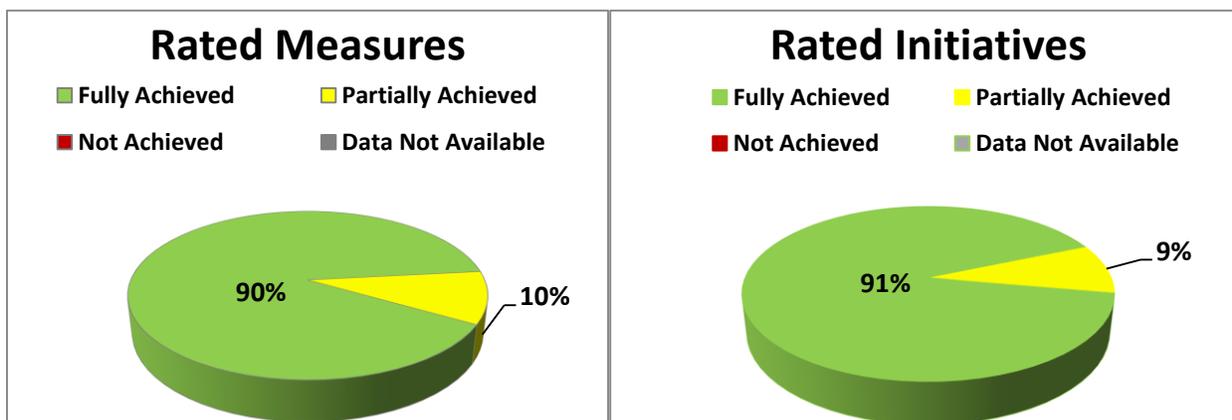


OVERVIEW AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

Agency Management

OBJECTIVE 1: Provide administrative support and the required tools to achieve operational and programmatic effectiveness within DSLBD.

INITIATIVE 1.1: Work with OCTO to launch new DSLBD website to improve agency communication, external content management and to optimize web-experience for small business clients and public.

Fully Achieved – In FY14 DSLBD worked closely with OCTO and successfully completed updates to its website to accommodate the addition of several valuable programs and services to DC small businesses. The agency was able to transition its CBE registration process to a new web page, revamp pages for its ExportDC, ConnecTech, and Procurement Technical Assistance, Neighborhood Revitalization, and Compliance programs. The updated web interface resulted in increased traffic to DSLBD’s website and affirmation of a wider reach to residents and business owners.

Business Opportunities and Access to Cap

OBJECTIVE 1: Assist small businesses with accessing capital, expanding business opportunities and training and education resources (including 5-Year Economic Development Strategy 1.3 and 5.3).

INITIATIVE 1.1: Begin a process to establish a capital access program for businesses involved in green/sustainable activities. (Sustainable DC Plan BE2.2)

Partially Achieved: Met with representatives from the Department of Consumer & Regulatory Affairs (DCRA) to determine the number of District-based businesses whose business functions involve green and sustainable activities. Additional meetings with the current micro loan underwriter to determine the status and effectiveness of the program. As a result, we have developed a draft proposal to recapitalize the micro loan program to include businesses involved in green/sustainable activities (\$250,000). The loan program will be administered by a locally based micro lender.

INITIATIVE 1.2: Establish a robust client base of 300 companies in the DC Procurement Technical Assistance Center.

Fully Achieved - The DC Procurement Technical Assistance Center (DC-PTAC) successfully established a robust client base of 600 small business companies, procurement technical assistance in their pursuit of contracts in the Federal, local and private sector. Through one- on -one counseling, training and education, the DC-PTAC provided the needed information and navigational knowledge for DC based businesses to become procurement ready and establish clear targets toward contract opportunities. Because of the assistance provided by the DC-PTAC, 6 contract awards, totaling \$1.3 million went to small businesses of the DC-PTAC client base and the establishment of Indefinite Delivery Indefinite Quantity (IDIQ) contract vehicles with federal government agencies totaled \$49 million. The DSLBD DC-PTAC federal grant for FY15 has been awarded and the program will continue in pursuit of another successful fiscal year.



INITIATIVE 1.3: Implement a formal process to assist small businesses in obtaining procurement contracts at hospitals and universities (5-Year Economic Development Strategy 5.3).

Fully achieved: CBE Opportunities and DC PTAC secured commitments from six (6) institutions which include George Washington University, Gallaudet University, VA Hospital, Howard University and Georgetown University. In June 2014 we held a Higher Education and Health Care Procurement Summit in which the small business community was able to network with procurement managers from the above institutions. We held a follow-up session with George Washington University in August 2014.

INITIATIVE 1.4: Support the creation or expansion of a DC Food incubator to support foodservice entrepreneurs. (Sustainable DC Plan FD3.3)

Fully Achieved - In partnership with DMPED and OP, and the Mayor's forWard8 program, DSLBD in FY14 supported the St. Elizabeth's East Campus Pavilion Culinary Teaching and Incubator Project. DSLBD contributed funding, and consultation to the project to ensure the inclusion of a local Ward 8 small business who will serve as café operator and kitchen manager. Commercial kitchen equipment purchases, space designs, and café operations were finalized as of 9/30/14. The construction of the Culinary Teaching and Incubator Project space will continue into FY15 and DSLBD will continue as a programming partner to bring the community into the space and support foodservice entrepreneurs.

INITIATIVE 1.5: Implement a "Phase Zero" SBIR working capital program to support competitiveness among DC firms pursuing technology transfer and innovation business opportunities with the federal government.

Fully Achieved - During FY14, in accordance with the initiative, DSLBD successfully developed the Phase Zero program. The program was proposed as a part of the agency's FY15 FAST grant proposal to the Small Business Administration (SBA). SBA accepted the proposal and DSLBD was able to secure \$10,000 of funding for the Phase Zero program. During FY14 DSLBD developed the Phase Zero application and identified the appropriate partners. DSLBD is fully prepared to continue implementing the program in FY15 and begin accepting small businesses into the program.

INITIATIVE 1.6: Implement next phase of "Small Business Trade Mission Series" (One City Action Plan Action 1.1.3).

Fully Achieved - In FY14 DSLBD supported 62 unique export clients of which 16 were State, Trade and Export Promotion (STEP) grantees receiving federal dollars to partially fund their international marketing activities. Such activities included domestic trade missions, international trade shows and conferences, Department of Commerce certified trade missions and individual sales missions to multiple foreign markets. DC small businesses representing various industry sectors went on mission to Canada, Mexico, Colombia, South Africa, Kenya, Senegal, Sweden, Romania, the Netherlands, France, Germany, China, Panama, Mozambique and Denmark among other countries. DSLBD co-organized and participated in a NATO Trade Mission to Brussels and Mons, Belgium with 6 DC small businesses with qualifications in cyber security. Considered a success, one of the participants secured his firm's listing on NATO's equivalent of a supply schedule making his services immediately available to the regional security body. In cooperation with DMPED, one of DC small businesses participated in a Small Business Trade Mission to China. He scheduled a number of business-to-business meetings and is expecting to sign a contract within the next 12 months. DSLBD also attended the Canada Green Building Conference in Toronto, Canada with one small business. This was the first time CAGBC had an international delegate program with architecture, construction and engineering firms present from countries spanning North America, the Caribbean and Asia. Finally, DSLBD facilitated business-to-business meetings for all 16 STEP clients domestically as well as internationally in the aforementioned countries, including South Africa.



Certification Compliance and Enforcement

OBJECTIVE 1: Improve certification process for CBEs

INITIATIVE 1.1: Implement “paperless” CBE application process (One City Action Plan Action 1.1.6). (One City Action Plan Action 1.1.6).

- **Fully Achieved** - On October 21, 2013, DSLBD released a paperless application process for the CBE program. All applicants who are new and returning that submitted applications on or after that date were/are required to upload all documents into their Certification, Recertification, or Upgrade CBE applications. The certification division no longer required one-on-one consultations after this release date. Businesses seeking one-on-one assistance set-up an appointment with DSLBD staff to receive assistance with completing the process. DSLBD completed a press release on Wednesday, January 29, 2014 (on our website).

INITIATIVE 1.2: Perform site visits or spot checks on approximately 1100) CBE certified by DSLBD (5-Year Economic Development Strategy 1.17).

- **Fully Achieved** - of the 1100 certified CBEs, the Compliance and Enforcement (C&E) Division conducted 772 spot checks on CBE firms with six (6) months or more remaining on their certifications. The remaining checks were conducted by the Certification Division via routine recertification reviews. Of the 772 spot checks conducted by C&E, potential deficiencies were identified approximately with 93 CBEs, which were flagged for follow-up and further evaluation.

Commercial Revitalization

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

INITIATIVE 1.1: Launch and manage implementation of new Rhode Island Avenue Main Street program.

- **Fully achieved** – After a completely digital, and paperless, competitive application process, DSLBD designated the Friends of Rhode Island Avenue organization to manage this grant \$200,000. Since designation, this grantee has been a superlative addition to the DC Main Streets program. A series of volunteer orientation sessions conducted jointly by DSLBD and the grantee attracted over 50 new leaders to this young organization. The organization used the DSLBD grant funds to provide storefront improvements totaling more than \$75,000 (Ted, this number is not firm since they are sending their close-out report on Monday – if you want a firm number, please use \$50,000) to small businesses along Rhode Island Avenue and also established the very popular Business Bites meetings for small business leaders, which attracts approximately 25 people to each meeting.

INITIATIVE 1.2: Launch and manage new clean team programs in Connecticut Ave NW, 12th Street NE, and Minnesota Avenue NE.

- **Fully achieved** – DSLBD awarded a \$133,333 grant to each of the following organizations which provided clean team services. All teams were in place by 10/17/13 and have worked steadily through 9/30/14. Connecticut Avenue NW Clean Team, awarded to the Columbia Heights Shaw Family Support Collaborative which collected 362,760 pounds of litter and recyclables throughout the year. 12th Street NE Clean Team, awarded to Capitol Hill Business Improvement District, Inc. which was unable to report the pounds of litter and recyclables collected. Minnesota Avenue NE Clean Team, awarded to Career Path DC which collected 1,479,600 pounds of litter and recyclables. (Ted, to get these weight numbers, I multiplied the amount grantee reported by 12. You may remember that we allowed each grantee to report weight for a sample day via a ticket from Ft. Totten. We could multiply the numbers by the actual number of days that each team worked but I’m not as confident about those numbers because they seem way too high. If you want to use the actual number of service days as a multiplier, it would be 329 days for Connecticut Avenue and Minnesota Avenue Teams. If you don’t want to report weights, since we don’t have it for 12th Street, we could report number of service days worked and the size of teams, instead.)



Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported
 ● Workload
 ● Baseline

	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
Agency Management								
●	1.1	# webpage views	144,784	117,500		221,299	188.34%	Agency Management
Commercial Revitalization								
●	1.1	# Commercial Properties Abated of Graffiti	1,664	2,500		2,764	110.56%	Commercial Revitalization
●	1.2	# of Business Improvement Districts (BIDs)	9	9		9	Baseline Measure Not Rated	Commercial Revitalization
●	1.3	# of DC Main Street Organizations	7	8		8	Baseline Measure Not Rated	Commercial Revitalization
●	1.4	# of Streetscape Loan applications received	6	6		0	Baseline Measure Not Rated	Commercial Revitalization
●	1.5	Weight of Litter and Recyclables Collected in Pounds	n/a	800,000		1,059,593	132.45%	Commercial Revitalization
Certification Compliance and Enforcement								
●	1.1	# of Certified Business Enterprises	1,152	Target Not Required		1,058	Workload Measure Not Rated	Certification
●	1.2	# of certification applications received	965	Target Not Required		1,136	Workload Measure Not Rated	Certification



	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
●	1.3	# of District Agencies monitored for Certified Small Business Enterprise (CSBE) compliance	80	Target Not Required		82	Workload Measure Not Rated	Certification
●	1.4	% of District Agencies who met 50% CSBE set aside goal	16%	Target Not Required		59.76%	Workload Measure Not Rated	Certification
●	1.5	% of certification applications processed within 45 business days	85%	85%		91.02%	107.08%	Certification
●	1.6	# of certification applications processed	979	1,200		1,058	88.17%	Certification
●	1.7	Average # of business days for certification application determinations	38	30		24	125%	Certification
●	1.8	# spot checks conducted (new in FY14)	0	1,100		1,100	100%	Certification



	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
Business opportunity and Access to Capital								
●	1.1	# of Small Business Trade Missions [One City Action Plan Action 1.1.3]	1	20		2	Baseline Measure Not Rated	Business Opportunity and Access to Capital
●	1.2	# of small business participants in training and education activities	1,185	3,200		4,367	136.47%	Business Opportunity and Access to Capital
●	1.3	# of small businesses participating in international business matching activities (exporting activities).	5	20		27	135%	Business Opportunity and Access to Capital
●	1.4	# of DSLBD Clients obtaining HUB Zone and 8(a) certification	0	50		263	526%	Business Opportunity and Access to Capital
●	1.5	# of small businesses receiving microloans (new in FY14)	NA	N/A		20	Baseline Measure Not Rated	Business Opportunity and Access to Capital
●	1.6	# participants in DC Food Incubators (new in FY14)	NA	N/A		50	Baseline Measure Not Rated	Business Opportunity and Access to Capital