



FY 2012 PERFORMANCE PLAN
Department of Small and Local Business Development

MISSION

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

SUMMARY OF SERVICES

The Department of Small and Local Business Development provides assistance and services to District-based businesses by identifying and disseminating business opportunities; advocating and promoting small business; providing one-on-one counseling services, workshops, courses and trainings; certifying companies to do business in the city; and fostering small business development in commercial districts.

AGENCY WORKLOAD MEASURES

Measure	FY2010 ACTUAL	FY2011 ACTUAL	FY2012 YTD
# of Certified Business Enterprises (CBEs) ¹	1179	1216	1219
# of completed certification applications	N/A	1042	TBD
# of certification applications approved	N/A	704	TBD
# of micro-loans provided to Certified Business Enterprises (CBEs)	N/A	2	TBD
# of DC Main Street Organizations	7	7	7
# of Business Improvement Districts (BIDs)	8	8	8
# Streetscape Loan applications received	N/A	N/A	TBD
# Streetscape Loan applications completed	N/A	N/A	TBD
# District Agencies monitored for Certified Small Business Enterprise (CSBE) compliance	77	78	81

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

INITIATIVE 1.1: Launch Small Business Streetscape Loan Relief Fund.

DSLBD will officially launch the Streetscape Loan Relief Fund, a program designed to provide interest-free loans to any individual or entity that operates a retail business inside or adjoining a streetscape construction or rehabilitation project in the District.

INITIATIVE 1.2: DC Manage Commercial Clean Team Program.

¹ The number of CBEs fluctuates throughout the fiscal year, as companies may not seek to recertify after the two-year certification period, or are revoked as a company may no longer be eligible for the program. Any increase or decrease from year to year is the net amount.



DSLBD will manage the Clean Team Program by awarding qualified nonprofit organizations to provide clean team services in the District. These services will assist to maintain commercial corridors, enhance litter clean-up efforts through the removal of debris from streets and sidewalks, remove graffiti and illegal sign postings within the designated clean team service-delivery area, contribute to beautification services, and help create healthy, vibrant and safe commercial corridors. The program also aims to complement existing DPW trash collecting and recycling, street cleaning, and graffiti removal services.

INITIATIVE 1.3: DC Implement Healthy Food Retail Program.

DSLBD will fund the provision of technical assistance for the expansion access to healthy foods by providing assistance to at least twenty corner stores, farmers markets, and other small food retailers in eligible areas of the District of Columbia. A grant of will be awarded to one non-profit organization to provide business assistance services to these businesses; and to establish and operate a commercial distribution system for fresh produce and healthy foods.

OBJECTIVE 2: Assist small businesses with accessing capital, expanding business opportunities and training and education resources.

INITIATIVE 2.1: Launch “Export DC,” State Trade and Export Promotion (STEP) Program.

DSLBD will launch the “Export DC” program in FY12. This program is designed to increase the number of DC small businesses that export, grow the dollar value of exports from District businesses, and coordinate trade missions for qualified District-based businesses. The Export DC program is funded by the US Small Business Administration (SBA) through the State Trade and Export Promotion (STEP) grant, a three-year pilot program launched by the President’s Small Business Jobs Act.

INITIATIVE 2.2: Launch FastTrac® DC.

DSLBD will launch FastTrac® DC in FY12. This program will be implemented in partnership with the Ewing Marion Kauffman Foundation as a city-wide initiative to support small business development throughout the District of Columbia. It is designed to equip aspiring and existing entrepreneurs with the business skills and insights, tools, resources, and network to start and grow successful businesses in the District of Columbia. Through this partnership, DSLBD will provide DC Small Business Service Providers with the opportunity to be certified to deliver FastTrac® courses, free of charge.

INITIATIVE 2.3: Launch Small Business Resource Center.

The Small Business Resource Center will provide small businesses with training and education, workshops, consulting, and technical assistance to help them succeed in today’s business environment. In order to provide the best specialized support, the Small Business Resource Center will partner with several local organizations including the DC Chamber of Commerce, DC Small Business Development Centers, the Small Business Administration, DC Women’s Business Center, and other similar organizations.



INITIATIVE 2.4: Develop capacity building activities for DC small businesses.

DSLBD will develop programming to develop the capacity of small businesses by promoting procurement opportunities with District agencies and private sector firms, working with lending institutions to connect them with small business seeking access to capital, encouraging partnerships among small businesses, and sponsoring targeted industry development workshops.

OBJECTIVE 3: Increase utilization of Certified Business Enterprises (CBEs) and strengthen compliance and enforcement program.

INITIATIVE 3.1: Improve CBE Compliance and Enforcement program.

DSLBD will improve agency compliance monitoring in order to streamline the process that tracks each District Government agency's spending with Certified Business Enterprises (CBEs) designated as small businesses. As established by DC law, District agencies are required to set aside 50 percent of their discretionary budgets for spending with the certified small businesses on an annual basis. Contracts in excess of 250 thousand dollars are required to have 35% CBE utilization, and developers receiving District subsidies of any kind are required to have 35% CBE utilization as well.

INITIATIVE 3.2: Streamline DSLBD certification process for DC-based businesses.

DSLBD will create efficiencies in its CBE certification program by making enhancements to systems and processes.

INITIATIVE 3.3: Partner with other DC agencies and organizations to create greater linkages and remove barriers to certification program.

DSLBD will leverage partnerships with other DC agencies and organizations to streamline certification steps for small businesses. These partners include, OCTO, OCP, and DDOT, to name a few.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2011 Actual	FY2011 Target	FY2012 Target	FY2013 Projection	FY2014 Projection	FY2015 Projection
% of certification applications processed within 45 business days ²	88%	85%	85%	85%	85%	85%
average # of business days for certification application determinations	28	30	30	30	30	30
# of participants in small business training and education activities	3,658	3,000	3,000	3,000	3,000	3,000
# businesses participating in exporting activities	n/a	n/a	5	5	5	5
% of District Agencies who met 50% CSBE set aside goal	n/a	n/a	50%	50%	50%	50%
# tree boxes maintained in commercial corridors	n/a	n/a	20,000	20,000	20,000	20,000
# trash bags collected in commercial corridors	121,604	200,000	200,000	200,000	200,000	200,000
# graffiti removed in commercial corridors	n/a	n/a	2,000	2,000	2,000	2,000

² This is an industry standard measure indicating a percentage of certification applications processed on time. Various municipalities use similar measures. For example, the Office the Fairfax County Executive employs % of audits completed on time. The Department of Contracting and Procurement in Oakland, CA uses 2 similar measures: % of formal bids completed within 65 days and % of informal bids completed within 21 days.