

# **DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT** FY 2024 PERFORMANCE PLAN

MARCH 22, 2023



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## 1 DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT

*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 Districts commercial districts.

*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. DSLBD does so by 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.

# 2 PROPOSED 2024 OBJECTIVES

#### Strategic Objective

Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government.

Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.

Effectively manage the Small Business Capital Access Fund.

Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement.

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

Create and maintain a highly efficient, transparent, and responsive District government.

## **3 PROPOSED 2024 OPERATIONS**

Operation Title	Operation Description	Type of Operation
Operation litle	Operation Description	Type of Operation

# Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government.

Process Certified Business	DSLBD is committed to simplifying the bureaucratic	Daily Service
Enterprise (CBE) applications	process. By simplifying the regulatory environment,	
in an average of 30 business	we anticipate more entrepreneurs will register as	
days	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.	

### Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.

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Provide Compliance	To ensure agencies are fully compliant with	Daily Service
training and outreach to	requirements according to 2-218.01 et seq., the	
monitored agencies	Compliance division will conduct ongoing training	
	sessions and targeted outreach to key staff across	
	monitored agencies.	
Compliance Monitoring and	Compliance staff will monitor agency spend,	Daily Service
Enforcement	investigate complaints, track and assess agency	
	reporting and enforce 2-218.01 in order to ensure full	
	compliance with the law.	

#### Effectively manage the Small Business Capital Access Fund.

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District capitalized is a comprehensive program that	Key Project
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.	
	will leverage the Small Business Capital Access Fund in order to provide firm with the necessary capital to

# Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement.

and stakeholder engagement.		
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

### Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.

(continued)		
Operation Title	Operation Description	Type of Operation
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

# 4 PROPOSED 2024 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

	Key Performa	nce Indicators						
Measure	Directionality	FY 2021	FY 2022	FY 2023 Target	FY 2024 Target			
Develop and maintain a streamlined, e DC Government.	Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government.							
Percent of applications processed in under 30 business days	Up is Better	69.8%	84%	80%	80%			
Percent of assigned applications reviewed within 10 business days	Up is Better	92%	96.8%	90%	90%			
Assist agencies in complying with legal	requirements i	n accordance v	with DC Code :	2-218.01 et seq.				
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	100%	99%	100%	100%			
Percent of waiver requests processed within 20 days or less that were required to be responded to within the quarter	Up is Better	44.5%	66.5%	50%	50%			
Percent of monitored agencies reporting on subcontracting dollars with SBEs	Up is Better	100%	100%	100%	100%			
Percent of monitored agencies who achieved their Small Business Enterprise (SBE) spend goal	Up is Better	86%	Not Available	85%	85%			
Effectively manage the Small Business	Capital Access	Fund						
Total dollar amount of loans dispersed to small businesses	Up is Better	\$692,995	\$608,400	\$600,000	\$600,000			
Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement.								
Total contract dollar amount awarded to PTAC clients	Up is Better	\$57,989,916.5	\$31,170,435	\$30,000,000	\$30,000,000			
Total dollar amount in opportunities for small businesses as a result of business development coaching and matchmaking activities	Up is Better	\$4,328,484	\$1,500,887	\$4,000,000	\$4,000,000			
Extend economic development to District neighborhoods through commercial revitalization initiatives and pro- grams.								
Percent of invoices processed within 5 business days	Up is Better	97.5%	94.8%	95%	95%			

In the second of the second	leasure	FY 2021	FY 2022
Number of CBE applications received 668 641   Number of Certified Business Enterprises 1957 1973.8   SDBEs 1957 1973.8   compliance Monitoring and Enforcement 1342 1,337   Number of spot checks conducted 1342 1,337   Number of vaivers received in the fiscal year 304 306   Number of active public private development 109.5 108   rojects 109.5 108   Number of monitored agencies reporting 25 21   Dollar value of verified public private \$442,788,961.52 \$428,257,615.94   evelopment subcontractor payments New in 2022 \$9   Number of monitored agencies New in 2022 \$9   Rowide Compliance training and outreach to monitored agencies Number of strategic partnerships to assist small business development   Dollar amount of opportunities as a result of strategic partnerships \$12,095,000.00 \$1,628,000.00   Number of strategic partnerships maintained 160 900   Number of business development 409.2 5,959.1   aching/counseling training/matchmaking 209 1,045   Number of shusiness dev		!	2022
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Workforce and service integration support

## Workload Measures (continued)

Measure	FY 2021	FY 2022
Number of returning citizen businesses and entrepreneurs supported with access to capital and financing	41	220
Continue to provide support and grant manager	nent to DC Main Streets and Cle	ean Teams.
Number of DC Main Street Organizations	26	28
Number of business development counseling hours with Main Streets Programs	938	298
Number of training sessions held	45	44
Amount of Neighborhood Revitalization Grants Allocated	10,343,202	13,649,592
Number graffiti removed in commercial corridors by Clean Teams	16,277	20,909
Number of jobs created or maintained for Clean Team Crew Members	462	642
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	9,785,208	433,315
Number of Clean Team Programs	New in 2023	New in 2023