



## Department of Small and Local Business Development DSLBD (EN)

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### 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 through 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. DSLBD is organized into four divisions: (1) Certification (2) Business Opportunities and Access to Capital (3) Training and Education (4) Commercial Revitalization.

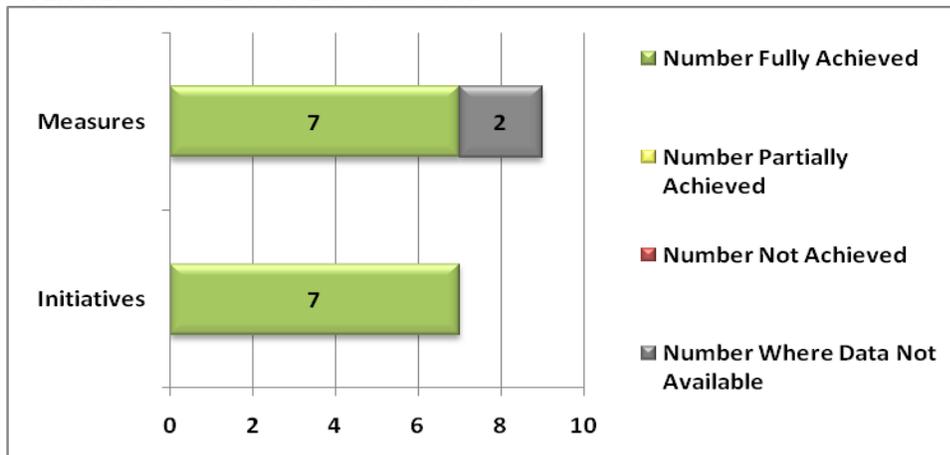
### AGENCY OBJECTIVES

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 through District government and public/private partnership business opportunities.

### ACCOMPLISHMENTS

- ✓ Awarded federal grant funds from the U.S. Department of Defense to establish a Procurement Technical Assistance Center (PTAC) that assists District-based businesses with pursuing contracting and subcontracting opportunities with federal agencies and local government.
- ✓ Launched the Revolving Micro Loan Program to increase the level of business activity, job creation and retention by providing access to capital to certified business enterprises.
- ✓ Through FY09, clean team and safe services collected nearly 100,000 bags of debris, removed 7,536 illegal signs/posters and 2,500 graffiti markings; creating a more consumer and pedestrian-friendly environment in nine 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: Implement small business programs to strengthen the economic viability of neighborhood retail service.**

In FY09, DSLBD designed and delivered business retention services to help strengthen the competitive advantage of small businesses. DSLBD conducted a green business practices workshop to inform District residents of ways to reduce utility costs, improve efficiency, increase customer sales and positively impact the environment. Six restaurants received direct technical assistance to guide the “greening” of their operations. A best practices action guide was crafted to provide additional businesses with guidance for implementing green practices. DSLBD also managed technical assistance for the Neighborhood Convenience Store and Small Grocery Repositioning project to upgrade operations through product/service expansion and improved merchandising at six businesses. A toolkit was crafted to provide guidance on upgrading and managing a product line of healthy food to better respond to consumer preferences and demand. The storefront improvement program provided basic services to upgrade commercial exteriors. In Brookland, five businesses received storefront improvements services; and six businesses participated in the Takoma Park program. Through the DC Main Streets Program, another 12 beneficiary businesses from the North Capital, Deanwood, Congress Heights, and Shaw commercial corridors are upgrading property exteriors.

#### **INITIATIVE 1.2: Improve the physical condition of neighborhood commercial corridors to create more consumer-friendly environments.**

Through the Business Improvement District Litter Cleanup Assistance Program, DSLBD managed grant funding for seven organizations to establish new, or expand existing, clean and safe team services: Mount Vernon Triangle CID; Adams Morgan BID; Anacostia Main Street; Barracks Row Main Street; Dupont Circle Main Street; H Street Main Street; and Shaw Main Street. DSLBD directly managed comparable programs that provide services to targeted areas of the Kennedy Street, Georgia Avenue, and Rhode Island Avenue commercial corridors. Through September 2009, the various programs collected almost 100,000 bags of debris and removed 7,536 illegal signs/posters and 2,500 graffiti markings. 5,000 tree boxes received routine maintenance and landscaping. The combined services helped to create a more consumer and pedestrian-friendly environment; and ultimately contributed to the economic stability of neighborhood commercial districts.

### OBJECTIVE 2: ASSIST SMALL BUSINESSES WITH ACCESSING CAPITAL AND EXPANDING BUSINESS OPPORTUNITIES.

#### ● **INITIATIVE 2.1: Increase capital for certified business enterprises (CBEs) through the launch**



**of a new Micro Loan Program.**

The DC Certified Business Enterprise Revolving Micro Loan Fund was launched in the beginning of FY09 to sustain and/or increase the level of business activity, job creation and retention; and to provide access to capital for the sustainability and expansion of small or disadvantaged businesses as certified by DSLBD. DSLBD hosted three outreach sessions to solicit applications and create awareness for the program. Over 90 CBEs inquired about the program and 33 businesses submitted preliminary applications. In FY09, DSLBD awarded five loans to CBEs in the maximum amount of \$25,000. At the current rate of lending, the Micro Loan fund will be depleted by the close of Q2 FY10. Due to the revolving nature of the fund, DSLBD will analyze recipient repayment schedules to determine when funding will again be available for additional loans.

**INITIATIVE 2.2: Develop a Capital Acquisition Partnership Network to assist Certified Business Enterprises (CBEs).**

- In FY09, DSLBD increased its presence in the lending and bonding community by meeting with commercial banks and hosting forums to link investors and small businesses. DSLBD met with 22 banks and one credit union to identify commercial banking officers that are willing to assist CBEs with their capital needs. In FY09, the agency hosted a 12-week Access to Capital/Bonding Educational Workshop for 36 participants, sponsored by SunTrust Bank and Construction Bonds, Inc. DSLBD also coordinated its first Non-Traditional Financing Roundtable that featured panelists from private equity, venture capital, factoring and CAPCO lending institutions; and attracted over 50 attendees. The agency hosted its first Traditional Banking Roundtable as a follow-up effort for small businesses to understand the lending criteria of commercial banks in December 2009.

**INITIATIVE 2.3: Expand training and education opportunities for businesses.**

- DSLBD partnered with Southeastern University to conduct the CBE Institute, offering 57 hours of advanced business education in Relationship Management, Proposal Writing, Project Management, and Accounting. In FY10, DSLBD will explore a new partnership with the Graduate School to offer online, self-paced business training classes that address the core subjects offered by the CBE Institute. DSLBD also partnered with the DC Bar Pro Bono legal program, the Greater Washington Hispanic Chamber of Commerce, Greater Washington Fashion Chamber of Commerce, Washington Area Community Investment Fund, Latino Economic Development Corporation, the Small Business Administration District Office and DC Public Library to provide training and education courses to over 1,250 participants. Training classes covered a wide variety of topics, including business planning, marketing, legal issues for government contractors, QuickBooks, accounting, financial statements, franchising and green business activities.

**OBJECTIVE 3: INCREASE PARTICIPATION OF DISTRICT-BASED BUSINESSES IN THE LOCAL ECONOMY THROUGH DISTRICT GOVERNMENT AND PUBLIC/PRIVATE PARTNERSHIP BUSINESS OPPORTUNITIES.**

**INITIATIVE 3.1: Enhance the Certified Business Enterprise (CBE) Online program and evaluate the application program.**

- DSLBD worked with OCTO to enhance the award-winning *CBE Online* system to give applicants the ability to complete the application out of sequential page order and update basic contact information without assistance from DSLBD personnel. DSLBD eliminated redundancies in the application process by partnering with DCRA. The certification staff is now able obtain a



Certificate of Good Standing on behalf of the CBE applicant via DCRA's online tool. In FY10, DSLBD will continue to evaluate the certification process and partner with agencies to eliminate redundant requirements.

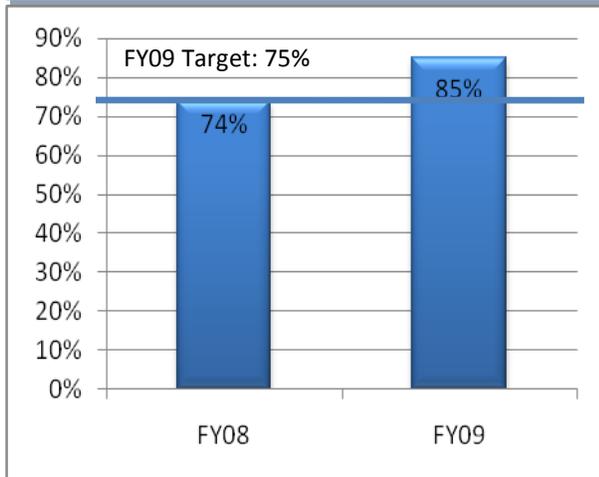
**INITIATIVE 3.2: Expand the capacity of the Compliance and Enforcement Unit.**

In Q1 FY09, DSLBD fully staffed the compliance team and began the development of tools to monitor and track spending with certified business enterprises (CBEs) by District agencies and developers. As of February 2009, the compliance team was monitoring 59 District government agencies (with approximately \$173 million targeted for local spending) and 259 private development projects (with approximately \$2.7 billion targeted for local spending). In May 2009, the City Council's Committee on Economic Development announced its plan to transfer DSLBD's compliance unit to the Office of the DC Auditor in FY10.



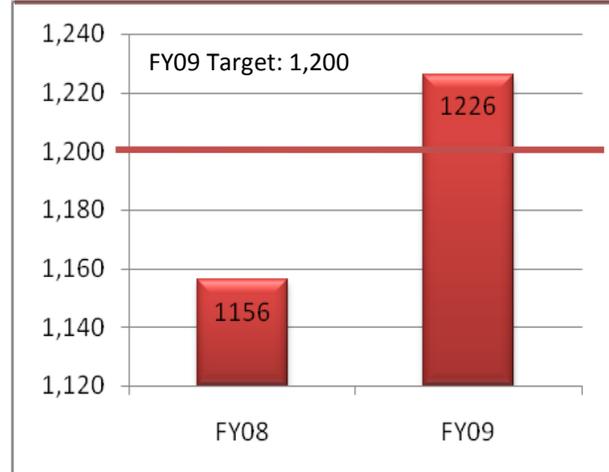
## Key Performance Indicators – Highlights

From Objective 3: % of applications processed within 45 business days



FULLY ACHIEVED

From Objective 3: # of Certified Business Enterprises



FULLY ACHIEVED

### More About These Indicators:

#### *How did the agency's actions affect this indicator?*

- Eliminated redundancies in the certification application process by partnering with the Department of Consumer and Regulatory Affairs (DCRA) to obtain real time information on whether the business is in good standing.
- Made online certification system, *CBE online*, more user-friendly by allowing applicants more flexibility when completing applications.
- Increased the frequency of outstanding certification application reviews from monthly by the Small and Local Business Opportunities Commission (SLBOC) to weekly by the DSLBD certification team.

#### *What external factors influenced this indicator?*

- None.

#### *How did the agency's actions affect this indicator?*

- Increased outreach and promotion of District government opportunities.
- Provided greater incentives for District businesses to seek certification by launching the Revolving Micro Loan Program.

#### *What external factors influenced this indicator?*

- The economic climate increased the number of individuals and businesses seeking to conduct business with the government.



## Key Performance Indicators – Details

### Performance Assessment Key:

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

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
●	1.1 Total value of grant dollars for business retention (in thousands)	\$130	0	\$164	164.00%	COMMERCIAL REVITALIZATION
●	2.1 Total value of access-to-capital pool (in thousands) <sup>1</sup>	\$0	\$250	\$250	100%	COMMERCIAL REVITALIZATION
●	2.2 # of participants in training and education activities	1308	1125	1244	110.58%	BUSINESS DEVELOPMENT
●	3.1 Total # of small and local businesses <sup>2</sup>	TBD	N/A	N/A		BUSINESS DEVELOPMENT
●	3.2 Number of Certified Business Enterprises (CBEs)	1156	1200	1226	102.17%	CERTIFICATION AND COMPLIANCE
●	3.3 # of District residents employed by CBEs approved during the fiscal year	4484	4600	5573	121.15%	CERTIFICATION AND COMPLIANCE
●	3.4 % of applications processed within 45 business days	74.5%	75.0%	85.2%	113.60%	CERTIFICATION AND COMPLIANCE
●	3.5 Total amount of payments to CBEs from eligible District funds (in millions) <sup>3</sup>	\$80	\$85	N/A		CERTIFICATION AND COMPLIANCE
●	3.6 % of applicants approved for certification <sup>4</sup>	94.2%	91.0%	94.1%	103.41%	CERTIFICATION AND COMPLIANCE

<sup>1</sup> FY09 figure reflects the launch of the D.C. Revolving Micro Loan Program.

<sup>2</sup> No consistent, reliable source exists for up-to-date information.

<sup>3</sup> DSLBD Compliance Unit that historically captured this data was moved to the Office of the DC Auditor.

<sup>4</sup> DSLBD will not report this KPI in the future as it is impossible to predict the quality of CBE applicants received year-to-year.