



## 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 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.

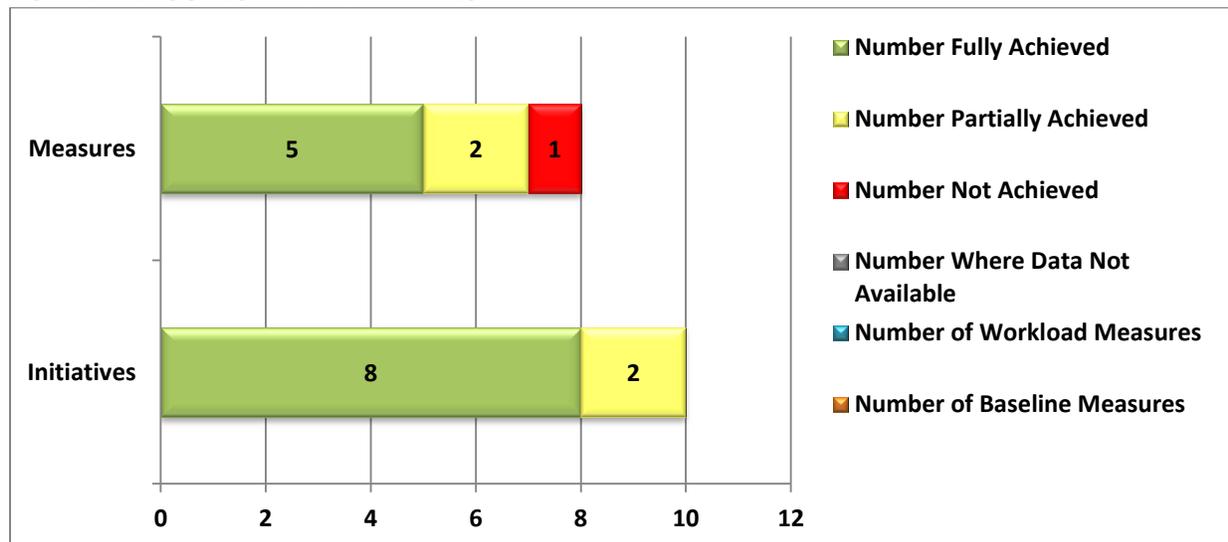
### ACCOMPLISHMENTS:

- ✓ Streetscape Loan Relief Fund Program – In FY12 the Streetscape Loan Relief Fund exceeded \$1.2 million in interest-free loans provided to DC businesses affected by streetscape construction.
- ✓ Launch of ExportDC - In FY12 DSLBD launched ExportDC, the Districts first ever targeted program to assist DC businesses with accessing international business opportunities and increasing exports. This fiscal year alone, over 15 businesses participated in international market development trips to Singapore, China, and South Africa.
- ✓ Launch of FastTrac DC – In partnership with the Ewing Marion Kauffman Foundation, and DC-based nonprofits, DSLBD launched a unique initiative to provide entrepreneurs the tools, skills, and networks they need to start, operate and grow successful businesses in DC.

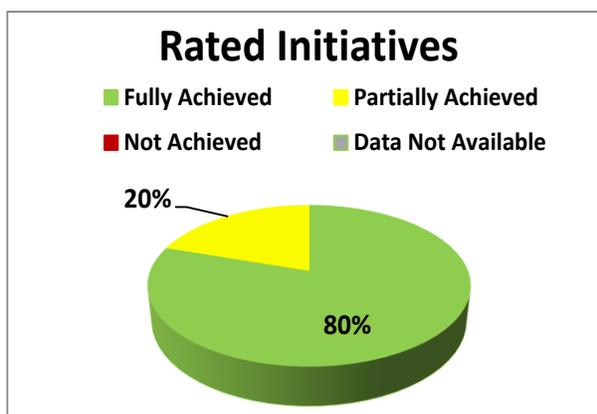
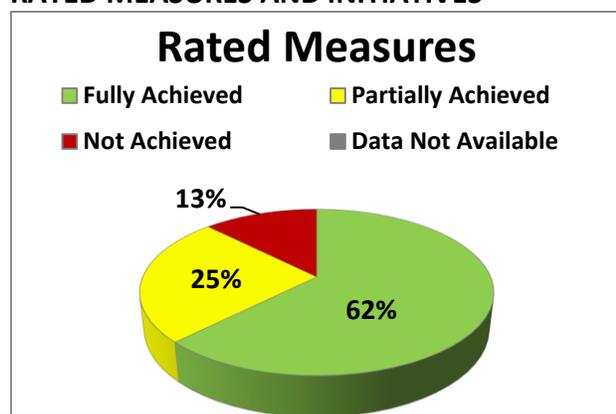


## OVERALL OF AGENCY PERFORMANCE

### 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

### **OBJECTIVE 1: Extend economic development to District Neighborhoods through commercial revitalization initiatives and programs.**

#### **INITIATIVE 1.1: Launch Small Business Streetscape Loan Relief Fund (SLRF).**

- Fully achieved:** The SLRF was launched in November 2011 to provide interest-free loans to retail businesses inside or adjoining a streetscape construction or rehabilitation project. DSLBD worked with Council, the Executive Office of the Mayor (EOM), and the Washington Area Community Investment Fund to orchestrate over
- \$1.2 million in interest-free loans to streetscape-impacted small businesses.

#### **INITIATIVE 1.2: Manage Commercial Clean Team Program.**

- Fully achieved:** In FY12 DSLBD coordinated clean team assistance grants for Main Streets programs, select Business improvement Districts, and other targeted commercial corridors. Overall, the program yielded approximately 6,800 tree boxes maintained, 139,000 bags of trash/recyclables collected, and 3,624 spots of graffiti removed, among other indicators. In FY13 DSLBD will seek to streamline the Commercial Clean Team program administration with a new technology platform for applications and reporting.
- 

#### **INITIATIVE 1.3: Implement Healthy Food Retail Program.**

- Fully achieved:** In FY12 DC Central Kitchen, the non-profit organization selected to implement the FY11 Healthy Food Retail program (HFRP), operated the program from July 2011 to March 2012. There were 29 small food retailers that received nutrition education, community outreach, and business assistance services as well as subsidized fresh produce and healthy foods. Each participating business was a small, locally owned, and operated enterprise located within a census tract with 60% or lower average median gross income, as defined by the U.S. Department of Housing and Urban Development and in compliance with the FEED DC Act of 2010.
- 

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

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

- Fully achieved:** The Export DC Program was launched in 2012 to support small businesses by increasing accessibility to export markets through trade missions, support for small business, and technical assistance to get businesses "export ready". ExportDC sponsored 3 trade missions (Singapore, South Africa, China), had 17 small businesses participate in international business matching activities, and had over 350 small businesses participate in training and education activities.
- 

#### **INITIATIVE 2.2: Launch FastTrac® DC**

**Fully achieved:** In July 2012, the Mayor announced FastTrac DC, as a city-wide initiative to support



small business development throughout the District of Columbia. In partnership with the Ewing Marion Kauffman Foundation and DC business-serving organizations, the program is designed to equip aspiring and existing entrepreneurs with the business skills and insights, tools, resources, and networks to start and grow successful businesses in the District of Columbia. The program aims to assist over 200 entrepreneurs with starting or growing businesses in the District. In FY12, DSLBD coordinated a partnership with Kauffman FastTrac, which certified several business-serving organizations to prepare course offerings in October 2012. The partnership between Kauffman, DSLBD, and organizations like the DC Chamber of Commerce are the first of this kind.

### **INITIATIVE 2.3: Launch Small Business Resource Center**

**Fully achieved:** DSLBD re-branded the Enhanced Business Information Center and launched the Small Business Resource Center in FY12. The agency leveraged the Web Client Tracking Application System platform to organize training events, clients, conferences, and counseling sessions under the DSLBD brand. Leveraging strong partnerships with several local organizations including the DC Chamber of Commerce, DC Small Business Development Centers, the Small Business Administration and DC Women's Business Center, DSLBD offered capacity building sessions such as Business Planning, Social Media Utilization, and Starting a Home-Based Business. In FY13 DSLBD will seek to leverage additional space to incorporate greater capacity building offerings for small businesses in the procurement, technology, and export areas.

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

**Fully achieved:** In FY12 DSLBD delivered capacity building activities for small businesses across the entire business lifecycle. From idea creation, start-up, to business expansion technical assistance, DSLBD coordinated offerings to over 2,800 participants. Some key programs include Business Roundtables with DC Water, WMATA, and Clark Construction, Access to Capital Workshops, and an Export Readiness Series. Through these programs, DSLBD promoted procurement opportunities with DC agencies and private sector firms, connected lending institutions to small businesses seeking access to capital, encouraged partnerships among small businesses and provided industry development guidance.

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

### **INITIATIVE 3.1: Improve CBE Compliance and Enforcement program.**

**Fully achieved:** In FY12 DSLBD was able to leverage an online database platform to streamline the process for tracking District agency compliance with CBE spending. Prior to FY12, agencies submitted reports in spreadsheets and emails to DSLBD. With this improvement, DSLBD was able to obtain more accurate data, encourage spending with CBEs, and provide insights regarding each agency's progress towards spending goals. In FY12, 61% of agencies met their goal according to unaudited records.

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

**Partially achieved:** DSLBD worked with the Office of the Chief Technology Officer (OCTO) to develop enhancements to the online certification process. DSLBD was able to address several maintenance items and establish an MOU with OCTO to identify challenges and improve the certification process. A key update to the CBE certification process included the implementation of an online scheduling system for one-on-one technical assistance with applicants prior to final



application submission. In conjunction with OCTO moreover, a detailed strategy was created to address user functionality and file storage capabilities to reduce the burden on CBE applicants to produce paper documents. DSLBD will look to FY13 to implement ongoing enhancements needed to continue improving the customer experience.

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

**Partially achieved:** DSLBD organized working group discussions with OCTO, the Office of Contracting and Procurement (OCP) and the District Department of Transportation (DDOT) to understand and identify areas of synergy and common barriers for each agency with respect to business processes and data sharing. In FY12 this team identified possible solutions for data sharing challenges and created a pathway forward by focusing greater attention on enhancing and integrating OCP's online procurement system, the OCFO's financial system, DSLBD's CBE online system, and DDOT's certification system in FY13 and later years. Due to delays and timing issues with the launch of these city-wide systems, DSLBD was unable to create system data sharing linkages with partner agencies. However, the partnership was successful in improving understanding around agency processes and was able to better educate CBE applicants.



## Key Performance Indicators – Details

### Performance Assessment Key:

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

		Measure Name	FY 2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program
●	1.1	# tree boxes maintained in commercial corridors	n/a	20,000		6,879	34.39%	COMMERCIAL REVITALIZATION
●	1.2	# trash bags collected in commercial corridors	121,604	200,000		157,011	78.51%	COMMERCIAL REVITALIZATION
●	1.3	# graffiti removed in commercial corridors	n/a	2,000		3,624	181.20%	COMMERCIAL REVITALIZATION
●	2.1	# of participants in small business training and education activities	3,658	3,000		2,875	95.83%	BUSINESS OPP AND ACCESS TO CAPITAL
●	2.2	# businesses participating in exporting activities	n/a	5		17	340%	BUSINESS OPP AND ACCESS TO CAPITAL
●	3.1	% of Certification Applications Processed within 45 Business Days	88%	85%		95.56%	112.42%	CERTIFICATION
●	3.2	average # of business days for certification application determinations	28	30		30	100%	CERTIFICATION
●	3.3	% of District Agencies who met 50% CSBE set aside goal	n/a	50%		61.25%	122.50%	AGENCY MANAGEMENT PROGRAM