



Department of Small and Local Business Development DSLBD (EN)

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.

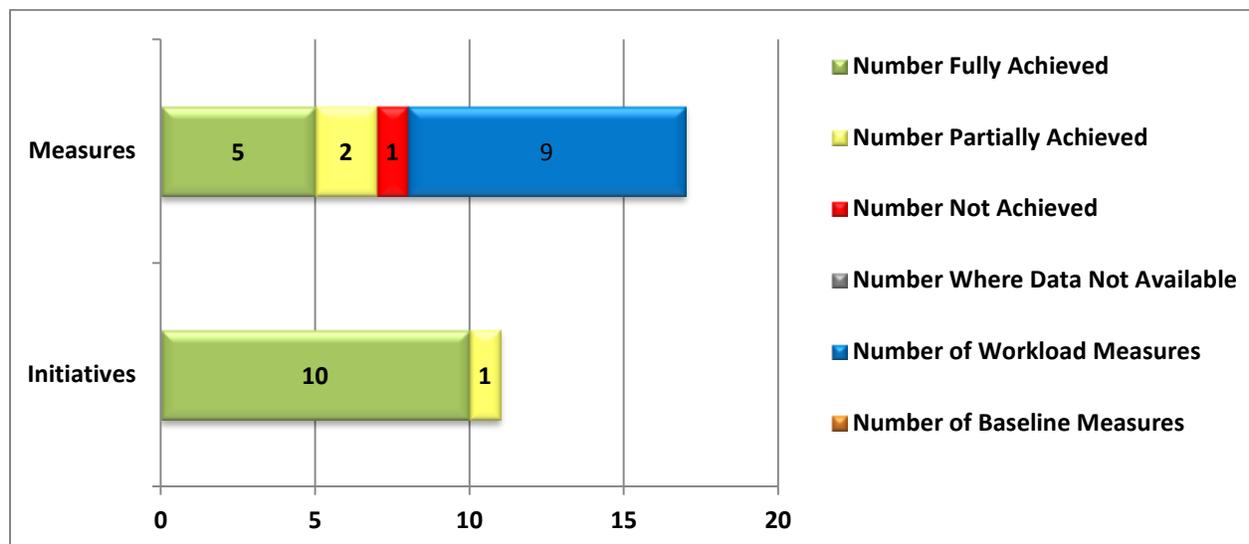
ACCOMPLISHMENTS

- ✓ Comprehensive CBE Compliance Unit within DSLBD launched to monitor CBE utilization
- ✓ Procurement Technical Assistance Program created pathway for over 300 firms SBIR program launched to help dc firms obtain up to 1 million in innovation dollars

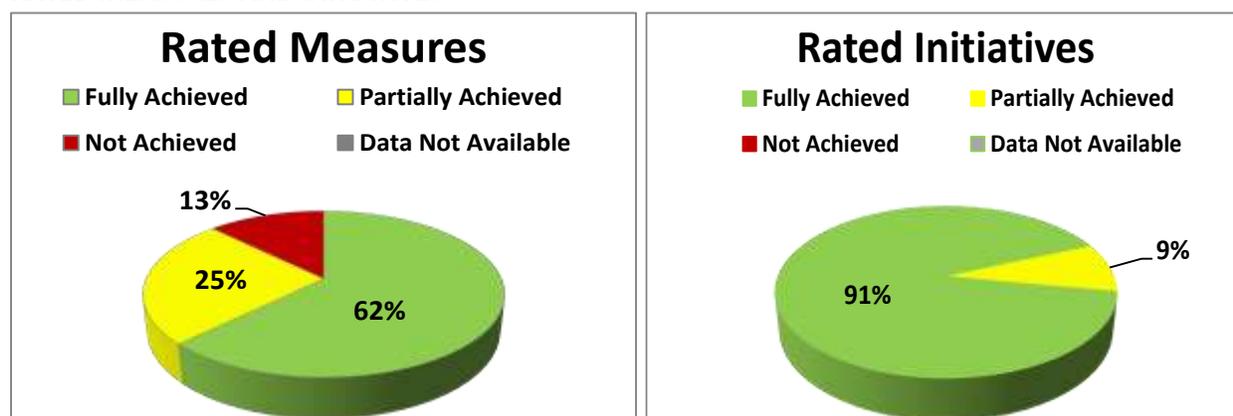


OVERVIEW AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
>= 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: Agency Management

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 April 2013 DSLBD successfully transitioned its website to the new Drupal Platform, making it easier and clearer for clients and customers to navigate DSLBD's programs and services. With the addition of several new programs in FY13 such as Procurement Technical Assistance and the Federal State Technology Partnership program, it was important that DSLBD implement a strategy to streamline communication of its programs and services. The agency will continue to streamline and enhance the site in FY14

Business Opportunities & Access to Cap

OBJECTIVE 1: Assist small businesses with capital access, training, and opportunities.

INITIATIVE 1.1: Launch Bonding and Access to Capital Initiatives.

- **Fully Achieved**--In April 2013 DSLBD launched a Bond Your Business series to equip businesses with bonding and capital assistance that will help them compete in the current economic climate. The series took place in the City-Wide Conferencing Center and was instrumental in helping companies become ready for loan and bonding transactions. DSLBD will continue this program in FY14.

INITIATIVE 1.2: Implement the Procurement Technical Assistance Program (PTAP).

- **Fully Achieved**--In June 2013 DSLBD launched its fully staffed Procurement Technical Assistance Center to provide technical assistance to DC small businesses seeking Federal Government procurement opportunities. The team consists of four DSLBD staff that provide specialized services in technical assistance, bid matching, and other programs to connect DC small businesses procurement opportunities at the local, federal, and regional levels.

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

- **Fully Achieved:** By September 2013 DSLBD developed a strategy to partner with the Office of the Deputy Mayor for Planning and Economic Development (DMPED) to investigate the procurement contract opportunities on behalf of local small businesses. DSLBD's Procurement Technical assistance staff and business development staff have worked with DMPED to identify a pipeline of opportunities with TWO major institutions in the city. This strategy will be implemented in FY14.



INITIATIVE 1.4: Help small businesses obtain federal contracts through HUBZone and 8(a) certification (5-Year Economic Development Strategy 1.3).

- **Fully Achieved:** By September 30 2013 DSLBD supported 110 small businesses who were certified HUBZone or 8a firms. Support for these firms was provided primarily by DLSBD's procurement specialists. DSLBD will continue to support firms seeking these designations in 2014.

INITIATIVE 1.5: Launch the Federal and State Technology Partnership (FAST) program to assist small businesses with pursuing technology transfer and innovation business opportunities with the federal government.

- **Fully Achieved** -DSLBD launched the District's first Small Business Innovation and Research program in April 2013. The program is funded in part by a Federal State Technology Partnership grant from the Small Business Administration. This program is the first of its kind in the District and will be instrumental in supporting the Mayor's vision for a new economy with DC as a technology hub.

INITIATIVE 1.6: Launch the "Small Business Trade Mission Series" (One City Action Plan Action 1.1.3).

- **Fully Achieved-** In FY13 DSLBD launched another successful year of international market visits for DC small business. In FY14 alone, DSLBD was able to support 17 companies with international business matchmaking trips in Canada, Columbia, and South Africa. DSLBD will continue the trade mission series in FY14.

Certificate Compliance & Enforcement

OBJECTIVE 1: Improve certification process for CBEs

INITIATIVE 1.1: Enhance the online CBE application process (One City Action Plan Action 1.1.6).

- **Fully Achieved-** In September 2013 DSLBD completed a significant enhancement to its CBE application process by making the entire application process available online. The enhancements to the system will allow CBE applicants to get through the process quicker and easier in FY14.

INITIATIVE 1.2: Re-launch comprehensive CBE Compliance and Enforcement program (5-Year Economic Development Strategy 1.17).

- **Fully Achieved-** DSLBD successfully launched its CBE Compliance unit by September 2013. The unit includes individuals with contract compliance and small business utilization experience. In just a few months the team was able to conduct training, perform site visits and spot checks, and begin presenting the compliance portfolio of the agency to stakeholders.

Commercial Revitalization

OBJECTIVE 1: Promote Commercial Revitalization in District Neighborhoods and Corridors

INITIATIVE 1.1: Streamline grants management process to enable Main Streets and Clean Team organizations to more effectively serve the commercial corridors where they operate.

- **Partially Complete-**In FY14 DLSBD launched a web tool manage 13 Clean Teams and 7 Main Streets programs. The new web tools enabled grantees to submit grant applications online and report progress towards established goals. With these new tools to navigate grants management, DC Main Streets and Clean Team organizations were able to focus more effort on delivering high quality services to DC small businesses and the corridors where they operate. As with any new system, there were some challenges with transition. DLSBD plans to have an even smoother experience for all stakeholders in FY14.



INITIATIVE 1.2: Develop comprehensive strategy to implement Phase II of the Healthy Food Retail Program.

Fully Achieved- By September DSLBD was able to reach out to a network of local stakeholder organizations, small food retailers, and government agencies to develop the best approach to enable DC small food retailers to sell healthy foods while remaining economically viable and contributing to the long-term sustainability of the Healthy Food program. Due to staffing vacancies for Retail Business Development, DSLBD will implement the Phase II strategy in FY14.



Key Performance Indicators – Details

Performance Assessment Key:

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

	KPI	Measure Name	FY 2012 YE Actual	FY 2013 YE Target	FY 2013 YE Revised Target	FY 2013 YE Actual	FY 2013 YE Rating	Budget Program
Agency Management								
●	1.1	# webpage views	114,689	117,500		193,270	164.49%	AGENCY MANAGEMENT PROGRAM
Certification of Compliance								
●	1.1	# of Certified Business Enterprises	1,219	Target Not Required		1,150	Workload Measure Not Rated	CERTIFICATION
●	1.2	# of certification applications received	1,207	Target Not Required		1,184	Workload Measure Not Rated	CERTIFICATION
●	1.3	# of District Agencies monitored for Certified Small Business Enterprise (CSBE) compliance	80	Target Not Required		79	Workload Measure Not Rated	CERTIFICATION
●	1.4	% of District Agencies who met 50% CSBE set aside goal	61%	Target Not Required		26.58%	Workload Measure Not Rated	CERTIFICATION
●	1.5	% of certification applications processed within 45 business days	85%	85%		90.30%	106.24%	CERTIFICATION
●	1.6	# of certification applications processed	1,194	1,150		1,186	103.13%	CERTIFICATION
●	1.7	Average # of business days for certification application determinations	30	30		35	85.71%	CERTIFICATION



	KPI	Measure Name	FY 2012 YE Actual	FY 2013 YE Target	FY 2013 YE Revised Target	FY 2013 YE Actual	FY 2013 YE Rating	Budget Program
Business Opportunities & Access to Capital								
●	1.1	# of Small Business Trade Missions	3	Target Not Required		3	Workload Measure Not Rated	BUSINESS OPP AND ACCESS TO CAPITAL
●	1.2	# of small business participants in training and education activities	2,875	3,000		4,054	135.13%	BUSINESS OPP AND ACCESS TO CAPITAL
●	1.3	# of small businesses participating in international business matching activities (exporting activities).	17	15		17	113.33%	BUSINESS OPP AND ACCESS TO CAPITAL
●	1.4	# of DSLBD Clients obtaining HUB Zone and 8(a) certification	0	Target Not Required		110	Workload Measure Not Rated	BUSINESS OPP AND ACCESS TO CAPITAL
Commercial Revitalization								
●	1.1	# of DC Main Street Organizations	7	Target Not Required		7	Workload Measure Not Rated	COMMERCIAL REVITALIZATION
●	1.2	# of Business Improvement Districts (BIDs)	9	Target Not Required		9	Workload Measure Not Rated	COMMERCIAL REVITALIZATION
●	1.3	# of Streetscape Loan applications received	22	Target Not Required		16	Workload Measure Not Rated	COMMERCIAL REVITALIZATION
●	1.4	# graffiti removed in commercial corridors	3,624	2,000		1,664	83.20%	COMMERCIAL REVITALIZATION
●	1.5	# trash bags collected in commercial corridors	157,011	150,000		97,347	64.90%	COMMERCIAL REVITALIZATION