

Department of Small and Local Business Development FY2019

Agency Department of Small and Local Business Development

Agency Code ENO

Fiscal Year 2019

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. 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.

2019 Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
Due to DSLBD's compliance division increased compliance efforts, the Compliance and Enforcement division identified underperforming contracts which resulted in the collection of over \$1,000,000 in fines. These fines were re-purposed and leveraged into grants and loans to small businesses totaling almost \$3,000,000.	The success of the increased compliance effort demonstrates DSLBD's ongoing commitment to full and complete compliance with the CBE law. In addition, the re-purposed funds advanced our mission to support the development, economic growth, and retention of District-based businesses.	Over 370 DC small businesses were the recipients of either grants or loans as a result of the fines being re-purposed.
DSLBD partnered with the Metropolitan Washington Airport Authority (MWAA) to launch the Made in DC kiosk at Washington National Airport (DCA). It provides a new national and international presence for local makers and small business owners. The kiosk has outperformed similar kiosks with over \$20,000 in sales the first two months. Due to the overwhelming success, it was recently established as a permanent Made in DC kiosk in DCA.	N/A	DC based makers that do not have the capacity nor the network to reach a larger market are given the opportunity through Made in DC. The impact of Made in DC programs is not just revenue for small businesses, but also connections that lead to more opportunities.
Drafted first-in-the-nation CBE participation Sports Wagering regulations. The District of Columbia is first in the nation to require CBE participation regulations will be a model for other jurisdictions contemplating small business inclusion in Sports Wagering.	Preparing novel but effective regulations is always a significant challenge. However, it provided the agency with a unique opportunity to use the full range of our technical and professional talent. As a result, the final regulations have become a model for the nation in this high barrier to entry industry for small businesses.	This regulations will provide an opportunity for not only District residents but small businesses to participate in Sports Wagering industry. District residents will have the opportunity to gain new technical skills and small businesses will be able to expand their portfolio of services to include this high barrier to entry industry.

2019 Key Performance Indicators

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Target	FY 2019 Q1	FY 2019 Q2	FY 2019 Q3	FY 2019 Q4	FY 2019 Actual	KPI Status	Explanation
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government. (2 Measures)											
Percent of applications processed in under 30 business days	Quarterly	83%	84%	85%	93%	64%	65%	65%	71.8%	Unmet	In FY19 the division faced staff changes and data integrity/reporting issues. Also, with the implementation of the new system, the application deficiency process changed to provide better customer service to the business community. The process changed from completely closing an application (requiring a business to submit a new application) to now allowing the Department to resend the same application back to the business to address deficiencies found. The back and forth with businesses has been a challenge for the division meeting the 30 business day goal. The division fell short of processing 85% of applications in 30 business days by processing 65% of applications within 30 business days. Lastly, the 30 business day goal is an internal measure. We advertise a 45 business day application processing timeline to the public. To date, we have processed 93% of applications in 45 business days or less.
Percent of assigned applications reviewed within 10 business days	Quarterly	New in 2019	New in 2019	80%	86%	75%	75%	77%	78.3%	Nearly Met	In FY19 the division fell short of the 80% goal by completing the initial review of 77% of applications within 10 business days.

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Target	FY 2019 Q1	FY 2019 Q2	FY 2019 Q3	FY 2019 Q4	FY 2019 Actual	KPI Status	Explanation
Percent of invoices processed within 3 business days	Quarterly	78.8%	95.5%	95%	29%	74%	84%	95%	70.5%	Unmet	The Commercial Revitalization Division usually has a hard time hitting the 95% target for payments processed in October, because the work load created by the change in fiscal years is significant. This year was even more difficult because of the unusually long PASS shutdown. PASS is typically closed for only a few business days between fiscal years, but this year it was closed for much longer. There was a system-wide failure that caused it to close suddenly, and it took several days for the PASS Team to resolve the issue. Seventeen grantees were able to submit invoices to the portal but we couldn't approve them until after PASS reopened. Q2 was slower than expected because the Clean Team grants manager resigned and we didn't realize that e-invoices for her approval were sent to Sherri Battle instead of another member of the Division. As a result of searching for the "lost" invoices, we changed our roles in PASS to benefit both our division and the entire Agency. Instead of only one person who can create requisitions and new Purchase Orders (POs), the Commercial Revitalization (CR) Team now has 3 people in that role. These additional resources have allowed us to move in the right direction, and meet our goal for Q4.

7 - Create and maintain a highly efficient, transparent and responsive District government. (8 Measures)

HR MANAGEMENT - Percent of eligible employees completing and finalizing a performance plan in PeopleSoft (Updated by OCA)	Annually	New in 2019	New in 2019	Not Available	Annual Measure	Annual Measure	Annual Measure	Annual Measure	95.5%	No Target Set	
HR MANAGEMENT - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft (Updated by OCA)	Annually	New in 2019	New in 2019	Not Available	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Waiting on Data	No Target Set	
FINANCIAL MANAGEMENT - Quick Payment Act Compliance - Percent of QPA eligible invoices paid within 30 days (Updated by OCA)	Annually	New in 2019	New in 2019	Not Available	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	No Target Set	

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Target	FY 2019 Q1	FY 2019 Q2	FY 2019 Q3	FY 2019 Q4	FY 2019 Actual	KPI Status	Explanation
FINANCIAL MANAGEMENT - Percent of local budget de-obligated to the general fund at the end of year (Updated by OCA)	Annually	New in 2019	New in 2019	Not Available	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Waiting on Data	No Target Set	
CONTRACTS AND PROCUREMENT - Percent of Small Business Enterprise (SBE) annual goal spent (Updated by OCA)	Annually	New in 2019	New in 2019	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Waiting on Data		
IT POLICY AND FOIA COMPLIANCE - Percent of "open" data sets identified by the annual Enterprise Dataset Inventory published on the Open Data Portal - (Updated by OCA)	Annually	New in 2019	New in 2019	Not Available	Annual Measure	Annual Measure	Annual Measure	Annual Measure	66.7%	No Target Set	
IT POLICY AND FOIA COMPLIANCE - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension - (Updated by OCA)	Annually	New in 2019	New in 2019	Not Available	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Waiting on Data	No Target Set	
HR MANAGEMENT - Average number of days to fill vacancy from post to offer acceptance (Updated by OCA)	Annually	New in 2019	New in 2019	New in 2019	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Waiting on Data	No Target Set	

*Mayoral agencies include agencies under the Health and Human Services, Education, Public Safety and Justice, Operations and Infrastructure, Economic Development, and Internal Services clusters. It excludes all independent agencies and select EOM agencies.
 *The HR management, Financial Management, IT Policy and FOIA Compliance, and Contracts and Procurement measures were collected for all mayoral agencies in FY 2019. OCA calculates these measures based on summary-level data from various agencies, and cannot verify the accuracy of any calculations.
 *The 2019 DC Enterprise Data Inventory (EDI) contains datasets published on DC's Open Data Portal, which is current as of March 9, 2019, and any datasets published to the portal after the above date were not included in the measure's calculation.
 *Due to data lags, FY 2019 data for the following core business measures will be published in March 2020: Contracts and Procurement - Percent of Small Business Enterprise (SBE) annual goal spent; Financial Management - Percent of local budget de-obligated to the general fund at the end of year; Human Resource Management - Average number of days to fill vacancy from post to offer acceptance; Human Resource Management - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft; and IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension.

2019 Workload Measures

Measure	FY 2017 Actual	FY 2018 Actual	FY 2019 Q1	FY 2019 Q2	FY 2019 Q3	FY 2019 Q4	FY 2019 Actual
1 - Process Certified Business Enterprise (CBE) applications in an average of 30 business days (2 Measures)							
Number of Certified Business Enterprises (CBEs)	5920	1682	1701	1738	1749	1765	6953
Number of CBE applications received	1044	921	147	331	523	675	1676
2 - Compliance Monitoring and Enforcement (3 Measures)							
Number of waivers	Waiting on Data	282	61	59	72	94	286
Number of complaints	Waiting on Data	1	No applicable incidents	10	2	1	13
Number of payment complaints	Waiting on Data	2	No applicable incidents	7	2	1	10
2 - Provide Compliance training and outreach to monitored agencies (2 Measures)							
Number of mandatory training sessions held	Waiting on Data	55	12	0	0	23	35
Number of agencies represented at training sessions	Waiting on Data	167	76	0	0	12	88
3 - Implement District Capitalized (3 Measures)							
Number of microloans disbursed	Waiting on Data	64	99	99	73	36	307
Amount of Microloans disbursed	Waiting on Data	\$353,267	\$210,200	\$418,900	\$497,665	\$445,762	\$1,572,527
Number of jobs created/retained as a result of microloans	New in 2019	New in 2019	Annual Measure	Annual Measure	Annual Measure	Annual Measure	303.5
4 - Develop strategic partnerships to assist small business development (2 Measures)							
Number of new partnerships	Waiting on Data	16	7	10	8	16	41
Dollar amount of opportunities as a result of strategic partnerships	New in 2019	New in 2019	\$0	\$0	\$3,284,775	\$5,200,000	\$8,484,775
4 - Target resources to attract, retain and prepare businesses for procurement and other opportunities (3 Measures)							
Number of business development counseling hours	603.3	1161	485.5	717.5	1019.5	1380	3602.5
Number of small business participants in training/matchmaking events	4550	1514	1059	1222	1389	4043	7713
Number of business development training/matchmaking events	New in 2019	New in 2019	32	63	91	79	265

Measure	FY 2017 Actual	FY 2018 Actual	FY 2019 Q1	FY 2019 Q2	FY 2019 Q3	FY 2019 Q4	FY 2019 Actual
4 - Workforce and service integration support (2 Measures)							
Number of businesses started through ASPIRE	New in 2019	2005	Annual Measure	Annual Measure	Annual Measure	Annual Measure	12
Number of jobs created through ASPIRE	New in 2019	4100	Annual Measure	Annual Measure	Annual Measure	Annual Measure	Waiting on Data
5 - Identify, recruit and prepare small businesses to participate in the ExportDC program (4 Measures)							
Number of businesses receiving International Market Access (IMA) grants	9	16	0	0	0	12	12
Number of international speaker series events	5	5	1	0	1	1	3
Number of businesses participating in international business matching activities	Waiting on Data	16	1	0	3	2	6
Number of CBEs participating in small business trade missions	Waiting on Data	13	0	0	1	2	3
6 - Continue to provide support and grant management to DC Main Streets and Clean Teams. (6 Measures)							
Number graffiti removed in commercial corridors by Clean Teams	4109	8600	4154	3895	2945	6008	17,002
Number of DC Main Street Organizations	16	18	Annual Measure	Annual Measure	Annual Measure	Annual Measure	18
Amount of Neighborhood Revitalization Grants Allocated	5,349,183	6,955,087.4	6,973,601	150,000	632,491	62,090.7	7,818,182.7
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	8,583,255	9,529,649	2,415,790	2,551,467	1,947,660	2,556,797	9,471,714
Commercial occupancy rate in DC Main Streets	New in 2019	New in 2019	Annual Measure	Annual Measure	Annual Measure	Annual Measure	90.7%
Number of training sessions held	New in 2019	New in 2019	2	10	9	4	25

2019 Operations

Operations Header	Operations Title	Operations Description	Type of Operations
1 - Develop and maintain a streamlined, efficient certification process for businesses wanting to certify with the DC Government. (1 Activity)			
CERTIFICATION	Process Certified Business Enterprise (CBE) applications in an average of 30 business days	DSLBD is committed to simplifying the bureaucratic process. By simplifying the regulatory environment, we anticipate more entrepreneurs will register as 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.	Daily Service
2 - Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq. (2 Activities)			
COMPLIANCE	Provide Compliance training and outreach to monitored agencies	To ensure agencies are fully compliant with requirements according to 2-218.01 et seq., the Compliance division will conduct ongoing training sessions and targeted outreach to key staff across monitored agencies.	Daily Service
COMPLIANCE	Compliance Monitoring and Enforcement	Compliance staff will monitor agency spend, investigate complaints, track and assess agency reporting and enforce 2-218.01 in order to ensure full compliance with the law.	Daily Service
3 - Effectively manage the Small Business Capital Access Fund. (1 Activity)			
Access to Capital	Implement District Capitalized	District capitalized is a comprehensive program that 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.	Key Project
4 - Leverage business development through coordinated technical and financial assistance, strategic partnerships and stakeholder engagement. (3 Activities)			
BUSINESS DEVELOPMENT	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
BUSINESS DEVELOPMENT	Workforce and service integration support	Support the alignment of small business development, entrepreneurship, education and workforce development.	Daily Service
BUSINESS DEVELOPMENT	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
5 - Connect small and local businesses to opportunities in the global marketplace. (1 Activity)			
TRADE AND EXPORT	Identify, recruit and prepare small businesses to participate in the ExportDC program	This program series would feature international projects for DC exporters and potential exporters. It also includes the development of an ExportDC Calendar of Trade events. This is a rolling initiative.	Daily Service
6 - Extend economic development to District neighborhoods through commercial revitalization initiatives and programs. (1 Activity)			
COMMERCIAL CLEAN TEAMS	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

2019 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
Compliance Monitoring and Enforcement (2 Strategic initiatives)				

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
Implement Integrated Procurement Process Improvements to Ensure Effective Compliance	In FY19, DSLBD will work with OCP to be integrated into OCP's procurement process in order to ensure effective compliance monitoring and enforcement by DSLBD. This may include DSLBD approval requirements to be inserted at various points in the procurement process or a notification system whereby OCP notifies DSLBD whenever contracts are awarded. This effort requires collaboration of both agencies' staff and IT systems. The successful completion of this strategic initiative depends heavily on buy in from OCP and support from DMGEO and OCA.	Complete	DSLBD's coordination with OCP aligns our transparency efforts with the progress of the Procurement Data Transparency Portal. Building on the milestones from OCPs efforts, our partnership allows for the planning and secure sharing of data between the projects/systems. The new and improved availability of data in an OCTO Data Warehouse will allow DES to consume contract, purchase order, and payment data for Compliance analytics and workflows. The DES will allow access to contracting and payment data from OCP and OCFO is significant steps for monitoring SBE spend with contracts over \$250K and for monitoring adherence to the Prompt Payment Act for SBE Subcontractors. OCP and OCFO will have access to CBE information which will aid in the calculation of accurate SBE spend data. Also, DSLBD and OCP has formed a Monthly Working Group regarding coordinating and improving efforts with waiver requests and purchases under \$250,000.	
Complete the Development and Release of the Department of Small and Local Business Development Enterprise System (DES)	DES streamlines the online work processes of DSLBD internal business areas: Certification, Compliance, Grants Management, and Business Training & Opportunities. The DES will demonstrate transparency in the procurement process, hold Agencies and Developers accountable for setting and meeting goals to hire small and local businesses, and challenge local businesses to participate in the CBE Community to meet needs of Agencies and Government-Assisted Project Developers. In FY2019, DSLBD will complete the remaining components of the DES - Grants Management, and Business Training & Opportunities.	50-74%	DSLBD released a compliance module for the SBE Goal Setting/Exception process on August 15, 2019. DC Government monitored agencies began accessing the system creating exceptions and performing the allocation process. The remaining releases are planned as follows: <ul style="list-style-type: none"> • Compliance Release 2.X – Planned Release Investigations FY20 Q1 (Users: Internal and Public Site access) • Compliance Release 2.X – Planned Release Public Private Development Management FY20 Q1/Q2 (users: Internal and Primes) • Compliance Release 2.X – Planned Release Payment Verification FY20 Q1/Q2 (Users: Internal, Primes, and Subcontractors) • Compliance Release 2.X – Planned Release Waivers FY20 Q1 (Users: Internal, Agency Users, Public Site access) • Business Opportunities Release 3.0 – Planned Release FY20 Q2/Q3 (Users: Internal and Public Access) • Grants Management Release 4.0 – Planned Release FY20 Q2/Q3 (Users: Internal and Public Access) 	Due to the delay in funding we were unable to complete all phases of DES in FY19. By the times funds were received we were nearing the end of the fiscal year. Also due to the wide interest in the system, the integrations with the transparency portal, the data warehouse and the sharing of data with other agencies our schedule had to be coordinated with the other systems as we worked together with our solutions.
Identify, recruit and prepare small businesses to participate in the ExportDC program (1 Strategic Initiative)				
Plan and Manage International Business Trade Missions to South America and Central America.	Export DC will plan two trade missions in FY2019. In March, DC-based businesses will have the opportunity to explore five markets in the Southern Cone Region of South America: Argentina with spin-offs to Bolivia, Chile, Paraguay and Uruguay. In August, DC-based businesses will have the opportunity to explore El Salvador, Costa Rica, Honduras, Guatemala, Belize, Nicaragua and Panama in the Central America Region. This initiative will allow DSLBD to build on Mayor Bowser's Diplomatic and Trade Mission to El Salvador (August 2018), with an emphasis on the establishment of the new sister-city agreement with San Salvador.	Complete	12 ExportDC clients applied for and won International Market Access (IMA) grants for either the Central America Trade Mission or the Latin America Business Conference in August 2019. Two of the grantees (both CBEs) traveled to Central America for B2B matching activities organized by the U.S. Commercial Service. Countries visited by the CBEs were Belize, Costa Rica, and Panama.	
Process Certified Business Enterprise (CBE) applications in an average of 30 business days (1 Strategic Initiative)				
Conduct a Review of How Preference Points and Percentage of Price Reduction is Applied During District Procurement	The purpose of this strategic project will be to review how all contracting entities within the District apply the preference points and percentage of price reductions for CBEs during the procurement process. This issue has been raised within the CBE community and there has been no clear explanation on how this is applied across the board. In order to maintain the integrity of the CBE program and ensure CBE's are receiving the benefits of the program, this is a necessary project. The project will need the support of DSLBD leadership. DSLBD will also need the support of DMGEO, DMPED and the CA to ensure all agencies that are involved with this process cooperate with the ask. The end goal is to propose new rule making to provide guidance on how the preference should be applied when evaluating bids and proposals.	Complete	This project is completed and will be provide to DSLBD leadership for comment and to determine next steps (based on recommendations listed in the document).	
Target resources to attract, retain and prepare businesses for procurement and other opportunities (1 Strategic Initiative)				
Develop Mentor Protégé Program	Create a Mentor Protégé program in partnership with the Department of General Services in order to stimulate the growth in capacity of SBEs and CBEs through mentorship from Prime contractors seeking to bid on DGS School Modernization projects. The Mentor will be required to have three (3) SBE protégés with annual revenue ranging from \$250,000 to \$20MM in an effort to aide in resource sharing to grow SBEs' internal capacity (business, bonding, and bidding capacity).	25-49%	DSLBD is working with a new team at DGS to determine the projects that will be include in the launch of this pilot program and the next steps. It has been determined by new leadership that rulemaking may be required. DSLBD is finalizing the program playbook and requirements to begin looking for other agency partners for this program. DSLBD anticipates launching this program in FY20.	It has been determined by new leadership that rulemaking may be required. DSLBD is finalizing the program playbook and requirements to begin looking for other agency partners for this program. DSLBD anticipates launching this program in FY20.
Workforce and service integration support (1 Strategic Initiative)				
Formalize Aspire to Entrepreneurship	DSLBD will formalize the Aspire to Entrepreneurship demonstration project to be a fixed program as a standard DSLBD service offered each year through stronger recruitment, alumni support, and deeper business development support to build on the strong wrap-around services component of Aspire.	Complete	Aspire to Entrepreneurship has been adapted to be fully competitive grants to build the business development ecosystem for FY2020 and moving forward. In the fourth quarter of FY2019, we launched the grant program as well as Aspire Navigation, direct one-on-one support from DSLBD. We have formalized Aspire to be a set of programs that happen and adapt each year, to include one full basic entrepreneurship program culminating in business licensing, direct support from DSLBD staff year round, and additional programs that offer services to alumni to continue to progress in their businesses.	