



DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT

FY 2024 PERFORMANCE PLAN

DECEMBER 4, 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 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 2024 OPERATIONS

Operation Title	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 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
Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.		
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 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
Effectively manage the Small Business Capital Access Fund.		
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
Leverage business development through coordinated technical and financial assistance, strategic partnerships 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 2024 STRATEGIC INITIATIVES

Title	Description	Proposed Completion Date
Implement a Racial Equity Action Plan	In FY24, DSLBD intends to implement a Racial Equity Action Plan as part of our ongoing work with the DC Office of Racial Equity.	9/30/2024
Increase Technical Assistance Through DC Library Anchor Partnership	DSLBD's Inno.ED will anchor the DC technical assistance network cohesion through several strategic partnerships and connecting those partners with each other and businesses through regular engagement at DC Public Libraries.	9/30/2024
Increase Access to Capital Resources and Strengthen Ward 8 CIF	DSLBD's Inno.ED will increase our work to target access to capital resources to businesses in need of support at a micro and early stage by strengthening the DC Kiva Hub for microloan crowdfunding as an early step on the ladder to access capital and innovating the format and further increasing accessibility for the Ward 7 & 8 microbusiness Dream Pitch, Ward 8 Community Investment Fund, and similar access to capital opportunities. Access to capital is a key need for all businesses, many of whom face multiple barriers that cross-sect both long standing structural inequities throughout the financial system as well as needs for support with basic business development fundamentals. DSLBD's interventions are built upon available funding each year but also through close communication with partners across the small business ecosystem to carefully tailor grant, loan, pitch, training, and technical assistance offerings to be impactful within the scope of allowed uses of the funds.	9/30/2024

5 2024 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2021	FY 2022	FY 2023	FY 2024 Target
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%	83.3%	80%
Percent of assigned applications reviewed within 10 business days	Up is Better	92%	96.8%	94.5%	90%
Assist agencies in complying with legal requirements in accordance with DC Code 2-218.01 et seq.					
Percent of monitored agencies participating in mandatory Expendable Budget training	Up is Better	100%	99%	92%	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%	76.8%	70%
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%	91%	Not Available	85%
Effectively manage the Small Business Capital Access Fund.					
Total dollar amount of loans dispersed to small businesses	Up is Better	\$692,995.00	\$608,400.00	\$79,000.00	\$139,000.00
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	\$31,170,435	\$43,725,729	\$35,000,000
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	\$6,695,038	\$4,000,000
Extend economic development to District neighborhoods through commercial revitalization initiatives and programs.					
Percent of invoices processed within 5 business days	Up is Better	97.5%	94.8%	98%	95%

Workload Measures

Measure	FY 2021	FY 2022	FY 2023
Process Certified Business Enterprise (CBE) applications in an average of 30 business days			
Number of CBE applications received	668	641	584
Number of Certified Business Enterprises (CBEs)	1,957	1,973.8	1,994.3
Compliance Monitoring and Enforcement			
Number of spot checks conducted	1,342	1,337	452
Number of waivers received in the fiscal year	304	306	341
Number of active public private development projects	109.5	108	Not Available
Number of monitored agencies reporting subcontracting dollars	25	21	26
Dollar value of verified public private development subcontractor payments	\$442,788,961.52	\$428,257,615.94	Not Available
Number of monitored agencies	New in 2022	89	90
Provide Compliance training and outreach to monitored agencies			
Number of mandatory training sessions held	15	11	10
Develop 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	\$8,284,349.59
Number of strategic partnerships maintained	160	900	492
Number of grantees and/or pitch participants supported	285	486	662
Target resources to attract, retain and prepare businesses for procurement and other opportunities			
Number of business development coaching/counseling hours	4,099.2	3,835	4,152.5
Number of business development coaching/counseling/training/matchmaking events	333	405	245
Number of small business participants in coaching/counseling training/matchmaking events	14,469	14,614	11,129
Number of returning citizen businesses and entrepreneurs supported through technical assistance and training	209	1,093	912
Number of small business promotion events/posts	500	108	110
Percent increase of qualified CBE DC PTAC clients	100%	41.8%	19%

Workload Measures (continued)

Measure	FY 2021	FY 2022	FY 2023
Number of training sessions for CBE small businesses that are looking to do business with DC Government and/or the Federal Government	51	48	36
Influential capital and revenue for DC-Based Businesses	\$2,783,465.00	\$2,682,941.70	\$971,500.00
Workforce and service integration support			
Number of returning citizen businesses and entrepreneurs supported with access to capital and financing	41	220	170
Continue to provide support and grant management to DC Main Streets and Clean Teams.			
Number of DC Main Street Organizations	26	28	28
Number of business development counseling hours with Main Streets Programs	938	298	230
Number of training sessions held	45	44	23
Amount of Neighborhood Revitalization Grants Allocated	10,343,202	13,649,592	12,339,748
Number of Clean Team Programs	New in 2023	New in 2023	40
Number graffiti removed in commercial corridors by Clean Teams	16,277	20,909	29,314
Number of jobs created or maintained for Clean Team Crew Members	462	642	548
Pounds of litter and recyclables collected in commercial corridors by Clean Teams	9,785,208	433,315	2,461,870