

DEPARTMENT OF SMALL BUSINESS SERVICES

Gregg Bishop, Commissioner



WHAT WE DO

The Department of Small Business Services (SBS) makes it easier for businesses in New York City to start, operate and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts and linking employers to a skilled and qualified workforce. SBS runs the City's NYC Business Solutions Centers, Industrial Business Solutions Providers and Workforce1 Career Centers; provides grants and services to support the growth of local community and economic development organizations throughout the city, oversees the largest network of Business Improvements Districts (BIDs) in the country; and administers the Minority and Women-owned Business Enterprise (M/WBE) Program.

FOCUS ON EQUITY

By focusing on three key pillars—good jobs, stronger businesses and thriving neighborhoods—SBS is committed to ensuring economic security for all New Yorkers by providing a wide range of services that help businesses, jobseekers and communities throughout the five boroughs. Through business programs such as Women Entrepreneurs NYC (WENYC), the agency has committed to providing customized services to 5,000 women entrepreneurs in underserved communities. SBS, in partnership with the Mayor's Office of Operations, is also leading Small Business First, an initiative to improve the City's regulatory environment and consolidate information that small businesses need to start, grow and thrive. The agency has created a guide to assist immigrant entrepreneurs who are planning, launching, or growing a small business, and oversees certification and capacity building services for Minority and Women-owned Business Enterprises (M/WBE), reaching a new high of certified M/WBEs in Fiscal 2017.

SBS is investing in the future of New York City's workforce and equipping jobseekers with the skills they need to build careers in the 21st century economy. Supporting the Mayor's Career Pathways plan, SBS trains New Yorkers for good-paying jobs and links jobseekers to employment in fast-growing industries with opportunities for advancement, and has developed targeted services for immigrants, out of school, out of work youth and people formerly acquainted with the criminal justice system. For neighborhoods, SBS has launched Neighborhood 360°, a program that identifies and develops commercial revitalization programs across the five boroughs in partnership with community-based organizations.

OUR SERVICES AND GOALS

SERVICE 1 Help businesses start, operate and expand in New York City.

- Goal 1a Ensure that businesses and entrepreneurs have easy access to a variety of high quality support services.
- Goal 1b Retain jobs and businesses in New York City by administering incentive programs for facility renovation and promoting retention of NYC businesses and relocation of businesses to NYC.

SERVICE 2 Match businesses in need of workers with qualified applicants.

- Goal 2a Ensure that businesses have timely access to qualified job applicants.

SERVICE 3 Provide financial support and technical assistance for New York City's commercial districts throughout the five boroughs.

- Goal 3a Strengthen and expand New York City's Business Improvement District (BID) program and other local economic development organizations.

SERVICE 4 Help minority and women-owned businesses identify and compete for City contracts.

- Goal 4a Increase the number of Minority and Women-owned Business Enterprises (M/WBEs) that obtain City contracts.

HOW WE PERFORMED

- The division that managed the NYC Business Solutions Centers, and the division which operated under the NYC Business Acceleration brand, merged to become the Division of Business Services (DBS), in Fiscal 2017, which now manages all of the free services that help businesses start faster, operate, and expand in New York City. In the first four months of Fiscal 2018, DBS served 4,029 unique customers and small businesses offering free business services across the five boroughs. In the same period, DBS helped small businesses obtain 201 financing awards that totaled nearly \$19 million, an increase of 41 percent in the number of financial awards and an increase of 60 percent in the value of financing awards compared to the same period of Fiscal 2017. This increase is largely due to the launch of new programs in Fiscal 2018.
- The Energy Cost Savings Program (ECSP) and the Lower Manhattan Energy Program (LMEP) were scheduled to expire at the end of Fiscal 2018 but have been extended until June 2020. In the first four months of Fiscal 2018, ECSP approved 14 projects for businesses with a total of 744 jobs. While the number of approved projects is similar to the prior year, the number of jobs created or retained more than doubled. Additionally, the value of the savings to businesses participating in ECSP in the first four months of Fiscal 2018 more than doubled (to \$386,000), compared to the same period in the prior year. The increase in the number of jobs and savings is due to the size of firms that were approved this fiscal year which have a greater number of employees and energy costs.
- LMEP, measured on a cumulative basis, created \$3.5 million in savings received by 727 active commercial tenants through the first four months of Fiscal 2018, decreases of 13 percent in savings received and 16 percent in active commercial tenants for the same period in Fiscal 2017. The LMEP Program is currently in the phase-out period for the majority of buildings receiving benefits. The decrease in cumulative LMEP benefits reflects buildings coming off-line after completing their respective 12-year benefit schedule, which results in lower cumulative energy savings and tenancy numbers. Additionally, LMEP has a finite number of potentially eligible buildings and the majority have applied and are completing their benefit schedules.
- In the first four months of Fiscal 2018, SBS registered 18,685 new jobseekers through the Workforce1 Career Center system, a slight decrease from the 18,893 registrants in the same period in Fiscal 2017. Overall jobseeker hiring fell to 7,839, compared to 8,253 during this period, a year ago. This five percent decrease is attributed to the system's increased focus on better quality job and training opportunities. Compared with the same period in Fiscal 2017, the Workforce1 Career Center system saw the average wage for those connected to employment increase by 11 percent. Additionally, in the same period, customer training enrollments increased by 14 percent to 978, compared to 861 in the same period a year earlier, as SBS continued to invest in and expand its training programs.
- The Minority and Women-owned Business Enterprises Program certified and recertified 520 M/WBEs during the first four months of Fiscal 2018, following Fiscal 2017 initiatives to achieve the goal of increasing the number of City-certified M/WBE; an increase of 10 percent compared to the same period of Fiscal 2017. The number of certified M/WBEs in the program rose to 5,305 by the end of October, 2017, a 12 percent increase compared to one year earlier.

SERVICE 1 Help businesses start, operate and expand in New York City.

Goal 1a Ensure that businesses and entrepreneurs have easy access to a variety of high quality support services.

Performance Indicators	Actual			Target		4-Month Actual	
	FY15	FY16	FY17	FY18	FY19	FY17	FY18
Unique customers and businesses served	10,564	14,185	13,973	*	*	4,671	4,029
★ Unique businesses receiving financial awards (facilitated or disbursed)	735	432	593	470	470	NA	NA
★ Financial awards to businesses (facilitated or disbursed)	805	567	658	540	540	143	201
Value of financial awards to businesses (facilitated or disbursed) (\$000)	\$64,799	\$44,983	\$45,701	*	*	\$11,834	\$18,981
★ Businesses opened with assistance from SBS	854	915	867	↑	↑	283	294
Projected number of hires by businesses opened with assistance from SBS	12,037	12,759	10,096	*	*	3,644	2,493
Unique customers served by programs that help navigate government	NA	3,064	2,525	*	*	969	989
★ Critical Indicator	"NA" Not Available	↑↓ Directional Target	* None				

Goal 1b

Retain jobs and businesses in New York City by administering incentive programs for facility renovation and promoting retention of NYC businesses and relocation of businesses to NYC.

Performance Indicators	Actual			Target		4-Month Actual	
	FY15	FY16	FY17	FY18	FY19	FY17	FY18
Value of Energy Cost Savings Program savings for businesses (\$000)	\$841	\$878	\$2,003	*	*	\$175	\$386
Jobs created or retained by Energy Cost Savings Program	5,164	1,060	9,753	*	*	368	744
Value of Lower Manhattan Energy Program savings for active commercial tenants (cumulative) (\$000)	\$12,433	\$10,028	\$7,905	*	*	\$3,968	\$3,471
Commercial tenants active in Lower Manhattan Energy Program	1,152	1,007	784	*	*	869	727
★ Critical Indicator "NA" Not Available ⬆️⬇️ Directional Target * None							

SERVICE 2 Match businesses in need of workers with qualified applicants.

Goal 2a

Ensure that businesses have timely access to qualified job applicants.

Performance Indicators	Actual			Target		4-Month Actual	
	FY15	FY16	FY17	FY18	FY19	FY17	FY18
★ Workforce1 systemwide job placements and promotions	26,952	28,455	28,170	25,000	25,000	8,253	7,839
New jobseekers registered through the Workforce1 Career Center system	55,133	55,647	54,816	*	*	18,893	18,685
Walk-in traffic at Workforce1 Centers	266,663	273,753	271,573	*	*	91,647	97,879
★ Customers enrolled in training	NA	3,649	3,464	⬆️	⬆️	861	978
Unique customers served	NA	104,715	104,239	*	*	43,291	45,396
★ Businesses awarded funding for employer-based training	NA	57	54	*	*	13	3
★ Critical Indicator "NA" Not Available ⬆️⬇️ Directional Target * None							

SERVICE 3 Provide financial support and technical assistance for New York City's commercial districts throughout the five boroughs.

Goal 3a

Strengthen and expand New York City's Business Improvement District (BID) program and other local economic development organizations.

Performance Indicators	Actual			Target		4-Month Actual	
	FY15	FY16	FY17	FY18	FY19	FY17	FY18
★ City block faces receiving supplemental sanitation services through BIDs	3,562	3,600	4,044	3,800	3,800	4,044	4,044
★ Average acceptably clean BID sidewalk ratings (%)	96.1%	96.8%	97.8%	97.0%	97.0%	97.9%	97.1%
Value of AvenueNYC local development corporations funding (\$000,000)	\$1.38	\$1.30	\$1.16	*	*	NA	NA
★ Critical Indicator "NA" Not Available ⬆️⬇️ Directional Target * None							

SERVICE 4 Help minority and women-owned businesses identify and compete for City contracts.

Goal 4a

Increase the number of Minority and Women-owned Business Enterprises (M/WBEs) that obtain City contracts.

Performance Indicators	Actual			Target		4-Month Actual	
	FY15	FY16	FY17	FY18	FY19	FY17	FY18
★ Total Minority and Women-owned Business Enterprises certified	4,115	4,516	5,122	6,200	9,000	4,722	5,305
★ Minority and Women-owned Business Enterprises awarded City contracts	902	1,011	1,131	1,165	1,223	NA	NA
★ – M/WBEs awarded contracts after receiving procurement and capacity building assistance	613	723	824	849	891	NA	NA
★ Annual M/WBE recertification rate	60.4%	53.4%	61.8%	60.0%	60.0%	NA	NA
Newly certified and recertified businesses in M/WBE Program	1,003	1,030	1,675	*	*	473	520
★ Critical Indicator	"NA" Not Available	↑↓ Directional Target	* None				

AGENCY CUSTOMER SERVICE

Performance Indicators	Actual			Target		4-Month Actual	
	FY15	FY16	FY17	FY18	FY19	FY17	FY18
Customer Experience							
CORE customer experience rating (0-100)	95	98	96	*	*	NA	NA
Letters responded to in 14 days (%)	100%	100%	100%	*	*	100%	100%
E-mails responded to in 14 days (%)	100%	100%	100%	*	*	100%	100%
Completed customer requests for interpretation	2,351	7,327	6,652	*	*	NA	2,080
★ Critical Indicator	"NA" Not Available	↑↓ Directional Target	* None				

AGENCY RESOURCES

Resource Indicators	Actual			Sept. 2017 MMR Plan	Updated Plan	Plan	4-Month Actual	
	FY15	FY16	FY17	FY18	FY18 ¹	FY19 ¹	FY17	FY18
Expenditures (\$000,000) ²	\$273.5	\$282.5	\$260.0	\$216.5	\$327.1	\$172.7	\$137.7	\$141.2
Revenues (\$000,000)	\$55.6	\$54.9	\$0.4	\$0.2	\$0.2	\$0.2	\$0.1	\$0.1
Personnel	257	302	325	373	416	404	283	314
Overtime paid (\$000)	\$34	\$30	\$65	\$0	\$65	\$65	\$19	\$24
Human services contract budget (\$000,000)	\$28.6	\$31.9	\$29.8	\$18.3	\$28.7	\$20.9	\$6.0	\$5.6
¹ February 2018 Financial Plan ² Expenditures include all funds "NA" - Not Available								

SPENDING AND BUDGET INFORMATION

Where possible, the relationship between an agency's goals and its expenditures and planned resources, by budgetary unit of appropriation (UA), is shown in the 'Applicable MMR Goals' column. Each relationship is not necessarily exhaustive or exclusive. Any one goal may be connected to multiple UAs, and any UA may be connected to multiple goals.

Unit of Appropriation	Expenditures FY17 ¹ (\$000,000)	February 2018 Financial Plan FY18 ² (\$000,000)	Applicable MMR Goals ³
Personal Services - Total	\$22.9	\$28.3	
001 - Department of Business	\$15.5	\$17.4	All
004 - Contract Compliance and Bus. Opportunity	\$2.5	\$3.4	1a, 1b, 2a, 4a
010 - Workforce Investment Act	\$4.9	\$7.4	1a, 4a
Other Than Personal Services - Total	\$237.1	\$298.8	
002 - Department of Business	\$63.6	\$90.7	All
005 - Contract Compliance and Bus. Opportunity	\$4.5	\$5.7	1a, 1b, 2a, 4a
006 - Economic Development Corporation	\$77.4	\$101.9	Refer to table in EDC chapter
011 - Workforce Investment Act	\$51.8	\$60.4	1a, 4a
012 - Trust for Gov.'s Island and NYC & Co.	\$39.8	\$40.1	1b
Agency Total	\$260.0	\$327.1	

¹Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ended June 30, 2017. Includes all funds. ²Includes all funds. ³Refer to agency goals listed at front of chapter.

NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

- The indicator 'Unique customers and businesses served' was added to reflect the merger of the division that managed NYC Business Solutions Center, and the division that operated under the NYC Business Acceleration brand. The new Division of Business Services will manage all of the free services to help business start faster, operate, and expand in New York City. This indicator reflects the number of unique customers and businesses served by DBS, (including those that had been provided under the NYC Business Solutions Center and the NYC Business Acceleration brands), and counts all customers and entities served at least once. Historic data was calculated and included to provide context. The increase in Fiscal 2016 is largely due to the launch of new programs such as the Women Entrepreneurs NYC Initiative and the Worker Cooperative Business Development Initiative.
- The indicator 'New businesses served by NYC Business Solutions' has been retired as NYC Business Solutions has been incorporated into the Division of Business Services. The continuing services are managed through DBS, and represented in the indicator 'Unique customers and businesses served.'
- The indicator 'Number of unique businesses served by NYC Business Acceleration' has been retired as NYC Business Acceleration has been incorporated into the Division of Business Services. The continuing services are managed through DBS, and represented in the indicator 'Unique customers and businesses served.'
- The indicator 'Unique businesses receiving financing awards facilitated by NYC Business Solutions' has been renamed to 'Unique businesses receiving financial awards (facilitated or disbursed),' to reflect the merger of the division that managed the NYC Business Solutions Center, and the division which operated under the NYC Business Acceleration brand. Historic data has not been impacted. Data is reported on an annual basis.
- The indicator 'Financing awards to businesses facilitated by NYC Business Solutions' has been renamed to 'Financial awards to businesses (facilitated or disbursed),' to reflect the merger of the division that managed NYC Business Solutions Center, and the division which operated under the NYC Business Acceleration brand. The value for the Fiscal 2017 four-month actual has been updated to reflect the most recent data available. Other historic data has not been impacted.
- The indicator 'Value of financing awards facilitated by NYC Business Solutions' has been renamed to 'Value of financial awards to businesses (facilitated or disbursed),' to reflect the merger of the division that managed NYC Business

Solutions Center, and the division which operated under the NYC Business Acceleration brand. The value for the Fiscal 2017 four-month actual has been updated to reflect the most recent data available. Other historic data has not been impacted.

- The indicator 'Number of businesses opened by NYC Business Acceleration' has been renamed to 'Businesses opened with assistance from SBS,' to reflect the merger of the division that managed NYC Business Solutions Center, and the division which operated under the NYC Business Acceleration brand. The value for the Fiscal 2017 four-month actual has been updated to reflect the most recent data available. Other historic data has not been impacted.
- The indicator 'Projected number of hires by businesses opened by NYC Business Acceleration' has been renamed to 'Projected number of hires of businesses opened with assistance from SBS' to reflect the merger of the division that managed NYC Business Solutions Center, and the division which operated under the NYC Business Acceleration brand. The value for the Fiscal 2017 four-month actual has been updated to reflect the most recent data available. Other historic data has not been impacted.
- The indicator 'Site consultations by NYC Business Acceleration inspectors' has been replaced by 'Unique customers served by programs that help navigate government,' to reflect the merger of the division that managed NYC Business Solutions Center, and the division which operated under the NYC Business Acceleration brand. This indicator will count the number of unique customers served by DBS Navigating Government services, which includes the work by what were previously known as NYC Business Acceleration Inspectors. Historic data was calculated and included to provide context. The Compliance Advisor program, a significant contributor to this indicator, began in Fiscal 2015.

ADDITIONAL RESOURCES

For more information on the agency, please visit: www.nyc.gov/sbs.