

2017 Small Business Progress Report



Small businesses are the backbone of New York City's economy.

There are more than 220,000 small businesses rooted in local neighborhoods across the five boroughs, employing more than half of New York City residents.

The City's small business owners wear multiple hats, juggling the many demands of starting and growing their firms. Business owners often need to act as the head of human resources, accounting, and operations for their companies. In an increasingly competitive landscape, the City is taking steps to help small businesses continue to thrive.

Since taking office Mayor Bill de Blasio has championed the needs of small businesses by reducing fines, cutting red tape, providing legal protection, and leveling the playing field for minority, women and foreign-born business owners.

We are working to find creative ways to serve and recognize the contributions small businesses make to their communities. For example, the City's 'Love Your Local' campaign highlights beloved neighborhood businesses and supports companies seeking to adapt in an ever-changing city. Eligible businesses will have access to hands-on support and resources to strengthen their businesses.

Through this effort and the Administration's commitments to expanding economic opportunity for all New Yorkers, the Mayor will continue to help small business owners support their families and provide quality jobs for their fellow New Yorkers.

Reducing Fines While Protecting Consumers

Slashed fines by

40%

Avoided potential fines of

\$6M+

Fines hurt small businesses more than their larger competitors. Since taking office in 2014, Mayor de Blasio has helped alleviate this burden by slashing small business fines by 40% in the first three years of his administration.

We are also taking a supportive, non-punitive approach to health and safety protections, advising small business owners about how to comply with City rules and regulations. New and existing businesses can now receive a free, on-site compliance consultation. City personnel are trained in multiple agency regulations and provide expert advice. Since launching these services, we have helped small business owners avoid more than \$6M in fines.

In addition to regularly visiting neighborhoods across New York City to educate business owners about new laws, there are events throughout the five boroughs featuring multiple regulatory agencies, where small businesses can ask all of their questions in one place. The City also works to educate business owners about relevant rules and new laws - on a convenient and accessible schedule.

Businesses are also operating more safely, which helps business owners and consumers.

Under Mayor de Blasio, nearly 95% of restaurants earned an 'A' letter grade as sanitary violations plummeted by more than 40%.



Free Legal Services to Protect Small Businesses



Historic commitment to free attorneys for small businesses



First ever commercial tenant harassment protection



500 business owners have received free legal advice

Mayor de Blasio has also taken unprecedented steps to provide free legal services and protect small businesses. Since 2015, we have trained 500 business owners on how to understand and negotiate their leases. In 2016, working with the City Council, the Mayor put in place a law to protect commercial tenants from landlord harassment. In the coming months, the City will launch a comprehensive leasing guide and connect business owners to pro-bono attorneys who can advise small businesses on reviewing and negotiating leases.

12,000

Services provided to small businesses since launching innovative multi-agency service center last year

14

Business Education Days conducted

870

Businesses visited

to help businesses comply with workplace, consumer protection and licensing laws

When restaurants work with the City, they open faster by

3 months

8% → 14.3%

Nearly doubled the percentage of the value of City contracts awarded to M/WBEs between fiscal year 2015 and fiscal year 2016

\$16B

in contracts for M/WBEs by 2025

2x M/WBEs

Goal to double the number of City-certified MWBEs by 2019

12,000+

Foreign-born entrepreneurs served

Cutting Red Tape, Helping Businesses Open Faster

Mayor de Blasio is committed to cutting red tape for small business. Through Small Business First, a series of 30 commitments, we are working to make it easier and faster for businesses to open up shop.

The City helps businesses to navigate regulations so that they can open more quickly. Restaurants that utilize City services open their doors an average of three months faster than their competitors. We have invested in expanding this service, helping 20% more businesses navigate government since 2014.

For the first time, business owners can also visit a single location and interface with multiple agencies at the Small Business Support Center in Jamaica, Queens. Agencies located at the Center have provided more than 12,000 services to small businesses since it opened in 2016.

Ensuring Access for All Business Owners

Mayor de Blasio has made historic commitments to level the playing field for minority business owners and increase access and resources for immigrant entrepreneurs. Over the last fiscal year alone, the City has nearly doubled the value of city contracts awarded to Minority and Women- Owned Business Enterprises (M/WBEs). The City is committed to awarding at least 30% of City contract dollars to M/WBEs by 2021 and awarding a total of \$16 billion in City contracts to M/WBEs by 2025.

To reach the \$16 billion, the City is helping M/WBEs compete through expanded services. We will double the number of certified M/WBEs to 9,000 by 2019, and have committed \$30 million in funds to help these firms compete and perform on City contracts. In addition, the City launched WE NYC – a first- of-its-kind, comprehensive initiative to help women entrepreneurs start and grow their firms. Through WE NYC, we have reached more than 2,000 women and provided nearly 500 hours of workshops and mentorship.

Mayor de Blasio is also dedicated to making the City more inclusive for foreign-born entrepreneurs. Foreign-born New Yorkers make up one third of the City's population, but own nearly half of New York City's small businesses. Under the Mayor, we have assisted more than 12,000 foreign-born entrepreneurs – an all-time high. To support these vital companies, the City has partnered with libraries, collaborated with trusted community groups, created a tailored guide to running a business, and vastly expanded businesses services provided in Spanish, Chinese, Haitian Creole, Russian, Korean, and Bengali.

Working with community partners to support small businesses in Business Improvement Districts (BIDs), the City helps to oversee the largest network of BIDs in the country, with 74 BIDs that delivered more than \$134 million in services this year alone. These BIDs support more than 85,000 small businesses every day, helping to expand the reach of City services.

The City of New York is undergoing a transformation in the way it serves small business owners.

In an increasingly competitive world, Mayor de Blasio is invested in the success of entrepreneurs who contribute to our neighborhoods. Over the last three years, the City has streamlined government services, slashed small business fines, introduced new free legal resources, and made City services more inclusive for foreign-born and minority business owners.

We are achieving the dual goals of helping small businesses succeed while keeping consumers safe. There is still more work to be done, but New York City is dedicated to ensuring inclusive growth makes it possible for New Yorkers to start, operate, and grow their small businesses here.

