

FY 2019 Borough Budget Consultations

Manhattan - Small Business Services

Meeting Date 9/13/2017

AGENDA ITEM 1 : General Agency Funding Discussion:

The purpose of holding the Borough Budget Consultations is to provide Community Boards with important information to assist in drafting their statement of District Needs and Budget Priorities for the upcoming fiscal year. As you know, Community Board Members are volunteers who may not be familiar with the budget process and how agencies' programs are funded. At the same time, Community Board members are very knowledgeable about local service needs.

This year's Manhattan agendas have Agencies begin the consultation with a presentation of their goals, funding decision process, and highlights of their funding needs.

Then, the agenda continues with Community Boards asking about specific program funding.

Lastly, the agendas include Boards' requests on district-specific budget questions. We request that the agency respond in writing, but have any further discussions on these items with the Community Boards outside of the consultation.

For the General Agency Funding Discussion, please provide written responses and please be prepared to present on the following topics for 10-15 minutes at the beginning of our Consultation:

1. Explain the process the agency uses to formulate goals and budget priorities.
2. What are the current proposed FY18 and FY19 service and operational goals and proposed funding?
3. Which programs is the agency adding, dropping, or changing for FY18 and projected for FY19?

AGENCY RESPONSE:

At SBS, we aim to unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to quality jobs, building stronger businesses, and fostering vibrant neighborhoods across the City. Our process of formulating goals and budget priorities is influenced by the success of our services and the demand for certain constituent needs to be better met. We utilize community feedback to better understand needs. In FY'18, we increased funding for new M/WBE initiatives, the Center for Faith and Community Partnerships, Love Your Local, the Career Pathways initiative, and the Green Jobs Initiative. These programs reflect the continued commitment of this administration and SBS towards a more equitable and economically thriving New York City.

MEETING NOTES:

COMMENTS:

FOLLOW-UP:

AGENDA ITEM 2 : Funding for Mom and Pop Stores

The loss of Mom and Pops stores continues to increase through out all districts in Manhattan due to rent increases and other factors. What programs / funding is in place or planned to stem the loss of mom and pop stores and promote retail diversity?

AGENCY RESPONSE:

SBS operates seven NYC Business Solutions Centers across the five boroughs that provide free, accessible services to local businesses, including financing and legal assistance. We are currently in the process of expanding our legal services so that we can provide assistance to small businesses negotiating lease renewals and other commercial lease challenges. Since launching, we have had over 500 participants in our Commercial Lease workshops. To further ensure that small businesses remain an essential part of the character of NYC neighborhoods, we launched Love Your Local, a public engagement campaign and business operational support program. This new initiative celebrates and promotes the diverse, independent, small businesses that enrich neighborhoods across New York City - and encourages New Yorkers to share their favorite businesses on an interactive online map. Eligible businesses will be able to apply for business advisory services and grant funding. Businesses can be added on nyc.gov/loveyourlocal.

MEETING NOTES:

COMMENTS:

Worked on community outreach for small businesses. Launched a mobile outreach center to promote services, and SBS goes door-to-door for outreach as well.

SBS doesn't track individual businesses regarding success/failure, but is encouraged to do so to gauge effectiveness of Love Your Local.

SBS will capture specifics regarding areas of funding need.

SBS is working with DoITT regarding promotion of services through LinkNYC kiosks.

FOLLOW-UP:

Sarah Evers (SBS) will follow up regarding full roll out of legal services for small businesses. Warren Gardiner (SBS) will get back regarding legal assistance specifics (e.g. if they are private firm attorneys, nonprofit lawyers, etc.).

Diane Collier (CB11 Chair) would like the mobile outreach center/vehicle schedule.

SBS will provide funding amounts given out to eligible businesses.

AGENDA ITEM 3 : Resiliency Initiatives

Is SBS currently working on resiliency initiatives and will SBS have resiliency funding for the coming years?

AGENCY RESPONSE:

SBS launched the Business Preparedness and Resiliency Program (Business PREP) in the fall of 2015 to help small businesses prepare for emergencies and enhance the resiliency of their operations, assets and physical space. Business PREP has funding until FY19 through HUD's Community Development Block Grant Disaster Recovery program (CDBG-DR).

Business PREP offers emergency preparedness workshops and webinars to educate businesses on key insurance considerations and how to develop their own business continuity plan. In January 2017, the program began providing free, on-site risk assessments of a business' physical, operational and financial preparedness; followed by a report with customized recommendations. Businesses that receive an assessment will be eligible to receive a grant of up to \$3,000 to purchase resiliency-related items recommended by the assessment. Only businesses impacted by Superstorm Sandy and still in the storm's impact area are eligible for the assessment and grant. For more information visit www.nyc.gov/businessprep.

MEETING NOTES:

COMMENTS:

SBS needs more resiliency funding, but funding for specific programs comes through federal sources.

FOLLOW-UP:

AGENDA ITEM 4 : Programs for Under-Employed Communities

What funding does SBS have in FY18 for programs on job retention, bi-lingual assistance, lease negotiations and job-creation focused in under-employed communities? What funding is projected for FY19?

AGENCY RESPONSE:

SBS provides lease assistance through the legal services offered at the NYC Business Solutions Centers throughout the city. These services include courses providing key information business owners need to know before signing a lease and one-on-one lease review assistance. To support immigrant entrepreneurs, SBS recently released a guide called "Building Your Business in New York City: A Guide for Immigrant Entrepreneurs" which will be translated into multiple languages. SBS also partners with the city library system and community partners to provide services in multiple languages, including Spanish, Chinese, Russian, Korean, Haitian Creole, French, Bengali, Urdu, and Arabic. These offerings are embedded within the NYC Business Solutions budget and we anticipate continued future funding.

To help unemployed and under-employed New Yorkers, the Mayor's Career Pathways strategic plan guides our agency to train New Yorkers for good-paying jobs and connects jobseekers to employment opportunities in fast-growing industries with real opportunities for advancement. These services are offered through our network of 20 Workforce1 Career Centers, located in all five boroughs.

MEETING NOTES:

COMMENTS:

FOLLOW-UP:

AGENDA ITEM 5 : Workforce Development Funding

What funding has been provided in FY18 for Workforce Development: Training and for the Workforce Investment Board (WIB)? Does this reflect an increase or decrease from FY17? What funding is projected in these areas for FY19?

AGENCY RESPONSE:

SBS receives federal Workforce Innovation and Opportunity Act (WIOA) funds to serve adults and dislocated workers age 18 and over. Adult and Dislocated Worker WIOA funds mandate universal access to employment services for all eligible adults. For FY18, SBS received an allocation of \$36 million in WIOA funds.

MEETING NOTES:

COMMENTS:

The City will put in funding if there is a loss of federal funding.

FOLLOW-UP:

SBS will check with the workforce development team regarding the funding formula and how the agency will fund to offset a loss of federal funding.

SBS will get back regarding specific initiatives.

AGENDA ITEM 6 : Small Businesses Outside of Business Improvement Districts

What funding is available for programs/services to help small businesses that are not located in Business Improvement Districts and are not manufacturing or restaurants?

AGENCY RESPONSE:

SBS network of seven NYC Business Solutions Centers and eight Industrial Business Service Providers serve all industries and geographies within New York City. The NYC Business Solutions Center system provides the following services: business courses, legal assistance, financing assistance, incentives, navigating government, recruitment, training, selling to government, and M/WBE certification. Additionally, SBS manages Chamber On-the-Go, a mobile business support program which deploys trained business specialists to connect with small business owners on-site in neighborhoods across the five boroughs, regardless of BID-status or sector.

SBS assists commercial corridors across the city by building the capacity of non-profit community-based organizations like BIDs, merchants associations, and local development corporations to enhance commercial corridors and better connect merchants to City services and programs. Through SBS grant programs like Avenue NYC and Neighborhood Challenge, we are able to fund these organizations in commercial revitalization activities like place making, façade improvement program management, business attraction and retention, merchant organizing, and capacity building. These grants apply to organizations across the city, whether or not they operate in a neighborhood with a BID.

MEETING NOTES:

COMMENTS:

SBS recommends that folks go to BIDs for assistance, as they help allocate for services.

FOLLOW-UP:

AGENDA ITEM 7 : MWBE Funding

What funding has been provided in FY18 for the Minority and Women-owned Business Enterprise (MWBE) Program? What funding is projected in FY19?

AGENCY RESPONSE:

Mayor de Blasio has made a significant commitment to the city's M/WBE firms, creating the Mayor's Office of M/WBEs and announcing a bold new vision for the City's M/WBE program - which includes a goal of awarding at least 30% of the dollar amount of City contracts to M/WBEs by 2021, and a goal of doubling the number of certified MWBEs to 9,000 by 2019. SBS is working with the Mayor's Office of M/WBEs to support the City's commitment, hitting a record high of more than 5,100 City-certified M/WBEs in FY17. The City's M/WBE program is a citywide initiative that is funded through multiple sources. SBS' Division of Economic and Financial Opportunity oversees M/WBE certification, capacity building, and technical assistance supportive services for M/WBEs at a budget exceeding \$9 million. This does not include the \$20 million invested for two financial resource initiatives to support small businesses and M/WBEs- the City's Contract Financing Loan Fund and Bond Fund.

MEETING NOTES:

COMMENTS:

FOLLOW-UP:

AGENDA ITEM 8 : CB Support

What budget priorities would SBS want community boards to support?

AGENCY RESPONSE:

At SBS, we aim to unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to quality jobs, building stronger businesses, and fostering vibrant neighborhoods across the City. We work to help businesses start, operate and grow through our network of seven NYC Business Solutions Centers located in all five boroughs. SBS assists commercial corridors across the city by building the capacity of non-profit community-based organizations like BIDs, merchants associations and local development corporations to enhance commercial corridors and better connect merchants to City services and programs. The de Blasio administration and SBS are also committed to ensuring that the City's procurement reflects the great diversity of NYC's businesses by building the pipeline of M/WBEs and increasing their performance on City contract opportunities. To help unemployed and under-employed New Yorkers, the Mayor's Career Pathways strategic plan guides our agency to train New Yorkers for good-paying jobs and connects jobseekers to employment opportunities in fast-growing industries with real opportunities for advancement. We welcome Community Board support on all our initiatives designed to help the businesses, M/WBEs, commercial corridors, and jobseekers of New York City. We welcome the outreach support of community boards to help make New Yorkers better aware of our services.

MEETING NOTES:

COMMENTS:

SBS appreciates community board assistance regarding promotion of agency outreach services.

FOLLOW-UP: