

# FY 2022 Borough Budget Consultations

## Manhattan - Small Business Services

Meeting Date 9/11/2020

### 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 three sections:

I. Agencies faced unprecedented cuts and new funding requirements this year due to COVID 19. Can you list the previously unplanned cuts to the FY 21 budget due to COVID and the new initiatives necessitated by the emergency? Please discuss the expected timeline for the new initiatives. What programs and capital projects will be continued uncut. Of the cuts in spending for FY 2021, please identify the most significant cuts that are currently expected to be permanent [or continued at the reduced level into FY 2022].

What is the overall budget decrease for FY 21 adopted budget compared to FY20 budget?

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

III. 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 first section, please present on the four topics below for 10-15 minutes at the beginning of our Consultation. Also, please provide written responses or even a PowerPoint presentation that we can use to fully and accurately educate our Board Members.

1. What are your priorities and operational goals for FY21 and projected priorities and operational goals for FY22?
2. What are the current proposed FY21 and FY22 service and operational goals and proposed funding?
3. Which programs is the agency adding, dropping, or changing for FY21 and projected for FY22?
4. What are your benchmarks for new and existing programs and what are your benchmarks/key performance indicators for measuring success?

### AGENCY RESPONSE:

**What are your priorities and operational goals for FY21 and projected priorities and operational goals for FY22?**

#### Budget:

- SBS' FY21 Executive Budget is **\$160.8 million**. Of that, 38.2% or \$61.4 million is pass-through funding for NYCEDC, NYC & Co., Governors Island, and the Brooklyn Navy Yard.

- **The remaining \$99.4 million, or 61.8% of the FY21 Executive Budget, is allocated for SBS's programs**, which support our mission of unlocking economic potential and creating economic security for all New Yorkers. We work towards this goal by connecting New Yorkers to career-track jobs, building strong businesses, and fostering vibrant neighborhoods across the five boroughs.

### **What are the current proposed FY21 and FY22 service and operational goals and proposed funding?**

#### *SBS Response:*

- SBS is committed to helping small business owners get the resources they need during this time..
- From the onset of the pandemic we quickly launched several resources to help reopen businesses and provide the necessary guidance and support they need.
- We've:
  - We worked with over ~80 community partners to distribute PPE & launched a PPE marketplace
  - We launched a business restart hotline to support businesses with reopening guidance, financial assistance, PPE 888-SBS-4NYC/888-727-4692 (serves people in 200+ languages)
  - We continue and have hosted over 102 webinars with ~3.1K attendees since March
- SBS's mission of equity of opportunity continues be the focus of our agency and we will continue to build on our services and goals
- SBS's services and goals include:
  - Help businesses start, operate, and expand in New York City
  - Match businesses in need of workers with qualified applicants and connect New Yorkers with workforce opportunities
  - Provide financial support and technical assistance for New York City's commercial districts throughout the five boroughs
  - Help minority and women-owned businesses identify and compete for City contracts
- The agency is focused on accomplishing these goals with an emphasis on equity of opportunity and reaching underrepresented groups.
- To achieve this aim, we have created targeted programming including the Commercial Lease Assistance Program, which provides small business owners with free legal assistance on topics that include new leases, lease renewals and back rent negotiations, landlord harassment and other issues such as lack of repairs breach of contract issues.

### **Which programs is the agency adding, dropping, or changing for FY21 and projected for FY22?**

#### *SBS Response:*

- Items with reallocation of funding for FY21 include: The Commercial Lease Assistance Program. This program was set to end as per contract guidelines in FY20. Through active advocacy, the program has received additional \$1.5 million in funding and extended for an additional fiscal year.

### **What are your benchmarks for new and existing programs and what are your benchmarks/key performance indicators for measuring success?**

#### *SBS Response:*

- SBS's programs and initiatives support our mission to unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to career-track jobs, building stronger businesses, and fostering vibrant neighborhoods across the five boroughs.
- Like all City agencies, SBS's performance is measured by the Mayor's Management Report (MMR), which Community Board members can access by visiting [nyc.gov/MMR](https://nyc.gov/MMR)
- Our FY20 and FY21 performance indicator goals include:

- Facilitating or distributing financial awards to 470 unique businesses
- Placing 25,000 jobseekers through the Workforce1 system
- Increasing the number of individuals enrolled in training (from 2,195 in FY19)
- Increasing the number of City M/WBE certified firms to 9,000 in FY21, and we have now certified more than 9,000 M/WBEs
- Increase the number of M/WBEs awarded contracts after receiving procurement or capacity building assistance

Beyond the performance indicators listed in the MMR, SBS is framing our success on increasing equity of opportunity and reaching underrepresented groups throughout a five-borough approach that requires expanded our community partnerships and outreach with a data driven approach

## MEETING NOTES:

### NEW INFORMATION:

- None

### FOLLOW-UP COMMITMENTS:

- None

## AGENDA ITEM 2: Funding for Mom and Pop Stores

1. What programs does SBS have in its current FY21 budget to support small businesses in high rent environments with professional assistance? What is the projected spend for this program?
2. Does SBS have other programs in FY21 that help small businesses alter business plans to adapt to a changing business environment? What is the projected spend for this program?

## AGENCY RESPONSE:

1. **What programs does SBS have in its current FY21 budget to support small businesses in high rent environments with professional assistance? What is the projected spend for this program?**

*SBS Response:*

- SBS's Commercial Lease Assistance, or CLA, Program supports businesses facing these challenges. The CLA Program provides small business owners with free legal assistance on topics including new leases, lease renewals and back rent negotiations, landlord harassment, breach of contract, and other issues.
- The CLA program was set to end at the end of FY 20 as per contract and has been funding for an additional year.
- Beyond supporting businesses with legal assistance, SBS provides a range of free services to help businesses operate and grow efficiently. SBS provides free business planning courses, legal assistance, financing assistance, connections to relevant incentives, help with navigating government, recruitment and workforce training services, information on selling to government, and Minority and Women-owned Business Enterprise (M/WBE) certification.

2. **Does SBS have other programs in FY21 that help small businesses alter business plans to**

## adapt to a changing business environment? What is the projected spend for this program?

### SBS Response:

Our NYC Business Solutions Center also provide guidance to businesses on startup & launch, government navigation, growth planning, and recruitment.

SBS recently revamped courses at NYC Business Solutions Centers to meet relevant challenges faced by small business owners and help them take part in e-commerce. Examples include *Google Analytics: Improve & Maximize Website Results* and *Building Your Own Business Website*. Allocating over \$60K to the NYC Business Solutions Centers for FY21. In addition, SBS offers multi-session online courses through a partnership with Coursera. Courses include *Operating and Financing Your Business* and *Mastering Marketing and Sales, Optimizing a Website for Search and Content, Advertising and Social IMC*. There is \$100,700 allocated for these online courses.

Additionally, SBS also recently launched a no-cost virtual compliance consultation, to offer compliance guidance to ensure that restaurants participating in open restaurants are navigating and understanding city rules and regulations a individuals to provide them with information on the Open Restaurant Program, help them apply and provide them with the latest rules and regulations

### MEETING NOTES:

#### NEW INFORMATION:

- Support for the high rent environment, SBS had the CLA program for the past three years which offers legal representation to commercial tenants or entrepreneurs looking for a space. The program offers an attorney that goes through the entire process with the client. This program was set to end as it was originally a three year program. However at the beginning of the COVID crisis, there was an influx of new clients as businesses suffered. This program is now funded for an additional fiscal year through FY21, for \$1.5 million. SBS does not have the projections for FY22.
- In addition to their CLA, SBS's Business Solution Centers and services reevaluated operations and are now all operating remotely and we've been delivering out services digitally. Services were reevaluated for quality to make sure that SBS offered solutions for current problems such as adapting to online shopping, creating websites, and courses that reflect how businesses operate in a COVID world.

#### FOLLOW-UP COMMITMENTS:

- None

### AGENDA ITEM 3: Resiliency Initiatives

1. Please share benchmark results from the Business Preparedness and Resiliency Program (Business PREP) and any other resiliency related program that is currently active within SBS.
2. What is the current status of the Business PREP funding that comes from the Community Development Block Grant-DR (CDBG-DR)? Is there funding from this source for FY21? From what other sources will funding be available for resiliency programs?
3. Is SBS planning on receiving funds from these same sources in FY22? If not, which funding sources will replace them?

### AGENCY RESPONSE:

1. Please share benchmark results from the Business Preparedness and Resiliency Program (Business PREP) and any other resiliency related program that is currently active within SBS.

*SBS Response:*

- Business PREP (Preparedness & Resiliency Program) offers business continuity workshops and webinars, online preparedness resources, on-site resiliency assessments and post-assessment grants to small businesses impacted by Hurricane Sandy.
- In FY20, Business PREP delivered resiliency education webinars to over 200 businesses, performed on-site resiliency assessments at 105 businesses, and awarded over \$200K in grants for resiliency to **122** businesses.

**2. What is the current status of the Business PREP funding that comes from the Community Development Block Grant-DR (CDBG-DR)? Is there funding from this source for FY21? From what other sources will funding be available for resiliency programs?**

- Yes, Business PREP has CDBG-DR funding for FY21 as well.
- Business PREP (Preparedness & Resiliency Program) is a \$7 million program, funded jointly by CDBG-DR allocations from New York City and New York State.
- The program is first-come, first-served within specific geographic boundaries.
- The deadline for applying for the on-site risk assessment was June 30<sup>th</sup>, 2019. Once a business has applied and received a risk assessment, they still have time after June 30<sup>th</sup> to apply for the grant, but they must have applied for the assessment on or before June 30<sup>th</sup>.
- SBS will continue to process applications and distribute grants until the funding has been exhausted.
- While the on-site risk assessments and post-assessment grants for Sandy-impacted businesses will close out this year, Business PREP's workshops and online resources to develop a resiliency and emergency preparedness plan will remain open to all small businesses.
- SBS's Business PREP business preparedness workshops are provided online and targeted neighborhoods in coordination with community partners. The workshops provide strategies for preparedness and the start of a business continuity plan. Business owners will learn how to:
  - Stay in business: Identify key business functions, employees, and documents
  - Protect investments: Understand how to protect assets and navigate insurance processes
  - Be ready for action: Create a business continuity plan for a business

**3. Is SBS planning on receiving funds from these same sources in FY22? If not, which funding sources will replace them?**

*SBS Response:*

- As mentioned, the on-site risk assessments and post-assessment grants for Sandy-impacted businesses closed out last year, but Business PREP's workshops and online resources to develop a resiliency and emergency preparedness plan will remain open to all small businesses.
- The current deadline for spending CDBG-DR funding is September 2022. SBS is committed to continue investing in business resiliency and is looking into identifying additional funding sources for this purpose.

**MEETING NOTES:**

**NEW INFORMATION:**

- None

**FOLLOW-UP COMMITMENTS:**

- None

## **AGENDA ITEM 4: Programs for Under-Employed Communities**

1. What funding does SBS have in FY21 for programs on job retention, bi-lingual assistance, lease

negotiations, workforce development, and job-creation focused in under-employed communities? What funding is projected for FY22?

## **AGENCY RESPONSE:**

*SBS Response:*

### Employment in Under-Employed Communities:

- SBS approaches workforce through an employer-driven model, which allows us to meet industry demand and ensure quality career opportunities for job seekers.
- Annually, SBS helps more than 25,000 people find jobs through our 18 Workforce1 (WF1) Centers.
- Those who are not directly placed in employment through our WF1 system can still benefit from our other services, including resume development, interview preparation, job search workshops, and connections to occupational training.
- At the onset of the pandemic our WF1 system worked rapidly to ensure that all services, programming and training offerings are virtually accessible
- Our Virtual Workforce1 Career Center System has been working with over 500 employers to fill 9,800 positions in food service, healthcare, manufacturing, retail, transportation, and warehousing.
- Additionally, SBS works with a network of 300 community partners to address barriers faced by jobseekers including childcare services, computer skills development, adult education classes, professional attire, housing services, and English for Speakers of Other Languages services.
- All of the WF1 Centers have language access resources:
  - “I Speak” cards to help individuals identify their required language
  - A language bank of WF1 staff that are proficient/fluent in languages other than English
  - Access to Language Line, a vendor that provides over the phone interpretation
  - Our Customer Information Form is currently available (10) languages
  - Outbound referrals to community partners— many of the WF1 Centers work with partners system-wide that can provide ESL and additional translation support.
- SBS projects about \$40 million in FY21 to support career development, job matching and training programs across the City, including those delivered through the Workforce1 Career Center system. SBS projects a similar amount in FY22, pending the allocation of federal funds.

### Business Support:

- SBS provides services to help businesses start, operate, and grow through our network of seven NYC Business Solutions Centers.
  - Services include business planning courses, legal assistance, financing assistance, incentives, help navigating government, recruitment & workforce training services, information on selling to government, and Minority and Women-owned Business Enterprise (M/WBE) certification.
  - Services are accessible in multiple languages including English, Arabic, Bengali, Haitian Creole, Spanish, Russian, Korean, Chinese, Urdu and French.
  - Please find information about SBS’s step-by-step business planning guide, specifically developed for immigrant entrepreneurs, and information about scheduled courses in languages other than English by visiting [nyc.gov/immigrantbiz](https://nyc.gov/immigrantbiz)
- From the onset of the pandemic we quickly launched several resources to help reopen businesses and provide the necessary guidance and support they need.
- We’ve:
  - Distributed 7.5 million face coverings ~80 community partners
  - Launched restart hotline for reopening guidance, financial assistance, PPE 888-SBS-4NYC/888-727-4692 (serves people in 200+ languages)
  - Hosted over 102 webinars
  - Launched our PPE marketplace
- SBS offers legal support to small businesses through the Commercial Lease Assistance Program (CLA). CLA provides small business owners with free legal assistance on topics that include new



leases, lease renewals and back rent negotiations, landlord harassment and other issues such as lack of repair/ breach of contract matters. Businesses in need of lease assistance can fill out by inquiry form by visiting [nyc.gov/commlease](https://nyc.gov/commlease). \$1.5 Million has been allocated for the duration of FY 21. Lawyers offering legal services are fluent in multiple languages.

## MEETING NOTES:

### NEW INFORMATION:

- A little more the ¾ of the funding is federal funding that SBS is reliant on. Annually SBS helps over 25,000 New Yorkers find jobs. There is a total of 18 centers city wide.
- Out the outset of the pandemic, SBS worked quickly to make sure they can provide these services virtually.
- Now SBS is working with nearly 700 employers (up from 500 when this was submitted)
- SBS would like as much support for this program as many may walk by closed centers and assume the service is no longer being offered.
- Physical locations are still closed and operating remotely until further notice.
- CLA should be up and running by the end of this month. Businesses that are coming to SBS are still eligible to be connected to free legal consultations.

### FOLLOW-UP COMMITMENTS:

- None

## AGENDA ITEM 5: Workforce Development Funding

1. What funding has been provided in FY21 for Workforce Development: Training and for the Workforce Investment Board (WIB)?
2. Does this reflect an increase or decrease from FY20? What funding is projected in these areas for FY22?
3. What proportion of the budget for these programs come from federal sources? What is the outlook for the same level of funding for these programs from the federal grants for FY21 and FY22?

## AGENCY RESPONSE:

What funding has been provided in FY21 for Workforce Development: Training and for the Workforce Investment Board (WIB)?

- The majority of SBS's workforce development services are funded through federal WIOA (Workforce Innovation and Opportunity Act) funds.
- SBS projects about \$40 million in FY21 to support career development, job matching and training programs across the City, including those delivered through the Workforce1 Career Center system.

Does this reflect an increase or decrease from FY19? What funding is projected in these areas for FY21?

- Total funding in FY21 is expected to decrease slightly from FY20 levels. SBS projects FY22 amounts to be similar to FY21, pending the allocation of federal funds.

What proportion of the budget for these programs come from federal sources? What is the outlook for the same level of funding for these programs from the federal grants for FY21 and FY22?

- The majority of SBS's workforce development services (3/4) are funded through federal WIOA (Workforce Innovation and Opportunity Act) funds.
- The outlook for FY21 and FY22 is similar, pending future federal funding allocations

## MEETING NOTES:

### NEW INFORMATION:

- The majority of SBS's workforce development funding comes from the federal WIOA program. SBS projects similar numbers for FY21 and FY22 pending the allocation of federal funds.
- SBS recognizes this is all pending and things continue to develop and change with COVID, but SBS is hopeful that the funding will remain the same as previous fiscal years. SBS continues to meet goals in terms of clients they connect, jobs they provide.

- SBS is focusing on the workforce aspect of their portfolio as it is critical now more than ever, but are working to make sure the quality of services provided are not impacted if there is a decrease in funding.

#### **FOLLOW-UP COMMITMENTS:**

- None

### **AGENDA ITEM 6: Small Businesses Outside of Business Improvement Districts**

1. 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?

1A. Will there be more resources available for merchant associations in FY21 or projected for FY 21? What are these programs?

2. What are the performance indicators for Chamber on the Go, Avenue NYC, and the Neighborhood Challenge? Does SBS consider these programs successful according to those indicators?

3. How many new merchant associations were formed as a result of these programs in the last fiscal year and how many businesses are represented in that number?

4. What other programs are available in FY21 and will be available in FY22?

#### **AGENCY RESPONSE:**

##### **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?**

All Commercial Revitalization programming & services are available to any eligible non-profit, not just BIDs, including capacity building programming, Neighborhood 360 and Avenue NYC grant programs.

##### **1A. Will there be more resources available for merchant associations in FY21 or projected for FY 21? What are these programs?**

Current resources offered for FY21 include:

- **Business Services:** SBS has a wide range of services that are available to small businesses across the five boroughs, whether they are in a Business Improvement District or not, and regardless of the business type.
  - SBS provides services to help businesses start, operate, and grow through our network of seven NYC Business Solutions Centers.
  - Services include business education courses, legal assistance, financing assistance, incentives, help navigating government, recruitment & workforce training services, information on selling to government, and Minority and Women-owned Business Enterprise (M/WBE) certification.
  - Services are accessible in multiple languages, including English, Arabic, Bengali, Haitian Creole, Spanish, Russian, Korean, Chinese, Urdu and French.
  - SBS is committed to ensuring business owners have access to our services, no matter where they are located.
  - Our Chamber On-the-Go initiative works with the Chambers of Commerce across the city to do outreach and raise awareness of SBS services.
  - SBS's **Compliance Advisors program** also reaches businesses at their storefront to provide business owners with guidance on how to avoid common violations and fines from multiple agencies (DOHMH, DEP, DSNY, DCA, FDNY, DOB).
    - Due to the nature of the pandemic and to comply with health/ social distancing guidelines – SBS launched **a no-cost virtual compliance consultations** programs to assist small businesses understand how to comply with key city rules and navigate open restaurants program.



- Business can access this free service by calling SBS restart hotline; **888-SBS-4NYC/888-727-4692**, 311, or signing up via [nyc.gov/restaurantreopening](https://nyc.gov/restaurantreopening)
- **Neighborhood Development:** SBS provides a variety of competitive grants available to community-development organizations, merchant organizations, and BIDs to conduct commercial revitalization and local economic development projects in their neighborhoods. Visit [nyc.gov/neighborhoods](https://nyc.gov/neighborhoods) for more information. List of grant programming below;
  - Avenue NYC: grants strengthen community-based development organizations (CBDOs) to carry out commercial revitalization programs in low- and moderate-income communities.
  - Neighborhood 360: Grant Program that focuses on proactive and ground-up planning for commercial corridors in changing neighborhoods by partnering with local CBDOs.
  - New Strategic Impact Grant: In January 2020, SBS launched a new Strategic Impact Grant Initiative to provide nonprofit organizations access to funding for innovative, change-driven projects. Grants were planned to be awarded through a competitive application process, contingent upon available funds.
  - Capacity Building programming open merchant associations:
    - Coro Neighborhood Leadership
    - Capacity Building Workshops and Trainings (ex. Strategic Planning)
    - Legal Assistance
    - Community Engagement Training

**What are the performance indicators for Chamber on the Go, Avenue NYC, and the Neighborhood Challenge? Does SBS consider these programs successful according to those indicators?**

- Beyond the performance indicators listed in the MMR, SBS seeks to increase equity of opportunity and reach underrepresented groups throughout the five boroughs through outreach tools and targeted programs
  - Chamber on the Go: Chamber on the Go tracks the number of people reached and the number of people served with a Rapid Onsite Assessment. Since the program's launch, we have reached more than 19,000 people and delivered rapid onsite assessments to more than **4,800** businesses
  - Avenue NYC, and the Neighborhood Challenge: Current iteration of Neighborhood Challenge is discontinued.
- SBS' Commercial Revitalization grants, including Avenue NYC and Neighborhood 360, require the completion of a Commercial District Needs Assessment (CDNA) by the local organization. The Commercial District Needs Assessment is a tool aimed at helping CBDOs gain an in-depth and comprehensive understanding of the current strengths, needs, challenges, and opportunities of neighborhood commercial corridors.
- CDNA findings will inform the programming activities the organization will implement during the remainder of the grant term. The goal of the new framework is to support our partners' capacity to develop more strategic sustainable, needs-based programming and data-driven results for their commercial districts.

**How many new merchant associations were formed as a result of these programs in the last fiscal year and how many businesses are represented in that number?**

- While SBS's grant opportunities, such as Avenue NYC and Neighborhood 360, can be used to support merchant organizing, they may also fund initiatives such as business support and retention, commercial vacancy reduction and retail mix enhancement, and public space activation and management.
- SBSs' grant opportunities focus on building the capacity of local organizations so that they can continue to build relationships with merchants, understand and meet the needs of their local corridors, and foster leadership to sustain merchant commitment to organizing.
- Forming a successful merchants association requires sustained commitments of time from business owners along a corridor, which is generally a longer-term goal than our grants support.
- The goal of the commercial revitalization grants is to build the capacity of local organizations to

identify the needs of the local commercial district and fund programming addressing those needs. The needs are unique to each respective commercial district. If the CDNA identities increased merchant collaboration as an opportunity, local partners may use the grant to organize merchants.

## MEETING NOTES:

### NEW INFORMATION:

- Physical outreach efforts are on pause for the moment, but reevaluated as the situation changes. SBS is working with partners to ensure outreach on existing services continues.
- SBS does not have data tied to Chamber on the Go, Avenue NYC, and the Neighborhood Challenge initiatives when it comes to benchmarks or indicators. SBS relies on feedback from partners in this realm.

### FOLLOW-UP COMMITMENTS:

- None

## AGENDA ITEM 7: MWBE Funding

- What funding has been provided in FY20 for the Minority and Women-owned Business Enterprise (MWBE) Program? What funding is projected in FY21?
- What is the year over year increase/decrease in the number of active MWBE since last year?
- Please list the number of MWBEs that were able to generate income in each community district, both in terms of businesses that are based in each district and businesses that are finding income as a result of work that is taking place in each district.
- Will SBS be investing budget monies into a program to address inequities affecting MWBEs during the COVID-19 pandemic?

## AGENCY RESPONSE:

- What funding has been provided in FY20 for the Minority and Women-owned Business Enterprise (MWBE) Program? What funding is projected in FY21?

This is a difficult time for NYC and the M/WBEs it serves. Throughout the City's response and recovery from the pandemic, SBS has worked hard to provide M/WBEs with access to the resources and opportunities they need to remain resilient.

- What is the year over year increase/decrease in the number of active MWBE since last year?
- The number of NYC Certified MWBEs has increased:

FY18	6,829
FY19	9,063
FY20	10,034

- Please list the number of MWBEs that were able to generate income in each community district, both in terms of businesses that are based in each district and businesses that are finding income as a result of work that is taking place in each district.

At the end of FY 2019, City certified M/WBEs located in Manhattan were awarded prime and subcontracts valued at \$466,313,067 and inside the M/WBE program. FY2020 data is not yet available.

- Will SBS be investing budget monies into a program to address inequities affecting MWBEs during the COVID-19 pandemic?

This is a difficult time for NYC and the M/WBEs it serves. Throughout the City's response

and recovery from the pandemic, SBS has worked hard to provide M/WBEs with access to the resources and opportunities they need to remain resilient.

SBS understands that it is our job to promote equity and inclusion. SBS will continue to invest in programs that level the playing field and support both entrepreneurship and business growth in MWBE communities:

- [BE NYC](#) (Black Entrepreneurs Initiative)
- [WE NYC](#) (Women Entrepreneurs Initiative)

More specifically, Supported by the leadership of the Administration's Taskforce on Racial Inclusion and Equity, which brings an equity-based approach to COVID-19 response and recovery efforts in hardest-hit communities, SBS will expand services and supports that are tailored to meet the unique challenges of New Yorkers in communities that have been disproportionately impacted by the pandemic.

Now more than ever It is important that these communities have greater access to public and private purchasing to stay in business and thrive. To do so SBS will allocate resources and make investment to expand these communities' access to governmental and institutional contracts by:

- Promoting local purchasing by anchor institutions, such as universities, hospitals, and cultural centers
- Offering pro-bono business consultants
- Establishing Black & LatinX Mentorship networks to support businesses resiliency and growth
- Developing a case-management structure that proactively supports Black and Latinx certified firms and presents their capabilities to City agencies

## MEETING NOTES:

### NEW INFORMATION:

- There's a push around expanding our pool of MWBEs and helping identify government contracts for MWBEs to take advantage of.
- At the onset of the pandemic, SBS saw a huge surge in entrepreneurs and businesses wanting to certify and the number of applications received from the beginning of March to date.
- Access to capital is tied into SBS's financial education programs and financial services.
- SBS believes they will receive data from storefront vacancies required by Local Law 157 at the same time as Community Boards.

### FOLLOW-UP COMMITMENTS:

- SBS will circle back with data around increase in MWBE applications surrounding the COVID pandemic.

## AGENDA ITEM 8: CB Support

1. What budget priorities would SBS want community boards to support?

### AGENCY RESPONSE:

This is a difficult time for NYC and the current financial crisis that we are experiencing.

We would appreciate the support of the Community Boards for any of our business, workforce, and neighborhood services that focus on equity of opportunity throughout the City.

We would also greatly appreciate the Community Board's help by spreading the word about our free services to your communities and providing us with feedback on the needs of local small businesses and commercial corridors.

## MEETING NOTES:

### NEW INFORMATION:

- In terms of budget priorities, SBS has many constraints and trying to be nimble to continue to provide business services. Business services and workforce programs are probably the two programs SBS could use support for.

### FOLLOW-UP COMMITMENTS:

- None

## AGENDA ITEM 9: COVID-19 Response

1. What is the FY21 & FY22 Projected Budget for continued COVID-19 response to provide direct or indirect assistance to small businesses?
2. Where is SBS planning on targeting direct assistance in grants, loans, or forgivable loans to prevent cascading industry failures such as restaurants/suppliers/markets/producers?
3. How many SBS employees (or programmatic budget) will be earmarked inter-agency work for the development of temporary or permanent rule changes or suspensions to allow for more flexible operation?
4. What currently budgeted in FY 21 and projected to be budgeted in FY 22 for SBS outreach to small business owners and management staff with regards to programs and support offered by the City, State, and Federal Government as well as their regulations?
5. Will SBS be reporting on the cumulative losses of small businesses in the previous fiscal year by sector due to the COVID-19 pandemic and how to revive the sectors that have seen the most economic impact? Does the FY 21 budget permit SBS to continue conducting the vacant storefront surveys per local law?
6. What can you tell us regarding relevant NYPD Enforcement?

## AGENCY RESPONSE:

1. What is the FY21 & FY22 Projected Budget for continued COVID-19 response to provide direct or indirect assistance to small businesses? Budget:

- SBS' FY21 Executive Budget is **\$160.8 million**. Of that, 38.2% or \$61.4 million is pass-through funding for NYCEDC, NYC & Co., Governors Island, and the Brooklyn Navy Yard.
- **The remaining \$99.4 million, or 61.8% of the FY21 Executive Budget, is allocated for SBS's programs**, which support our mission of unlocking economic potential and creating economic security for all New Yorkers. We work towards this goal by connecting New Yorkers to career-track jobs, building strong businesses, and fostering vibrant neighborhoods across the five boroughs.
- We will continue to work with our existing resources to ensure that we are developing programming for the needs of our small businesses during this time.

2. Where is SBS planning on targeting direct assistance in grants, loans, or forgivable loans to prevent

cascading industry failures such as restaurants/suppliers/markets/producers?

3. How many SBS employees (or programmatic budget) will be earmarked inter-agency work for the development of temporary or permanent rule changes or suspensions to allow for more flexible operation?

- We continue to work with our existing resources to ensure that emergency/ new programming needs are met with our current staff
- Developments are still ongoing and this item in terms of number of employees continue to change depending on the needs

4. What currently budgeted in FY 21 and projected to be budgeted in FY 22 for SBS outreach to small business owners and management staff with regards to programs and support offered by the City, State, and Federal Government as well as their regulations?

- We continue to work with our existing resources to ensure that emergency/ new programming needs are met with our current staff

5. Will SBS be reporting on the cumulative losses of small businesses in the previous fiscal year by sector due to the COVID-19 pandemic and how to revive the sectors that have seen the most economic impact?

Does the FY 21 budget permit SBS to continue conducting the vacant storefront surveys per local law?

- SBS is not actively reporting on cumulative losses of businesses, however our goal is to save as many small businesses as possible and support businesses in recovery efforts via our services
- Intro 1472 was enacted on 8/23/19 and is now Local Law 157
- DOF is responsible for collecting data + developing storefront registry
- DOF had begun conducting outreach about LL157 to property owners prior to the pandemic.
- SBS will work with DOF to identify where and when the data will become public, and will share back with the community board
- SBS looks forward to working with Council and DOF to use the data collected through

6. What can you tell us regarding relevant NYPD Enforcement?

- SBS continues to partner and work with other city agencies to ensure that businesses receive the necessary information required to comply with city regulations including NYPD
- SBS also continues to partner with local community-based organizations to distribute PPE to small businesses.

## MEETING NOTES:

### NEW INFORMATION:

- The CLA saw 'New Leases' as the largest case type in both FY18 and FY19
- SBS continues to work in partnership where pass-through funds are concerned. \$61.4 million of SBS's budget is in pass-through funds.

### FOLLOW-UP COMMITMENTS:

- None