



DEPARTMENT OF SMALL BUSINESS SERVICES

Robert W. Walsh, Commissioner

Key Public Service Areas

- ✓ Help businesses start, operate and expand in New York City.
- ✓ Enable businesses to become more profitable and productive by connecting them to a skilled and qualified workforce while helping the City's workforce get placed in jobs and advance in their careers.
- ✓ Strengthen New York City's commercial districts by supporting locally based economic development organizations.
- ✓ Help minority and women-owned businesses identify and compete for City contracts.

Scope of Agency Operations

The Department of Small Business Services (SBS) makes it easier for businesses in New York City to form, do business 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, NYC Business Solutions Industrial Providers, Workforce1 Career Centers, provides services to support the growth of local economic development organizations throughout the City, and administers the Minority and Women-owned Business Enterprise Program.

Critical Objectives

- Help businesses and entrepreneurs access free business courses, obtain legal assistance, secure financing, access incentives, resolve government related issues, hire and train employees, learn how to sell to the government, get certified as a Minority and Women-owned Business Enterprise (M/WBE) and obtain help during an emergency.
- Promote and administer incentives programs that help to retain jobs and businesses in New York City.
- Save businesses time and money by providing qualified job candidates in a timely manner.
- Prepare jobseekers for employment, place them in jobs, and facilitate their career advancement through training linked to jobs in high growth industries.
- Strengthen commercial districts throughout the five boroughs by supporting New York City's Business Improvement District (BID) program and by providing technical assistance and project funding to local economic development organizations.
- Help historically underserved groups become more competitive and ensure their meaningful participation in government procurement.

Preliminary Performance Highlights

- NYC Business Solutions provides services to small businesses seeking to launch, continue operating, and expand in the City. In the first four months of Fiscal 2012, the number of businesses it served rose to 3,242, an increase of 12 percent from the same period last year. The number of first-time customers increased by 7 percent. These increases were driven by targeted campaigns to promote SBS services to businesses that could benefit from them and an uptick in walk-in customers. A key area of focus has been to help businesses get the financing they need to start, operate, or expand their business. Through the first four months of Fiscal 2012, NYC Business Solutions helped business customers obtain 230 financing awards totaling \$18.15 million, a 123 percent increase over the value of financing facilitated in the same period of Fiscal 2011.
- The Energy Cost Savings Program (ECSP) helps eligible businesses reduce energy costs associated with relocation or capital improvements. In the first four months of Fiscal 2012, the number of jobs created or retained by this program increased by 204 percent over the same period last year to 584, due to an increase in the number of new tenants. However, an increase in eligible small businesses with lower energy usage and the lower cost of their energy resulted in a 41 percent decrease in estimated ECSP related cost savings to \$77,000 for the period.
- In the first four months of Fiscal 2012, there were 28,564 new jobseekers registered through the Workforce1 Career Center system, representing a 9 percent decrease from the same period a year ago. This decrease is due largely to fewer unemployment insurance claimants in New York City, many of whom are required to register with the career centers. However, in the first four months of Fiscal 2012 there were 12,318 Workforce1 systemwide job placements, an increase of 11 percent over the same period of Fiscal 2011.



- In the first four months of Fiscal 2012, there were 23 percent more newly certified Minority and Women-Owned Business Enterprises (M/WBEs) than in the same period a year earlier, and by the end of October of Fiscal 2012 the total number of certified M/WBEs increased by 16 percent from the same point in Fiscal 2011. In the first four months of Fiscal 2012, the number of City contracts awarded to M/WBEs that used SBS services decreased by 10 percent from the same period of Fiscal 2011, but the overall number of City contracts awarded to M/WBEs increased by 5 percent.

Performance Report

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

Performance Statistics	A c t u a l			T a r g e t		4-Month	4-Month
	FY09	FY10	FY11	Updated FY12	FY13	Actual FY11	Actual FY12
★ Number of financing awards to businesses facilitated by NYC Business Solutions	264	575	710	*	*	208	230
★ Unique businesses receiving financing awards facilitated by NYC Business Solutions	252	514	627	*	*	NA	NA
Unique businesses served by NYC Business Solutions	8,999	8,957	10,247	*	*	2,899	3,242
New businesses served by NYC Business Solutions	7,236	7,766	6,306	*	*	2,157	NA
Value of financing awards facilitated by NYC Business Solutions (\$000)	\$24,837	\$29,528	\$39,840	*	*	\$8,140	\$18,152
Value of Energy Cost Savings Program (ECSP) savings for businesses (\$000)	\$1,115	\$967	\$433	*	*	\$130	\$77
Jobs created or retained by ECSP	6,915	4,656	1,083	*	*	192	584
Value of Lower Manhattan Energy Program (LMEP) savings for commercial tenants (\$000)	\$32,313	\$31,938	\$24,915	*	*	\$13,053	\$12,155
Commercial tenants active in LMEP	1,496	1,458	1,403	*	*	1,465	1,403

★ Critical Indicator "NA" - means Not Available in this report

✓ Enable businesses to become more profitable and productive by connecting them to a skilled and qualified workforce while helping the City's workforce get placed in jobs and advance in their careers.

Performance Statistics	A c t u a l			T a r g e t		4-Month	4-Month
	FY09	FY10	FY11	Updated FY12	FY13	Actual FY11	Actual FY12
Number of new jobseekers registered through the Workforce1 Career Center system	94,382	97,755	80,083	*	*	31,314	28,564
★ Workforce1 systemwide job placements	19,386	29,456	28,402	*	*	11,066	12,318
★ Recruit-to-hire ratio for job placements made through accounts managed by NYC Business Solutions Hiring	3:1	3:1	3:1	*	*	3:1	3:1
★ Businesses awarded NYC Business Solutions training funds	34	42	16	*	*	NA	NA

★ Critical Indicator "NA" - means Not Available in this report

✓ Strengthen New York City's commercial districts by supporting locally based economic development organizations.

Performance Statistics	A c t u a l			T a r g e t		4-Month	4-Month
	FY09	FY10	FY11	Updated FY12	FY13	Actual FY11	Actual FY12
★ Total city blocks receiving supplemental sanitation services through BIDs	1,262	1,262	1,262	*	*	1,262	1,373
★ Average acceptably clean BID sidewalk ratings (%)	99.2%	99.1%	99.0%	*	*	98.9%	98.8%
Value of AvenueNYC (local development corps.) funding (\$ millions)	\$3.27	\$2.21	\$1.80	*	*	NA	NA

★ Critical Indicator "NA" - means Not Available in this report

✓ **Help minority and women-owned businesses identify and compete for City contracts.**



	A c t u a l			T a r g e t		4-Month Actual FY11	4-Month Actual FY12
	FY09	FY10	FY11	Updated FY12	FY13		
<i>Performance Statistics</i>							
★ <i>Minority and Women-owned Business Enterprises (M/WBEs) awarded City contracts</i>	427	485	529	*	*	NA	NA
★ - <i>M/WBEs awarded contracts after receiving direct assistance</i>	318	356	378	*	*	NA	NA
★ <i>Number of City contracts awarded to M/WBEs</i>	5,892	6,173	6,564	*	*	2,149	2,247
★ - <i>Contracts awarded to M/WBEs after receiving direct assistance</i>	3,949	4,707	4,856	*	*	1,743	1,567
<i>Newly certified businesses in M/WBE Program</i>	611	636	549	*	*	207	255
★ <i>Total M/WBEs certified</i>	2,200	2,791	3,244	*	*	2,957	3,422
★ <i>Annual M/WBE recertification rate</i>	78.2%	70.2%	49.4%	*	*	NA	NA
<i>Newly certified businesses in Locally-Based Enterprise Program</i>	20	14	15	*	*	2	9

★ Critical Indicator "NA" - means Not Available in this report

Agency Customer Service

The Department of Small Business Services provides service to its customers through its walk-in facilities, website and correspondence.

Indicator	SBS Jul-Oct FY11	Citywide Jul-Oct FY11	SBS Jul-Oct FY12	Citywide Jul-Oct FY12	SBS Change Jul-Oct FY11 to FY12	Citywide Change Jul-Oct FY11 to FY12
<i>Average response time for email correspondence (days)</i>	3	5	6	8	100%	60%
<i>Average response time for letters/mail correspondence (days)</i>	6	11	5	9	-17%	-18%
<i>Number of 311 inquiries (to MMR agencies)</i>	9,777	2,467,532	6,886	2,245,344	-30%	-9%

311 Customer Service Center Inquiries

	Total Jul-Oct FY11	% of SBS Inquiries in Jul-Oct FY11	Rank in # of Calls in Jul-Oct FY11	Total Jul-Oct FY12	% of SBS Inquiries in Jul-Oct FY12	Rank in # of Calls in Jul-Oct FY12
<i>Top SBS-related Inquiries</i>						
<i>Find a Workforce1 Career Center</i>	3,511	36%	1	2,187	32%	1
<i>Help Starting a Small Business</i>	2,306	24%	2	1,827	27%	2
<i>Find a NYC Business Solutions Center</i>	1,052	11%	3	750	11%	3
<i>NYC Business Express - General Information</i>	820	8%	5	628	9%	4
<i>Job Seeker Assistance</i>	879	9%	4	576	8%	5



Agency Resources

Agency Resources	A c t u a l			September	Updated		4-Month	4-Month
	FY09	FY10	FY11	2011 MMR FY12	FY12 ¹	FY13 ¹	Actual FY11	Actual FY12
Expenditures (\$ millions) ²	\$153.5	\$159.6	\$148.7	\$146.0	\$156.2	\$113.5	\$61.0	\$68.9
Revenues (\$ millions)	\$29.0	\$29.5	\$53.2	\$71.3	\$72.4	\$77.1	\$4.8	\$0.1
Personnel	312	306	238	245	237	229	258	229
Overtime paid (\$000)	\$27	\$36	\$30	*	*	*	\$9	\$16
Human services contract budget (\$ millions)	\$39.9	\$50.2	\$36.0	\$31.5	\$36.0	\$31.6	\$10.4	\$770.5

¹ January 2012 Financial Plan

"NA" - Not Available in this report

² Expenditures include all funds. January Plan figures reflect modifications in Federal, State, and other non-City funding since the adoption of the 2012 budget.

Noteworthy Changes, Additions or Deletions

- SBS has revised the definition for 'number of new businesses served by NYC Business Solutions' to also include businesses served by eight NYC Business Solutions Industrial Providers that became part of the NYC Business Solutions network this fiscal year.
- SBS has revised the definition for 'Workforce1 systemwide job placements' to encompass all placements and promotions made by the City's Workforce1 system including via Workforce1 Career Centers, Workforce1 Sector Centers, Workforce1 Expansion Centers, Training Fund, and the Employment Works program. Previously only placements from Workforce1 Career Centers were reported.
- SBS has removed the indicator 'number of hires by NYC Business Solutions', since those hires are captured in the 'Workforce1 systemwide placements' indicator. NYC Business Solutions obtains employer commitments, which are then filled by Workforce1 Centers, resulting in placements.

For more information please visit the website at: www.nyc.gov/sbs