



# 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, Industrial Business Solutions Providers, and 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

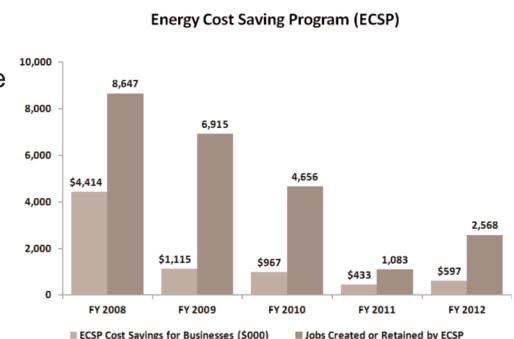
- Help businesses and entrepreneurs access free business courses, obtain legal assistance, secure financing, access incentives, resolve government related issues, hire and train employees, learn how to sell to the government, get certified as a minority/women owned business enterprise, and obtain help 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.

## Performance Report

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

- In Fiscal 2012, NYC Business Solutions experienced continued growth in its financing assistance for businesses by helping 588 businesses win \$71.5 million in financing assistance, a 79 percent increase in financing from the previous year. NYC Business Solutions worked with lending firms to strengthen customer referral networks and did more outreach to businesses in the industrial and transportation sectors to produce this increase.

- The Energy Cost Savings Program (ECSP) helps eligible businesses reduce energy costs associated with relocation or capital improvements. The businesses approved for ECSP in Fiscal 2012 saved an estimated \$597,000 in annual energy costs, an increase



of 38 percent from Fiscal 2011 and the first in four years. This increase was likely attributable to more ECSP applicants completing the requisite capital improvements to their facilities than in Fiscal 2011, when fewer firms were observed renovating. Additionally, the number of jobs created or retained by ECSP was 2,568 in Fiscal 2012, more than double the number the previous year.

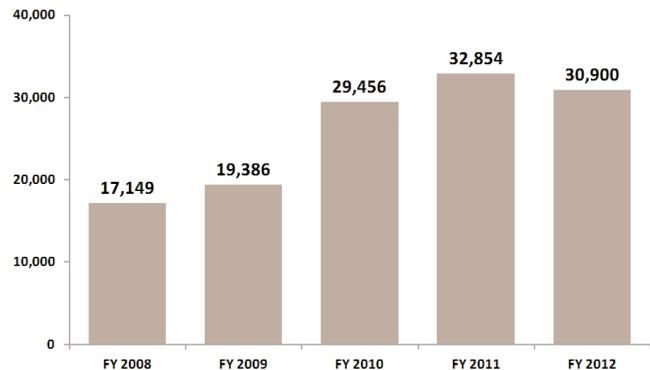
Performance Statistics	Actual					Target		5-Yr. Trend
	FY08	FY09	FY10	FY11	FY12	FY12	FY13	
★ Number of financing awards to businesses facilitated by NYC Business Solutions	176	264	575	710	683	*	*	Upward
★ Unique businesses receiving financing awards facilitated by NYC Business Solutions	165	252	514	627	588	*	*	Upward
Unique businesses served by NYC Business Solutions	9,235	8,999	8,957	10,247	8,696	*	*	Neutral
New businesses served by NYC Business Solutions	7,632	7,236	7,766	6,306	8,763	*	*	Neutral
Value of financing awards facilitated by NYC Business Solutions (\$000)	\$11,931	\$24,837	\$29,528	\$39,840	\$71,484	*	*	Upward
Value of Energy Cost Savings Program (ECSP) savings for businesses (\$000)	\$4,414	\$1,115	\$967	\$433	\$597	*	*	Downward
Jobs created or retained by ECSP	8,647	6,915	4,656	1,083	2,568	*	*	Downward
Value of Lower Manhattan Energy Program (LMEP) savings for commercial tenants (\$000)	\$28,510	\$32,313	\$31,938	\$24,915	\$25,032	*	*	Downward
Commercial tenants active in LMEP	1,428	1,496	1,458	1,403	1,403	*	*	Neutral

★ 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.**

- In Fiscal 2012, 73,518 jobseekers were registered through the Workforce1 Career Center system, down from 80,083 in Fiscal 2011. This 8 percent decrease reflects a decrease in the number of unemployment insurance recipients required to register.
- Workforce1 system-wide job placements were 30,900 in Fiscal 2012, a six percent decrease from 32,854 in Fiscal 2011. This decrease in job placements resulted from a change in vendors for the management of the Upper Manhattan and Bronx Workforce1 Career Centers at the end of the Fiscal 2011, and adjustment for new staff at those sites.
- In Fiscal 2012, 26 businesses were awarded grants through NYC Business Solutions Training Funds, a program enabling employers to develop customized training programs to increase the skills and salaries of their employees. This 63 percent increase from Fiscal 2011 can be attributed to the addition of an on-the-job training program to serve long-term unemployed New Yorkers, new outreach strategies, and funding from the Mayor's Young Men's Initiative, which provided a one-time increase in award funds available. (See page xv for more info.)

Workforce1 Career Centers  
Job Placements



Performance Statistics	Actual					Target		5-Yr. Trend
	FY08	FY09	FY10	FY11	FY12	FY12	FY13	
Number of new jobseekers registered through the Workforce1 Career Center system	58,795	94,382	97,755	80,083	73,518	*	*	Neutral
★ Workforce1 systemwide job placements	17,149	19,386	29,456	32,854	30,900	*	*	Upward
★ 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	*	*	Neutral
★ Businesses awarded NYC Business Solutions training funds	23	34	42	16	26	*	*	Downward

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

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

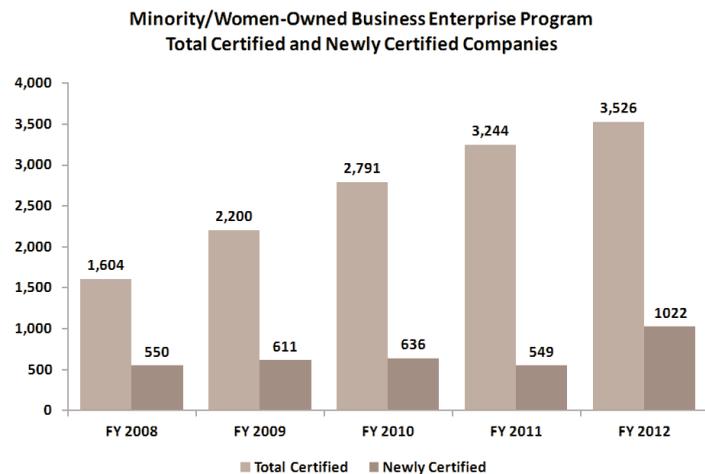
- The Avenue NYC Program supports organizations’ efforts to promote City commercial districts. The grant allocation for the program was \$1.7 million in Fiscal 2012, a decrease of 3 percent from Fiscal 2011, and the program continued to work with organizations to attract new businesses and promote and strengthen commercial corridors.

Performance Statistics	Actual					Target		5-Yr. Trend
	FY08	FY09	FY10	FY11	FY12	FY12	FY13	
★ Total city blocks receiving supplemental sanitation services through BIDs	1,162	1,262	1,262	1,262	1,468	*	*	Upward
★ Average acceptably clean BID sidewalk ratings (%)	98.9%	99.2%	99.1%	99.0%	99.0%	*	*	Neutral
Value of AvenueNYC (local development corps.) funding (\$ millions)	\$2.78	\$3.27	\$2.21	\$1.80	\$1.74	*	*	Downward

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

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

- The Minority and Women-owned Business Enterprise (M/WBE) Program certified 1,022 M/WBEs in Fiscal 2012 and reached a total of 3,526 certified businesses by the close of the fiscal year, up nine percent from 3,244 certified M/WBEs at the end of Fiscal 2011. The number of City contracts awarded to M/WBEs after receiving direct assistance increased by 11 percent to 5,391 and the overall number of City contracts awarded to M/WBEs increased by 29 percent to 8,496. This growth in MWBE contracts is attributed to the growth of the vendor pool and the program’s sustained effort at increasing agency M/WBE utilization, providing procurement assistance to M/WBEs and connecting certified businesses with productive contract opportunities.



- The M/WBE program developed a new notification system to alert firms prior to their certification expiration date and to provide them sufficient time to reapply to the program. This led to an increase in the Fiscal 2012 annual M/WBE recertification rate to 62 percent, from 49 percent in Fiscal 2011. Overall, 443 M/WBE companies chose to recertify in Fiscal 2012.

Performance Statistics	Actual					Target		5-Yr. Trend
	FY08	FY09	FY10	FY11	FY12	FY12	FY13	
★ Minority and Women-owned Business Enterprises (M/WBEs) awarded City contracts	418	427	485	529	633	*	*	Upward
★ - M/WBEs awarded contracts after receiving direct assistance	337	318	356	378	439	*	*	Upward
★ Number of City contracts awarded to M/WBEs	5,762	5,892	6,173	6,564	8,496	*	*	Upward
★ - Contracts awarded to M/WBEs after receiving direct assistance	4,264	3,949	4,707	4,856	5,391	*	*	Upward
Newly certified businesses in M/WBE Program	550	611	636	549	1,022	*	*	Upward
★ Total M/WBEs certified	1,604	2,200	2,791	3,244	3,526	*	*	Upward
★ Annual M/WBE recertification rate	62.7%	78.2%	70.2%	49.4%	62.5%	*	*	Downward
Newly certified businesses in Locally-Based Enterprise Program	28	20	14	15	26	*	*	Downward

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

## Agency Customer Service

Performance Statistics	Actual					Target		5-Yr.Trend
	FY08	FY09	FY10	FY11	FY12	FY12	FY13	
Customer Experience								
Percent of e-mails responded to in 14 days	NA	NA	100	100	100	NA	100	NA
Percent of letters responded to in 14 days	NA	NA	100	100	100	NA	100	NA
Completed customer requests for interpretation	NA	NA	4,857	16,631	13,257	NA	NA	NA
CORE customer experience rating (0-100)	NA	NA	90	96	92	NA	92	NA

## Agency Resources

Resource Statistics	Actual					Plan <sup>1</sup>		5-Yr.Trend
	FY08	FY09	FY10	FY11	FY12	FY12	FY13	
Expenditures (\$ millions) <sup>2</sup>	\$136.6	\$153.5	\$159.6	\$148.7	\$153.9	\$146.0	\$135.9	Neutral
Revenues (\$ millions)	\$23.6	\$29.0	\$29.5	\$53.2	\$72.8	\$71.3	\$77.1	Upward
Personnel	305	312	306	238	242	245	243	Downward
Overtime paid (\$ thousands)	\$35	\$27	\$36	\$30	\$15	\$15	\$15	Downward
Human services contract budget (\$ millions)	\$21.7	\$39.9	\$50.2	\$36.0	\$33.8	\$31.5	\$31.6	Upward

<sup>1</sup>Authorized Budget Level                      *"NA" - Not Available in this report*

<sup>2</sup>Expenditures include all funds.

## Noteworthy Changes, Additions or Deletions

- Beginning with the Fiscal 2013 Preliminary Mayor's Management Report, the MMR will be restructured to focus on the goals that the agency intends to achieve during the fiscal year. Each goal will be accompanied by a performance measure or measures that will quantify the agency's progress toward achieving that goal. For Fiscal 2013 SBS's services and goals are:

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

Goal 1a: Assure 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: Assure that businesses have timely access to qualified job applicants.

Goal 2b: Help jobseekers find good jobs through training linked to jobs in high growth industries.

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.

Goal 4b: Increase the number and value of City contracts awarded to M/WBEs.

For more information please visit the website at: [www.nyc.gov/sbs](http://www.nyc.gov/sbs)