

# DEPARTMENT OF SMALL BUSINESS SERVICES

**Dynishal Gross, Commissioner**



## WHAT WE DO

The Department of Small Business Services (SBS) makes it easier for businesses in New York City to start, operate, 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 to connect New Yorkers with services to help businesses start, operate, and expand. The Agency also operates the City's Workforce1 Career Centers to connect New Yorkers with career counseling, workforce training, and hiring assistance. SBS facilitates grants and services to support the growth of local community and economic development organizations throughout the City and oversees the largest network of Business Improvement Districts (BIDs) in the country. SBS also administers the City's Minority and Women owned Business Enterprise (M/WBE) certification program, supports M/WBEs to contract with the City, and cultivates business growth in key sectors.

## FOCUS ON EQUITY

SBS is dedicated to promoting economic development and enhancing economic mobility. SBS actively collaborates with New Yorkers, with a special focus on historically underserved neighborhoods and communities, to create programs and services tailored to their unique needs. These efforts form the foundation of SBS' three key pillars: good jobs, strong businesses, and thriving neighborhoods.

To achieve this mission, SBS offers a wide array of services designed to assist businesses, jobseekers, and communities across all five boroughs. SBS assists New Yorkers of all identities in overcoming barriers to success in business and employment. For jobseekers, SBS offers direct hiring assistance through Jobs NYC, an initiative to serve those in the zip codes with the highest rates of unemployment. Since its inception, more than 12,000 jobseekers have been served through 40 Jobs NYC community hiring events.

SBS also plays a central role in the City's efforts to certify and strengthen over 11,000 M/WBEs. Additionally, SBS extends direct support to the diverse range of commercial corridors in New York City, including those located in low and moderate-income (LMI) areas. This support takes the form of financial assistance and technical guidance provided to BIDs and other Community-Based Development Organizations (CBDOs).

## OUR SERVICES AND GOALS

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### **SERVICE 1 Help businesses start, operate and expand in New York City.**

- Goal 1a Ensure that businesses and entrepreneurs have easy access to a variety of high-quality support services.
  - Goal 1b Administer incentive programs that support facility renovation.
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### **SERVICE 2 Meet businesses' talent demands by connecting New Yorkers to good jobs.**

- Goal 2a Match or train New Yorkers to meet the qualifications local employers require.
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### **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.
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### **SERVICE 4 Help Minority and Women-owned Business Enterprises (M/WBE) identify and compete for City contracts.**

- Goal 4a Increase the number of M/WBEs that obtain City contracts.

# HOW WE PERFORMED IN FISCAL 2025

## SERVICE 1 Help businesses start, operate and expand in New York City.

**Goal 1a** Ensure that businesses and entrepreneurs have easy access to a variety of high-quality support services.

In Fiscal 2025, SBS increased the number of unique businesses and customers served by 14 percent to 28,121 compared to 24,663 in Fiscal 2024. This was primarily due to expanded outreach and business services. Outreach efforts included hosting the Small Business Month Expo in May 2025, which provided resources, information, and direct services to over 3,000 small business owners across industries and boroughs.

In Fiscal 2025, SBS issued 563 awards to 488 businesses, exceeding the fiscal year targets by 25 percent and 22 percent, respectively. Though the Agency outperformed its goals for Fiscal 2025, the total number of recipients decreased 20 percent, and the total value of financial awards fell 24 percent to \$4.7 million compared to \$6.2 million in Fiscal 2024. This figure reflects the reduced availability of low-interest lending capital with the expiration of federal recovery funds at the end of Fiscal 2024.

SBS delivered 15 percent more services focused on helping businesses navigate government, up from 10,339 in Fiscal 2024 to 11,864 in Fiscal 2025. Accordingly, SBS served 16 percent more unique businesses with government navigation resources, up from 8,035 to 9,348. These gains reflect ongoing efforts to connect small businesses to curated regulatory, licensing, permitting and inspection preparedness assistance. This increase also demonstrates greater use of the Small Business Hotline, a central phone number for small businesses seeking guidance on all services and resources.

Performance Indicators	Actual					Target		Trend	
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	5-Year	Desired Direction
Customers and businesses served	18,901	26,688	24,312	24,663	28,121	*	*	Up	Up
★ Businesses receiving financial awards (facilitated or disbursed)	1,424	10,627	1,232	610	488	400	400	Down	Up
★ Financial awards to businesses (facilitated or disbursed)	1,624	10,942	1,312	669	563	450	450	Down	Up
Dollar value of financial awards to businesses (facilitated or disbursed) (\$000)	\$83,333	\$261,123	\$109,277	\$61,552	\$46,890	*	*	Down	Up
Customers served by programs that help navigate government	2,711	4,301	7,991	8,035	9,348	*	*	Up	*
Services provided to help businesses navigate government	4,326	5,876	9,813	10,339	11,864	*	*	Up	*
★ Businesses opened with assistance from SBS	179	164	184	218	232	↑	↑	Up	Up
Businesses awarded funding for employer-based training	10	15	12	12	15	*	*	Up	*
★ Critical Indicator    ● Equity Indicator    "NA" Not Available    ↑↓ Directional Target    * None									

**Goal 1b** Administer incentive programs that support facility renovation.

The Energy Cost Savings Program (ECSP) helps retain and attract eligible businesses through tax incentives that reduce energy costs associated with relocation or capital improvements. Lower energy costs of up to 45 percent are a significant incentive to promote business retention for firms and facilities seeking to move, modernize, and/or expand in New York City across all boroughs.

In Fiscal 2025, 25 businesses were approved to receive ECSP, remaining consistent with Fiscal 2024. These projects resulted in 1,657 jobs being retained, an increase of 26 percent. Additionally, the value of ECSP program savings for businesses increased by 82 percent, from \$481,000 in Fiscal 2024 to \$873,000. This increase is largely due to the approval of several large facilities.

Performance Indicators	Actual					Target		Trend	
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	5-Year	Desired Direction
Estimated dollar value of energy savings for businesses approved for Energy Cost Savings Program benefits (\$000)	\$822	\$518	\$308	\$481	\$873	*	*	Neutral	*
Jobs retained by Energy Cost Savings Program for approved businesses	2,118	1,138	1,275	1,311	1,657	*	*	Down	*
Businesses approved for Energy Cost Savings Program benefits	47	48	36	26	25	*	*	Down	*
★ Critical Indicator    ● Equity Indicator    "NA" Not Available    ↑↓ Directional Target    * None									

## SERVICE 2 Meet businesses' talent demands by connecting New Yorkers to good jobs.

**Goal 2a** Match or train New Yorkers to meet the qualifications local employers require.

In Fiscal 2025, SBS saw increases across all jobseeker performance indicators. Workforce1 systemwide hires and promotions saw a modest increase of one percent, up from 22,270 in Fiscal 2024 to 22,502. This was in part due to new employer engagement and jobseeker outreach strategies. Workforce 1 Center walk-in traffic rose 15 percent compared to Fiscal 2024, from 249,479 to 286,338. First-time jobseekers registered through Workforce 1 also rose 15 percent to 49,899 and unique customers served rose 12 percent to 100,682. This growth is a result of a greater number of hiring events, including those organized through the Jobs NYC initiative, directly connecting employers and resource providers to jobseekers in zip codes with the highest rates of unemployment. This increase also reflects the success of a marketing campaign promoting the Workforce1 system's neighborhood and Industrial Training Centers.

SBS also administers industry-informed occupational trainings in key economic sectors, providing employers with a pipeline to skilled talent for in-demand occupations in technology, healthcare, food, and media. In Fiscal 2025, 7,969 New Yorkers were enrolled in training programs and apprenticeships, an increase of 12 percent compared to Fiscal 2024. The increase can be attributed to the expansion of training programs and partnerships by SBS, including the piloting of new training programs to better serve the diverse workforce needs of New Yorkers.

Performance Indicators	Actual					Target		Trend	
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	5-Year	Desired Direction
🌟 Workforce1 systemwide hires and promotions	18,889	22,324	23,599	22,270	22,502	25,000	25,000	Up	*
Jobseekers registered through the Workforce1 Career Center system for the first time	30,519	33,403	38,318	43,399	49,899	*	*	Up	*
Walk-in traffic at Workforce1 Centers	250,163	245,605	233,964	249,479	286,338	*	*	Up	*
🌟 Customers enrolled in training	8,764	6,948	7,218	7,089	7,969	*	*	Neutral	Up
Customers served	79,438	81,338	87,085	90,241	100,682	*	*	Up	Up
★ Critical Indicator    🌟 Equity Indicator    "NA" Not Available    ⬆️⬇️⬆️ Directional Target    * None									

## 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.

SBS administers Commercial Revitalization Grants, which help non-profit CBDOs serving LMI neighborhoods assess their community needs and carry out merchant organizing, district marketing, beautification, and small business support. On the beautification front, the total frontage feet receiving supplemental sanitation increased by five percent from Fiscal 2024, from 1,552,401 to 1,631,687 frontage feet in Fiscal 2025, reflecting the establishment of the Cypress Hills Fulton BID (Brooklyn) and the expansion of the Long Island City BID (Queens).

In Fiscal 2025, while the number of CBDOs receiving financial support decreased 10 percent to 92, the average individual award amount increased by four percent. This increase reflects an expanded effort to build organizational capacity within CBDOs and further deliver neighborhood support services throughout the five boroughs.

Performance Indicators	Actual					Target		Trend	
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	5-Year	Desired Direction
Frontage feet receiving supplemental sanitation services through BIDs	1,531,377	1,531,377	1,552,401	1,552,401	1,631,687	*	*	Neutral	*
Value of all financial awards to community-based development organizations	\$4,444,350	\$5,834,796	\$13,181,864	\$9,645,000	\$9,618,000	*	*	Up	*
Community-based development organizations receiving financial awards	55	62	96	102	92	*	*	Up	*
★ Critical Indicator    🌟 Equity Indicator    "NA" Not Available    ⬆️⬇️⬆️ Directional Target    * None									

## SERVICE 4 Help Minority and Women-owned Business Enterprises (M/WBE) identify and compete for City contracts.

**Goal 4a** Increase the number of M/WBEs that obtain City contracts.

During Fiscal 2025, SBS certified and recertified a total of 2,523 M/WBEs, increasing the total number of certified M/WBEs to 11,382, a two percent increase compared to Fiscal 2024, and five percent above the fiscal year target. The recertification rate of 60.2 percent saw a slight decrease from the previous year, reflecting fewer firms with expiring certifications in Fiscal 2025. SBS continues working to support certified firms to compete for and perform on government contracts through outreach, education, and technical assistance.

SBS also continued to administer and manage the Online Directory of NYC Certified Businesses and connect M/WBEs to capacity building services through contract financing, bonding assistance, mentoring, and a range of other resources. In Fiscal 2025, the number of M/WBEs that were awarded City contracts increased two percent to 1,844 compared to 1,809 in Fiscal 2024. This exceeds the Fiscal 2025 target of 1,223. Additionally, the number of M/WBEs that were awarded City contracts after receiving direct assistance from SBS increased to 1,383 compared to 1,334 in Fiscal 2024.

Performance Indicators	Actual					Target		Trend	
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	5-Year	Desired Direction
★ 🌟 M/WBEs certified	10,665	10,768	10,799	11,115	11,382	10,800	10,800	Neutral	Up
★ 🌟 M/WBEs awarded City contracts	1,416	1,605	1,903	1,809	1,844	1,223	1,223	Up	Up
★ M/WBEs awarded City contracts after receiving procurement and capacity building assistance	1,025	1,182	1,390	1,334	1,383	891	891	Up	Up
Annual M/WBE recertification rate (%)	66.7%	61.3%	60.6%	61.2%	60.2%	*	*	Neutral	Up
🌟 Newly certified and recertified businesses in M/WBE Program	2,239	2,319	2,819	2,701	2,523	*	*	Up	Up
★ Critical Indicator    🌟 Equity Indicator    "NA" Not Available    ⬆️⬆️ Directional Target    * None									

## AGENCY CUSTOMER SERVICE

Customer Experience	Actual					Target		Trend	
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	5-Year	Desired Direction
CORE facility rating	NA	99	99	99	98	*	*	NA	Up
Letters responded to within 14 days (%)	100%	100%	100%	100%	100%	*	*	Neutral	Up
E-mails responded to within 14 days (%)	100%	100%	100%	97%	100%	*	*	Neutral	Up
Completed requests for interpretation	5,465	8,405	8,442	15,807	29,999	*	*	Up	*
★ Critical Indicator    🌟 Equity Indicator    "NA" Not Available    ⬆️⬆️ Directional Target    * None									

## AGENCY RESOURCES

Resource Indicators	Actual <sup>1</sup>					Plan <sup>2</sup>		5yr Trend
	FY21	FY22	FY23	FY24	FY25	FY25	FY26	
Expenditures (\$000,000) <sup>3</sup>	\$227.0	\$513.2	\$364.1	\$284.4	\$326.6	\$297.7	\$279.7	Neutral
Revenues (\$000,000)	\$0.2	\$0.4	\$0.2	\$0.8	\$0.2	\$0.2	\$0.2	Up
Personnel	277	253	288	320	313	394	405	Up
Overtime paid (\$000)	\$80	\$96	\$85	\$82	\$87	\$87	\$65	Neutral
Human services contract budget (\$000,000)	\$36.6	\$35.5	\$32.7	\$39.2	\$73.5	\$27.8	\$33.1	Up
<sup>1</sup> Actual financial amounts for the current fiscal year are not yet final. Final fiscal year actuals, from the Comptroller's Comprehensive Annual Financial Report, will be reported in the next PMMR. Refer to the "Indicator Definitions" at <a href="http://nyc.gov/mmr">nyc.gov/mmr</a> for details. <sup>2</sup> Authorized Budget Level <sup>3</sup> Expenditures include all funds    "NA" - Not Available    * None								

## SPENDING AND BUDGET INFORMATION

Where possible, the relationship between an agency's goals and its expenditures and planned resources, by budgetary unit of appropriation (UA), is shown in the 'Applicable MMR Goals' column. Each relationship is not necessarily exhaustive or exclusive. Any one goal may be connected to multiple UAs, and any UA may be connected to multiple goals.

Unit of Appropriation	Expenditures FY24 <sup>1</sup> (\$000,000)	Modified Budget FY25 <sup>2</sup> (\$000,000)	Applicable MMR Goals <sup>3</sup>
Personal Services - Total	\$31.3	\$36.5	
001 - Department of Business	\$19.3	\$20.4	All
004 - Contract Compliance and Bus. Opportunity	\$3.8	\$3.9	1a, 1b, 2a, 4a
010 - Workforce Investment Act	\$8.1	\$12.2	1a, 4a
Other Than Personal Services - Total	\$253.1	\$290.1	
002 - Department of Business	\$53.9	\$45.9	All
005 - Contract Compliance and Bus. Opportunity	\$3.0	\$4.3	1a, 1b, 2a, 4a
006 - Economic Development Corporation	\$79.9	\$77.2	Refer to table in EDC chapter
011 - Workforce Investment Act	\$75.9	\$122.4	1a, 4a
012 - Trust for Gov.'s Island and NYC & Co.	\$40.4	\$40.2	1b
Agency Total	\$284.4	\$326.6	

<sup>1</sup>Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ended June 30, 2024. Includes all funds. <sup>2</sup> City of New York Adopted Budget for Fiscal 2025, as of June 2025. Includes all funds. <sup>3</sup> Refer to agency goals listed at front of chapter. "NA" Not Available \* None

## NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

- Goal 2a was changed from 'Match or train New Yorkers to meet qualifications businesses require' to 'Match or train New Yorkers to meet qualifications local employers require' for better accuracy.

## ADDITIONAL RESOURCES

For additional information go to:

- Businesses:  
<https://nyc.gov/business>
- Careers:  
<https://www.nyc.gov/getwork>
- Neighborhoods:  
<https://www.nyc.gov/neighborhoods>
- For more information on the agency, please visit: [www.nyc.gov/sbs](http://www.nyc.gov/sbs).