

# 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, Industrial Business Solutions Providers, and Workforce1 Career Centers. SBS also provides grants and services to support the growth of local community and economic development organizations throughout the City and oversees the largest network of Business Improvements 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 equitable 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, SBS offers a wide array of services designed to assist businesses, jobseekers, and communities across all five boroughs. SBS places a particular emphasis on tailoring employment and business services to historically underserved groups, such as Black, indigenous, people of color (BIPOC), immigrants, women and low-income individuals, and by launching new initiatives to foster growing industries, such as the cannabis industry.

SBS also plays a central role in the City's efforts to certify and strengthen over 11,000 City-certified M/WBEs. Additionally, SBS extends direct support to the diverse range of commercial corridors in the 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 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.
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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 businesses 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 businesses identify and compete for City contracts.**

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

## HOW WE PERFORMED

- In the first four months of Fiscal 2025, the dollar value of financial awards facilitated or disbursed by SBS decreased 27 percent compared to the same period in Fiscal 2024 (\$22,720,000 compared to \$16,519,000). Similarly, the number of businesses receiving awards also decreased 52 percent. This reduction is primarily the result of the completion of the NYC Opportunity Fund, a temporary federally-funded program focused on COVID-19 pandemic-related recovery, that funded half of awards granted in Fiscal 2024. Despite the decreases, SBS is on pace to meet its Fiscal 2025 targets for businesses receiving financial awards and total financial awards given to businesses.
- Across the comparative reporting periods, the Division of Business Services saw an increase in utilization across its programs due to increased awareness of SBS services. Specifically, SBS recorded an eight percent increase in navigating government services and an 11 percent increase in the number of businesses assisted with navigating government in the first four months of Fiscal 2025. Additionally, SBS served 27 percent more customers and businesses (7,210 compared to 9,147).
- In the first four months of Fiscal 2025, SBS helped 63 businesses open. However, this is a preliminary value and should not yet be compared to the value from the same reporting period in Fiscal 2024 in the indicator table below. Specifically, SBS preliminarily reported 48 businesses opened with assistance in the Fiscal 2024 PMMR. This figure was updated throughout the course of Fiscal 2024 and was ultimately revised to 73 businesses opened with assistance from SBS. Similarly, SBS expects to update the number of businesses opened with assistance during the first four months of Fiscal 2025 with additions by the end of the year.
- During the first four months of Fiscal 2025, the Energy Cost Savings Program (ECSP) approved eight new projects with a combined 85 jobs. This is down from 11 projects with 669 jobs in the first four months of Fiscal 2024. ECSP continues to be impacted by market conditions with higher costs of financing, building materials, and labor and construction costs. These factors, in addition to rising energy costs, contribute to fewer businesses pursuing relocation. At the same time, the estimated total savings for newly approved businesses in ECSP remains steady year over year.
- In the first four months of Fiscal 2025, the Workforce1 Career Center system recorded 6,680 hires and promotions. However, this is a preliminary value and should not yet be compared to the value from the same reporting period in Fiscal 2024. Specifically, SBS preliminarily reported 6,620 hires and promotions in the Fiscal 2025 PMMR. This figure was updated throughout the course of Fiscal 2024 and was ultimately revised to 8,024 hires and promotions. Similarly, SBS expects the number of hires and promotions during the reporting period to be updated with additions by the end of the fiscal year.
- The number of jobseekers registered through the Workforce1 Career Center system for the first time is up 43 percent and overall walk-in traffic at Workforce1 Centers rose 15 percent. This includes jobseekers connected to the system through increased community outreach and hiring events organized through the Jobs NYC initiative.
- In the first four months of Fiscal 2025, 1,837 customers enrolled in SBS training. However, this is a preliminary value and should not yet be compared to the value from the same reporting period in Fiscal 2024. Specifically, SBS preliminarily reported 1,712 customers enrolled in training in the Fiscal 2024 PMMR. This figure was updated through the course of Fiscal 2024 and was ultimately revised to 2,523. Similarly, SBS expects the number of customers enrolled in training during the reporting period to be updated with additions by the end of the fiscal year.
- After totaling 11,115 Minority and Women-owned Business Enterprises (M/WBEs) certified at the end of Fiscal 2024, the program newly certified and recertified a total of 909 more M/WBEs during the first four months of Fiscal 2025. This is 16 percent more than the 783 certified and recertified in the first four months of Fiscal 2024. The total number of certified M/WBEs in the program was 11,220 as of end of October 2024.

## 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.

Performance Indicators	Actual			Target		4-Month Actual	
	FY22	FY23	FY24	FY25	FY26	FY24	FY25
Customers and businesses served	26,688	24,312	24,663	*	*	7,210	9,147
★ Businesses receiving financial awards (facilitated or disbursed)	10,627	1,232	610	400	400	263	127
★ Financial awards to businesses (facilitated or disbursed)	10,942	1,312	669	450	450	289	144
Dollar value of financial awards to businesses (facilitated or disbursed) (\$000)	\$261,123	\$109,277	\$61,552	*	*	\$22,720	\$16,519
Customers served by programs that help navigate government	4,301	7,991	8,035	*	*	2,666	2,960
Services provided to help businesses navigate government	5,876	9,813	10,339	*	*	3,290	3,560
★ Businesses opened with assistance from SBS	164	184	218	↑	↑	73	63
★ Critical Indicator    ● Equity Indicator    "NA" Not Available    ↑↓ Directional Target    * None							

**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.

Performance Indicators	Actual			Target		4-Month Actual	
	FY22	FY23	FY24	FY25	FY26	FY24	FY25
Estimated dollar value of energy savings for businesses approved for Energy Cost Savings Program benefits (\$000)	\$518	\$308	\$481	*	*	\$200	\$200
Jobs retained by Energy Cost Savings Program for approved businesses	1,138	1,275	1,311	*	*	669	85
Businesses approved for Energy Cost Savings Program benefits	48	36	26	*	*	11	8
★ 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 businesses require.

Performance Indicators	Actual			Target		4-Month Actual	
	FY22	FY23	FY24	FY25	FY26	FY24	FY25
● Workforce1 systemwide hires and promotions	22,324	23,599	22,270	25,000	25,000	8,024	6,680
Jobseekers registered through the Workforce1 Career Center system for the first time	33,403	38,318	43,399	*	*	12,370	17,710
Walk-in traffic at Workforce1 Centers	245,605	233,964	249,479	*	*	81,189	93,703
★ ● Customers enrolled in training	6,948	7,218	7,089	↑	↑	2,523	1,837
Customers served	81,338	87,085	90,241	*	*	36,593	43,354
★ Businesses awarded funding for employer-based training	15	12	12	*	*	3	5
★ 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.

Performance Indicators	Actual			Target		4-Month Actual	
	FY22	FY23	FY24	FY25	FY26	FY24	FY25
Frontage feet receiving supplemental sanitation services through BIDs	1,531,377	1,552,401	1,552,401	*	*	NA	NA
Value of all financial awards to community-based development organizations	\$5,834,796	\$13,181,864	\$9,645,000	*	*	NA	NA
Community-based development organizations receiving financial awards	62	96	102	*	*	NA	NA
★ Critical Indicator      ● Equity Indicator      "NA" Not Available      ↑↓ Directional Target      * None							

## SERVICE 4 Help minority and women-owned businesses identify and compete for City contracts.

### Goal 4a

Increase the number of M/WBEs that obtain City contracts.

Performance Indicators	Actual			Target		4-Month Actual	
	FY22	FY23	FY24	FY25	FY26	FY24	FY25
★ ● M/WBEs certified	10,768	10,799	11,115	10,800	10,800	10,855	11,220
★ ● M/WBEs awarded City contracts	1,605	1,903	1,809	1,223	1,223	NA	NA
★ M/WBEs awarded City contracts after receiving procurement and capacity building assistance	1,182	1,390	1,334	891	891	NA	NA
Annual M/WBE recertification rate (%)	61.3%	60.6%	61.2%	*	*	NA	NA
● Newly certified and recertified businesses in M/WBE Program	2,319	2,819	2,701	*	*	783	909
★ Critical Indicator      ● Equity Indicator      "NA" Not Available      ↑↓ Directional Target      * None							

## AGENCY CUSTOMER SERVICE

Performance Indicators	Actual			Target		4-Month Actual	
	FY22	FY23	FY24	FY25	FY26	FY24	FY25
Customer Experience							
CORE facility rating	99	99	99	*	*	NA	NA
Letters responded to within 14 days (%)	100%	100%	100%	*	*	100%	100%
E-mails responded to within 14 days (%)	100%	100%	97%	*	*	100%	100%
Completed requests for interpretation	8,405	8,442	15,807	*	*	3,033	6,369
★ Critical Indicator      ● Equity Indicator      "NA" Not Available      ↑↓ Directional Target      * None							

## AGENCY RESOURCES

Resource Indicators	Actual			Sept. 2024 MMR Plan	Updated Plan	Plan	4-Month Actual	
	FY22	FY23	FY24	FY25	FY25 <sup>1</sup>	FY26 <sup>1</sup>	FY24	FY25
Expenditures (\$000,000) <sup>2</sup>	\$513.2	\$364.1	\$284.4	\$272.5	\$297.7	\$182.1	\$151.4	\$102.3
Revenues (\$000,000)	\$0.4	\$0.2	\$0.8	\$0.2	\$0.2	\$0.2	\$0.1	\$0.1
Personnel	253	288	320	390	394	391	304	318
Overtime paid (\$000)	\$96	\$85	\$82	\$65	\$87	\$65	\$29	\$15
Human services contract budget (\$000,000)	\$35.5	\$32.7	\$39.2	\$32.5	\$27.8	\$32.4	\$4.6	\$5.1
<sup>1</sup> January 2025 Financial Plan. <sup>2</sup> Expenditures include all funds      "NA" - Not Available								

## 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)	January 2025 Financial Plan FY25 <sup>2</sup> (\$000,000)	Applicable MMR Goals <sup>3</sup>
Personal Services - Total	\$31.3	\$36.7	
001 - Department of Business	\$19.3	\$21.2	All
004 - Contract Compliance and Bus. Opportunity	\$3.8	\$4.0	1a, 1b, 2a, 4a
010 - Workforce Investment Act	\$8.1	\$11.6	1a, 4a
Other Than Personal Services - Total	\$253.1	\$260.9	
002 - Department of Business	\$53.9	\$52.8	All
005 - Contract Compliance and Bus. Opportunity	\$3.0	\$9.4	1a, 1b, 2a, 4a
006 - Economic Development Corporation	\$79.9	\$88.4	Refer to table in EDC chapter
011 - Workforce Investment Act	\$75.9	\$70.1	1a, 4a
012 - Trust for Gov.'s Island and NYC & Co.	\$40.4	\$40.2	1b
Agency Total	\$284.4	\$297.7	

<sup>1</sup>Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ended June 30, 2024. Includes all funds. <sup>2</sup>Includes all funds. <sup>3</sup>Refer to agency goals listed at front of chapter.

## NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

- SBS updated the Fiscal 2025 target for 'Businesses receiving financial awards (facilitated or disbursed)' from 570 to 400 as well as the Fiscal 2025 target for 'Financial awards to businesses (facilitated or disbursed)' from 740 to 450. The updated targets reflect SBS' capacity for capital access without federal pandemic relief funds and the macroeconomic environment, and are consistent with pre-pandemic targets set by SBS for the indicators.
- Previously published data for 'Businesses opened with assistance from SBS' was revised to reflect updated data. Fiscal 2024 four-month actual data was updated from 48 to 73.
- Previously published data for 'Workforce1 systemwide hires and promotions' was revised to reflect updated data. Fiscal 2024 four-month actual data was updated from 6,620 to 8,024.
- Previously published data for 'Customers enrolled in training' was revised to reflect updated data. Fiscal 2024 four-month actual data was updated from 1,712 to 2,523.
- Preceding the Fiscal 2025 Preliminary Mayor's Management Report, the Mayor's Office of Operations continued to standardize indicator names, implementing changes in the Customer Experience section. Indicator definitions and historic data were not changed.

## ADDITIONAL RESOURCES

For additional information on items referenced in the narrative, go to:

- The Social Indicators and Equity Report, EquityNYC:  
<http://equity.nyc.gov/>
- Avenue NYC:  
<https://www1.nyc.gov/site/sbs/neighborhoods/avenue-nyc.page>
- Neighborhood 360°:  
<https://www1.nyc.gov/site/sbs/neighborhoods/neighborhood-360.page>
- Leadership Development Programs:  
<https://www1.nyc.gov/site/sbs/neighborhoods/leadership-development.page>

For more information on the agency, please visit: [www.nyc.gov/sbs](http://www.nyc.gov/sbs).

