

## FY20 GREEN BOOK P.03

For Fifth Straight Year, Mayor Builds on Commitment to Support DC Small Businesses

## SHOP SMALL DC P.04

DSLBD Director Visit Small Businesses In All Eight (8) Wards for the Shop Small Holiday Season

## WE ASPIRE P.06

Mayor Bowser Highlights Investments to Empower Returning Citizens to Build Pathways to Entrepreneurship

# ACCESS TO CAPITAL!

DSLBD Celebrates More Than \$1.5 Million in Loans & Launch DC Capital Connector P.02



SmallBiz Quarterly

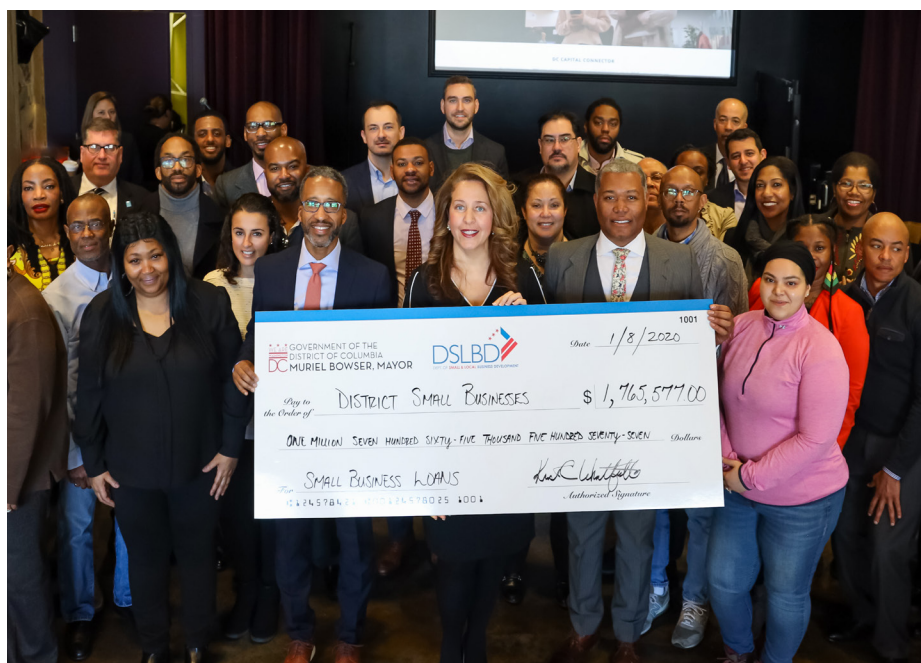
# NEWSLETTER

## DISTRICT CONNECT P.05

DSLBD Hosts Annual Event That Focuses On Linking Small Businesses With Real Opportunities

## MENTOR PROTÉGÉ P.04

DSLBD & DGS Announce Comprehensive Pilot Program



# ACCESS TO CAPITAL!

## DSLBD CHANGES THE GAME WITH FIRST-OF-ITS-KIND ONLINE PORTAL MAKING LENDERS COMPETE FOR DISTRICT BUSINESSES

Are you tired of taking your loan application paperwork from lender to lender, only to be denied? Well, DSLBD is happy to announce the launch of a new revolutionary tool that will help small businesses gain access to capital with the click of a button. Through a partnership with the Department of Securities, Insurance and Banking (DISB), the DC Capital Connector was born. The new online portal within the District Government connects businesses with lenders and surety bonding companies who will compete to provide funding for the applicants.

Intelligent lender and insurance matching capabilities are provided at no cost, giving small businesses direct access to the lenders that match their unique needs and who can provide much needed capital to grow their business.

"We all know that 'time is money' and DSLBD is excited to bring a private-sector approach to the challenge of access to capital, said DSLBD Director Kristi Whitfield. And, we are incredibly proud to be able to offer this unique tool to better serve the small business community in the District."

Life Asset, the Latino Economic Development Center, City First Enterprises, Construction Bonds Inc. and Invest Sou Sou all worked with DSLBD and DISB to help get the tool off the ground.

With the launch of the online tool, DSLBD also celebrated the distribution of nearly \$1.5 million in loans to small businesses and D.C. residents in FY19.

DSLBD leveraged \$200,000 in District funding to provide over 280 loans to District businesses, which resulted in the creation and/or retainage of more than 385 jobs.

## MEET TEAM DSLBD



DSLBD Chief of Staff,  
Rosemary Suggs-Evans



DSLBD Deputy Director & Compliance  
and Enforcement Manager,  
Ronnie Edwards



DSLBD Special Assistant  
to the Director,  
Jenny Cruz





# HISTORIC SPEND TO CBEs

## FOR FIFTH STRAIGHT YEAR, MAYOR BUILDS ON COMMITMENT TO SUPPORT DC SMALL BUSINESSES

Small Business Enterprises (SBEs) in the District have a true champion in Mayor Bowser. And the production of the annual Green Book is just one piece of evidence. In November 2019, the Mayor released her 5th SBE Opportunity Guide to a room full of small business owners, while announcing an unprecedented SBE spending goal of \$910 million to be spent on SBEs in FY20.

In FY19, the Bowser Administration committed to spend \$844 million with SBEs and exceeded that goal by spending more than \$890 million.

***"As Mayor Bowser has excitedly exclaimed in recent weeks, 'Washington is winning!' And, at DSLBD we remain laser-focused on finding new and innovative ways to make sure that the District's small business community is also winning," said DSLBD Director Kristi Whitfield. "The Green Book levels the playing field for District CBEs of all shapes and sizes, and I am proud to help carry out Mayor Bowser's vision of helping put our local business community in a position where they too can win in whatever they do and on whatever field they play."***



FY20 SBE OPPORTUNITY GUIDE  
ALSO KNOWN AS THE GREEN BOOK



### READ TESTIMONIALS

The FY20 Green Book showcases several Certified Business Enterprises (CBEs) that have accessed the power of the Green Book to fuel their business growth.



### FIND HOT INDUSTRIES

The FY20 Green Book identifies and provides an in-depth analysis of the Top 10 Industries with high opportunities for District Small Business Enterprises (SBEs).



### ACCESS THE SPEND

Each annual Green Book reflects the Mayor's relentless commitment to further transparency that will propel every District business toward their fair shot to local opportunities.



### SAVE TIME SEARCHING

Each annual Green Book provides detailed insights into the planned procurements of each District agency, making the hunt for opportunities even easier for District businesses.

**DOWNLOAD YOUR COPY OF THE GREEN BOOK TODAY AT  
DSLBD.DC.GOV**



## CONTINUING TO HOLD THE DOOR OPEN

DSLBD celebrated the release of the FY20 Green Book with its own wins in FY19, including improvements in Subcontracting Approved Waiver Requests.

In the past two (2) fiscal years, DSLBD has worked to decrease the value of these subcontracting waiver requests, resulting in the distribution of nearly a

quarter-of-a-billion dollars being put back into the pockets of D.C.'s small business community. Yes... a quarter of a billion dollars!

These efforts keep local dollars local and help foster the growth of our valued CBEs who deserve every opportunity at a fair shot.

Visit [DSLBD.DC.GOV](https://DSLBD.DC.GOV) to learn more.



DSLBD & DGS ANNOUNCE...

# MENTOR PROTÉGÉ

**BUILDING YOUR BUSINESS GETS EVEN EASIER WITH THE LAUNCH OF MENTOR PROTÉGÉ PROGRAM AND BACK OFFICE SUPPORT**



## Celebrating Launch of Pilot Program

Pictured Above (Right to Left): DSLBD Director Kristi Whitfield and DGS Director Keith Anderson

Are you tired of contracting at the same level? Are you looking for ways to grow your business' capacity? Well, look no further... DSLBD and the Department of General Services (DGS), through a strategic partnership, have created the District's first comprehensive Mentor Protégé Program. The program will provide access to opportunities and new capital for small businesses while growing the infrastructure of the community, allowing businesses to get an even bigger slice of the pie that is District opportunities.

Through this partnership, DSLBD and DGS have identified projects that fit. And, the program will soon have qualified primes as mentors; and those mentors will select qualified protégés from the District's robust small business community.

Through programs like these, we are removing barriers to District opportunities and creating real support systems.

DSLBD also understands that our small business community often struggles in the area of back office support. That's why, for the first time DSLBD will be awarding over \$250,000 dollars in professional services to small businesses to support them with real-time back office support that will help to propel their business to all-new heights.

## 🌀 KEEPING SMALL BUSINESSES FRONT AND CENTER DURING THE HOLIDAYS



**MADE IN DC FEATURED IN DOWNTOWNDC BID HOLIDAY MARKET >>** Director Whitfield helped mark the start of the 2019 holiday season by joining the DowntownDC BID for the opening of their popular holiday market. For the first time, Made in DC curated a booth that featured local artists, makers, creators and small business owners.

**#SHOPSMALLDC MAKES THE ROUNDS >>** The popular hashtag turned small business campaign for DSLBD made the rounds this past holiday season, with Director Whitfield and staff visiting small businesses in several Wards to show their support for District small businesses. .

**HOLIDAY MARKET CENTRAL >>** DSLBD created a one-stop hub for residents and makers looking for pop-ups and holiday markets on its website, listing more than 35 markets taking place throughout the District to support DC makers.





DSLBD Director Whitfield welcoming businesses to the Expo

# Connecting the Dots to District Dollars

## SMALL BUSINESS EXPO BRINGS TOGETHER HUNDREDS OF COMPANIES FOR MATCHMAKING, NETWORKING OPPORTUNITIES

DSLBD's 2nd annual District Connect Expo was a big success for the District's small business community. Held last September, the Expo welcomed more than 400 small business owners, vendors and District Government agencies to the Kellogg Conference Hotel at Gallaudet University.

Acting Deputy Mayor for Planning and Economic Development (DMPED) John Falcicchio, DSLBD Director Kristi Whitfield and Office of Contracting and Procurement (OCP) Director and Chief Procurement Officer George Schutter each provided remarks to attendees, discussing the resources and programs that are made available through the District Government to support small and local businesses' growth and success.

Throughout the day, certified business enterprises (CBEs) had the opportunity to meet with several District agency representatives and prime contractors to learn about procurement opportunities and



processes. Several small businesses left the Expo having established professional connections that will propel them toward their next opportunity with agencies and private companies such as the District Department of Transportation (DDOT),

OCP, the Washington Nationals, Ellisdale Construction, Comcast and FanDuel.

As a partner and sponsor of the event, TD Bank was on-site all day, conducting meetings with several small business owners. Donna Grigsby, TD Bank's Vice President and Community Development Manager noted:

"TD Bank's participation in DSLBD's District Connect events in 2018 and 2019 both generated tangible opportunities for small businesses seeking access to capital, training on how to improve their credit, and sage advice from TD's Business Banking Relationship Managers."

TD Bank's support and participation in the 2019 event resulted in the extension of more than \$675,000 worth of both personal and business loans, including start-up lines of credit, TD small business credit cards and the addition of more than 10 new account holders, with five loans in the pipeline.

For information, visit [DSLBD.DC.GOV](http://DSLBD.DC.GOV)

“

This event puts tangible opportunities in the hands of small businesses...

- TD Bank's Donna Grigsby



## FIVE YEARS OF ASPIRE

No matter who you are, Mayor Bowser and her administration work to propel all District residents to their fair shot to opportunities. One program that helps accomplish this goal is District's Aspire to Entrepreneurship Program, which helps returning citizens and justice-involved residents gain the skills they need to start and operate their own District-based business. Mayor Bowser launched Aspire to Entrepreneurship in 2016 as a pilot incubator program and has expanded it into an annual grant program managed by DSLBD.

Since its inception, Mayor Bowser has continually invested in the Aspire to Entrepreneurship program which has had 60 residents benefit from intensive

business training, urban agriculture training, marketing support, and more. Additionally, the program boasts a 0% recidivism rate.

For this year's cohort of the Aspire to Entrepreneurship Program, DSLBD is excited to partner with the District's Creative Affairs Office to launch a collaborative training and pitch program that will bring entrepreneurial communities together.

For those interested in the WeAspire Program, visit [DSLBD.DC.GOV](http://DSLBD.DC.GOV)



## ROBUST RETAIL

Through fines collected by DSLBD Compliance & Enforcement Division in Fiscal Year 2019, DSLBD was able to pilot an innovative grant program that infused \$1,000,000 into local retail businesses and storefronts. This grant program, entitled Robust Retail, is now issuing our second round of citywide grants.

A robust retail sector is critical to maintaining the vibrancy of District neighborhoods, but market realities are changing for retail businesses. Thus, the Robust Retail grant(s) support existing DC-based retail businesses adapting their business model to meet changing customer demand.

We encourage all eligible businesses to apply by March 15, 2020 at 2 pm.

For information, visit [DSLBD.DC.GOV](http://DSLBD.DC.GOV)

### WE CARE ABOUT OUR CBE COMMUNITY!

Reports of Certified Business Enterprise (CBE) fraud can be made to DSLBD by phone at (202) 727-0019, by email at: [DSLBD.CBEFraud@dc.gov](mailto:DSLBD.CBEFraud@dc.gov) or by regular mail at:

441 4th Street, NW,  
Suite 850 North,  
Washington, DC 20001

If your CBE business has changed locations or other pertinent business information, please contact our CBE Certification Division immediately at: [cbe.info@dc.gov](mailto:cbe.info@dc.gov)



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