

Be a part of DC's Comeback by participating in the

# 2024 DC SMALL BUSINESS CENSUS

Are you a small business owner? We want to hear from you!

Between April and the end of the summer of 2024, DC government is conducting a census of DC-headquartered small businesses to better understand who makes up our small business community and ensure that DC is a place where small business owners of all backgrounds can thrive.

If you receive a call or visit from a member of the Small Business Census team, please take 3 - 5 minutes to participate.



# 2024 DC Small Business Census Information Session

May 8, 2024

★ DMPED ★  
OFFICE OF THE DEPUTY MAYOR FOR  
PLANNING & ECONOMIC DEVELOPMENT

★ ★ ★ WE ARE WASHINGTON ★ ★ ★  
GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
DC MURIEL BOWSER, MAYOR

# Agenda

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- Introductions
- About the DC 2024 Small Business Census
- Why Small Businesses Should Participate
- How We Will (and Won't) Use the Data
- Timeline and Outreach
- Questions

# Introductions

## Hannah Eli

2024 DC Small Business  
Census Program Manager  
Data Officer, Office of the  
Deputy Mayor for Planning  
and Economic Development  
(DMPED)

## Kate Mereand

Program Manager, Innovation  
& Equitable Development,  
Department of Small and  
Local Business Development  
(DSLBD)

# About the DC 2024 Small Business Census

# The 3 - 5 minute Small Business Census asks about business's size, locations, ownership demographics, and industry

## What is it?

The 2024 DC Small Business Census is a **short survey intended to gather size, location, ownership demographic, and industry information** from **DC-based small businesses**.

It should only take business owners **3 to 5 minutes** to participate in the SBC.

## When is it happening?

Businesses may receive a call or visit from the Small Business Census team between **May and the end of the summer 2024**.

## Why are we doing it?

- **Share opportunities** with more businesses;
- Improve our understanding of what types of small businesses exist in which areas of DC to **ensure our programs meet community needs**
- **Streamline small business's interactions** with DC government
- **Track progress** against our economic development goals



# Why Should Small Business Owners Participate?

# The Small Business Census is one of several steps we're taking to improve small business's experiences in DC - here's how you'll benefit

- Receive information about **District government grant, contracting, and networking opportunities**
- Assisting District agencies, Councilmembers, ANCs and community organizations in **advocating for the needs of small businesses** by providing an accurate picture of the businesses that exist in our communities
- Assist District agencies in evaluating **whether our grants meet your business's needs**
- Identify other businesses in your industry to **build relationships and network**
- Increased **likelihood of promotion on District government social media** as part of themed weeks and months such as Small Business Month, Black History Month, and more



# How We Will (and Won't) Use the Data



# Examples of how the Small Business Census will and won't be used



- Helping potential business owners to identify areas where there may be opportunities to open new businesses
- Identifying how many minority-owned businesses exist in each ward of DC
- Identifying industry clusters in DC
- Identifying industries that may need grant-based support or technical assistance resources based on their median revenues compared to national trends



Participation in the Small Business Census will not impact past, current or future individual grants or contracts your business has with District government. No business-level information on your business's revenue or number of employees will be shared publicly - we collect it only to determine whether your business is small.

# Timeline and Outreach

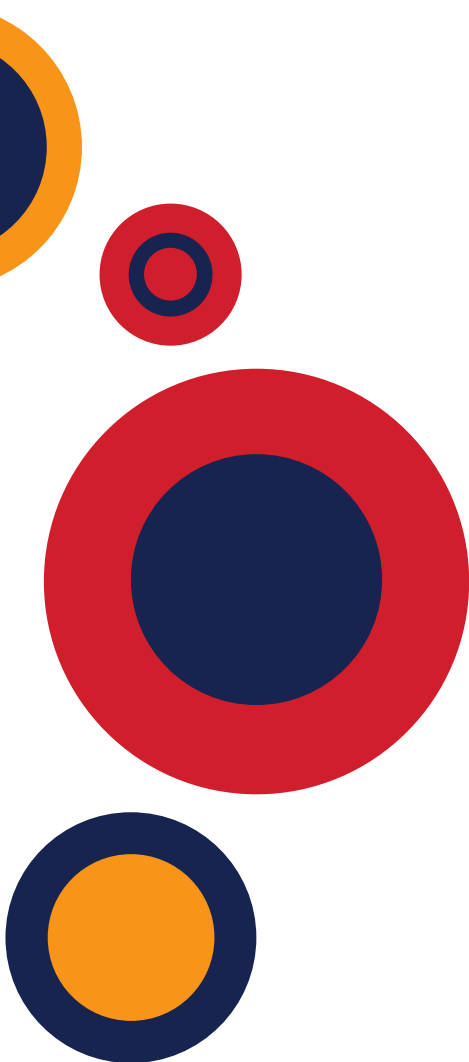
# Businesses may participate in the Small Business Census between now and the end of the summer

Businesses may receive a **phone call or in-person visit** from a member of the Small Business Census team between **May and the end of the summer of 2024**.

If you or another owner of your business are not available at the time of the call/visit, you will be able to **schedule a callback** with the team. The SBC team will reach out **up to three times**.

Businesses may participate in the census in **English, Spanish, Amharic, Chinese, French, Vietnamese, or Korean**.

We will provide updates on the results of the census and ongoing related work in the months following the census.



# Questions

Still have questions? Email [hannah.eli@dc.gov](mailto:hannah.eli@dc.gov) or [DCSmallBusinessCensus@bbcresearch.com](mailto:DCSmallBusinessCensus@bbcresearch.com).

# Thank you!

For more information, visit [dmped.dc.gov/sbc](https://dmped.dc.gov/sbc)

## Questions:

[DCSmallBusinessCensus@bbcresearch.com](mailto:DCSmallBusinessCensus@bbcresearch.com)

Hannah Eli

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A promotional poster for the 2024 DC Small Business Census. The background is dark blue with colorful circular patterns in orange, red, and yellow. At the top, it says "Be a part of DC's Comeback by participating in the 2024 DC SMALL BUSINESS CENSUS". Below that, it asks "Are you a small business owner? We want to hear from you!". The main text explains that between April and the end of the summer of 2024, DC government is conducting a census of DC-headquartered small businesses. It encourages participation if you receive a call or visit from a member of the Small Business Census team, taking 3-5 minutes. The bottom of the poster features an illustration of three diverse people: a woman with glasses pouring coffee, a woman with curly hair in an apron, and a man with a beard in a plaid shirt. There are also icons of a credit card, a thought bubble, and a target symbol.

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