

Local Law 66 of 2015 Report

July 2018



The New York City Department of Small Business Services has prepared this report on the work of the dedicated Small Business Advocates for the Council of the City of New York pursuant to the requirements of Local Law 66 of 2015.

Local Law 66 of 2015

In June 2015, the City Council passed Intro 724-A of 2015 to improve small business owners' ability to connect to the expert guidance provided by the Department of Small Business Services (SBS).

The measure was signed into law by Mayor Bill de Blasio on June 29, 2015 and took effect in September of the same year.

This report describes the number and types of services Small Business Advocates provided to small businesses throughout the City of New York in 2017.

SBS currently employs five expert staff focused on helping small businesses understand and navigate government regulations to open their doors quickly and operate successfully.

Information on the services provided by these employees is available on nyc.gov/business. This portal is the central online repository for business information from multiple city agencies.

Small business owners have responded positively to the availability of Small Business Advocates within the Department of Small Business Services (SBS). The following table details the assistance provided by Small Business Advocates in 2017.

Small Business Advocate Services

Type of Assistance	General Description of Request Type	Actions Taken	# Served 2016	# Served 2017
Launch	Seeking assistance regarding expediting needed regulatory approvals, licenses and permits across multiple agencies to begin operations.	Help new businesses navigate government requirements and permissions to open their doors as efficiently as possible. Service components include interviewing business owners; connecting them to educational visits by SBS staff cross-trained in regulatory requirements (compliance advisors), and expediting needed regulatory approvals, licenses and permits. Small Business Advocates establish a long-term relationship with businesses seeking Launch assistance and connect them with other City services.	855	824
Operating: Basic	Requesting answers to questions on how to comply with government regulations, understand enforcement and access small business assistance programs.	Provide one-on-one real-time answers to questions, primarily over the phone from sources such as 311. When helpful, Small Business Advocates provide follow up resources to connect businesses to useful information.	143 (Q4 only*)	533
Operating: Advanced	Questions regarding complex regulatory issues, typically involving working across agencies or helping businesses understand and comply with nuanced regulatory questions.	Assist businesses with complex issues encountered during their operation. Service components include interviewing business owners, researching their specific issues, strategically connecting them to relevant city agencies and compliance advisors, and following up with government partners to ensure satisfactory service and a positive outcome. Small Business Advocates establish a long-term relationship with operating businesses seeking Advanced assistance and connect them with other City services.	151 (Q4 only*)	1529
Total number of requests for assistance			1031	2886

*Small Business Advocate services to operating businesses were unable to be tracked prior to the 4th quarter of 2016.