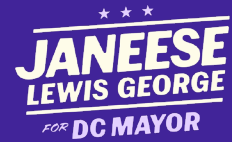


SUPPORTING SMALL BUSINESSES



Small businesses power DC's economic growth. They create jobs, enliven neighborhoods, reflect the character of our communities, and keep opportunity rooted locally. Janeese envisions a DC where businesses open and stay open. Starting a business should be straightforward and operating one should be predictable, yet too often businesses struggle to open and, once open, struggle to remain profitable.

District government must be a reliable partner and provide clear guidelines, tailored support, and proven tools that help entrepreneurs launch quickly, navigate challenges, and grow sustainably. Janeese will remove the red tape that prevents easy business opening and operations. She will work with small businesses to create a District where they can open, thrive, and remain pillars of their neighborhoods. Janeese's plan will:

SUPPORT ENTREPRENEURS AND BUSINESS OWNERS IN OPENING THEIR BUSINESSES

- Streamline compliance assistance and technical support, and dedicate government staff to help businesses navigate regulations. This includes enhanced funding for DC Main Streets and DC Great Streets and community-based organizations to provide technical assistance to small business owners and entrepreneurs.
- Launch a digital portal for one-stop licensing, reporting, permits, and other regulatory requirements.
- Accelerate approvals and simplify procedures for starting and operating a small business.
- Create a Small Business Council to highlight where DC regulations and processes are most challenging for small businesses.
- Enact 15% price break for certified social entrepreneurs—businesses that are certified as benefit corporations or otherwise certified as providing social benefits—on bids for providing goods and services to DC government.

PROMOTE AFFORDABILITY AND STABILITY THAT ENSURES SMALL BUSINESSES THRIVE

- Enhance technical assistance to help legacy businesses stay in place in high-demand corridors and assist older small business owners in selling their companies to trusted employees.
- Increase property taxes on long-term vacant commercial spaces to encourage leasing and create affordable space.
- Provide lease guarantees to landlords on behalf of local businesses, making it easier for small businesses to rent in new developments.
- Expand DC's small business property tax credit.
- Explore Alternative Ownership Models and help workers buy businesses.
- Ensure that government preference for Certified Business Enterprises goes to truly locally owned companies
- As part of receiving DC business subsidies, require businesses to meet high wage and benefit standards.
- Start a "Buy Local" campaign led by DC. We need to shout out why supporting local companies is important for keeping money and jobs here.
- Bring back "Workforce for All" to match DC residents with local small businesses, offering job training, coaching, and benefits like childcare and transit help.

FOSTER GROWTH AND OPPORTUNITY IN NEIGHBORHOOD COMMERCIAL CORRIDORS

- Provide free temporary or permanent spaces for pop-ups, incubators, and small businesses in DC-owned spaces or in vacant commercial spaces.
- Support neighborhood commerce through creating pedestrian-friendly streets and walkable corridors.
- Support current restaurant streateries and facilitate new ones.
- Use DC purchasing power at local businesses for services like catering, maintenance, and printing.

INCREASE NEIGHBORHOOD FOOT TRAFFIC AND ACTIVATE PUBLIC SPACES

- Enhance funding for murals, public art, and installations.
- Support community concerts, student art exhibits, and festivals in public parks and schoolyards through grants and government partnership.
- Support for local fairs, markets, and neighborhood events that promote business activity.
- Redesign at least one major corridor in every Ward into a pedestrian-only street.