

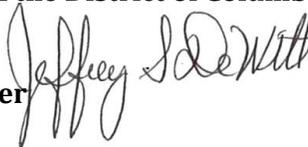
Government of the District of Columbia
Office of the Chief Financial Officer



Jeffrey S. DeWitt
Chief Financial Officer

MEMORANDUM

TO: The Honorable Phil Mendelson
Chairman, Council of the District of Columbia

FROM: Jeffrey S. DeWitt
Chief Financial Officer 

DATE: March 18, 2016

SUBJECT: Fiscal Impact Statement – “Made in DC Program Establishment Amendment Act of 2016”

REFERENCE: Bill 21-514, Committee Print provided to the Office of Revenue Analysis on March 16, 2016

Conclusion

Funds are not sufficient in the fiscal year 2016 through fiscal year 2019 budget and financial plan to implement the bill. The bill will cost \$246,194 in fiscal year 2017 and \$703,234 over the four-year financial plan.

Background

The bill establishes the Made in DC Program within the Department of Small and Local Business Development (DSLBD) to develop and promote a “Made in DC” brand for products created in the District. DSLBD will manage an application process to designate products created in the District as “Made in DC,” develop a logo, and certify use of the logo on approved products. DSLBD will maintain a listing of certified products on its website, and coordinate with Events DC, the Department of Regulatory and Consumer Affairs, and Destination DC to promote the “Made in DC” brand and identify District businesses that could be part of the brand. DSLBD will provide technical assistance to help District businesses utilize the brand name.

The bill establishes a non-lapsing fund to support the program, called the Made in DC Fund, which will include money from appropriated funds, donations, grants, and interest earned.

The bill requires DSLBD to submit a one-time report to Council examining the feasibility, including costs, benefits and potential locations, of a District-managed space to display and sell “Made in DC” products.

The Honorable Phil Mendelson

FIS: "Made in DC Program Establishment Amendment Act of 2016," Bill 21-514, Committee Print provided to the Office of Revenue Analysis on March 16, 2016.

Financial Plan Impact

Funds are not sufficient in the fiscal year 2016 through fiscal year 2019 budget and financial plan to implement the bill. The bill will cost \$246,194 in fiscal year 2017 and \$703,234 over the four-year financial plan. DSLBD will require ongoing funding for staff to establish and operate the Made in DC program, as well as non-personal services funding for advertising, logo development, supplies, contractual services and equipment. One-time funding is required for DSLBD to develop the report on possible spaces for a Made in DC marketplace.

Fiscal Impact of Bill 21-514 Made in DC Program Establishment Amendment Act of 2016 FY 2016 through FY 2019					
	FY 2016^(a)	FY 2017	FY 2018	FY 2019	TOTAL
Program Staff^(b)	\$0	\$161,194	\$166,030	\$171,011	\$498,234
Contractual services and supplies	\$0	\$60,000	\$60,000	\$60,000	\$180,000
Space Study	\$0	\$25,000	\$0	\$0	\$25,000
TOTAL	\$0	\$246,194	\$226,030	\$231,011	\$703,234

^(a)Assumes the program will begin in FY 2017.

^(b)Assumes a Program Manager at Grade 13, Step 1, and a Staff Assistant at Grade 11, Step 1.