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U.S. Small Business Administration
Strategic Plan-Office of Performance Management
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Metropolitan Policy Program

Via e-mail: Strategicplan@sba.gov

To whom it may concern,

I appreciate the opportunity to comment on the SBA's draft Strategic Plan: Fiscal Years 2011-2016. I recommend that the plan reflect the SBA's important work in two areas not now mentioned.

The first is regional economic and clusters development. SBA Administrator Karen Mills is an Administration leader in promoting the value of regional clusters as a key component of economic vitality. As one demonstration of her leadership, the SBA has an open solicitation for a Regional Clusters Initiative (<http://www.sba.gov/clusters/index.html>).

The second topic area is small business statistics. The SBA Office of Advocacy plays an essential role in ensuring that current, accurate, detailed federal statistics on small business activity are available, analyzed, and disseminated. These data are needed to guide federal and state small business and economic development policies and entrepreneur decision-making.

Consequently, I recommend the following additions to the strategic plan:

Strategic Objective 1.5: Strengthen SBA's relevance to high-growth entrepreneurs and small businesses to more effectively drive innovation and job creation through both the agency's existing programs as well as new initiatives.

Strategies

5. Support Regional Cluster Development. Use all traditional SBA programs—including loans, entrepreneurial training, technical assistance—to support the increased competitiveness of geographic clusters of high-growth small businesses in key industries. Support these clusters through dedicated programs within the Regional Clusters Initiative.

6. Provide Statistics on High-Growth Small Business Activity. See that current, accurate, detailed statistics are produced by the federal government describing high-growth small business activities, including contributions to net new employment, research and development, and innovation, by industry and geographic area.

Strategic Objective 1.6: Strengthen service to underserved communities and underserved populations.

Strategies

5. Support Regional Cluster Development. Use all traditional SBA programs—including loans, entrepreneurial training, technical assistance—to support the increased competitiveness of geographic clusters of small businesses in underserved communities. Support these clusters through dedicated programs within the Regional Clusters Initiative.

6. Provide Statistics on Small Business Activity in Underserved Communities. See that current, accurate, detailed statistics are produced by the federal government describing small business activities in underserved communities.

Strategic Goal 3: Serving as the voice for small business

[New] Strategic Objective 3.3: Promote the availability, analysis, and dissemination of current, accurate, detailed statistics on small business activities.

Strategies

- 1. Advocate for improved data collection on small business activity.** Create and host periodic meetings of a standing Interagency Committee on Small Business Statistics to review, assess, and plan improvements in small business data products. Participants to be invited include the Census Bureau, the Bureau of Economic Analysis, the Bureau of Labor Statistics, the National Science Foundation, the Federal Reserve Board of Governors, the Council of Economic Advisers, the National Economic Council, the Economic Development Administration, and the Minority Business Development Administration. Encourage development of a new survey on small business finance to replace the Survey of Small Business Finance eliminated by the Federal Reserve.
- 2. Carry out and publish data research and analysis.** Through internal analysis, grants, and reimbursable work, see that regular, useful, high-quality data and indicators on small businesses are published. Continue to publish Small Business Indicators and *The Small Business Economy*.
- 3. Raise awareness of data and findings.** Publicize the availability of data and findings to federal agencies, Congress, small business organizations, research organizations, the media, and other stakeholders.

Performance Indicators

- Demonstrable improvements in small business data products.
- Number and use of small business data reports.
- Citations of small business statistics.

[Strategic Objective 3.2 would be shorted to read “Foster a small business-friendly environment by encouraging Federal Agency awareness about the impact of unfair regulatory enforcement and compliance efforts, reducing burdens on small business, and improving small business research.” The strategies, which do not mention data, would stay the same]

I appreciate your attention to my suggestions and look forward to seeing the final strategic plan.

Sincerely,

A handwritten signature in black ink that reads "Andrew Reamer". The signature is written in a cursive, flowing style.

Andrew Reamer, Fellow
Metropolitan Policy Program