

**Business.GOV**

THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT

# **Governance Board Meeting**

**August 31, 2006**

Small Business Administration (SBA)  
Eisenhower Conference Room

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# Purpose and Outcomes

## PURPOSE:

### **Provide the Governance Board with:**

- A clear understanding of FY06 accomplishments,
- Detailed update and demonstration of Business Gateway portal,
- Preview of benefits analysis project,
- Update on Outreach activities and
- FY08 Exhibit 300 Vote

## EXPECTED OUTCOMES:

- Clear understanding of current and upcoming project activities
- Support for FY08 Exhibit 300 submission to OMB

# Meeting Agenda

## PROJECT UPDATE

- FY06 Business Gateway Accomplishments
- Business Gateway Portal Demo
- Benefits Analysis Preview
- Outreach Activities

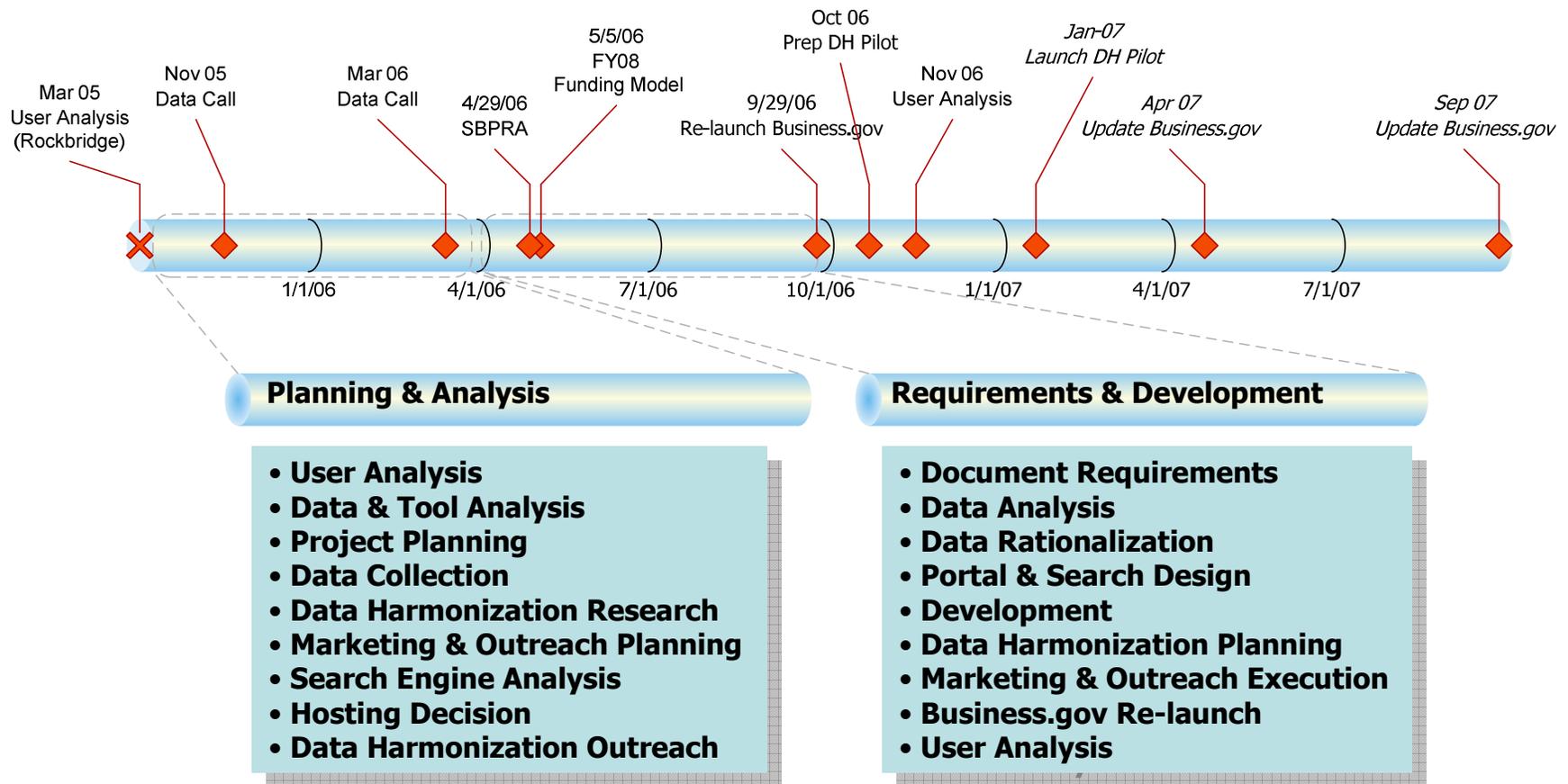
## OMB UPDATE

- FY08 Exhibit 300
- FY07 Appropriations Strategy

## NEXT STEPS

## OPENING REMARKS: STEPHEN GALVAN

# Business Gateway FY06 Accomplishments



# Business.gov Re-launch Features

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## Key Features:

The Business Gateway portal is truly revolutionary

- **Compliance information at one-stop**
- **Updated navigation**
- **Vertical Search**
- **Agency Highlights**
- **Business Resource Library**

# Business.gov Home



The screenshot shows the Business.gov homepage. At the top left is the logo "Business.GOV" with the tagline "THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT". To the right of the logo is a photograph of three business professionals in an office setting. Below the logo is a navigation bar with links for Home, Business Resource Library, Press, About Us, and Help. The main content area is divided into several sections. On the left, there is a "Business Resource Library" section with a sub-header "Find information on business and regulatory topics" and a list of links: Business Licenses & Permits, Hiring & Managing Employees, Taxes, and Workplace Health & Safety, followed by a "more..." link. In the center, there is a large box with the text "The official resource to help business quickly find compliance information, forms and contacts from multiple government Web sites." and a "1 of 6" indicator. On the right, there are three sections: "Federal Forms" (Find government forms by agency, form number, or name), "Compliance Contacts" (Find compliance experts and assistance from government agencies), and "SBA National Ombudsman" (Help with unfair & excessive regulatory enforcement). Below these sections is a "Taxonomy Select" section with the text "Get help complying with state regulations" and a dropdown menu labeled "Choose a state.." with a "Go" button. At the bottom left, there is a "Search Compliance Information" section with a search input field and a "Search" button. Below that is a "Search By Industry or Business Topic" section with a "Business Areas" list (Accounting, Business Law, Construction and Facilities, Emergency and Disaster Planning, Environmental Compliance, Government Contracting, Human Resources, Industrial Goods and Services, Information Security, Taxes, Workplace Health and Safety) and an "Industries" list (Advertising and Marketing, Food and Beverage). At the bottom right, there is the SBA logo and a list of links: Starting a Business, Managing a Business, Growing a Business, and Getting Out of Business.

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Home Business Resource Library Press About Us Help

**Business Resource Library**  
Find information on business and regulatory topics

[Business Licenses & Permits](#)  
[Hiring & Managing Employees](#)  
[Taxes](#)  
[Workplace Health & Safety](#)  
[more...](#)

The official resource to help business quickly find compliance information, forms and contacts from multiple government Web sites.

1 of 6

**Federal Forms**  
Find government forms by agency, form number, or name

**Compliance Contacts**  
Find compliance experts and assistance from government agencies

**SBA National Ombudsman**  
Help with unfair & excessive regulatory enforcement

**Taxonomy Select**  
Get help complying with state regulations

Choose a state..

**Search Compliance Information**

**Search By Industry or Business Topic**

**Business Areas**

- [Accounting](#)
- [Business Law](#)
- [Construction and Facilities](#)
- [Emergency and Disaster Planning](#)
- [Environmental Compliance](#)
- [Government Contracting](#)
- [Human Resources](#)
- [Industrial Goods and Services](#)
- [Information Security](#)
- [Taxes](#)
- [Workplace Health and Safety](#)

**Industries**

- [Advertising and Marketing](#)
- [Food and Beverage](#)

**SBA**  
U.S. Small Business Administration  
Helping Small Business Grow

[Starting a Business](#)  
[Managing a Business](#)  
[Growing a Business](#)  
[Getting Out of Business](#)

# Business.gov Search Results



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Home Business Resource Library Press About Us Help

retirement

Search Results 1-10 of 1036 for **retirement**

**Federal Forms**

- [Tax Guide to U.S. Civil Service \*\*retirement\*\* Benefits](#) (721)
- [Individual \*\*retirement\*\* Arrangements \(IRAs\)](#) (590)
- [Distributions From Pensions, Annuities, \*\*retirement\*\* or Profit-Sharing Plans, IRAs, Insurance Contracts, etc.](#) (1099 R)
- [View All Forms](#)

[Tax Information for Retirement Plans Community](#)  
2006-27 which updates EPCRS, the comprehensive system of correction programs for sponsors of **retirement** plans ... The Service has provided a variety of disaster relief measures for **retirement** plan sponsors ...  
<http://www.irs.gov/retirement/> - 15K - Aug 12, 2006

[Topics for Retirement Plans](#)  
An overview of the office of Employee Plans (EP) under the Tax Exempt & Government Entities (TE/GE) operating division of the Internal Revenue Service, including historical insight into the **retirement** system and statistical information on **retirement** plans from IRS, DOL ...  
<http://www.irs.gov/retirement/topic/index.html> - 4K - Aug 12, 2006

[Types of Retirement Plans](#)  
IRC 401(k) plans are the most popular type of **retirement** plan used today ... Payroll

**Focus Your Search**

[Human Resources](#)

[Taxes](#)

**Filter By Agency**

none

**Your Recent Searches**

[retirement](#)

[child labor](#)

[hello](#)

[waste water](#)

# Business Resource Library



The screenshot shows the Business.GOV website interface. At the top left is the Business.GOV logo with the tagline 'THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT'. A navigation bar contains links for Home, Business Resource Library, Press, About Us, and Help. The main heading is 'Business Resource Library'. Below this is a 'Highlights' section with links for Taxes, Employees, Patents, Trademarks, and Copyright. A search bar is located on the right side. The 'Taxing Issues' section features a 1040 U.S. tax form image and a list of links: Tax Guides (Small Business, Non-Profits), File Online (Federal, State), Estimated Tax (make regular tax payments), and Tax Advocate (get help with tax problems). Below this are links for Employer Tax ID, Payroll Taxes, and State Tax Info. The 'Business Topics' section lists various categories like Advertising & Marketing, Business Law, Licenses & Permits, Data and Statistics, Emergency & Disaster Planning, Environmental Compliance, Finance, Government Contracting, Hiring & Managing Employees, Information Security, International Trade, Taxes, and Workplace Health and Safety. The 'Audiences' section lists Minority-Owned, Non-Profits, Self-Employed, Small Business Guides, Veterans, and Women-Owned. At the bottom right is the SBA logo and links for Starting a Business, Managing a Business, and Growing a Business.

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Home Business Resource Library Press About Us Help

## Business Resource Library

Highlights: [Taxes](#) | [Employees](#) | [Patents, Trademarks, Copyright](#)

Search Compliance Information

### Taxing Issues

Need help with you taxes?

- **Tax Guides** : [Small Business](#) | [Non-Profits](#)
- **File Online**: [Federal](#) | [State](#)
- [Estimated Tax](#) - **make regular tax payments**
- [Tax Advocate](#) - **get help with tax problems**

[Get an Employer Tax ID](#) | [Guide to Payroll Taxes](#) | [State Tax Info](#)

### Business Topics

<a href="#">Advertising &amp; Marketing</a>	<a href="#">Government Contracting</a>
<a href="#">Business Law</a>	<a href="#">Hiring &amp; Managing Employees</a>
<a href="#">Business Licenses &amp; Permits</a>	<a href="#">Information Security</a>
<a href="#">Data and Statistics</a>	<a href="#">International Trade</a>
<a href="#">Emergency &amp; Disaster Planning</a>	<a href="#">Taxes</a>
<a href="#">Environmental Compliance</a>	<a href="#">Workplace Health and Safety</a>
<a href="#">Finance</a>	

### State and Local Resources

### Resources

- [Compliance Contacts](#)
- [Compliance FAQs](#)
- [Workplace Posters](#)

### Audiences

- [Minority-Owned](#)
- [Non-Profits](#)
- [Self-Employed](#)
- [Small Business Guides](#)
- [Veterans](#)
- [Women-Owned](#)

  
U.S. Small Business Administration  
Small Business Administration

[Starting a Business](#)  
[Managing a Business](#)  
[Growing a Business](#)

# Business.gov Compliance Contacts



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Home Business Resource Library Press About Us Help

## Compliance Contacts

### SBPRA AND COMPLIANCE ASSISTANCE POINTS OF CONTACT BY AGENCY

If you do not find the compliance assistance that you are looking for please contact the designated SBPRA point of contact for the agency. If you need further assistance please [contact us](#) at the Business Gateway Program Office.

#### Cabinet Agencies

- [Department of Agriculture \(USDA\)](#)
- [Department of Education \(ED\)](#)
- [Department of Homeland Security \(DHS\)](#)
- [Department of Labor \(DOL\)](#)
- [Department of Veterans Affairs \(VA\)](#)
- [Department of Commerce \(DOC\)](#)
- [Department of Energy \(DOE\)](#)
- [Department of Housing and Urban Development \(HUD\)](#)
- [Department of State \(DOS\)](#)
- [Department of the Interior \(DOI\)](#)
- [Department of Defense \(DOD\)](#)
- [Department of Health and Human Services \(HHS\)](#)
- [Department of Justice \(DOJ\)](#)
- [Department of Transportation \(DOT\)](#)
- [Department of the Treasury](#)

#### Non-Cabinet Agencies

- [Agency for International Development](#)
- [Environmental Protection Agency \(EPA\)](#)
- [Army Corps of Engineer](#)
- [Equal Employment Opportunity Commission \(EEOC\)](#)
- [Federal Deposit Insurance](#)
- [Consumer Product Safety Commission \(CPSC\)](#)
- [Export-Import Bank of the United States](#)

# Business.gov About Us



Home Business Resource Library Press About Us Help

## About Us

One of the greatest challenges businesses face in dealing with the federal government is the large number of different agencies they must work with, each with its own set of regulations. Each agency organizes compliance information on its Web site differently, which makes understanding regulations even more difficult. Business.gov is intended as an answer to this problem, providing one Internet source for businesses seeking information on how to comply with government regulations. For the first time, business owners can go to one Web site to get this information from multiple federal agencies

Business.gov, the official business link to the U.S. government, is managed by [the U.S. Small Business Administration \(SBA\)](#) in a [partnership with 21 other federal agencies](#). This partnership, known as Business Gateway, is part of a [Presidential E-government initiative](#) of the U.S. federal government to utilize technology to improve how the federal government services citizens and businesses. The Small Business Paperwork Relief Act (SBPRA) of 2002 requires that agencies name a staff contact for compliance assistance and a list of the compliance assistance resources available for small businesses.

Business.gov, with its new focus on compliance assistance as of October 2006, provides easy, one-stop access to compliance information, federal forms and compliance contacts across the U.S. government. Business.gov was first launched in October of 2004. The site has historically focused on starting, growing and financing a small business. Focus groups held by Business Gateway revealed that the current site could better serve small business owners by focusing on cross-agency compliance assistance, a currently unmet need. We hope you find Business.gov useful.

Business Gateway wants to hear from users and continue to identify ways to meet their needs. Please contact us to let us know what you think about Business.gov and how it can be improved. Thank you for visiting Business.gov!

[Goal of Business.Gov](#)

[A Partnership of Federal Agencies](#)

[Contribution from Multiple Federal Agencies](#)

[Contact Us](#)

# Business.gov Press Page



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Home Business Resource Library Press About Us Help

## Press

Here you'll find recent Business.gov press releases, fast facts, and more detailed explanations of how Business.gov works and what it offers.

### Business.Gov Releases

- **Test Release 2**  
[By the end of FY05, the business.gov \(BG\) ...](#)
- **Test Release 1**  
[After completing minor FY05 enhancements to Business.gov...](#)

### Reporter Resources

-  [Business.Gov Brochure](#)
-  **Fact Sheets** (2 resources)
-  **Recent Articles and Announcements** (1 resources)
-  **White Papers** (1 resources)

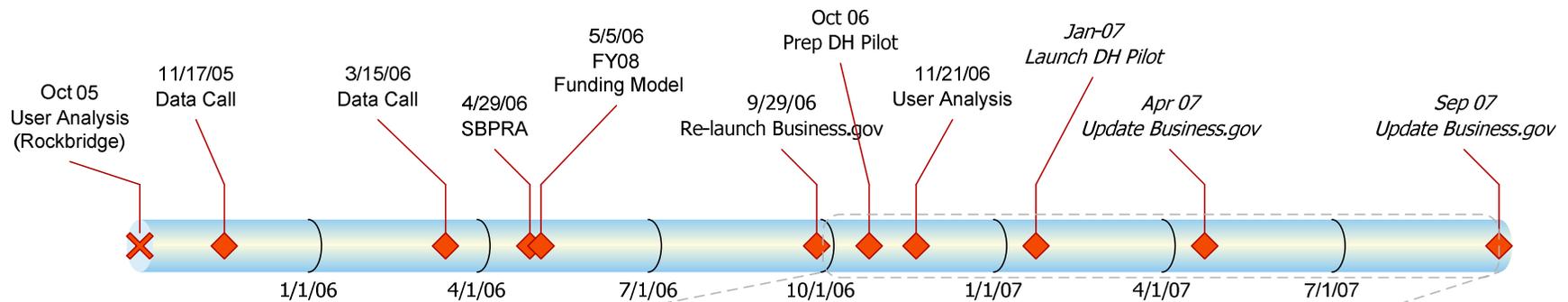
# Business.gov Portal Update

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## Upcoming Key Milestones

- **September 5, 2006: Complete re-work, bug fixes, content updates**
- **September 6-14 2006: Testing and updating content (e.g., agency highlights)**
- **September 15, 2006: Deliver portal to hosting provider**
- **September 22, 2006: Soft Launch**
- **September 29, 2006: Hard Launch**

# Business Gateway Post September



## Release Planning & Updates

- User Analysis
- Production Support
- Content Updates (on-going)
- Release Planning
- Content Creation
- Infrastructure Updates
- Data Harmonization Pilots & Vertical support

# Project Update: Benefits Analysis

## EARLY INDICATOR: BUSINESS GATEWAY BENEFITS CITIZENS

- ***"Everyone's going to the same place, but in a different way, and [Business.gov] gives you a single roadmap, straight line, quickest way to get there. You can just get to the site you need a lot quicker. I'd say [this site is] a 'single point of contact for federal and state information, forms, and help.' This is a fantastic list in terms of what I'd look for." --HR VP, Mid-sized Company, Rockville, MD***
- ***"Having one place you can go that's a government site that has the correct information that you can navigate easily, I think that's a valuable resource for people doing business." --Small Business, Baltimore, MD***

# Project Update: Benefits Analysis

## EARLY INDICATOR: BUSINESS GATEWAY BENEFITS BUSINESSES

- **Cost Savings**
  - ❖ One-stop information source
  - ❖ No more “scavenger hunt”
  - ❖ \$2.7 billion saved by users annually\*
  
- **Time Savings**
  - ❖ 37 million hours saved by users annually\*
  
- **Ready access to business-critical information**
  - ❖ For startups, accelerated learning curve
  - ❖ For established enterprises, efficiency and quality assurance

*(\*Findings based upon independent survey results from ForeSee Survey)*

# Project Update: Benefits Analysis

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## EARLY INDICATOR: BUSINESS GATEWAY BENEFITS AGENCIES

- "The small business search engine seems to do a better job of returning more relevant [agency] webpages than [my agency's] search engine." - *U.S. Agency*
- "Overall, this is a very robust website with lots and lots of information. It maybe overwhelming for a "start-up" small business; but for your very sophisticated savvy business, this might be what the doctor ordered. Great tool for research." - *U.S. Agency*

# Project Update: Benefits Analysis

## EARLY INDICATOR: BUSINESS GATEWAY BENEFITS AGENCIES

- Cost/time savings
  - ❖ Direct savings from data harmonization
    - DOI has calculated that through the Coal Vertical, by just converting from paper to “e”, partner agencies can expect to save:
      - \$31K in FY06
      - \$144K in FY07
      - \$167K in FY08
      - -> or, \$341K over the next 3 fiscal years
  - ❖ Reduced call center operating costs
  - ❖ Leveraged funds for outreach
  
- Support of mission
  - ❖ Cross-agency compliance awareness
    - Business.gov has more than 20,000 compliance links across 94 govt web sites
    - Forms.gov already contains more than 5,500 different federal forms
  
  - ❖ More funds available for enforcement

The Business Gateway PMO will report complete findings in September 2006

# Project Update: Outreach

## Partner Agencies:

- **Wrap up meetings w/ partner agency OSDBU, Public Affairs, Webmasters, etc.**
- **Place agency banner ads on Business.gov's home page, which will drive traffic to agency sites**
- **Coordinate distribution of brochures and press releases, etc., to reach agency stakeholders**
- **Advertise in prominent business publications**

## Save the Date: Business Gateway Press Briefing

- **Press Briefing, Thursday, October 12, 10:00am - 11:00am, National Press Club, Washington, D.C.**
- **Tentative agenda: SBA Administrator remarks, site demonstration, Chamber of Commerce and National Federation of Independent Business speakers, business user testimonials**
- **Governance Board and Advisory Group members and other agency guests are invited to attend; Email invitation to follow**

# FY08 Business Case and Vote

## Background:

- The Office of Management and Budget (OMB) has adjusted the Exhibit 300 template for both eGov and LoB's based on new A-11 guidance
- The document is meant to provide initiative partner agencies with a snapshot of each program's current status
- OMB has mandated that all Exhibit 300 submissions must be approved by initiative partner agencies prior to submission

## Key Updates in 300 Document:

- BG's focus was to provide our partners with a clear understanding of our current status and what you can expect after September

## Review Process Followed:

- Submitted initial draft to Advisory Group members on July 21, 2006
- Submitted second draft to Advisory Group members on August 4, 2006
- Submitted revised Exhibit 300 based on comments from Advisory Group to Governance Board members on August 18, 2006
- Received and incorporated comments from several Governance Board members
- Conduct vote during August 31, 2006 Governance Board meeting

## Next Steps

- Submit approved Exhibit 300 document to OMB by September 11, 2006

# Next Steps

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- BG Benefits Document Mid-September, 2006
- Approved Business Case to OMB September 11, 2006
- Advisory Group Meeting September 13, 2006
- Re-launch Business.gov September 29, 2006
- Business.gov Press Briefing October 12, 2006