



SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

**SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS**

STRATEGIC PLAN 2013/2014

Mission: The mission of the Small Business Commission, The Office of Small Business and the Small Business Assistance Center is to foster, promote, and retain small businesses in the City and County of San Francisco.

Goals: Establishing a continuous improvement policy for reviewing and evaluating progress
Maximize the Office of Small Business' outreach to the small business community
Work to streamline the permitting process in the City and County of San Francisco
Proactive advocacy through involvement in policy and the legislative process

Goal: **Establishing a continuous improvement policy for reviewing and evaluating progress.**

- Review client data and survey effectiveness of functions, programs and services by improving data collection and creating a two-tiered survey.
- To evaluate the performance of the office, the Commission will establish performance measures and track them.
- The Office of Small Business staff will create and maintain a policies and procedures manual in order to maintain best practice procedures on a regular basis.

Goal: **Maximize the Office of Small Business' outreach to the small business community.**

- Incorporate more comprehensive features and information on the Office of Small Business's website, including (a) direct link to the City's demographic data; (b) direct links to all small business-related electronic forms, especially those that are most requested by clients; (c) a customer satisfaction survey or feedback form; (d) a section that provides information about various City programs that are available to help small business, such as graffiti removal, neighborhood market profiles, becoming more energy efficient, employment services, and others; and (e) links and tips on how to navigate City processes and bureaucracies.
- Continued collaboration with the City's 311 Call Center to establish a more streamlined approach to providing small business-related information to City residents and to ultimately avoid possible duplication of efforts. 311 Call Center's website should directly provide a link to the Office of Small Business's website and provide information on the services provided by and functions of the Small Business Assistance Center
- Increase outreach on ADA related issues to help businesses be more aware of laws as well as programs to help them be more compliant.



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- Continue to attend and expand presence at outreach events and programs such as Small Business Week, Small Business Saturday and cross collaboration with other departments.
- Develop new logo for the Office and Commission.
- Advocate for in the best interest for Small Business in the implementation of the Affordable Care and it intersection with the Health Care Security Ordinance.
- Collaborate with the Office of Economic and Workforce Development and the Office of Treasurer and Tax Collector to develop and conduct a Gross Receipt Tax outreach and education program.

Goal: **Work to streamline the permitting process in the City and County of San Francisco**

- Reduce time and costs for small business permitting by working with other city departments to identify and implement opportunities to streamline the permitting processes.
- Collaborate with OEWD to accomplish Budget Analyst recommendations related to permitting, subject to funding.
- Assist businesses in mapping out the permit process by creating handouts which include fees and processes.

Goal: **Advocating for San Francisco small businesses through involvement in policy discussions and the legislative process.**

- Represent the interests of small businesses in interagency projects and task forces.
- Proactively represent small businesses by working with the Mayor, Board of Supervisors, City departments, State and Federal Representatives on key legislation, both prior to introduction and throughout the legislative process.
- Continuously review department permit/license fees and the impact they have to small businesses.