Notable Cases:

- **The Beer Hall**: OSB client since July 2012. Revisited office numerous times and received services through phone calls and emails regarding on and off sale liquor license. Client recently opened at One Polk Street and hired or will hire 5 – 8 employees.

- **Wise Sons Deli New Location**: New location successfully opened at the Jewish Contemporary Art Museum. Owners re-engaged with OSB on multiple occasions to grow a successful existing business that OSB helped start. This situation was unique where the business is operating out of a non-profit and OSB actively provided assistance to the owners to help launch a successful expansion of their business.

*Note: The increase in # of clients in May is due to the renewal of Business Registration Certificates (BRC) by Treasurer & Tax Collector. This is the first time that renewals were exclusively done online, which generated confusion. OSB answered approximately 440 calls in regards to BRC renewals, causing the significant increase in client volume.*

### Clients Served: Apr – Jun, 2013

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>437</td>
<td>61%</td>
</tr>
<tr>
<td>May</td>
<td>806</td>
<td>124%*</td>
</tr>
<tr>
<td>June</td>
<td>335</td>
<td>48%</td>
</tr>
<tr>
<td>Total</td>
<td>1,578</td>
<td>84%</td>
</tr>
</tbody>
</table>

### Total Clients Served Since Opening of Assistance Center

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th># of Clients</th>
<th>% +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008 - 2009</td>
<td>2,191</td>
<td>--</td>
</tr>
<tr>
<td>2009 - 2010</td>
<td>2,550</td>
<td>16%</td>
</tr>
<tr>
<td>2010 - 2011</td>
<td>2,611</td>
<td>2%</td>
</tr>
<tr>
<td>2011 - 2012</td>
<td>2,807</td>
<td>8%</td>
</tr>
<tr>
<td>2012 - 2013</td>
<td>4,032</td>
<td>44%</td>
</tr>
<tr>
<td>Total</td>
<td>14,191</td>
<td></td>
</tr>
</tbody>
</table>

### OSB Services Provided

- Pre-Startup: 54%
- Startup: 28%
- Expanding: 3%
- Existing: 8%
- Closing: 1%
- Business Acquisition: 5%
- Relocating: 1%

### OSB Client Industries

- 07 Other Business Services (Prof. Services, Consulting, Personal Services, etc.): 37%
- 08 Retail Sales (All Retail, Food & Drink): 39%
- Undecided or Unspecified: 12%
- 11 Transporting Persons for Hire (Limo, Tax, Passenger Transportation): 2%
- 13 Wholesale Sales: 3%
- 02 Building Contractor: 4%
- 01 Commission Merchant or Broker (Insurance, Real Estate, Travel Agents): 3%
- 04 Laundry, Dry Cleaning, etc.: 6%
- 03 Hotels, Apartments, etc.: 1%
<table>
<thead>
<tr>
<th>License 123 Users</th>
<th># of Users</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Users (Including Repeats)</td>
<td>1023</td>
<td></td>
</tr>
<tr>
<td>Total Unique Users</td>
<td>799</td>
<td>78%</td>
</tr>
<tr>
<td>Repeat Users</td>
<td>224</td>
<td>22%</td>
</tr>
<tr>
<td>New Business</td>
<td>571</td>
<td>71%</td>
</tr>
<tr>
<td>Existing Business</td>
<td>228</td>
<td>29%</td>
</tr>
<tr>
<td>SF Users</td>
<td>672</td>
<td>84%</td>
</tr>
<tr>
<td>CA (non-SF) Users</td>
<td>109</td>
<td>14%</td>
</tr>
<tr>
<td>Out of State Users</td>
<td>18</td>
<td>2%</td>
</tr>
</tbody>
</table>

**License 123 Industries**

- **Food and Drink**: 23%
- **Retail**: 24%
- **Personal Services**: 12%
- **Government Contract**: 2%
- **Healthcare**: 2%
- **Manufacturing**: 2%
- **Education**: 1%
- **Elder Care**: 1%
- **Entertainment**: 1%
- **Financial Services**: 0%
- **Consulting**: 11%
- **Contracting/Construction**: 9%
- **Wholesale**: 1%
- **Auto Repair**: 1%
- **Business Services**: 12%