**OSB Highlights:**

- Lana Bowen visited the office seeking information on opening her hair salon, SaLana at 1045 Bush Street. OSB staff provided Lana a checklist of all the important considerations with opening her salon at said location. Even though the space was a salon, staff informed Lana that given the obvious issues with accessibility, she could be at risk of a lawsuit, and these issues would need to be addressed. Staff connected Lana with the Invest In Neighborhoods team for assistance with obtaining a CASp inspection. Lana opened SaLana and is working to address accessibility issues.

- Delila Hailechristos of Relove, a new thrift store on Polk Street in an Invest in Neighborhoods area contacted the office for general information. OSB staff reviewed all the necessary requirements to ensure Delila had all the proper registrations and permits. During the course of the conversation, OSB staff inquired if the location was accessible, and informed Delila of the importance of being accessible. Staff referred Delila to the Invest in Neighborhoods team for assistance in obtaining a CASp. Delila obtained her CASp, and is currently working on removing barriers to access.

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**Clients Served: Jan - Mar, 2014**

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (compared to last year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>265</td>
<td>-23.9%</td>
</tr>
<tr>
<td>February</td>
<td>282</td>
<td>-11.6%</td>
</tr>
<tr>
<td>March</td>
<td>232</td>
<td>-39.4%</td>
</tr>
<tr>
<td>Total</td>
<td>779</td>
<td>-25.8%</td>
</tr>
</tbody>
</table>

Note: Significant decrease from previous year Q1 is attributed to staff vacancies. Same time last year OSB staffed at 3 Business Counselors, as compared to 1.75 Business Counselors.

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**Business Industry**

- 01 Commission Merchant or Broker (Insurance, Real Estate, Travel Agents)
- 02 Building Contractor
- 03 Hotels, Apartments, etc.
- 07 Other Business Services (Prof. Services, Consulting, Personal Services, etc.)
- 08 Retail Sales (All Retail, Food & Drink)
- 08 Other Business Services (Prof. Services, Consulting, Personal Services, etc.)
- 09 Transporting Persons for Hire (Limo, Taxi, Passenger Transportation)
- Undecided or Unspecified

**Clients Served By District**

- NON SF 15%
- D11 7%
- D10 8%
- D9 10%
- D8 8%
- D7 5%
- D6 15%
- D5 8%
- D4 5%
- D3 12%
- D2 4%
- D1 3%

**Notable Trends**

Mobile Food continues to be an appealing option to those wishing to get into the food business in San Francisco. Equally popular and requested almost daily and sometimes several times per day is starting a janitorial/house cleaning business.
### License123 by the Numbers

<table>
<thead>
<tr>
<th></th>
<th># of Users</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Users</strong></td>
<td>973</td>
<td></td>
</tr>
<tr>
<td>(including repeats)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Unique Users</strong></td>
<td>689</td>
<td>71%</td>
</tr>
<tr>
<td><strong>Repeat Users</strong></td>
<td>284</td>
<td>29%</td>
</tr>
<tr>
<td><strong>New Business</strong></td>
<td>701</td>
<td>72%</td>
</tr>
<tr>
<td><strong>Existing Business</strong></td>
<td>272</td>
<td>28%</td>
</tr>
<tr>
<td><strong>SF Users</strong></td>
<td>798</td>
<td>82%</td>
</tr>
<tr>
<td><strong>CA (non-SF) users</strong></td>
<td>146</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Out-of State users</strong></td>
<td>29</td>
<td>3%</td>
</tr>
</tbody>
</table>

### L123 Users by Industry

- **Food and Drink**: 20%
- **Retail**: 17%
- **Educational**: 12%
- **Consulting**: 13%
- **Contracting/Construction**: 12%
- **Healthcare**: 3%
- **Manufacturing**: 3%
- **Personal Services**: 16%
- **Real Estate**: 2%
- **Professionals**: 2%
- **Auto Repair**: 1%
- **Business Services**: 11%

### L123 Users by District

- **District 5**: 10%
- **District 6**: 15%
- **District 7**: 4%
- **District 8**: 8%
- **District 9**: 11%
- **District 10**: 11%
- **District 11**: 7%
- **District 2**: 4%
- **District 3**: 13%
- **District 4**: 9%