

# OFFICE OF SMALL BUSINESS ANNUAL REPORT

## JULY 2020 – JUNE 2021

<b>Clients Served: July 2020 – June 2021</b>			
<b>Month</b>	<b># of Clients</b>	<b>% +/- (compared to FY 19-20)</b>	<b>% +/- (compared to FY 18-19)</b>
<b>Q1 (Jul – Sep)</b>	1,231	-3.53%	+32.08%
<b>Q2 (Oct – Dec)</b>	1,104	-8.68%	+34.14%
<b>Q3 (Jan – Mar)</b>	1,262	-26.88%	+23.60%
<b>Q4 (Apr – Jun)</b>	1,366	-41.55%	+22.40%
<b>Total</b>	4,963	-24.21%	+27.52%

<b>Total Clients Served in Previous Years</b>					
<b>FY 15 – 16</b>	<b>FY 16 – 17</b>	<b>FY 17 – 18</b>	<b>FY 18 – 19</b>	<b>FY 19 – 20</b>	<b>FY 20 – 21</b>
2,935	3,309	3,604	3,892	6,476	4,963
+1%	+12.74%	+8.92%	+7.99%	+66.39%	-24.21%

## Number of Total Engagements

### Salesforce Tracked Cases:

<u>Case Origins:</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
311	25	7	1	1	34	1%
Phone	252	334	394	289	1,269	38%
Portal Contact	10	7	17	12	46	1%
Walk-In	0	0	0	54	54	2%
Web/Email	510	476	493	439	1,918	58%
<b>TOTAL:</b>	<b>797</b>	<b>824</b>	<b>905</b>	<b>795</b>	<b>3,321</b>	<b>100%</b>
<i>*Phone/Walk-In Log Tracker:</i>	434	280	357	571	1,642	
<b>Grand Total:</b>	<b>1,231</b>	<b>1,104</b>	<b>1,262</b>	<b>1,366</b>	<b>4,963</b>	

\*Phone/Walk-In Log Tracker is for phone calls/walk in inquiries that did not provide enough information for us to create a contact and case in Salesforce. Generally, these are quick questions that do not require follow up and/or when clients do not wish to share their contact information with us.

## Demographics of Clients Served (based on Salesforce tracked cases)

### Location (by district)

<u>Supervisory District</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
D1	39	33	30	40	142	4%
D2	54	41	55	36	186	6%
D3	113	95	119	104	431	13%
D4	24	37	27	27	115	3%
D5	70	73	59	69	271	8%
D6	81	67	87	84	319	10%
D7	33	32	27	31	123	4%
D8	51	39	49	49	188	6%
D9	67	85	85	73	310	9%
D10	61	63	78	67	269	8%
D11	19	27	43	35	124	4%
Non-SF	61	76	83	78	298	9%
Unknown	124	156	163	102	545	16%
<b>Total:</b>	<b>797</b>	<b>824</b>	<b>905</b>	<b>795</b>	<b>3,321</b>	<b>100%</b>

Business Phase
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<u>Type of Service Requested</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
Pre Start-Up	69	138	140	115	462	14%
Start-Up	74	125	112	115	426	13%
Existing	609	497	543	487	2,136	64%
Expanding	20	15	49	27	111	3%
Relocating	6	11	14	5	36	1%
Business Acquisition	12	18	15	23	68	2%
Closing	7	20	32	23	82	3%
<b>TOTAL:</b>	<b>797</b>	<b>824</b>	<b>905</b>	<b>795</b>	<b>3,321</b>	<b>100%</b>

## Business Activities by Categories (Treasurer & Tax Collector's Office)

<u>NAICS Categories</u>		
Food Services	711	21%
Certain Services	494	15%
Retail Trade	393	12%
Professional, Scientific & Technical Services	283	9%
Private Education and Health Services	243	7%
Administrative and Support Services	193	6%
Arts, Entertainment and Recreation	164	5%
Construction	148	4%
Manufacturing	126	4%
Real Estate and Rental & Leasing Services	78	2%
Transportation and Warehousing	68	2%
Wholesale Trade	50	2%
Information	42	1%
Accommodations	36	1%
Financial Services	14	1%
Utilities	6	
Agriculture	4	
Public Administration	3	
Insurance	2	
Unknown	263	8%
<b>Total:</b>	<b>3,321</b>	<b>100%</b>

### Breakdown of Top 4 Categories

<b><u>Food Services:</u></b>		
Limited-Service Restaurants	254	35.5%
Full-Service Restaurants	205	29%
Mobile Food Facilities	113	16%
Drinking Places	75	11%
Caterers	62	8.5%
Other Food Services	2	0%
<b>Total:</b>	<b>711</b>	<b>100%</b>

<b>Certain Services:</b>		
Beauty, Hair & Nail Salons	284	57.5%
All Other Personal Care Services <sup>1</sup>	80	16%
Grant-making and Giving Services (Non-Profit)	24	5%
Pet Care Services	22	4.5%
Dry-cleaning and Laundry Services	21	4%
Businesses & Other Associations and Organizations	20	4%
All Other Repair and Maintenance <sup>2</sup>	19	4%
Auto Repair and Maintenance	12	2%
Parking Lots/Garages	8	2%
Car Washes	3	1%
Funeral Homes	1	0%
<b>Total:</b>	<b>494</b>	<b>100%</b>

<sup>1</sup> All Other Personal Care Services (NAICS Codes: 812199 & 812990): Day spas; Doula services; Fortune-telling services; Party/Wedding planning services; Personal trainer; Permanent make-up services; Piercing services; Shoeshine services; Saunas; Tanning salons; Tattoo parlors; etc.

<sup>2</sup> All Other Repair and Maintenance (NAICS Codes: 811310, 811412, 811420, 811430, 811490): Clothing alteration and repair; Footwear and leather goods repair; Household appliance, equipment, and machinery repair and maintenance; Music instrument repair; Upholstery and furniture repair; etc.

<b>Retail Trade:</b>		
Web Retailers/Ecommerce <sup>1</sup>	50	13%
Supermarkets; Markets; and Other Grocery Stores	40	10%
Art Dealers	34	8.75%
Clothing & Accessories Stores	30	7.75%
Convenience Stores; Beer, Wine & Liquor Stores; Tobacco Stores	30	7.75%
Retail Trade <sup>2</sup>	27	7%
Other Direct Selling Establishments <sup>3</sup>	19	5%
Specialty Food Stores	17	4%
Gift Shops, Novelty and Souvenir Stores	16	4%
Florists	14	3.5%
General Merchandise and Other Miscellaneous Stores <sup>4</sup>	12	3%
Pharmacies/Drug Stores & Cannabis	12	3%
Jewelry Stores	11	3%
Furniture; Home Furnishing; Floor Covering & Building Material Stores	8	2%
Car Dealers; Automotive Parts & Accessories; Motorcycle/ATV Dealers	8	2%
Baked Goods Stores	7	1.75%
Bookstores	7	1.75%
Sporting Goods Stores	7	1.75%
Cosmetics & Beauty Supplies	6	1.5%
Nursery, Gardening Equipment and Supplies	5	1.25%
Hardware Stores	5	1.25%
Pet Stores	4	1%
Sewing/Needlework Stores	4	1%
Health Supplement Stores	3	0.75%
Newsstands/News Dealers	3	0.75%
Used Merchandise Stores	3	0.75%
Electronic Stores	2	0.5%
Office Supplies	2	0.5%
Optical Goods	2	0.5%
Shoes, Leather and Luggage Stores	2	0.5%
Vending Machines	2	0.5%
Gas Stations	1	0.25%
<b>Total:</b>	<b>393</b>	<b>100%</b>

<sup>1</sup> Web Retailers/Ecommerce: (NAICS Codes: 454, 45411, 454110, 454111) Online businesses selling clothing, jewelries, accessories, crafts, arts, home-made soap, essential oils, electronics, books, gift sets, home décor, make up and beauty supplies, etc.

<sup>2</sup> Retail Trade: (NAICS Code: 44) Clients did not specify what type of retail they are.

<sup>3</sup> Other Direct Selling Establishments: (NAICS Code: 454390) Peddlers, flea markets, street artists, garage sale.

<sup>4</sup> General Merchandise and Other Miscellaneous Stores: (NAICS Codes: 45290, 452990, 453, 4539, 45399, 453998) Businesses selling a variety of different products. Some miscellaneous stores include massage chairs, adult movies and toys, stamps and coins, seasonal stores for various holidays, arts/craft tools and supplies, party supplies, skateboarding goods, crystals and incenses, handcraft products, etc.

<b>Professional Scientific &amp; Technical Services:</b>		
Consulting Services	79	28%
<ul style="list-style-type: none"> <li>• Administrative and Management Consulting Services (51)</li> <li>• Marketing Consulting Services (17)</li> <li>• Other Scientific &amp; Technical Consulting Services (8) <sup>1</sup></li> <li>• Process, Physical Distribution &amp; Logistic Consulting Services (3)</li> </ul>		
Lawyers and Legal Services	37	13%
Professional, Scientific & Technical Services <sup>2</sup>	33	12%
Design Services	32	11%
<ul style="list-style-type: none"> <li>• Interior Design Services (12)</li> <li>• Graphic Design Services (7)</li> <li>• Other Specialized Design Services (7) <sup>3</sup></li> <li>• Industrial Design Services (3)</li> <li>• Process, Physical Distribution, &amp; Logistic Consulting Services (3)</li> </ul>		
Architectural, Landscaping Architectural, & Related Services	22	8%
Accounting, Tax Preparation, Bookkeeping & Payroll Services	20	7%
Photography Services	18	6%
Engineering Services	11	4%
Computer Programming & Computer Related Services	10	4%
Research & Development in BioTech & Physical, Engineering & Life Sciences	6	2%
Media Representatives	5	2%
Advertisement Agencies	3	1%
Public Relations Agencies	2	2%
Translation & Interpreting Services	2	
Veterinary Services	2	
Surveying & Mapping Services	1	
<b>Total:</b>	<b>283</b>	<b>100%</b>

<sup>1</sup> Other Scientific & Technical Consulting Services: (NAICS Codes: 541990)

Consulting Services Consist of: Agricultural, Economic, Safety, Energy, Security.

<sup>2</sup> Professional, Scientific & Technical Services: (NAICS Codes: 54, 541, 5419)

Clients did not specify specific services that they provide.

<sup>3</sup> Other Specialized Design Services: (NAICS Codes: 541490)

Design Services Consist of: Jewelry, Fashion, Costumes.

Race / Ethnicity
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<u>Race/Ethnicity</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
African American	33	31	37	35	136	4%
American Indian or Alaskan Native	0	0	0	1	1	0%
Arab	9	12	27	6	54	2%
Asian	114	162	174	155	605	18%
Caucasian or White	197	166	186	147	696	21%
Latino or Hispanic	70	111	156	130	467	14%
Multiracial	3	1	2	5	11	1%
Other	3	4	2	1	10	
P.I. or Native Hawaiian	0	6	3	3	12	
Unknown	368	331	318	312	1,329	40%
<b>TOTAL:</b>	<b>797</b>	<b>824</b>	<b>905</b>	<b>795</b>	<b>3,321</b>	<b>100%</b>



Top 4 Categories per Race / Ethnicity

<b><u>Race / Ethnicity</u></b>	<b><u>#1</u></b>	<b><u>#2</u></b>	<b><u>#3</u></b>	<b><u>#4</u></b>
African American	Retail Trade	Food Services	Professional, Scientific & Technical Services	Certain Services
American Indian/Alaskan Native	Food Services	N/A	N/A	N/A
Arab	Food Services	Retail Trade	Certain Services	Manufacturing/Wholesale/Transportation/Information/Financial Services/Professional, Scientific & Technical Services/Administrative & Support Services
Asian	Food Services	Certain Services	Retail Trade	Private Education and Health Services
Caucasian or White	Food Services	Retail Trade	Certain Services	Professional, Scientific & Technical Services
Latino or Hispanic	Food Services	Administrative & Support Services	Certain Services	Construction
Multiracial	Food Services	Certain Services	Private Education and Health Services	Retail Trade
Other	Food Services	Private Education and Health Services / Professional, Scientific & Technical Services		Manufacturing
Pacific Islander or Native Hawaiian	Administrative & Support Services	Certain Services	Food Services	N/A
Unknown	Food Services	Certain Services	Professional, Scientific & Technical Services	Retail Trade

Non-English Service Provided (Salesforce Cases & Phone Logs)

<b><u>Languages</u></b>	<b><u>Q1</u></b>	<b><u>Q2</u></b>	<b><u>Q3</u></b>	<b><u>Q4</u></b>	<b><u>TOTAL</u></b>	<b><u>Percentage</u></b>
Chinese	46	45	59	61	211	4.25%
Spanish	61	81	135	119	396	7.98%

Top 4 Categories per Language Service Provided

<b><u>Languages</u></b>	<b><u>#1</u></b>	<b><u>#2</u></b>	<b><u>#3</u></b>	<b><u>#4</u></b>
Chinese	Certain Services	Food Services	Retail Trade	Private Education & Health Services
Spanish	Food Services	Administrative & Support Services	Construction	Certain Services

## How Clients Heard About Us (based on Salesforce tracked cases)

<u>How Clients Heard About us?</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
311	40	15	11	8	74	2%
Biz Org/Assoc	8	9	15	33	65	2%
Biz Portal	40	48	40	53	181	5.5%
Government Agency <sup>1</sup>	287	280	281	197	1,045	31.5%
Media	5	3	10	6	24	1%
Non-Profit/NEDOs	13	15	12	4	44	1%
Other	38	58	94	79	269	8%
Prior Visit	8	14	29	16	67	2%
SBAC Client	6	21	44	32	103	3%
Website	352	361	369	367	1,449	44%
<b>TOTAL:</b>	<b>797</b>	<b>824</b>	<b>905</b>	<b>795</b>	<b>3,321</b>	<b>100%</b>

<sup>1</sup> Government Agency primarily consists of: TTX, DPH, Public Works, OEWD, Planning, DBI

## Eblast Data

<u>FY 2020 - 2021</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>
# of Eblasts Sent	30	30	20	22	102
Avg # of Recipients	13,365	13,440	13,720	10,833*	12,840
Avg Open #	3,382	3,847	4,101	3,351	3,670
Avg Open %	25.29%	28.63%	29.89%	31.91%	28.93%
Avg Click/Click-Through #	1,020	1,052	1,214	612	975
Avg Click/Click-Through %	7.63%	7.83%	8.92%	7.36%	7.94%
Avg Click-to-Open %	30.16%	27.35%	29.60%	18.26%	26.34%
Avg Bounce #	5	11	9	9	9
Avg Bounce %	0.04%	0.08%	0.06%	0.08%	0.07%
Avg Unsubscribe #	6	8	8	7	7
Avg Unsubscribe %	0.04%	0.06%	0.06%	0.11%	0.07%

\*Q4 Avg # of Recipients is lower due to 5 eblasts sent to POEs for Venue Fund (average recipients was 245).

Open %: Percentage of people who opened our eblast.

Click/Click-Through %: Percentage of people who clicked a link/linked image within our eblast.

Click-to-Open %: Measures the effectiveness of our eblast content. This metric is calculated by the number of clicks divided by the number of opens.

## Eblast Data Comparison With Previous FYs

	<b><u>FY 18-19</u></b>	<b><u>FY 19-20</u></b>	<b><u>FY 20-21</u></b>
# of Eblasts Sent	15	63	102
Avg # of Recipients	11,254	12,585	12,840
Avg Open #	2,033	3,307	3,670
Avg Open %	18.04%	26.15%	28.93%
Avg Click/Click-Through #	238	1,332	975
Avg Click/Click-Through %	2.11%	10.54%	7.94%
Avg Click-to-Open %	11.71%	40.28%	26.34%
Avg Bounce #	65	10	9
Avg Bounce %	0.57%	0.08%	0.07%
Avg Unsubscribe #	27	9	7
Avg Unsubscribe %	0.24%	0.07%	0.07%

### Eblast Viewed in Another Language

Started from March 20, 2020, we've added links of our eblasts translated into various languages by using Google Translate. Language selections were: Spanish, Chinese, Tagalog, Russian, Arabic, Korean, Japanese and Vietnamese.

	<b><u>Spanish</u></b>	<b><u>Chinese</u></b>	<b><u>Tagalog</u></b>	<b><u>Russian</u></b>	<b><u>Arabic</u></b>	<b><u>Korean</u></b>	<b><u>Japanese</u></b>	<b><u>Vietnamese</u></b>	<b><u>TOTAL</u></b>
Q1	627	1,411	226	208	239	218	251	243	3,423
Q2	674	1,196	143	158	178	190	172	256	2,967
Q3	510	766	112	108	120	122	114	173	2,025
Q4	284	475	45	39	49	59	42	53	1,046
<b>TOTAL:</b>	<b>2,095</b>	<b>3,848</b>	<b>526</b>	<b>513</b>	<b>586</b>	<b>589</b>	<b>579</b>	<b>725</b>	<b>9,461</b>

## Business Portal Statistics

Business Portal by the Numbers				
Location	Sessions	%	Users	%
SF	47,261	35.5%	34,092	33%
CA (non-SF)	42,027	32%	33,883	33%
Out-of-State	27,950	21%	24,221	24%
International	15,397	11.5%	10,702	10%
<b>Total</b>	<b>132,635</b>		<b>102,898*</b>	

\* Total Users are not all unique users. User is determined by the IP address of the computer or device that the user is browsing from, combined with a cookie on the browser that they are using. No matter how many sessions the user makes, if the user is on the same device and same browser, the user is still counted as one user. However, if the user visits the Business Portal from another computer, device or browser, that same user will count as a new user.

### Highlights

- Compared to FY 19-20, usership on the Business Portal has increased in CA (non-SF) and International while decreased in SF and Out-of-State for both Users and Sessions. In FY 20-21, the Business Portal generated 102,898 users and 132,635 sessions. That's an increase of 1,078 (1.06%) users but a decrease of 1583 (-1.18%) sessions.
- Of the total users in FY 20-21, 85.5% are new visitors while 14.5% are returning visitors to the Business Portal, relatively the same as FY 19-20 (85.4% and 14.6%).

## Top Starter Kit Page Views

Page	Page Views	%
Short Term Rental	3,073	22%
Food Truck	2,811	20.5%
Restaurant	2,106	15%
Freelancer	1,622	12%
Salon	1,020	7.5%
Food and Beverage Manufacturing	984	7%
Retail Shop	970	7%
Small Contractor	708	5%
Business Consultant	535	4%
<b>Total</b>	<b>17,487</b>	

## Highlights

- The most popular starter kits are (1) Short Term Rental, (2) Food Truck, (3) Restaurant and (4) Freelancer. The most dramatic decreases were Short Term Rental and Food Trucks, clearly due to the impact of COVID-19. The total pageview in FY 19-20 for Short Term Rental was 6,102 compared to 3,073 in FY 20-21, a decrease of 3,029 (-49.64%). The total pageview in FY 19-20 for Food Truck was 4,053 compared to 2,811 in FY 20-21, a decrease of 1,242 (-30.64%).

<u>Starter Kits</u>	<u>FY 20-21</u>	<u>FY 19-20</u>	<u>Increase/Decrease %</u>
Short Term Rental	3,073	6,102	-49.64%
Food Truck	2,811	4,053	-30.64%