

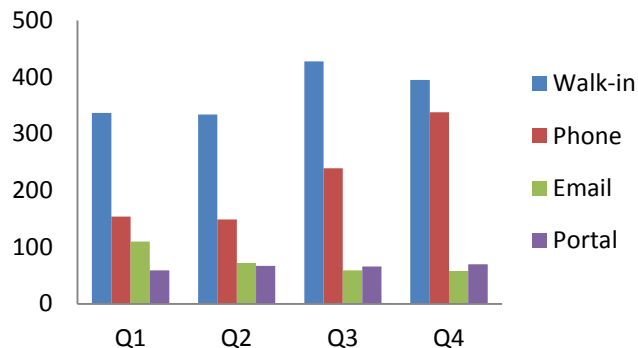
OFFICE OF SMALL BUSINESS DASHBOARD | JULY 2015 – JUNE 2016

Clients Served: Jul., 2015 – Jun., 2016

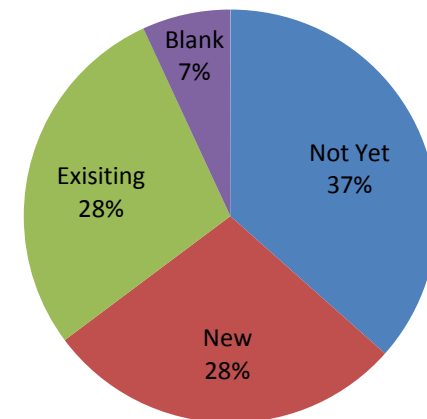
Month	# of Clients	% +/- (to pervious year)
Q1 (Jul – Sep)	660	-0.45%
Q2 (Oct – Dec)	622	-3.12%
Q3 (Jan – Mar)	792	+11.24%
Q4 (Apr – Jun)	861	+4.74%
Total	2,935	+1.24%

Note: One full-time Business Case Manager was on maternity leave from June to November in 2015. There were also staff vacations in Q2. The increase in Q3 is reflective of new year business start-up/changes, inquiries related to Short Term Rental registration requirements, and the new online business registration process. The increase in Q4 is not as significant likely due to taxpayers getting used to the city's online renewal process.

Case Origin

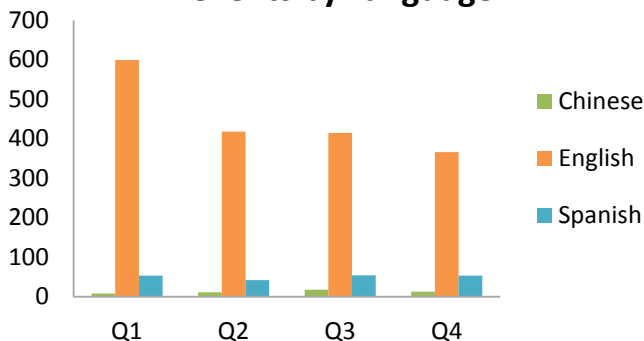


Clients by Business Status

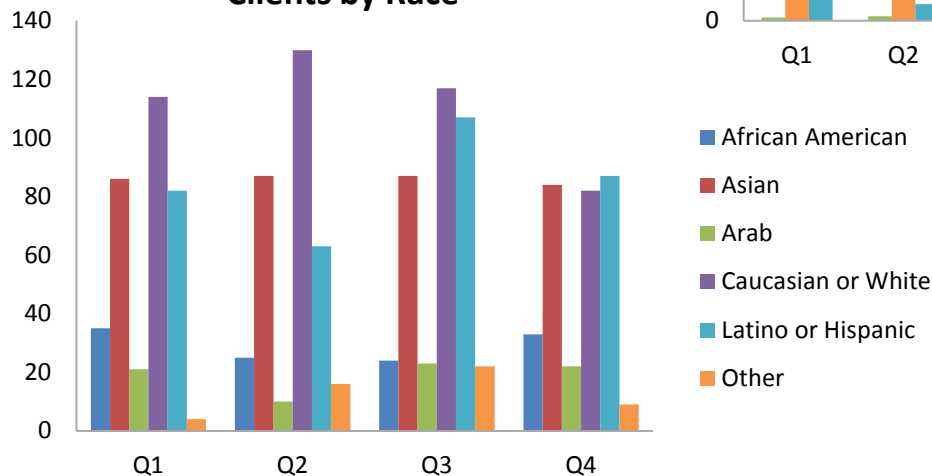


* Blank: Client did not complete business status

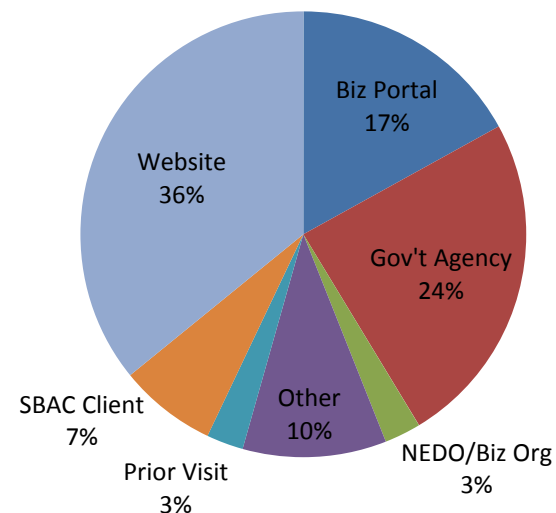
Clients by Language



Clients by Race

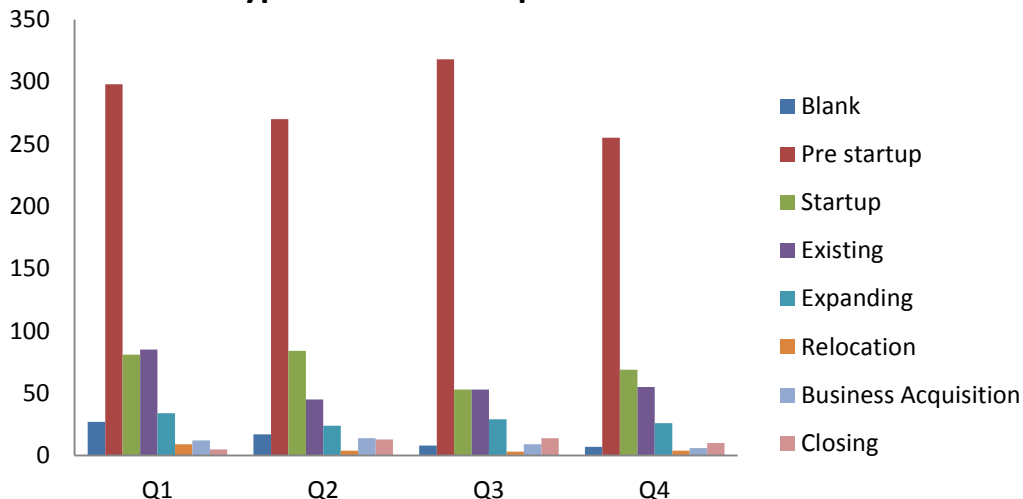


How Clients Heard About OSB



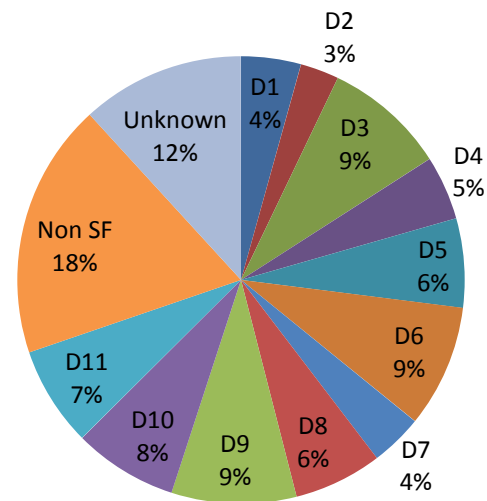
OFFICE OF SMALL BUSINESS DASHBOARD | JULY 2015 – JUNE 2016

Type of Service Requested

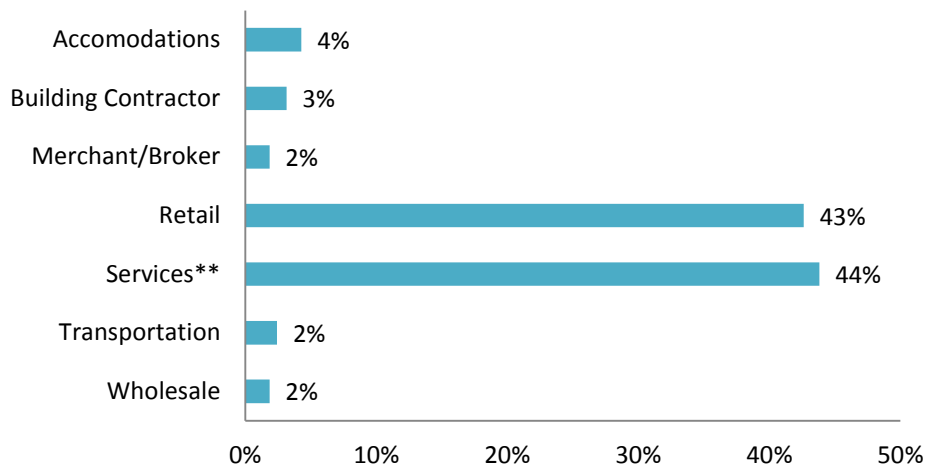


* Blank: Client did not complete business status

Client by Supervisorial District



OSB Clients by Industry



** Services include professional and personal services such as beauty, consulting, janitorial, legal, medical and miscellaneous services.

OSB in the Community

- OSB staff led monthly *Starting a Small Business in San Francisco* workshops at the SBA to a total of 182 attendees.
- OSB staff regularly presents at workshops hosted by other City agencies, NEDO's, and special events.
- OSB staff tabled at 6 outreach events such as District Supervisors' Business Summits and other networking events.
- OSB staff attended meetings on collaboration projects with other City agencies, for special events happening in San Francisco, and at local Merchant Associations.
- OSB staff promoted our programs, services, and resources on a Chinese radio talk show and during a press conference with a District Supervisor.

OSB Notable Clients/Cases

- OSB Client Sangjin Kim and wife opened Zzan, a new Korean restaurant at 643 Post Street in the Tenderloin. Sargjin initially visited OSB in March 2015 for information on taking over an existing restaurant and reopening with a new concept. OSB Case Manager met with Mr. Kim and provided a checklist with step by step instructions on the process to successfully take over and open.
- Seth Sundberg is the owner of a granola bar company named Prison Bars. Seth visited the OSB in October 2015 to get information on starting his business and business resources. Case managers initially provided Seth with a checklist of the necessary steps, information, and forms to start his business, as well as referrals to work with SBDC and LSE to grow his business. Seth returned to the OSB in January 2016 to inquire about the feasibility of exploring new flavors of granola bars from his home kitchen. OSB Case Manager initiated conversations with the Cottage Food Operations (CFO) Manager at the Department of Public Health and eventually connected Seth to the CFO Manager to further discuss his plans and feasibility.

Seth Sundberg is a former NBA player and executive at a major mortgage lending company. In 2010, Seth was sentenced to 6 years and 11 months for IRS tax fraud. During this sentence in prison, he mostly worked in the kitchen. One day as he was preparing to prepare the days meal, he pulled out a box of chicken from the freezer with a label warning “Not for human consumption”. He never ate the prison food after that, and decided to come up with a healthy alternative to the cafeteria meals by sourcing items from the prison commissary. This is how Prison Bars was born. Adapted from his jailhouse recipe, the granola bars are produced by a team of four formerly incarcerated individuals (to meet demand, they are transitioning from handmade to commercial production). Sundberg has plans to sell the bars to Silicon Valley tech companies as snacks for employees and to San Francisco tourists at attractions like Alcatraz Island. Eventually, he wants to see them stocked at grocery stores nationwide and envisions hiring 100 formerly incarcerated individuals as account managers, easing their re-entry into society. For more info on Prison Bars and Seth’s story visit <http://prison-bars.com/>. Prison Bars also participated in OSB’s sponsored event, Flavors during San Francisco Small Business Week.

OSB Notable Clients/Cases

- OSB client D'Maize opens its first restaurant at the former Casa Sanchez space at 2778 24th Street in Q4. The space had long been without a steady business and D'Maize is the perfect fit. D'Maize is owned and operated by husband and wife, Zenaida Merlin and Luis Estrada who first visited the Small Business Assistance Center in 2012 to inquire about starting a catering business. Staff provided information on the requirements for starting a catering business, including information on the caterers permit and food safety certificate, business registration and business name filing requirements, and referred them to non-profit economic development partner organizations MEDA and La Cocina for technical and business assistance. D'Maize Catering eventually operated in La Cocina's kitchen incubator for three years. In 2015 Zenaida and Luis revisited the Assistance Center to get information on permitting of a mobile food truck they had purchased. This time staff provided them the necessary information for mobile food facility permitting, and connected clients to the health inspector for approval of their truck. Staff also connected clients to Legal Services for Entrepreneurs and the SBDC to access legal services and an HR consultant respectively to help them understand the rules and responsibilities of becoming an employer since they needed to begin hiring employees for their growing business, and to determine if they should convert to an LLC. In May 2016, Zenaida and Luis opened restaurant D'Maize where they run all their operations out of, and were approved for a limited live performance permit for their location. For more information visit D'Maize at: <http://www.dmaize.com/>. You may also read [this article](#) on D'Maize from Mission Local.
- Aline Dazogbo of Aline's Closet, one of our Kiva borrowers opened a second location at 1431 Castro Street in Q4. VOILA is a concept store mixing fashion, nails, and floral in one shared space in Noe Valley. Aline has collaborated with a couple of other women on this concept, one who provides the nail services, and the other the floral design services, while she provides the fashion and accessories. Aline designs and creates her own line of women's clothing which are sold at VOILA along with jewelry pieces also made by her and other accessories and bags made by artisans in Africa. This quarter Aline also payed off her Kiva loan in full, ahead of schedule. She is now currently fundraising for a second loan of \$10,000, to help her hire staff for her two locations. We have enthusiastically endorsed Aline's second Kiva loan. For more information on her new store visit VOILA at: <http://www.voilasf.com/>. You may also read [this article](#) about VOILA and Aline in the Noe Valley Voice June issue.

OFFICE OF SMALL BUSINESS DASHBOARD | JULY 2015 – JUNE 2016

Business Portal by the Numbers

Location	Sessions	%	Users	%
SF	33,589	40%	20,516	37%
CA (non-SF)	21,393	26%	14,778	26%
Out-of-State	17,145	20%	12,257	22%
International	11,739	14%	8,490	15%
Total	83,866		56,041	

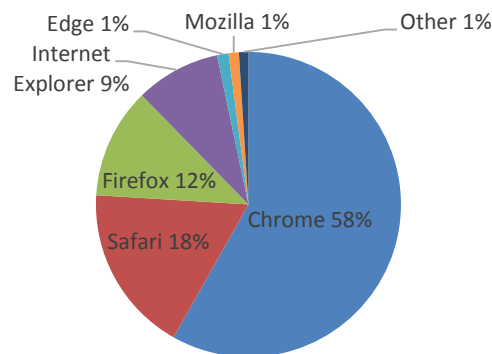
Starter Kit Pageviews

Page	Pageviews	%
Short Term Rental	12,296	65%
Restaurant	1,764	9%
Food Truck	1,274	7%
Business Consultant	939	5%
Retail	730	4%
Salon	629	3%
Small Contractor	567	3%
Brewery	504	3%
Food & Beverage Manufacturing	227	1%
Total	18,930	

Highlights

- Since the launching of the Business Portal, usership on the Business Portal has drastically increased in all categories. In the first 6 months of launching (November 17, 2014 – May 17, 2015), the Business Portal generated 18,775 users and 27,307 sessions. In the first 6 months of this fiscal year, the Business Portal generated 24,100 users and 36,467 sessions. That's an increase of over 28% in users and 33% in sessions.
- Of the total users in FY 15-16, 63% are new visitors while 37% are returning visitors to the Business Portal.
- The most popular starter kits are (1) Short Term Rental, (2) Restaurant, and (3) Food Truck. Announced in end of 2015, short-term rentals now need to have a business registration, hence the top rank for the starter kits.
- The San Francisco Business Portal is an award-winning one-stop online resource with comprehensive information and tailored tools to help navigate the permit and license process.
 - White House & SBA Startup in a Day Competition (won)
 - Webby Award (nominated)
 - Harvard Kennedy School Bright Idea in Government Innovation (won)
 - CA Governor's Breaking Barriers to Doing Business Award (won)
 - Excellence.gov Awards (finalist)
 - Spark Award (won)
 - Center for Digital Government Best of California Award (won)
 - CIO 100 Award (won)

Browsers



Devices

