

FY 2017-2018  
Small Business Assistance Center  
Annual Report



SAN FRANCISCO  
**OFFICE OF SMALL BUSINESS**

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# OFFICE OF SMALL BUSINESS ANNUAL REPORT

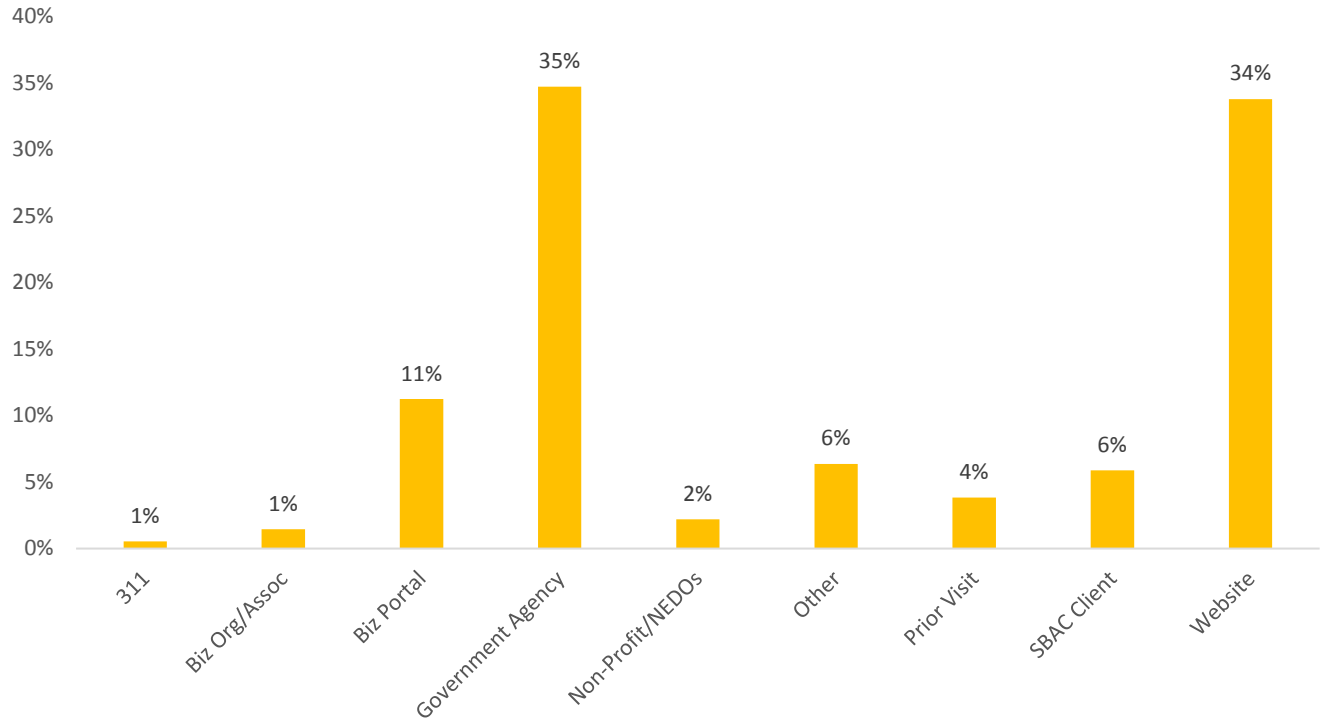
## JULY 2017 – JUNE 2018

The Office of Small Business assisted a total of 3,604 clients in FY 17-18, an increase of 8.92% (295 clients) compared to the last fiscal year. The 1<sup>st</sup> quarter shows that we were down 14.8% compared to the previous year because there was a significant increase of registration for TNC drivers (Uber and Lyft) and short term rentals in 2015-2016. The Treasurer and Tax Collector’s Office sent notices requiring TNC drivers to register by May 2016. That deadline was extended to August 2016. Around the same time, short term rentals were also required to register. Therefore, we had an influx of clients in the 1st quarter of FY 16-17. The 2<sup>nd</sup> quarter is generally slower compared to other months due to the holidays. As the third quarter kicks off, our office is always busy at the beginning of the year. Whether it’s New Year’s resolution or people getting back on track after the holidays, consistently there has been an increase of clients served. In addition as the new tax year begins, businesses often make entity structure changes during this time. Finally, we close out the last quarter with a slight increase. While staff are busy assisting businesses with registration renewals, the Office of Small also hosts and participates in various events throughout the annual San Francisco Small Business Week. We join forces with over a dozen agencies, organizations and companies to highlight, honor and celebrate the more than 85,000 small businesses and entrepreneurs that call San Francisco home.

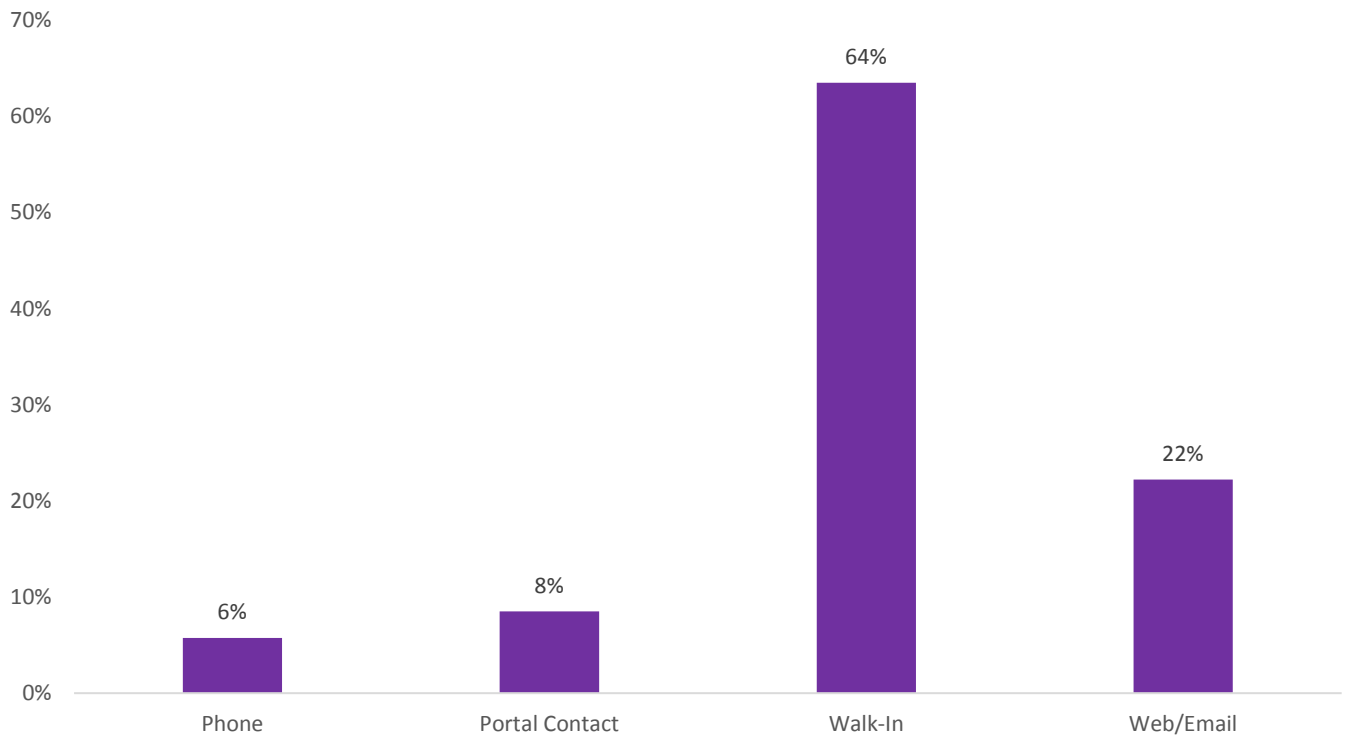
<b>Clients Served: July, 2017 – June, 2018</b>		
<b>Month</b>	<b># of Clients</b>	<b>% +/- (compared to previous year)</b>
<b>Q1 (Jul – Sep)</b>	777	-14.80%
<b>Q2 (Oct – Dec)</b>	750	-2.27%
<b>Q3 (Jan – Mar)</b>	1,123	+40.20%
<b>Q4 (Apr – Jun)</b>	954	+5.30%
<b>Total</b>	3,604	+8.92%

## Client Services Data

### How Clients Heard About OSB?

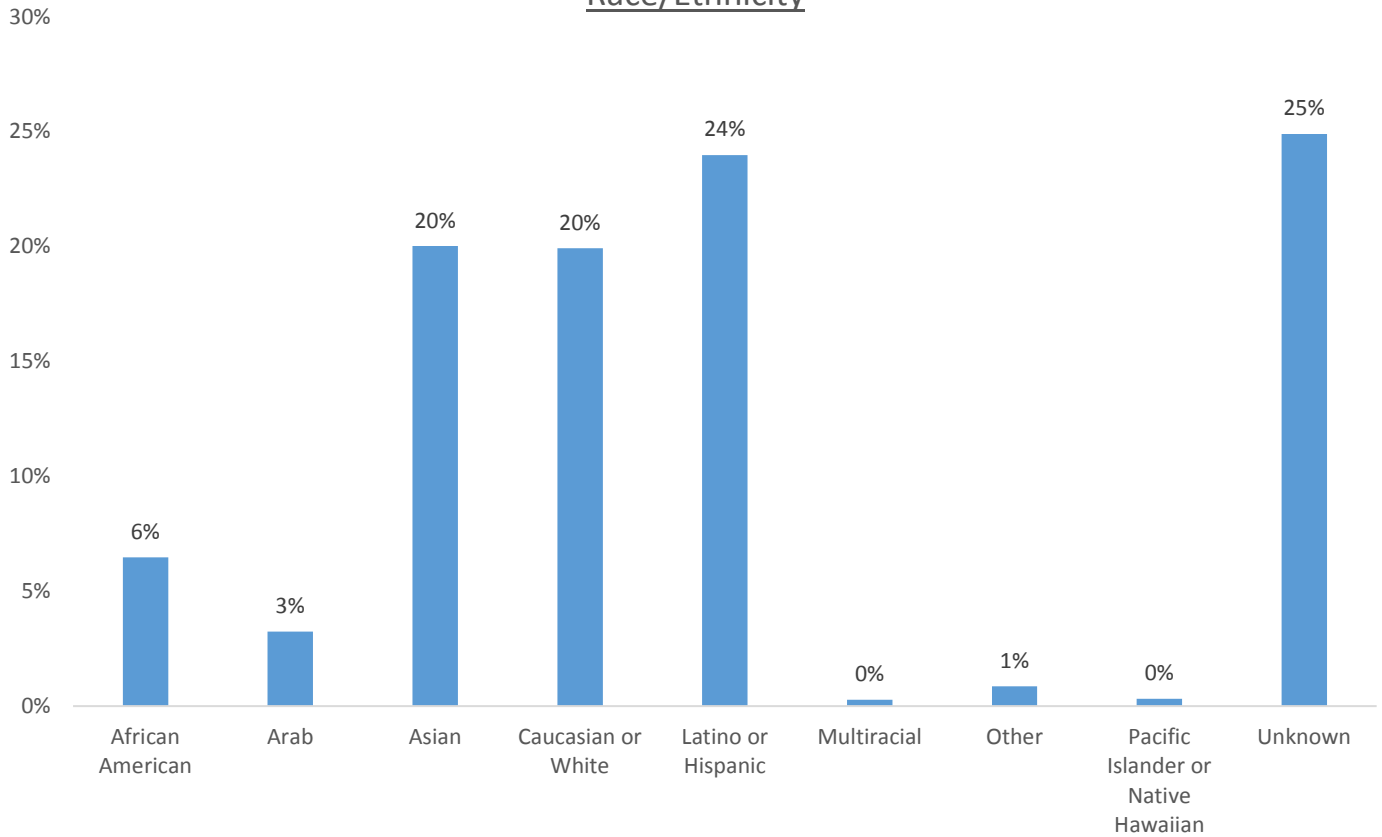


### Case Origin

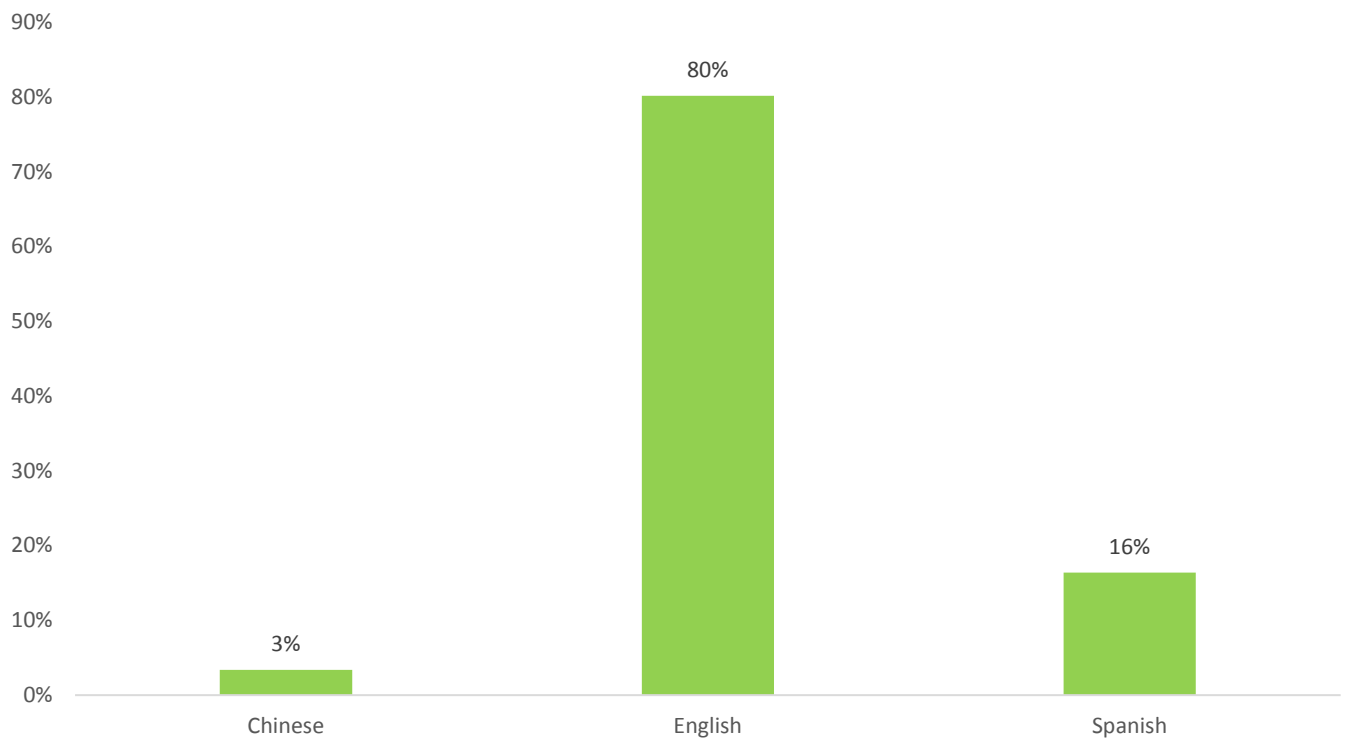


## Client Services Data (continues)

### Race/Ethnicity

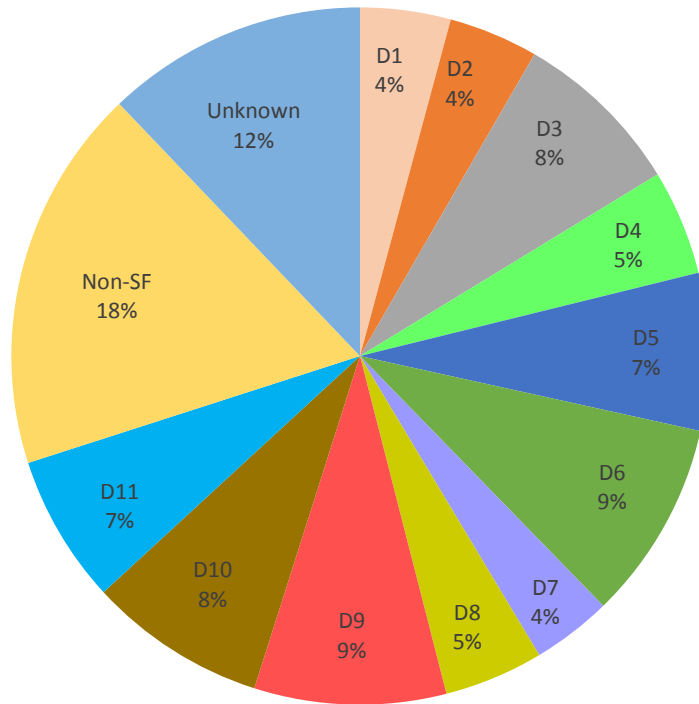


### Primary Language Spoken

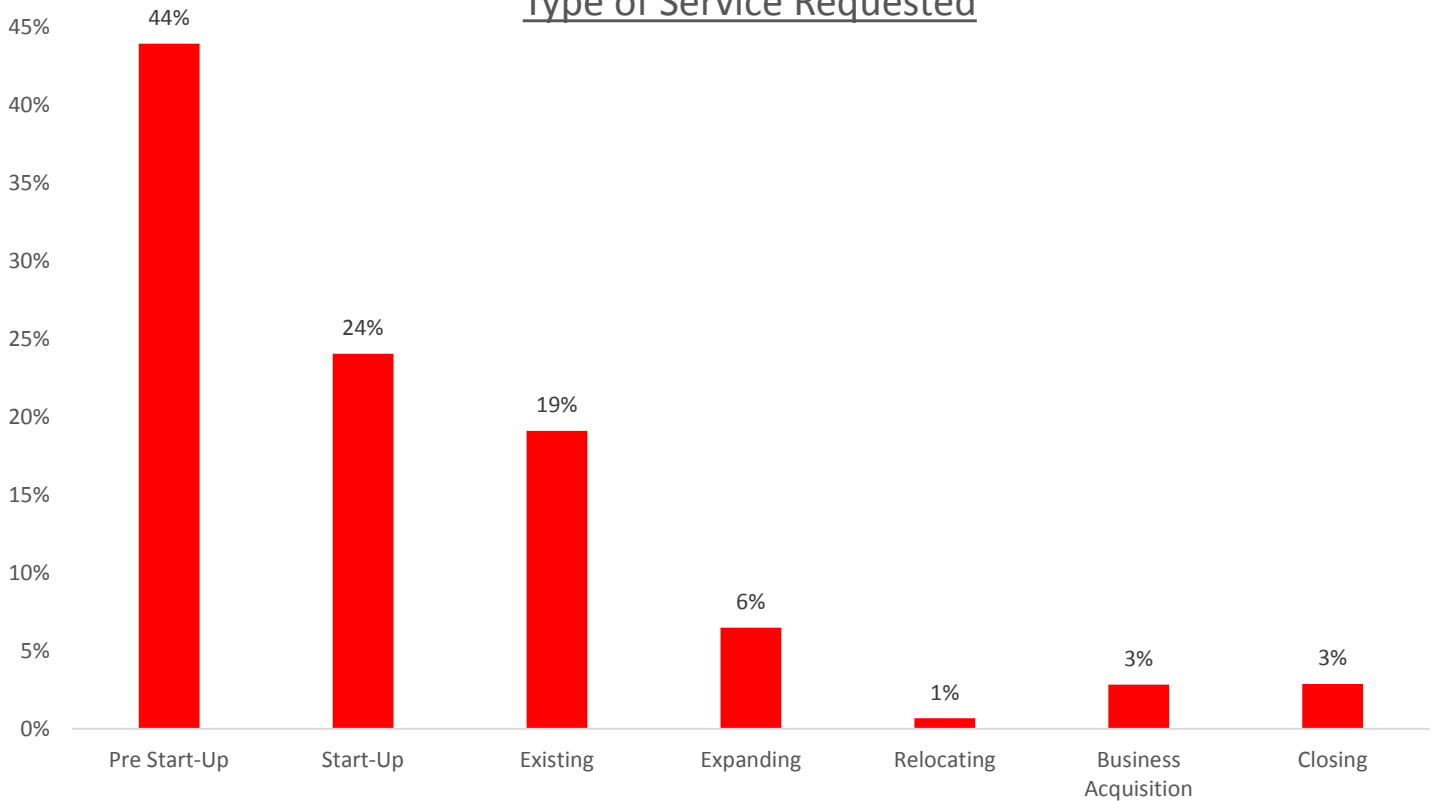


# Client Services Data (continues)

## Clients by Supervisorial District

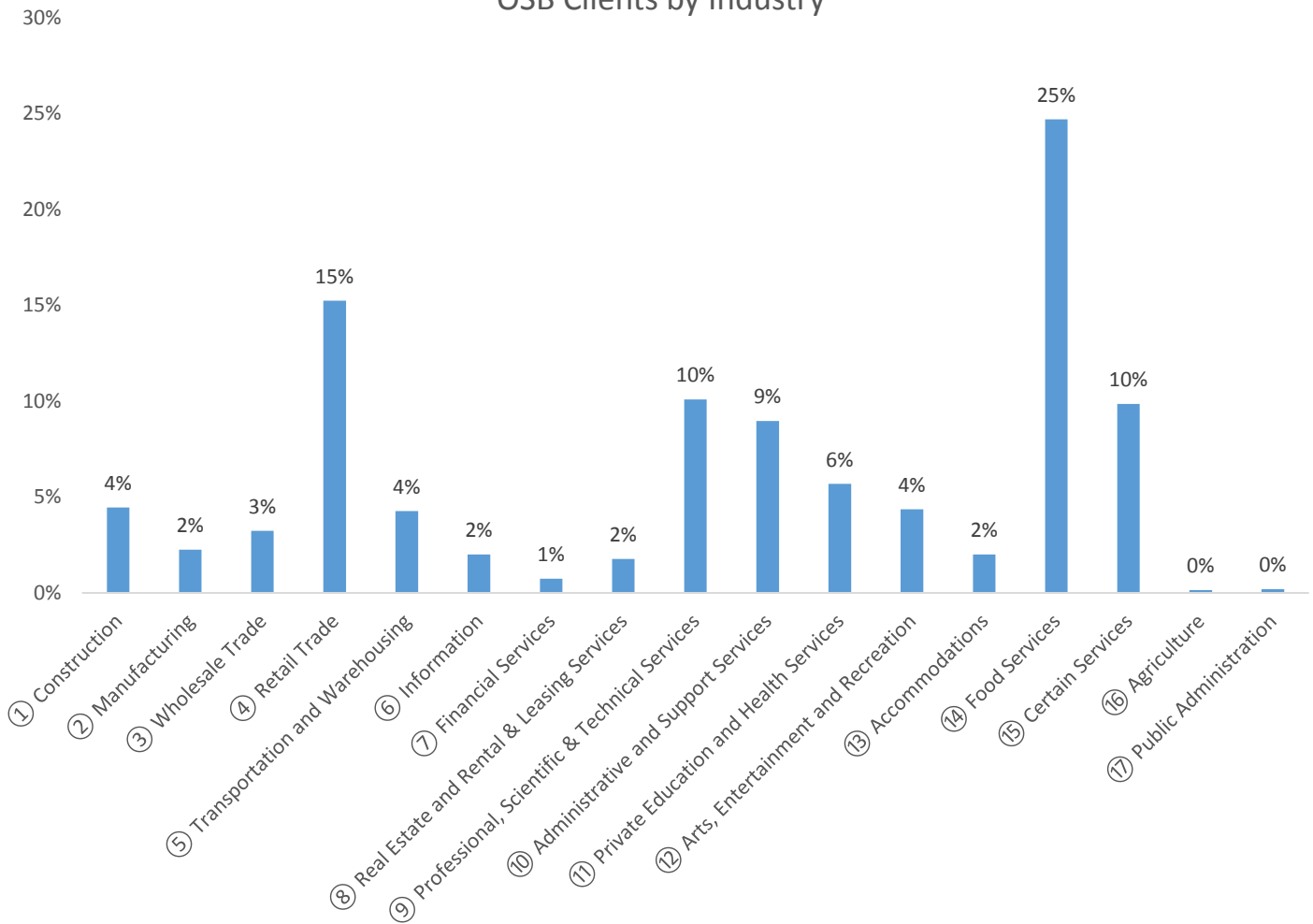


## Type of Service Requested



## Client Services Data (continues)

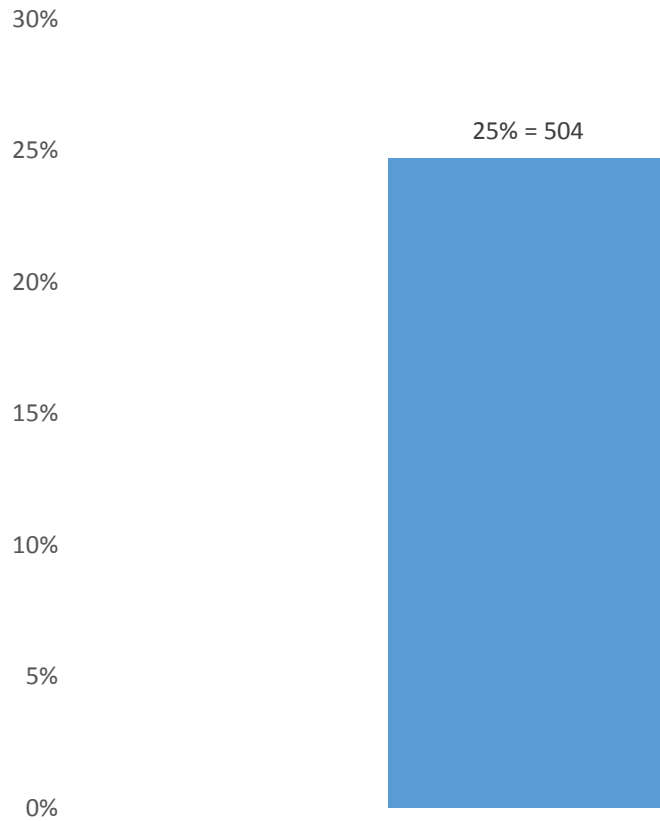
OSB Clients by Industry



- ①: Contractors, handyman, painters, electricians, plumbers
- ②: Manufacturing of clothing, products, food and beverage
- ③: Merchant wholesalers of various products
- ④: Clothing, jewelry, florists, skincare products, convenient stores, markets, bookstores, cannabis delivery, cannabis retail, ecommerce
- ⑤: Taxi drivers, limo service, TNC drivers, couriers, tour buses, warehouses, storage units
- ⑥: Blog writers, social media platforms, publishers, motion pictures and video production and distribution
- ⑦: Financial institutions, currency exchange, check cashing service, portfolio management
- ⑧: Real estate brokers and agents, property management, car rentals, equipment and other goods rental and leasing service
- ⑨: Consulting Services, photography, graphic design services, computer programming, architectural services, marketing services, interior design services
- ⑩: Janitorial Services, locksmiths, security, travel agencies, tour operators, employment agencies
- ⑪: Child care center, daycare, tutoring service, massage, chiropractors, psychotherapists
- ⑫: Artist, writers, performers, amusement arcades, event promoters
- ⑬: Short-term rentals, motels, hotels, bed and breakfast inns
- ⑭: Caterers, mobile food facilities, bars, restaurants, cafes, farmer markets, cottage food operators, pop ups
- ⑮: Beauty salons, nail salons, barber shops, dry cleaning and laundry services, pet care services, dog walkers, auto repair and maintenance, car wash, fortune telling
- ⑯: Agriculture, planting, cultivating, soil preparation
- ⑰: Government agencies, government program administration, advisory commission, enforcement departments

## Top 4 Industry Breakdown

### ⑭ Food Services

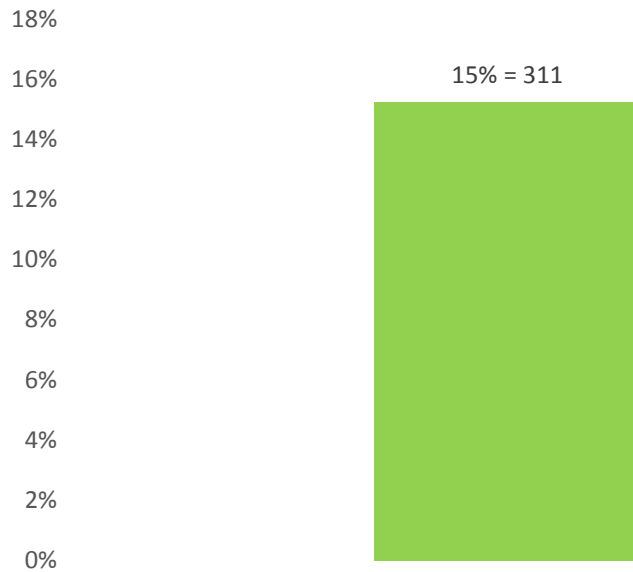


#### **Food Services:**

Caterers	58	12%
Drinking Places	2	0%
Full-Service Restaurants	122	24%
Limited-Service Restaurants	94	19%
Mobile Food Facilities	228	45%
Total:	504	100%

## Top 4 Industry Breakdown (continues)

### ④ Retail Trade



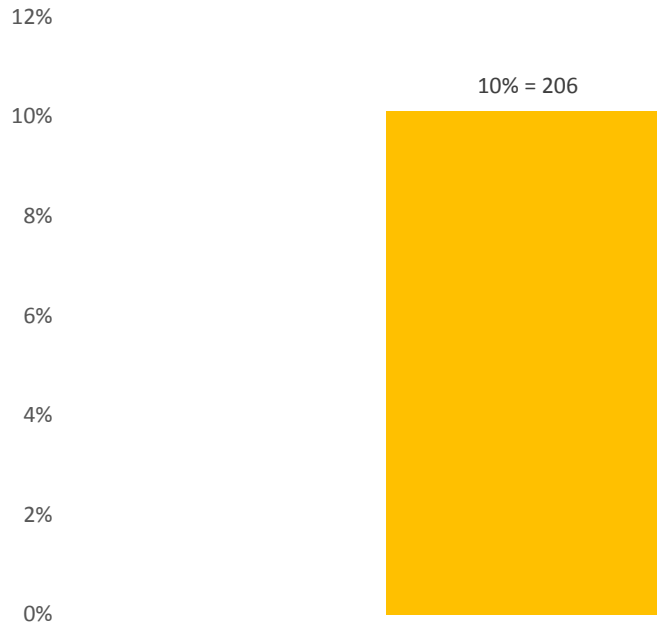
#### **Retail Trade:**

Art Dealers	6	2%
Baked Goods Stores	3	1%
Beer, Wine and Liquor Store	3	1%
Bookstore	3	1%
Cannabis Delivery & Retail	14	5%
Car Dealers	10	3%
Clothing & Accessories Stores	29	9%
Electronic & Household Appliance Stores	7	2%
Florists	19	6%
Furniture & Home Furnishings Stores	5	2%
Gas Stations	1	0%
Jewelry Stores	12	4%
Non-store Retailers - Ecommerce	49	16%
Other Direct Selling Establishments	10	3%
Other Miscellaneous Store	23	7%
Pharmacies & Drug Stores	3	1%
Retail Trade/General Merchandise	70	23%
Specialty Stores	12	4%
Supermarkets, Markets, and Other Grocery Stores	30	10%
Used Merchandise Stores	2	1%
<b>Total:</b>	<b>311</b>	<b>100%</b>



## Top 4 Industry Breakdown (continues)

### ⑨ Professional, Scientific & Technical Services

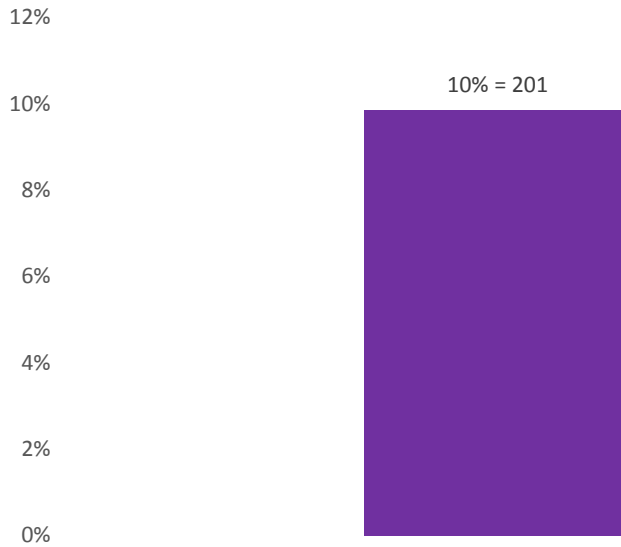


#### **Professional, Scientific & Technical Services:**

Administrative & Management Consulting Services	55	27%
Architectural Services	11	5%
Certified Public Accountant	11	5%
Computer Design, Programming, Software Services	10	5%
Engineering Services	5	2%
Environmental Consulting Services	2	1%
Graphic Design Services	7	3%
Interior Design Services	8	4%
Lawyers Office & Legal Services	8	4%
Marketing and Advertising Consulting Services	14	7%
Other Professional, Scientific & Technical Services	36	17%
Photography	15	7%
Research & Development Services	4	2%
Specialized Design Services	14	7%
Surveying & Mapping Services	3	1%
Translation & Interpretation Services	3	1%
<b>Total:</b>	<b>206</b>	<b>100%</b>

## Top 4 Industry Breakdown (continues)

### ⑮ Certain Services



#### **Certain Services:**

Appliance & Electronic Repair and Maintenance	4	2%
Auto Repair and Maintenance	7	3%
Car Washes	5	2%
Civic and Social Organizations	8	4%
Dry-cleaning and Laundry Services	13	6%
Hair & Beauty Salons	58	29%
Nail Salon	19	9%
Other Grant-making and Giving Services (Non-Profit)	5	2%
Other Personal Care Services	41	20%
Other Services	11	5%
Parking Lots & Garages	2	1%
Pet Care Services	25	12%
Professional Organization	1	0%
Religious Organization	2	1%
<b>Total:</b>	<b>201</b>	<b>100%</b>

## Business Portal Data

### Business Portal by the Numbers

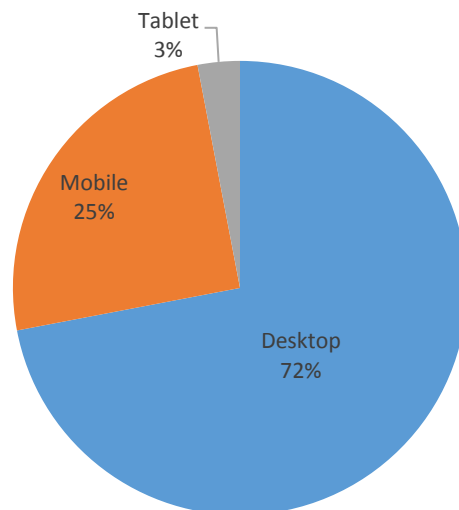
Location	Sessions	%	Users	%
SF	54,922	43%	34,719	39%
CA (non-SF)	34,946	28%	25,923	29%
Out-of-State	24,163	19%	18,175	20%
International	12,753	10%	10,356	12%
<b>Total</b>	<b>126,784</b>		<b>89,173*</b>	

\* 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 he is on the same device and same browser, he is still counted as one user. However, if he visits the Business Portal from another computer, device or browser, he will count as a new user.

### Highlights

- Compared to FY 16-17, usership on the Business Portal has increased in all categories. In FY 17-18, the Business Portal generated 89,173 users and 126,784 sessions. That's an increase of 23,220 (35%) users and 31,385 (33%) sessions.
- Of the total users in FY 17-18, 83% are new visitors while 17% are returning visitors to the Business Portal.
- Although the primary device used for viewing the Business Portal is desktops, mobile device continues to increase. In FY 2016-17, the desktop device dropped 10% while the mobile device increased 10%. In FY 2017-18, the desktop device dropped 3% while the mobile device increased 3%. There has been no change in the tablet device category.

### Devices



## Business Portal Data

### Starter Kit Page Views

Page	Page Views	%
Short Term Rental	13,929	48%
Food Truck	5,890	20%
Restaurant	2,493	9%
Freelancer	1,927	7%
Retail Shop	1,314	5%
Food and Beverage Manufacturing	1,276	4%
Small Contractor	1,157	4%
Business Consultant	953	3%
<b>Total</b>	<b>28,939</b>	

### Highlights

- The most popular starter kits are (1) Short Term Rental, (2) Food Truck, and (3) Restaurant. Similar to our client service, the numbers of page views for the starter kits are higher during the second half of the year compared to the first half of the year.

<u>Starter Kits</u>	<u>First 6 Months</u>	<u>Last 6 Months</u>	<u>Increase %</u>
Short Term Rental	6,667	7,262	9%
Food Truck	2,619	3,271	25%
Restaurant	1,055	1,438	36%

## Small Business Spotlight

- Office of Small Business' client, MAC'D, opened its first restaurant in Summer 2017 at 3347 Fillmore. MAC'D is a fast-casual restaurant that allows customers to build their own macaroni and cheese bowls and get creative with toppings. Created and owned by Bay Area natives Chen-Chen Huo and Jason Brown, they received assistance in launching their business from the Office of Small Business in late 2016. Once they were ready, Huo and Brown began serving their mac and cheese at pop-up events to perfect their concept, and were met with great success. Later, as they decided to open a brick and mortar restaurant, Huo and Brown received assistance from the Open in SF program. Huo and Brown are excited for customers to visit MAC'D to get a taste of high-quality comfort food as well as experiment with new and creative combinations.



## Small Business Spotlight (continues)

- Office of Small Business, Small Business Assistance Center had endorsed Ana's Market for a \$5,000 zero interest Kiva loan. A loan of \$5,000 will help Thelma Orozco, the proprietor of Ana's Market buy a cooler to keep vegetables fresh and to offer a larger variety of vegetables in her store. Ana's Market at 101 Broad Street in the Oceanview neighborhood of San Francisco is participating in the city's Invest In Neighborhoods (IIN), Healthy RetailSF program, an initiative aimed at addressing health equity by encouraging access to healthy and affordable foods in all neighborhoods. With the endorsement of the City and County of San Francisco Office of Small Business, a Kiva Trustee and partner, Thelma's loan was fully funded in less than one week! Thank you to KIVA and all of our supporters who help small businesses reach their goals one step at a time.



## Small Business Spotlight (continues)

- OSB staff assisted a China based clothing retailer to open its first US location in San Francisco. Sheng Tang Peony, headquartered in Shanghai, specializes in high-end traditional Chinese clothing. Patterns on its clothes and accessories are designed by contemporary artists and are hand-embroidered. A variety of hand-made cashmere, pashmina and silk products imported from China can be found in their Russian Hill store at 1200 Union Street, which opened in January 2018. While its products only target a small group of consumers who admire traditional beauty and clothing styles, there have been an increasing number of foreigners trying the traditional Chinese clothing. Sheng Tang Peony has locations in Shanghai, Beijing, Hangzhou, Chengdu, Wuhan, and San Francisco. If you're in the neighborhood, be sure to check out their beautiful collections of fine garments.

