

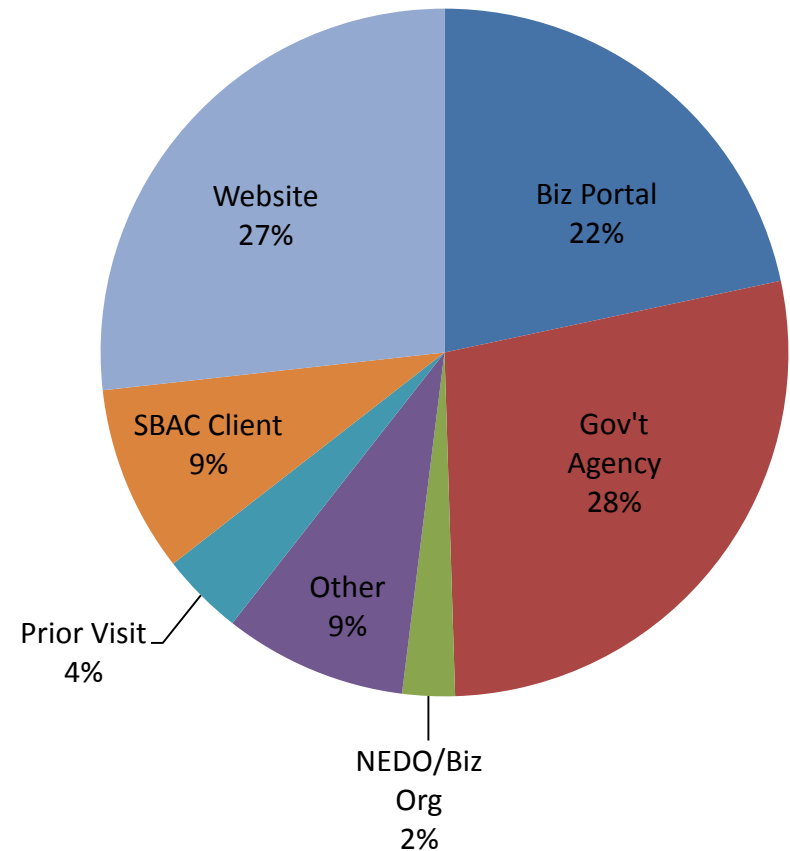
OFFICE OF SMALL BUSINESS DASHBOARD | JULY 2016 – JUNE 2017

Clients Served: Jul., 2016 – Jun., 2017

Month	# of Clients	% +/- (to pervious year)
Q1 (Jul – Sep)	912	+38.18%
Q2 (Oct – Dec)	690	+10.93%
Q3 (Jan – Mar)	801	+1.14%
Q4 (Apr – Jun)	906	+5.23%
Total	3309	+12.74%

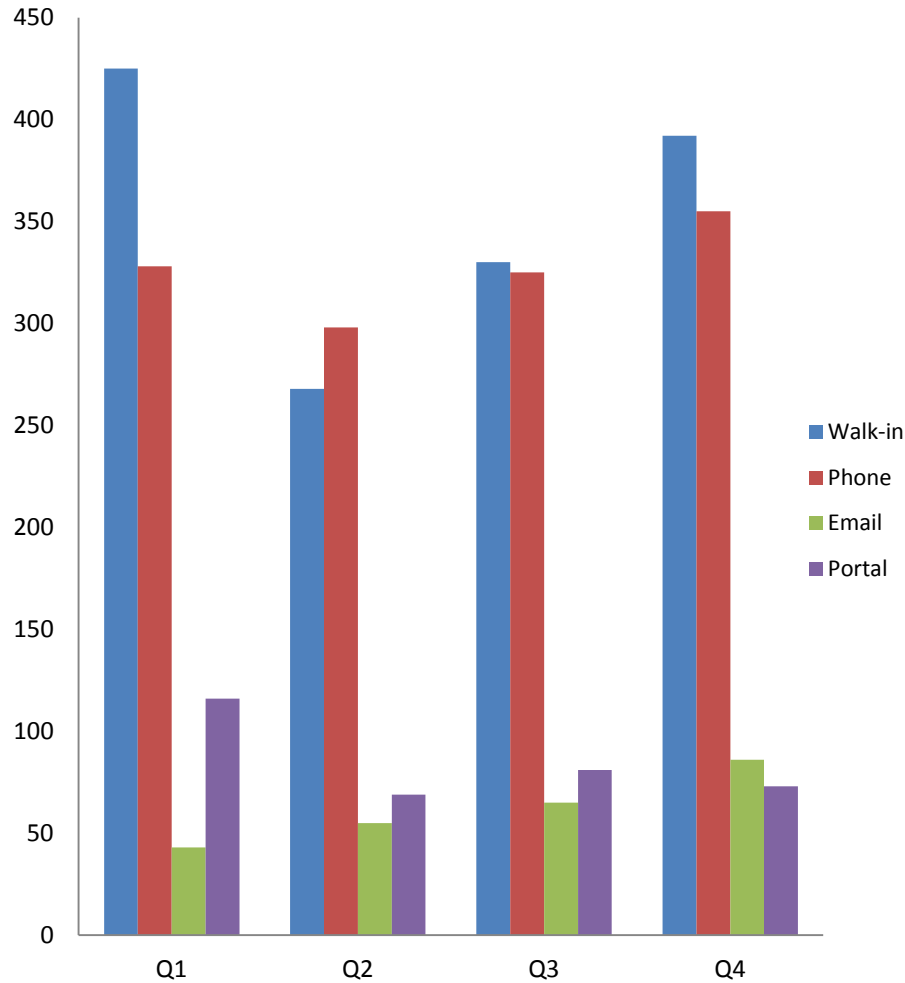
Note: In April 2016 the Office of the Treasure and Tax Collector mailed notices to nearly 37,000 people identified as drivers for Transportation Network Companies (TNC). Drivers were allowed to register without penalty for prior periods if they took action before August 31, 2016. Thus the significant increase in Q1 and Q2 is due to TNC driver registrations. The increase in Q4 is likely attributable to registration renewals for this same group who renewed for the first time and needed assistance. The significant difference in the number of clients served in Q2 compared to the other quarters is due to staff vacations taken in Q2.

How Clients Heard About OSB

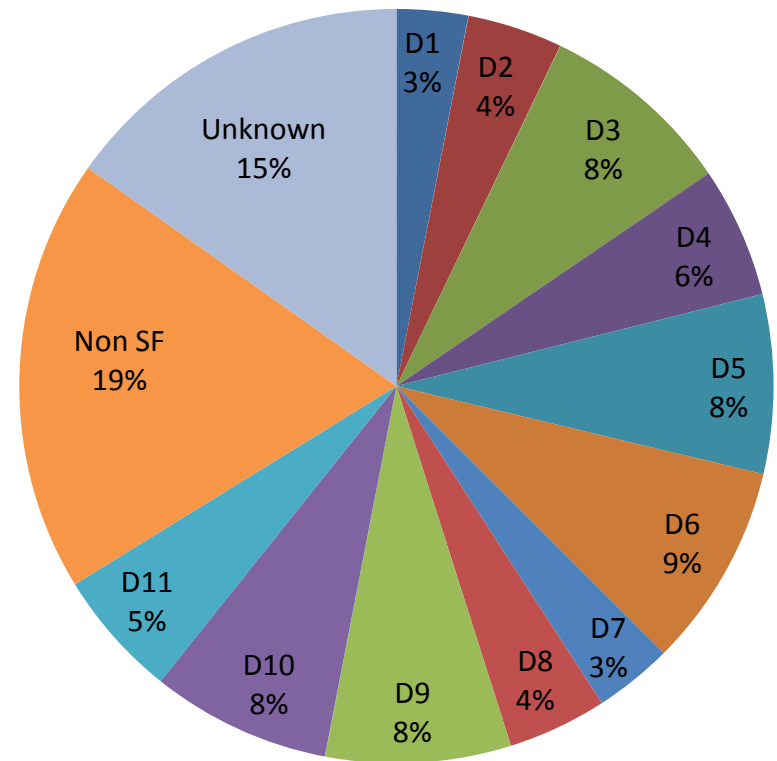


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Case Origin

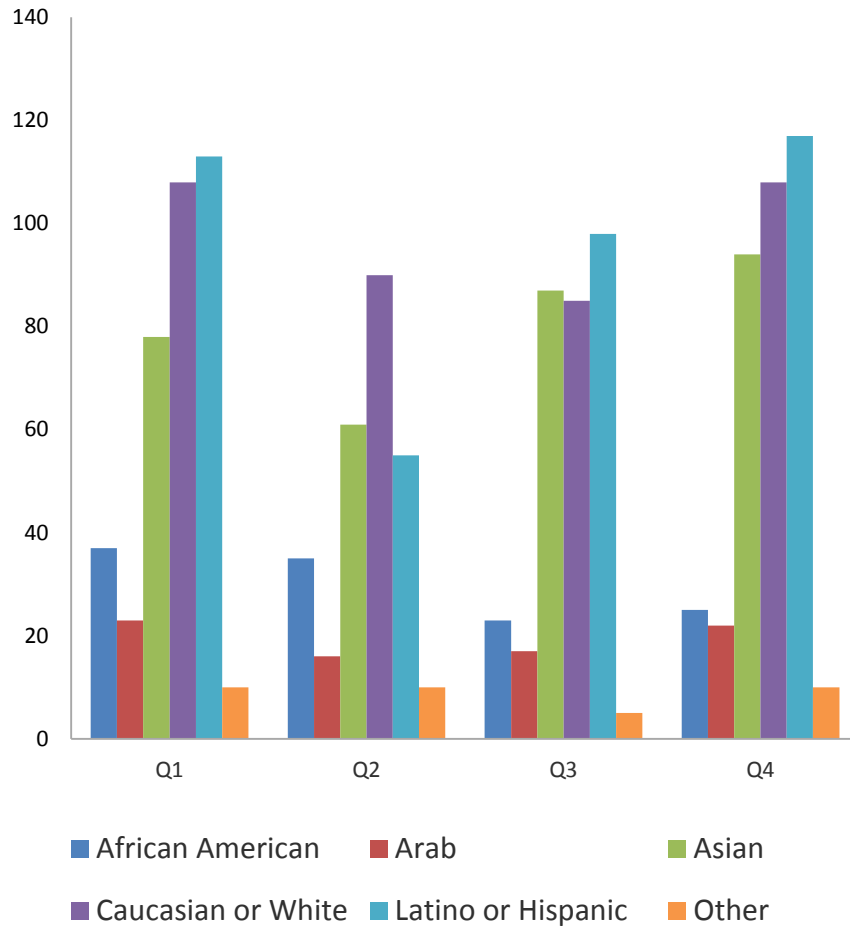


Client by Supervisorial District

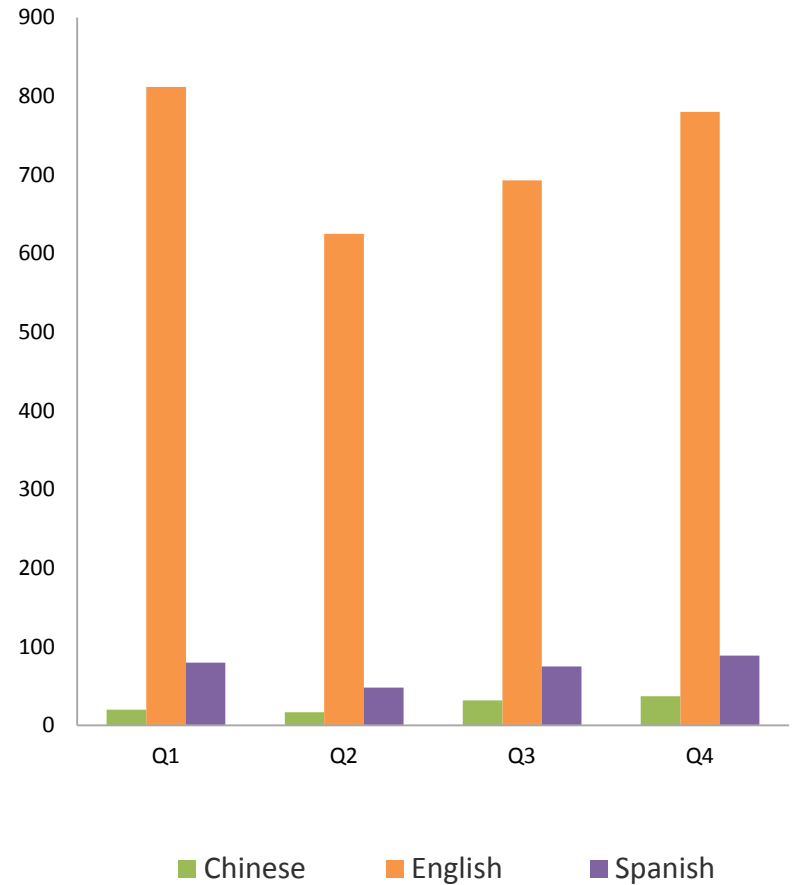


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Clients by Race

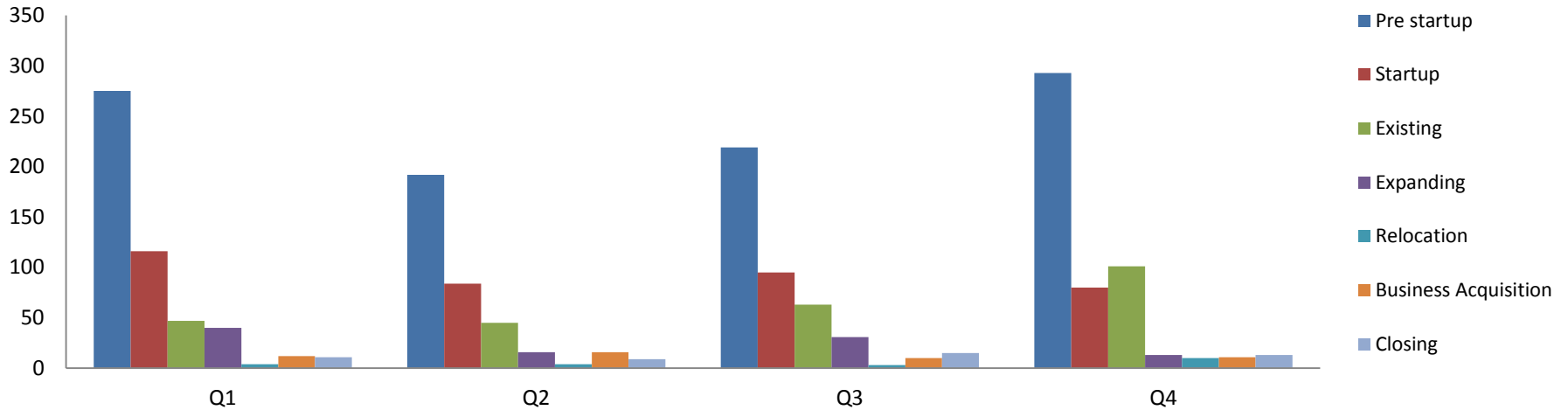


Clients by Language

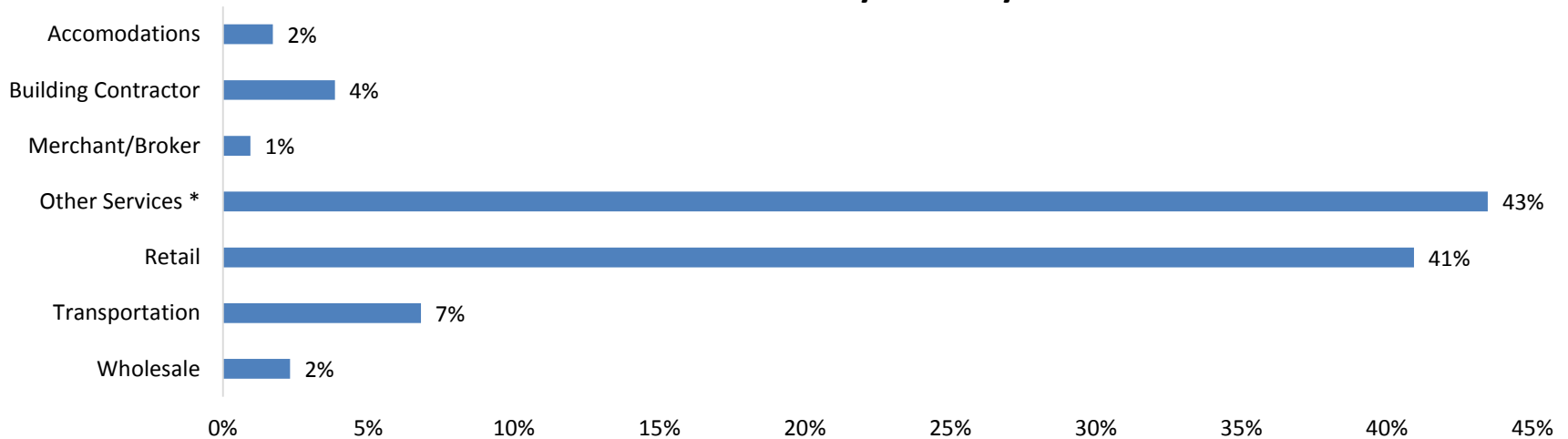


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Type of Service Requested



OSB Clients by Industry



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

OSB in the Community

- In FY 2016/2107, OSB staff led 12 *Starting a Business in San Francisco* workshops at the SBA Center, 2 a the SF Public Library, and presented to 3 Renaissance Entrepreneurship Center Business Planning Classes for a total 354 people reached.
- In FY 2016/2017, OSB staff tabled at the San Francisco Chamber of Commerce Neighborhood District Summit in Districts 5, 7, and 10 reaching a total of 120 neighborhood business and community members.
- In FY 2016/2017, OSB staff participated in, and tabled at 2 Town Hall contractor outreach events at the San Francisco International Airport reaching 60 total number of attendees.
- In FY 2016/2017, OSB staff participated in a merchant walk in District 4, reaching 65 small business owners.
- In FY 2016/2017, OSB staff promoted OSB programs, services, and resources on a Chinese radio talk show and during a press conference with a District Supervisor.

OSB Notable Clients/Cases



In August 2016, Ruder Finn, PR firm on behalf of CNBC, reached out to the Office of Small Business asking if we would be interested in helping them publicize the #PitchLeBronContest, a contest wherein small businesses across the country are invited to pitch their business for a chance to win an endorsement from LeBron James. To promote the premiere of Cleveland Hustles, a new CNBC show from executive producer LeBron James, they were challenging small businesses to share their 23-second pitch explaining why LeBron James should endorse their business. Being in Dub Nation and Warrior fans, we were hesitant to participate. However, we thought this could be a fun challenge and most importantly, a great opportunity for a San Francisco small business.

We emailed out the announcement to our email list and encouraged our clients and all small business owners to show what it takes to win this endorsement. The email reached thousands of our clients and one client in particular, Yolanda Jones, jumped at the opportunity after reading our email. She successfully completed the required 23-second pitch on her first attempt and submitted her entry. Shortly after, Yolanda was contacted to do the pitch live to the show's host, B. Bonin Bough, and Twitter COO, Adam Bain. A week later, the production crew showed up at Yolanda's office to announce the winner of the endorsement contest and to capture her expression when she heard her name.

Yolanda Jones owns a small business, [Yolanda's Construction Administration and Traffic Control \(YCAT-C\)](#), in Bayview-Hunters Point in District 10, offering a range of administrative and traffic control services to support public and private sector clients on engineering-construction projects. YCAT-C is certified as a Local Business Enterprise (LBE), Small Business Enterprise (SBE), Micro Local Business Enterprise (MLBE), Woman-Owned/Minority Business Enterprise (W/MBE), and Disadvantaged Business Enterprise (DBE). In 2012, San Francisco Small Business Network named her company the Small Business of the Year, and in 2013 the National Council of Negro Women, Inc. named her Business Leader of the Year. Yolanda's philosophy is that you can be whoever you want to be in life. All you have to remember is you have to get up, dust yourself off and never count yourself out of what life has to offer you.

Since winning the endorsement deal, her video is posted on the Cleveland Hustles Facebook page and LeBron James has tweeted shout-outs to Yolanda through his Twitter account, which has 32 million followers. August 24th was the series premiere and her business was featured multiple times on CNBC. Yolanda is thankful for the opportunity and has been reached by media from as far as Australia. Handful of organizations has come forward offering assistance to support her small business.

Congratulations, Yolanda!! Go San Francisco small business!! To view her video, click [here](#).

OSB Notable Clients/Cases



- Office of Small Business assisted client, Maritza Hurtado, in launching her catering business. Originally from Colombia, Maritza came to the US in the 1980s to pursue an education. After years of planning and saving, Maritza opened up her very own cafe and deli in Oakland. It was an instant hit. Neighbors and tourists flocked to the doors for Maritza's heart-warming empanadas and homemade sauces. Unfortunately the banking crisis of 2010 put a stop to this growing business. Since then, Maritza has been running her catering business in San Francisco.

Señora Maritza, LLC is a catering business that specializes in Colombian fusion cuisine. She has been cooking all of her life, and wanted to create a business using her passion for food and cooking. Señora Maritza, LLC launched several years ago and now caters to local businesses, schools, offices, churches and people from her community that love her food. The business is all about fresh herbs, great vegetables, and using a more natural way of cooking. Instead of using condiments like salt and other flavor enhancements, Maritza wants the natural flavor of her food to come out through the juices she created from vegetables and herbs. She has created over 3,000 food recipes and made 478 special recipes for sauces and dressings that she uses in most of her recipes. Maritza would like to expand her business and take her food creations and special sauces to stores all across the Bay Area.

- Office of Small Business client, MAC'D, opened its first restaurant this summer 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. MAC'D was created and owned by Bay Area natives Chen-Chen Huo and Jason Brown. Huo and Brown received assistance in launching their business from the Office of Small Business in late 2016. In order to perfect and test their product and idea, Huo and Brown began with a Pop-up concept serving their mac and cheese at events and locals in the city, and were met with great success. Later, as they decided to open a brick and mortar restaurant, OSB staff referred Huo and Brown to the [Open in SF program](#) for assistance in opening MAC'D.

MAC'D customers first choose a pasta and a cheese sauce for their mac and cheese bowl. Then they choose from a variety of mix ins such as meat, vegetables, or seafood. Lastly, top it off with creative topping options like hot Cheetos, truffle oil, and panko, just to name a few. 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.



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Business Portal by the Numbers

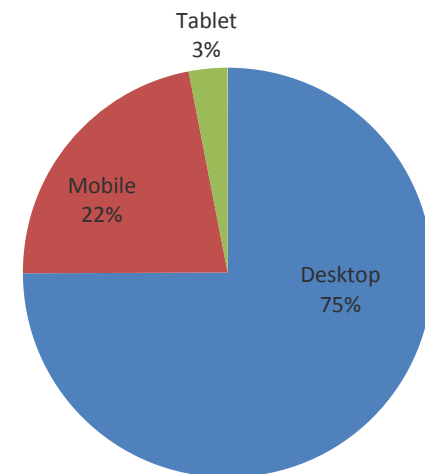
Location	Sessions	%	Users	%
SF	38,997	41%	24,663	37%
CA (non-SF)	28,016	29%	20,187	31%
Out-of-State	17,883	19%	12,700	19%
International	10,503	11%	8,403	13%
Total	95,399		65,953 *	

* 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 an 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 15-16, usership on the Business Portal has increased in all categories within U.S. There was a slight decrease in international usership. In FY 16-17, the Business Portal generated 65,953 users and 95,399 sessions. That's an increase of 9,912 (17%) users and 11,533 (13%) sessions compared to FY 15-16.
- Of the total users in FY 16-17, 66% are new visitors while 34% are returning visitors to the Business Portal.
- A notable increase is the devices used for viewing the Business Portal. In FY 2016-17, the desktop device dropped 10% while the mobile device increased 10%. This increase supports the trend of mobile users and easy access.

Devices



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Starter Kit Pageviews

Page	Page Views	%
Short Term Rental	8,870	49%
Food Truck	3,702	20%
Restaurant	1,748	10%
Business Consultant	953	5%
Retail	823	5%
Salon	704	4%
Small Contractor	642	3%
Food & Beverage Manufacturing	351	2%
Cleaning Business	281	2%
Total	18,074	

Highlights

- The most popular starter kits are (1) Short Term Rental, (2) Food Truck, and (3) Restaurant. Although the Short Term Rental starter kit continues to have the highest page views, the Food Truck starter kit page views have doubled in FY 16-17.

Starter Kit	First 6 Months	Last 6 Months	Increase %
Short Term Rental	4,051	4,819	19%
Food Truck	1,218	2,484	104%

Browsers

