Clients Served: Jan – Mar., 2017

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (to previous year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>274</td>
<td>+ 4.98%</td>
</tr>
<tr>
<td>February</td>
<td>262</td>
<td>+ 10.08%</td>
</tr>
<tr>
<td>March</td>
<td>265</td>
<td>- 9.56%</td>
</tr>
<tr>
<td>Total</td>
<td>801</td>
<td>+ 1.14%</td>
</tr>
</tbody>
</table>

Note: The decrease in March '17 is due to staff availability, office closed for OEWD all staff meeting, and OSB Case Managers working on other projects, such as Small Business Week 2017.

OFFICE OF SMALL BUSINESS DASHBOARD | JANUARY – MARCH 2017

Case Origin

- Walk-in: 41.2%
- Phone: 40.6%
- Email: 8.1%
- Portal: 10.1%

Clients by Language

- Chinese: 4.0%
- English: 86.6%
- Spanish: 9.4%

Clients by Race

- African American: 7.3%
- Arab: 5.4%
- Asian: 27.6%
- Caucasian or White: 27.0%
- Latino or Hispanic: 31.1%
- Other: 1.6%

Clients by Supervisorial District

- Unknown: 15%
- D1: 4%
- D2: 5%
- D3: 7%
- D4: 8%
- D5: 7%
- D6: 8%
- D7: 3%
- D8: 3%
- D9: 8%
- D10: 9%
- D11: 5%

Clients by Industry

- Mcht/Broker: 46.1%
- Bldg Contractor: 41.6%
- Accomodations: 4.3%
- Services **: 2.0%
- Retail: 0.5%
- Wholesale: 3.8%
- Transportation: 1.8%

** Services include professional and personal services such as beauty, consulting, janitorial, legal, medical and miscellaneous services.
OSB Q1 2017 Highlights

OSB in the Community
• OSB staff led a total of 5 Starting a Small Business in San Francisco workshops at the SBA, Renaissance Center, and the main library to a total of 107 attendees.

OSB Trends
• A big increase of page views in the Mobile Food Truck Starter Kit in Q1 compared to last quarter.
• Despite a decrease in March ‘17, total clients served in Q1 were up compared to Q1 in 2016.

OSB Notable Clients/Cases
• There were no notable cases in Q1
Usership on the Business Portal increased in most categories compared to the last quarter. The number of San Francisco Users increased by 1,331 while the number of California Users increased by 1,230. The number of San Francisco sessions increased by 2,176 while the number of California sessions increased by 1,540. These increases are due to the new features of the Business Portal. Users are now able to create an account on the Business Portal and save their files online. In addition, users can also submit applications for certain permits and licenses directly from the Business Portal.

There were 16,176 (68%) new visitors while 7,705 (32%) are returning visitors to the Portal. That’s an increase of 3,368 new visitors and 906 returning visitors compared to last quarter.

Starter Kits: The most popular starter kits are (1) Short Term Rental, (2) Food Truck, and (3) Restaurant. Although Short Term Rental has consistently been the most popular starter kit, there was a big increase on the Food Truck starter kit this quarter, an increase of 434 Page Views (64%) compared to last quarter.