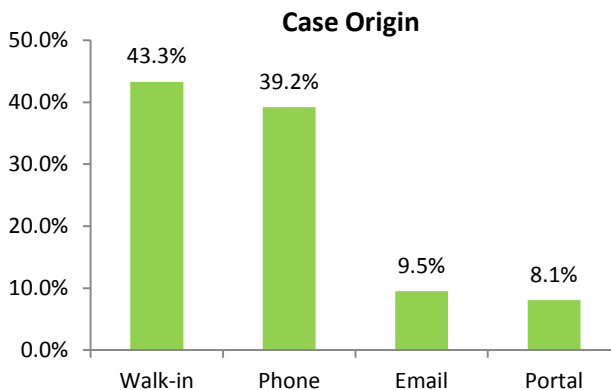


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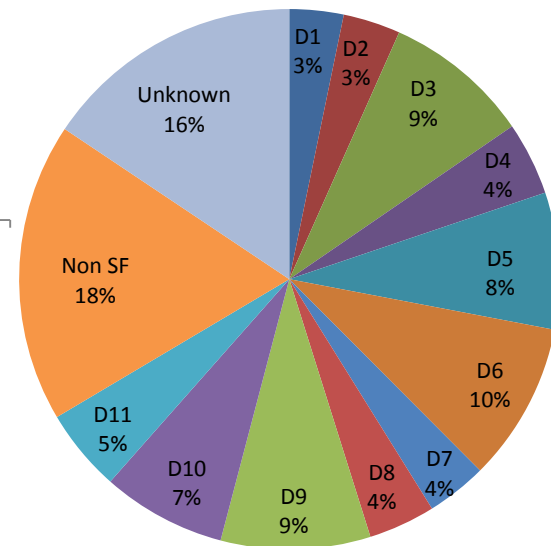
Clients Served: Apr – Jun., 2017

Month	# of Clients	% +/- (to pervious year)
April	290	- 10.77%
May	349	+ 30.71%
June	267	- 0.74%
Total	906	+ 5.23%

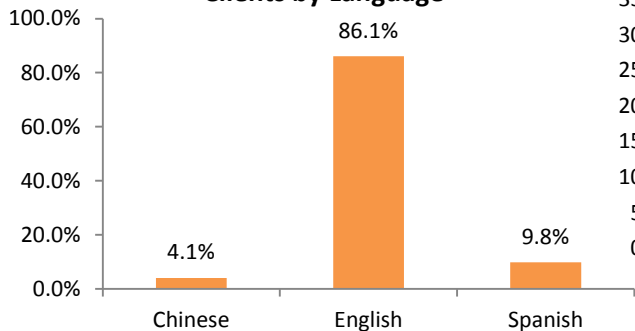
Note: The increase from Q2 2016 to Q2 2017 is due to assisting clients with their annual business registration renewal. More industries such as TNC and STR businesses are required to registered.



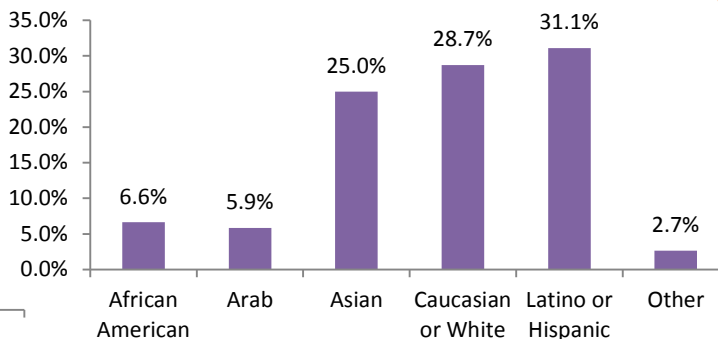
Clients by Supervisorial District



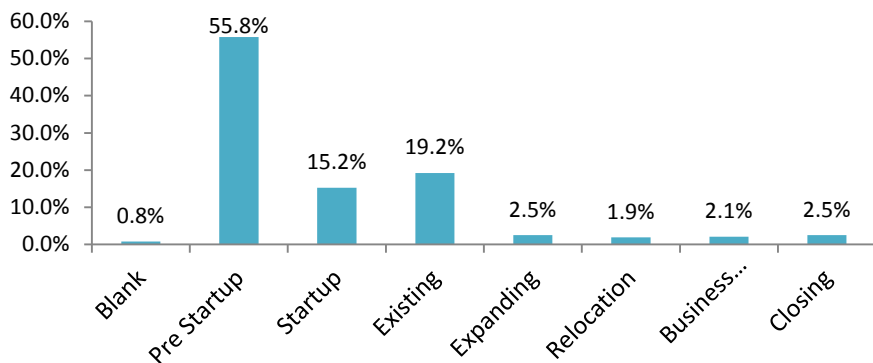
Clients by Language



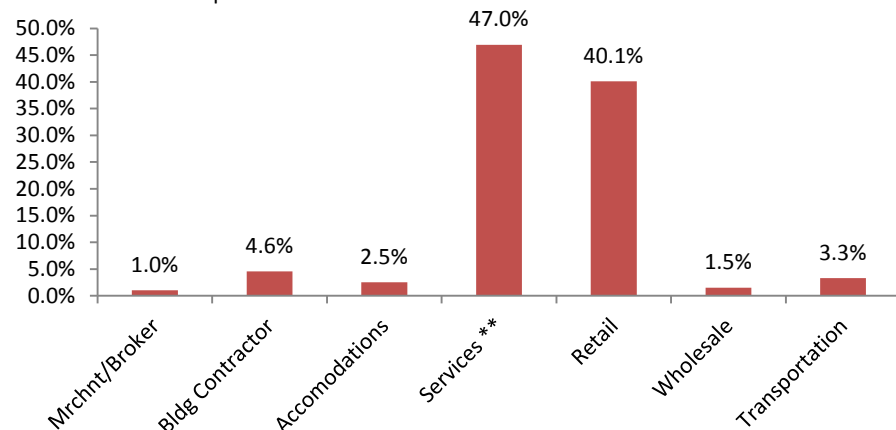
Clients by Race



Type of Service Requested



Clients by Industry



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

OSB Q2 2017 Highlights

OSB in the Community

- OSB staff led 4 *Starting a Small Business in San Francisco* workshops at the SBA and Renaissance Center to a total of 70 attendees.
- OSB staff participated at the SFO Event and Nasdaq Center and reached out to 60 attendees.
- OSB staff tabled at the District 5 Business Summit with over 50 attendees.
- OSB staff participated in the Small Business Week 2017 with over 1,000 attendees.

OSB Trends

- The decreases in April and June were due to staff availabilities and working on other projects such as Small Business Week 2017. Despite a slight decrease, we had a significant increase in May due to assisting businesses with registration renewals.
- Total clients served in Q2 were up compared to Q2 in 2016.

OSB Notable Clients/Cases

- There were no notable cases in Q2.

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Business Portal by the Numbers

Location	Sessions	%	Users	%
SF	10,631	40%	6,907	38%
CA (non-SF)	7,817	30%	5,632	31%
Out-of-State	5,469	21%	3,826	21%
International	2,324	9%	1,941	10%
Total	26,241		18,306	

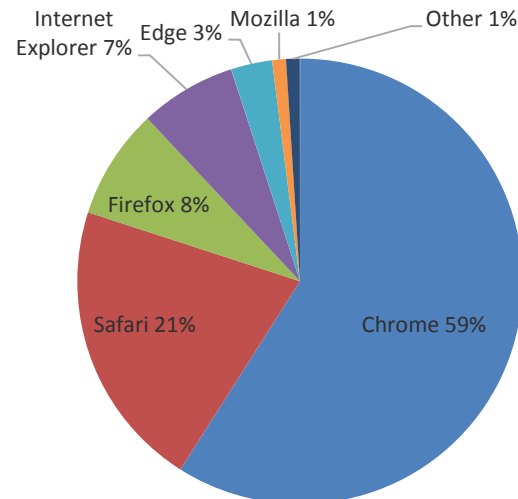
Starter Kit Pageviews

Page	Pageviews	%
Short Term Rental	2,906	48%
Food Truck	1,377	23%
Restaurant	501	9%
Retail	298	5%
Small Contractor	281	5%
Business Consultant	261	4%
Salon	201	3%
Food Beverage Manufacturing	185	3%
Total	6,010	

Highlights

- Usership on the Business Portal increased in most categories compared to the last quarter. The number of San Francisco Users increased by 595 while the number of California Users increased by 748. The number of San Francisco sessions increased by 534 while the number of California sessions increased by 1,170. 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 17,433 (66%) new visitors while 8,808 (34%) are returning visitors to the Portal. That's an increase of 1,257 new visitors and 1,103 returning visitors compared to last quarter.
- Starter Kits: The most popular starter kits are (1) Short Term Rental, (2) Food Truck, and (3) Restaurant. The overall Starter Kit page views have increased compared to last quarter. Short Term Rental starter kit page views increased by 993 (52%). The Food Truck starter kit page views increased by 270 (24%). The Restaurant starter kit page views increased by 114 (29%).

Browsers



Devices

