Clients Served: Jul – Sep., 2016

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (to previous year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>286</td>
<td>+ 6.72%</td>
</tr>
<tr>
<td>August</td>
<td>310</td>
<td>+ 47.62%</td>
</tr>
<tr>
<td>September</td>
<td>316</td>
<td>+ 73.63%</td>
</tr>
<tr>
<td>Total</td>
<td>912</td>
<td>+ 38.18%</td>
</tr>
</tbody>
</table>

Note: The significant increase from Q3 2015 to Q3 2016 is due to TTX TNC registration requirement and increased Business Portal inquiries.

Clients by Language:
- Chinese: 2.2%
- English: 89.0%
- Spanish: 8.8%

Clients by Race:
- African American: 10.0%
- Arab: 6.2%
- Asian: 21.1%
- Caucasian or White: 29.3%
- Latino or Hispanic: 30.6%
- Other: 2.7%

Clients by Industry:
- M/cnt/Broker: 1.0%
- Bldg. Contractor: 3.6%
- Accomodations: 0.6%
- Services**: 39.7%
- Retail: 38.7%
- Wholesale: 2.1%
- Transportation: 14.2%

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

Clients by Supervisorial District:
- D1: 2%
- D2: 5%
- D3: 9%
- D4: 4%
- D5: 8%
- D6: 8%
- D7: 4%
- D8: 3%
- D9: 8%
- D10: 7%
- D11: 6%
- Non SF: 23%
- Unknown: 14%
OSB Q3 2016 Highlights

OSB in the Community
• OSB staff led 3 *Starting a Small Business in San Francisco* workshops at the SBA to a total of 74 attendees.
• OSB tabled at the Chamber of Commerce District 7 event with Supervisor Yee in the West Portal neighborhood.

OSB Trends
• OSB Business Portal inquiries were up.
• TNC Business Registrations were up.

OSB Notable Clients/Cases
• There were no notable cases in Q3
### Business Portal by the Numbers

<table>
<thead>
<tr>
<th>Location</th>
<th>Sessions</th>
<th>%</th>
<th>Users</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF</td>
<td>10,348</td>
<td>41%</td>
<td>6,463</td>
<td>37%</td>
</tr>
<tr>
<td>CA (non-SF)</td>
<td>8,445</td>
<td>33%</td>
<td>6,017</td>
<td>35%</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>4,455</td>
<td>17%</td>
<td>2,977</td>
<td>17%</td>
</tr>
<tr>
<td>International</td>
<td>2,422</td>
<td>9%</td>
<td>1,810</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>25,670</td>
<td></td>
<td>17,267</td>
<td></td>
</tr>
</tbody>
</table>

### Highlights

- Usership on the Business Portal increased in all categories compared to the last quarter. The number of San Francisco Users increased by 708 while the number of California Users increased by 1,442. The number of San Francisco sessions increased by 1,463 while the number of California sessions increased by 1,816. These increases are due to the TNC drivers (Uber & Lyft) needing to have a business registration in order to be compliant.
- There were 16,552 (64%) new visitors while 9,118 (36%) are returning visitors to the Portal. That’s an increase from last quarter. Again, it’s due to the TNC drivers registering for a business license.
- Top Pages: After the homepage, the top three pages accessed are (1) Permits & Licenses (2) Register Your Business (3) Start a Business.
- Starter Kits: The most popular starter kits are (1) Short Term Rental, (2) Food Truck, and (3) Restaurant. Announced in end of 2015, short-term rentals now need to have a business registration, hence the top rank for the starter kits.