

OFFICE OF SMALL BUSINESS ANNUAL REPORT

JULY 2019 – JUNE 2020

The Office of Small Business assisted a total of 6,476 clients in FY 19-20, an increase of 66.39% (2,584 clients) compared to the last fiscal year. We continue to surpass the total number of clients served each quarter even though staff is operating at maximum capacity. Due to the impact of COVID-19 to the small business communities, our most significant increase in Q4 exceeded over 100% compared to the previous year. Generally, Q4 is already our busiest quarter due to business registration renewal, deadlines for other licenses and payments, and the end of the fiscal year. OSB staff stepped up with all hands on deck to assist and support our small businesses during these challenging times in the pandemic.

Clients Served: July 2019 – June 2020		
Month	# of Clients	% +/- (compared to previous year)
Q1 (Jul – Sep)	1,276	+36.91%
Q2 (Oct – Dec)	1,209	+46.90%
Q3 (Jan – Mar)	1,709	+67.38%
Q4 (Apr – Jun)	2,282	+104.48%
Total	6,476	+66.39%

Total Clients Served in Previous Years				
FY 15 – 16	FY 16 – 17	FY 17 – 18	FY 18 – 19	FY 19 – 20
2,935	3,309	3,604	3,892	6,476
+1%	+12.74%	+8.92%	+7.99%	+66.39%

Number of Total Engagements

<i>Salesforce Tracked Cases:</i>						
<u>Case Origins:</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
Phone	81	64	389	883	1417	31%
Portal Contact	37	20	38	36	131	3%
Walk-In	509	305	364	0	1178	26%
Web/Email	106	88	499	1119	1812	40%
TOTAL:	733	477	1290	2038	4538	100%
<i>*Phone/Walk In Log Tracker:</i>	543	732	419	244	1938	
Grand Total:	1276	1209	1709	2282	6476	

*Phone/Walk-In Log Tracker is for phone calls/walk in inquiries that did not provide enough information for us to create a contact and case in Salesforce. Generally, these are quick questions that do not require follow up and/or when clients do not wish to share their contact information with us.

Demographics of Clients Served (based on Salesforce tracked cases)

Location (by district)

<u>Supervisory District</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
D1	23	22	70	96	211	5%
D2	36	13	60	121	230	5%
D3	73	50	188	283	594	13%
D4	45	13	43	83	184	4%
D5	65	57	112	157	391	9%
D6	61	32	148	195	436	10%
D7	27	22	41	79	169	4%
D8	51	37	103	146	337	7%
D9	71	52	119	196	438	10%
D10	82	32	125	137	376	8%
D11	47	38	39	74	198	4%
Non-SF	98	63	109	126	396	9%
Unknown	54	46	133	345	578	12%
Total:	733	477	1290	2038	4538	100%

Business Phase

<u>Type of Service Requested</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
Pre Start-Up	254	158	138	43	593	13%
Start-Up	187	130	128	41	486	11%
Existing	188	122	966	1925	3201	70%
Expanding	51	29	19	10	109	2%
Relocating	8	5	10	1	24	1%
Business Acquisition	32	28	21	5	86	2%
Closing	13	5	8	13	39	1%
TOTAL:	733	477	1290	2038	4538	100%

Business Activities by Categories (Treasurer & Tax Collector's Office)

NAICS Categories

Food Services	866	19%
Certain Services	670	15%
Retail Trade	600	13%
Private Education and Health Services	421	9%
Professional, Scientific & Technical Services	372	8%
Administrative and Support Services	300	7%
Construction	173	4%
Manufacturing	139	3%
Arts, Entertainment and Recreation	127	3%
Transportation and Warehousing	125	3%
Information	84	2%
Wholesale Trade	65	1%
Real Estate and Rental & Leasing Services	65	1%
Accommodations	56	1%
Financial Services	25	1%
Insurance	10	} 1%
Public Administration	7	
Utilities	6	
Agriculture	3	
Unknown	424	9%
Total:	4538	100%

Breakdown of Top 4 Categories

Food Services:

Full-Service Restaurants	305	35%
Limited-Service Restaurants	227	26%
Mobile Food Facilities	150	17%
Caterers	91	11%
Drinking Places	87	10%
Other Food Services	6	1%
Total:	866	100%

Certain Services:

Beauty, Hair & Nail Salons	353	53%
All Other Personal Care Services ¹	128	19%
Pet Care Services	57	8%
All Other Repair and Maintenance ²	26	4%
Dry-cleaning and Laundry Services	26	4%
Grant-making and Giving Services (Non-Profit)	25	4%
Businesses & Other Associations and Organizations	19	3%
Auto Repair and Maintenance	16	2%
Other Services	7	1%
Parking Lots/Garages	5	1%
Car Washes	4	1%
Religious Organization	3	0%
Funeral Homes	1	0%
Total:	<u>670</u>	<u>100%</u>

¹ All Other Personal Care Services (NAICS Codes: 812199 & 812990): Day spas; Doula services; Fortune-telling services; Party/Wedding planning services; Personal trainer; Permanent make-up services; Piercing services; Shoeshine services; Saunas; Tanning salons; Tattoo parlors; etc.

² All Other Repair and Maintenance (NAICS Codes: 811310, 811412, 811420, 811430, 811490): Clothing alteration and repair; Footwear and leather goods repair; Household appliance, equipment, and machinery repair and maintenance; Music instrument repair; Upholstery and furniture repair; etc.

Retail Trade:

Web Retailers/Ecommerce ¹	105	17.5%
Supermarkets; Markets; and Other Grocery Stores	62	11%
Clothing & Accessories Stores	51	8.5%
Retail Trade ²	46	7%
General Merchandise and Other Miscellaneous Stores ³	39	6.5%
Convenience Stores; Beer, Wine & Liquor Stores; Tobacco Stores	37	6%
Used Merchandise Stores	23	4%
Art Dealers	21	3.5%
Jewelry Stores	21	3.5%
Baked Goods Stores	18	3%
Furniture; Home Furnishings; Floor Covering & Paint/Wallpaper Stores	18	3%
Other Direct Selling Establishments ⁴	18	3%
Florists	17	3%
Gift Shops, Novelty and Souvenir Stores	16	3%
Bookstores	12	2%
Specialty Food Stores	11	2%
Pet Stores	10	2%
Shoes, Leather and Luggage Stores	9	1.5%
Car Dealers; Automotive Parts & Accessories	8	1%
Cosmetics & Beauty Supplies	8	1%
Electronic Stores	8	1%
Health Supplement Stores	6	1%
Optical Goods	6	1%
Office Supplies	5	1%
Sewing/Needlework Stores	5	1%
Nursery, Gardening Equipment and Supplies	4	1%
Pharmacies/Drug Stores & Cannabis	4	1%
Hardware Stores	3	0.5%
Hobby, Toys and Games Stores	3	0.5%
Music Instruments Stores	2	0%
Sporting Goods Stores	2	0%
Gas Stations	1	0%
Newsstands/News Dealers	1	0%
Total:	600	100%

¹ Web Retailers/Ecommerce: (NAICS Codes: 454, 45411, 454110, 454111) Online businesses selling clothing, jewelries, accessories, crafts, arts, home-made soap, essential oils, electronics, books, gift sets, home décor, make up and beauty supplies, etc.

² Retail Trade: (NAICS Code: 44) Clients did not specify what type of retail they are.

³ General Merchandise and Other Miscellaneous Stores: (NAICS Codes: 45290, 452990, 453, 4539, 45399, 453998) Businesses selling a variety of different products. Some miscellaneous stores include massage chairs, adult movies and toys, stamps and coins, seasonal stores for various holidays, arts/craft tools and supplies, party supplies, skateboarding goods, crystals and incenses, handcraft products, etc.

⁴ Other Direct Selling Establishments: (NAICS Code: 454390) Peddlers, flea markets, street artists, garage sale.

Private Education and Health Services:

Office of All Other Miscellaneous Health Practitioners ¹	131	31%
Office of Health Practitioners & Services	100	24%
• Dentists (28)		
• Physical, Occupational and Speech Therapists, and Audiologists (25)		
• Mental Health Specialists & Services (19)		
• Physicians (10)		
• Chiropractors (8)		
• Optometrists (8)		
• Podiatrists (2)		
Child Day Care Services	59	14%
Educational Support & Services ²	32	8%
Other Technical & Trade/Miscellaneous Schools and Instructions ³	24	6%
Fine Arts School	18	4%
Sports & Recreation Instruction	16	4%
Exam Prep & Tutoring	8	2%
Individual & Family Services	7	2%
Assisted Living for Elderly/Elderly & Disabled Services	6	1%
Health Care & Social Assistance, Community Housing, Temporary Shelter, Vocational Rehab Services	6	1%
All Other Miscellaneous Ambulatory Health Care Services	3	1%
Colleges; Universities & Professional Schools	3	1%
General Medical & Surgical Hospitals	3	1%
Child & Youth Services	2	0%
Home Health Care	2	0%
Elementary & Secondary School	1	0%
Total:	<u>421</u>	<u>100%</u>

¹ Office of All Other Miscellaneous Health Practitioners: (NAICS Codes: 621399)

Consists of: Massage Therapists, Acupuncturists, Dental Hygienists, Dietitians, Herbalists, Hypnotherapists, Midwives, Nutritionists, Nurses, etc.

² Educational Support & Services: (NAICS Codes: 61, 611, 6117, 611710)

Consists of: Educational websites and blogs; after school programs; educational workshops; continue education (CE) units development; online education programs; supplemental education programs/consulting; study abroad & student exchange programs; creative thinking workshops for children; outdoor field trip program; elective programs for kids such as art, cooking, sewing, music, etc.

³ Other Technical & Trade/Miscellaneous Schools and Instructions:

(NAICS Codes: 611430, 611511, 611519, 611630, 611699) Consists of: Language schools; Bartending/cocktail mixing schools; CPR/First Aid schools; Professional and management development training; Cooking schools; Yoga/meditation schools, etc.

Race / Ethnicity

<u>Race/Ethnicity</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
African American	76	48	61	51	236	5%
American Indian or Alaskan Native	4	1	4	2	11	0%
Arab	24	14	26	16	80	2%
Asian	158	105	208	434	905	20%
Caucasian or White	124	81	287	490	982	22%
Latino or Hispanic	182	118	171	175	646	14%
Multiracial	14	9	10	19	52	1%
Other	10	5	12	7	34	1%
P.I. or Native Hawaiian	5	4	3	4	16	0%
Unknown	136	92	508	840	1576	35%
TOTAL:	733	477	1290	2038	4538	100%

Top 4 Categories per Race / Ethnicity

<u>Race / Ethnicity</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>
African American	Retail Trade	Food Services	Administrative & Support Services	Certain Services
American Indian/Alaskan Native	Retail Trade	Food / Information		N/A
Arab	Food Services	Retail Trade	Wholesale Trade	Certain Services/Private Education & Health Services/Transportation & Warehousing
Asian	Food Services	Certain Services	Retail Trade	Private Education and Health Services
Caucasian or White	Food Services	Certain Services	Retail Trade	Professional, Scientific & Technical Services
Latino or Hispanic	Food Services	Administrative & Support Services	Certain Services	Retail Trade
Multiracial	Food Services	Private Education and Health Services	Certain Services	Professional, Scientific & Technical Services
Other	Food Services	Retail Trade	Certain Services	Admin & Support Services/Transportation and Warehousing
Pacific Islander or Native Hawaiian	Certain Services	Food Services	Professional, Scientific & Technical Services / Administrative & Support Services	
Unknown	Food Services	Certain Services	Retail Trade	Private Education and Health Services

Non-English Service Provided (Salesforce Cases & Phone Logs)

<u>Languages</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
Chinese	69	49	74	239	431	7%
Spanish	131	92	106	93	422	7%

Top 4 Categories per Language Service Provided

<u>Languages</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>
Chinese	Certain Services	Food Services	Retail Trade	Private Education & Health Services
Spanish	Food Services	Administrative & Support Services	Certain Services	Construction

How Clients Heard About Us (based on Salesforce tracked cases)

<u>How Clients Heard About us?</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
311	1	4	2	31	38	1%
Biz Org/Assoc	16	11	16	12	55	1%
Biz Portal	44	25	46	55	170	4%
Government Agency ¹	341	176	411	664	1592	35%
Media	2	0	24	83	109	2%
Non-Profit/NEDOs	20	10	14	6	50	1%
Other	121	133	202	123	579	13%
Prior Visit	27	12	40	20	99	2%
SBAC Client	25	12	51	26	114	3%
Website	136	94	484	1018	1732	38%
TOTAL:	733	477	1290	2038	4538	100%

¹ Government Agency primarily consists of: TTX, DPH, Public Works, OEWD, Planning, DBI

Eblast Data

<u>FY 2019 - 2020</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>
# of Eblasts Sent	4	2	11	46	63
Avg # of Recipients	11,498	11,582	11,837	12,903	12,585
Avg Open #	2,386	1,110	2,494	3,677	3,307
Avg Open %	20.75%	9.58%	21.02%	28.56%	26.15%
Avg Click/Click-Through #	183	276	1,135	1,526	1,332
Avg Click/Click-Through %	1.59%	2.38%	9.53%	11.92%	10.54%
Avg Click-to-Open %	7.67%	24.86%	45.51%	41.50%	40.28%
Avg Bounce #	15	61	16	6	10
Avg Bounce %	0.13%	0.53%	0.13%	0.05%	0.08%
Avg Unsubscribe #	22	17	8	7	9
Avg Unsubscribe %	0.19%	0.15%	0.07%	0.05%	0.07%

Open %: Percentage of people who opened our eblast.

Click/Click-Through %: Percentage of people who clicked a link/linked image within our eblast.

Click-to-Open %: Measures the effectiveness of our eblast content. This metric is calculated by the number of clicks divided by the number of opens.

Eblast Data Comparison With Previous FY

	<u>FY 18-19</u>	<u>FY 19-20</u>
# of Eblasts Sent	15	63
Avg # of Recipients	11,254	12,585
Avg Open #	2,033	3,307
Avg Open %	18.04%	26.15%
Avg Click/Click-Through #	238	1,332
Avg Click/Click-Through %	2.11%	10.54%
Avg Click-to-Open %	11.71%	40.28%
Avg Bounce #	65	10
Avg Bounce %	0.57%	0.08%
Avg Unsubscribe #	27	9
Avg Unsubscribe %	0.24%	0.07%

Statistics and Benchmarks on Email Campaigns (Average of All Industries):

<ol style="list-style-type: none"> 1. Mailchimp as of October 2019: Average Open Rate: 22.71% Average Click Rate: 2.91% Average Unsubscribe Rate: 0.25% 2. Constant Contact as of December 2020: Average Open Rate: 16.06% Average Click-Through Rate: 9.22% Average Bounce Rate: 10.87% 	<ol style="list-style-type: none"> 3. Campaign Monitor Statistics for 2020: Average Open Rate: 18.0% Average Click-Through Rate: 2.6% Average Click-to-Open Rate: 14.1% Average Unsubscribe Rate: 0.1% 4. Get Response Statistics for FY19-20: Average Open Rate: 22.02% Average Click-Through Rate: 2.13% Average Click-to-Open Rate: 10.12% Average Unsubscribe Rate: 0.12%
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Eblast Viewed in Another Language

Started from March 20, 2020, we've added links of our eblasts translated into various languages by using Google Translate. Language selections were: Spanish, Chinese, Tagalog, Russian, Arabic, Korean, Japanese and Vietnamese.

	<u>Spanish</u>	<u>Chinese</u>	<u>Tagalog</u>	<u>Russian</u>	<u>Arabic</u>	<u>Korean</u>	<u>Japanese</u>	<u>Vietnamese</u>	<u>TOTAL</u>
March '20	199	201	45	48	50	54	62	37	696
April '20	558	845	120	147	187	175	176	176	2384
May '20	367	613	103	113	134	118	148	85	1681
June '20	421	839	120	129	149	162	170	137	2127
TOTAL:	1545	2498	388	437	520	509	556	435	6888

Business Portal Statistics

Business Portal by the Numbers				
Location	Sessions	%	Users	%
SF	51,613	38%	35,800	35%
CA (non-SF)	40,251	30%	31,243	31%
Out-of-State	31,897	24%	26,031	25%
International	10,457	8%	8,746	9%
Total	134,218		101,820*	

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

Highlights

- Compared to FY 18-19, usership on the Business Portal has increased in CA (non-SF) and Out-of-State while decreased in SF and International for both Users and Sessions. In FY 19-20, the Business Portal generated 101,820 users and 134,218 sessions. That's an increase of 2,165 (2.17%) users but a decrease of 4,484 (-3.23%) sessions.
- Of the total users in FY 19-20, 85.4% are new visitors while 14.6% are returning visitors to the Business Portal.

Top Starter Kit Page Views

Page	Page Views	%
Short Term Rental	6,102	35%
Food Truck	4,053	23%
Restaurant	2,005	12%
Freelancer	1,470	8%
Food and Beverage Manufacturing	1,228	7%
Retail Shop	1,089	6%
Salon	853	5%
Business Consultant	687	4%
Total	17,487	

Highlights

- The most popular starter kits are (1) Short Term Rental, (2) Food Truck, (3) Restaurant and (4) Freelancer. The most dramatic decrease is Short Term Rental, clearly due to the impact of COVID-19. The total for the last 6 months of pageview, 1,209 (63.4%) is from January 1 – March 31. 699 (36.6%) is from April 1 – June 30, 2020.

<u>Starter Kits</u>	<u>First 6 Months</u>	<u>Last 6 Months</u>	<u>Increase/Decrease %</u>
Short Term Rental	4,194	1,908	-120%
Food Truck	2,093	1,960	-7%
Restaurant	1,047	958	-9%
Freelancer	733	737	+0.1%