

OFFICE OF SMALL BUSINESS ANNUAL REPORT

JULY 2018 – JUNE 2019

The Office of Small Business assisted a total of 3,888 clients in FY 18-19, an increase of 7.88% (284 clients) compared to the last fiscal year. Each quarter, we served a higher number of clients compared to the previous year except for Q3. That quarter, we served 9.08% less (102 clients) due to a high spike in Q3 of 2018 (an increase of 40% of clients served) to assist TNC drivers and Short Term Rental applicants in business registration. However, in comparison to previous years besides 2018, Q3 averages about 770 clients. We exceeded that average by 251 clients in 2019. Overall, our office continues to surpass the total numbers of clients served each year by supporting entrepreneurs and the small businesses community to start and grow their businesses while being in compliance with new regulations.

Clients Served: July 2018 – June 2019		
Month	# of Clients	% +/- (compared to previous year)
Q1 (Jul – Sep)	932	+19.95%
Q2 (Oct – Dec)	823	+9.73%
Q3 (Jan – Mar)	1,021	-9.08%
Q4 (Apr – Jun)	1,112	+16.56%
Total	3,888	+7.88%

Number of Total Engagements

Salesforce Tracked Cases:

<u>Case Origins:</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
Phone	30	29	43	47	149	7%
Portal Contact	12	19	37	32	100	5%
Walk-In	333	240	382	357	1312	63%
Web/Email	145	144	130	114	533	25%
TOTAL:	520	432	592	550	2094	100%

*Phone/Walk In Log

Tracker:	412	391	429	562	1794
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Grand Total:	932	823	1021	1112	3888
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*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	30	12	30	25	97	5%
D2	16	24	15	26	81	4%
D3	35	30	43	28	136	6%
D4	30	19	20	19	88	4%
D5	25	28	40	40	133	6%
D6	61	45	71	45	222	11%
D7	22	18	28	20	88	4%
D8	26	23	35	38	122	6%
D9	57	37	89	71	254	12%
D10	49	45	40	50	184	9%
D11	41	33	48	48	170	8%
Non-SF	93	68	87	86	334	16%
Unknown	35	50	46	54	185	9%
Total:	520	432	592	550	2094	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	232	197	234	231	894	43%
Start-Up	113	86	122	105	426	20%
Existing	113	84	147	145	489	23%
Expanding	29	31	49	21	130	6%
Relocating	6	8	5	8	27	1%
Business Acquisition	17	21	22	16	76	4%
Closing	10	5	13	24	52	3%
TOTAL:	520	432	592	550	2094	100%

Business Types (by industry)

NAICS Industries

① Construction	67	3%
② Manufacturing	79	4%
③ Wholesale Trade	32	2%
④ Retail Trade	293	14%
⑤ Transportation and Warehousing	72	3%
⑥ Information	45	2%
⑦ Financial Services	16	1%
⑧ Real Estate and Rental & Leasing Services	41	2%
⑨ Professional, Scientific & Technical Services	180	9%
⑩ Administrative and Support Services	222	11%
⑪ Private Education and Health Services	135	6%
⑫ Arts, Entertainment and Recreation	51	2%
⑬ Accommodations	44	2%
⑭ Food Services	517	25%
⑮ Certain Services	194	9%
⑯ Agriculture	4	0%
⑰ Public Administration	0	0%
⑱ Insurance	2	0%
Unknown	100	5%
Total:	2094	100%

Breakdown of Top 4 Industries

Food Services:

Caterers	62	12%
Drinking Places	6	1%
Full-Service Restaurants	120	23%
Limited-Service Restaurants	125	24%
Mobile Food Facilities	202	39%
Other Food Services	2	1%
Total:	517	100%

Retail Trade:

Art Dealers	9	3%
Baked Goods Stores	4	1%
Convenience/Beer, Wine and Liquor Store	14	5%
Bookstore	1	0%
Cannabis Related	13	4%
Car Dealers	3	1%
Clothing & Accessories Stores	14	5%
Florists	32	11%
Furniture & Home Furnishings Stores	1	0%
Gas Stations	1	0%
Jewelry Stores	3	1%
Non-store Retailers/Ecommerce	70	24%
Other Direct Selling Establishments	16	6%
Other Miscellaneous Store	19	7%
Pet Stores	4	1%
Retail Trade/General Merchandise	32	11%
Specialty Stores	18	6%
Supermarkets, Markets, and Other Grocery Stores	34	12%
Tobacco Stores	2	1%
Used Merchandise Stores	3	1%
Total:	293	100%

Administrative and Support Services:

Administrative & Support Services	5	2%
Carpet & Upholstery Cleaning Services	2	1%
Collection Agencies	2	1%
Convention & Trade Show Organizers	3	1%
Janitorial Services	157	71%
Landscaping Services	7	3%
Locksmiths	1	0%
Other Services	3	1%
Security Guards & Patrol Services	4	2%
Tour Operators	10	5%
Travel Agencies & Travel Services	11	5%
Waste Collection, Management & Treatment Services	17	8%
Total:	222	100%

Certain Services:

Appliance & Household Goods Repair and Maintenance	7	4%
Auto Repair and Maintenance	7	4%
Beauty, Hair & Nail Salons	72	37%
Car Washes	8	4%
Civic and Social Organizations	6	3%
Computer, Office Machines, Equipment Repair and Maintenance	5	3%
Dry-cleaning and Laundry Services	4	2%
Grant-making and Giving Services (Non-Profit)	10	5%
Other Personal Care Services	56	29%
Other Services	2	1%
Pet Care Services	14	7%
Religious Organization	3	1%
Total:	194	100%

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	39	33	51	50	173	8%
Arab	21	16	18	20	75	4%
Asian	125	72	125	109	431	21%
Caucasian or White	73	89	128	84	374	18%
Latino or Hispanic	151	103	143	170	567	27%
Multiracial	4	2	6	9	21	1%
Other	1	3	2	4	10	0%
P.I. or Native Hawaiian	1	1	0	1	3	0%
Unknown	105	113	119	103	440	21%
TOTAL:	520	432	592	550	2094	100%

Top 4 Industries per Race / Ethnicity

<u>Race / Ethnicity</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>
African American	Food Services	Retail Trade	Certain Services	Administrative & Support Services
Arab	Food Services	Retail Trade	Certain Services	Transportation and Warehousing / Real Estate and Rental & Leasing Services
Asian	Food Services	Retail Trade	Certain Services	Private Education and Health Services
Caucasian or White	Food Services	Retail Trade / Professional, Scientific & Technical Services		Private Education and Health Services
Latino or Hispanic	Food Services	Administrative & Support Services	Retail Trade	Certain Services
Multiracial	Food Services	Retail Trade / Administrative & Support Services		Professional, Scientific & Technical Services / Financial Services
Other	Food Services	Retail Trade / Arts, Entertainment and Recreation		Administrative & Support Services / Real Estate and Rental & Leasing Services
Pacific Islander or Native Hawaiian	Food Services / Retail Trade / Certain Services			
Unknown	Food Services	Professional, Scientific & Technical Services	Retail Trade	Certain Services / Private Education and Health Services

Non-English Service Provided

<u>Languages</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>TOTAL</u>	<u>Percentage</u>
Chinese	26	19	26	28	99	5%
Spanish	109	77	97	126	409	20%

Top 4 Industries per Language Service Provided

<u>Languages</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>
Chinese	Food Services	Retail Trade	Private Education and Health Services	Transportation and Warehousing

Spanish	Food Services	Administrative & Support Services	Retail Trade	Construction
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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	1	1	1	4	0%
Biz Org/Assoc	9	11	17	18	55	3%
Biz Portal	20	25	48	52	145	7%
Government Agency	174	129	219	200	722	34%
Media	1	4	2	3	10	0%
Non-Profit/NEDOs	12	14	14	20	60	3%
Other	55	44	71	92	262	13%
Prior Visit	16	15	22	25	78	4%
SBAC Client	47	20	28	18	113	5%
Website	185	169	170	121	645	31%
TOTAL:	520	432	592	550	2094	100%

Business Portal Statistics

Business Portal by the Numbers

Location	Sessions	%	Users	%
SF	59,310	43%	38,312	38%
CA (non-SF)	39,605	28%	29,793	30%
Out-of-State	27,701	20%	21,652	22%
International	12,086	9%	9,898	10%
Total	138,702		99,655*	

* 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 17-18, usership on the Business Portal has increased in all categories except for International Users and Sessions. In FY 18-19, the Business Portal generated 99,655 users and 138,702 sessions. That's an increase of 10,482 (12%) users and 11,918 (9%) sessions.
- Of the total users in FY 18-19, 82% are new visitors while 18% are returning visitors to the Business Portal.

Starter Kit Page Views

Page	Page Views	%
Short Term Rental	10,011	39%
Food Truck	5,859	22%
Freelancer	2,644	10%
Restaurant	2,530	10%
Food and Beverage Manufacturing	1,811	7%
Retail Shop	1,247	5%
Small Contractor	989	4%
Business Consultant	803	3%
Total	25,894	

Highlights

- The most popular starter kits are (1) Short Term Rental, (2) Food Truck, (3) Freelancer and (4) Restaurant. This year, the Freelancer starter kit moved to the #3 spot, knocking Restaurant down to #4.

<u>Starter Kits</u>	<u>First 6 Months</u>	<u>Last 6 Months</u>	<u>Increase/Decrease %</u>
Short Term Rental	5,426	4,585	-15%
Food Truck	2,858	3,001	5%
Freelancer	1,085	1,559	44%
Restaurant	1,313	1,217	-7%