

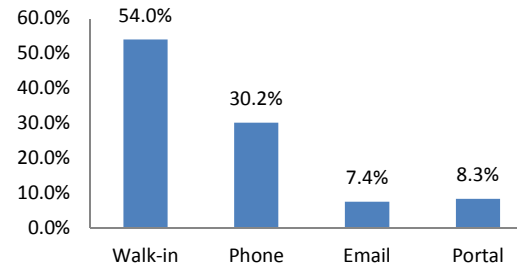
# OFFICE OF SMALL BUSINESS DASHBOARD | JANUARY – MARCH 2016

## Clients Served: Jan – Mar., 2016

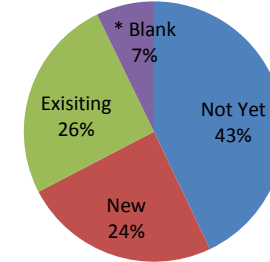
Month	# of Clients	% +/- (to pervious year)
January	261	+1.16%
February	238	+16.1%
March	293	+17.67%
<b>Total</b>	<b>792</b>	<b>+11.24%</b>

Note: The increase from Q1 2015 to Q1 2016 are reflective of new year business start-up/changes, inquiries related to Short Term Rental registration requirements, and the new online business registration.

## Case Origin

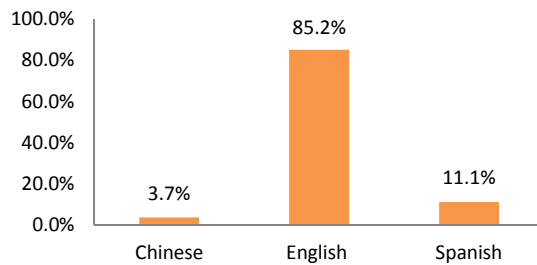


## Clients by Status

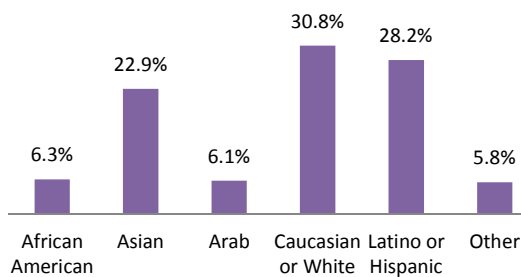


\* Blank: Client did not complete business status

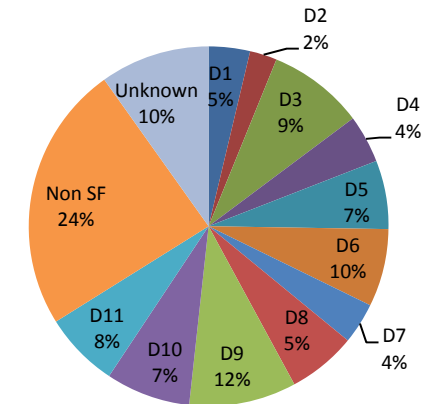
## Clients by Language



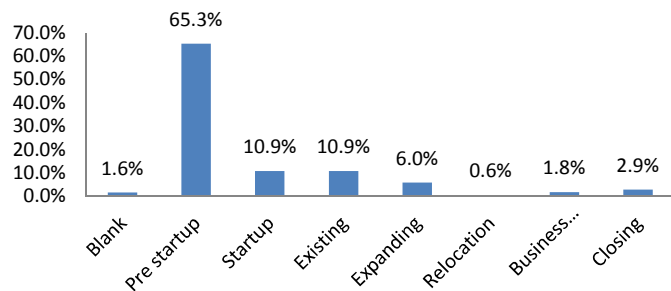
## Clients by Race



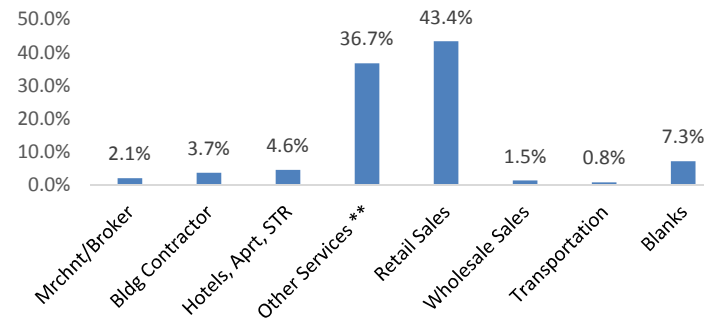
## Client By Supervisorial District



## Type of Service Requested



## Clients by Industry



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

# OSB Q1 2016 Highlights

## OSB in the Community

- The Office of Small Business led three *Starting a Small Business in San Francisco* workshops at the SBA. There were a total of 52 attendees.
- OSB staffed a table and presented at Go-Biz's "Grow California Business" summit. There were a total of 100 attendees.
- OSB attended two Mobile Food workshops with SFDH in advance of Super bowl weekend to educate the community on MFF permitting.
- OSB presented to 25 Renaissance Business Planning class students on OSB services, the Business Portal, and city resources for small businesses.
- OSB collaborated with the SF Arts Commission and others to schedule and present a workshop on OSB services, zoning, city resources for businesses, and legal and lease issues to a group of about 30 artists.
- OSB staffed a table at the Chamber and Supervisors District 11 Neighborhood Business Summit. There were about 50 businesses in attendance.

## OSB Trends

- OSB staff continued fielding inquiries related to the city's new Short Term Rental law.
- OSB experienced an uptick in calls and inquiries related to the city's new online business registration application.
- Business acquisitions, and change in ownership were on trend in Q1. This seems to be common around the new year.
- Mobile Food business continues to be the most requested type of business inquired about.

## OSB Notable Client/Case

Seth Sundberg is the owner of a granola bar company named Prison Bars. Seth visited the OSB in October 2015 to get information on starting his business and business resources. Case managers initially provided Seth with a checklist of the necessary steps, information, and forms to start his business, as well as referrals to work with SBDC and LSE to grow his business. Seth returned to the OSB in January 2016 to inquire about the feasibility of exploring new flavors of granola bars from his home kitchen. OSB Case Manager initiated conversations with the Cottage Food Operations (CFO) Manager at the Department of Public Health and eventually connected Seth to the CFO Manager to further discuss his plans and feasibility.

Seth Sundberg is a former NBA player and executive at a major mortgage lending company. In 2010, Seth was sentenced to 6 years and 11 months for IRS tax fraud. During this sentence in prison, he mostly worked in the kitchen. One day as he was preparing to prepare the days meal, he pulled out a box of chicken from the freezer with a label warning "Not for human consumption". He never ate the prison food after that, and decided to come up with a healthy alternative to the cafeteria meals by sourcing items from the prison commissary. This is how Prison Bars was born. Adapted from his jailhouse recipe, the granola bars are produced by a team of four formerly incarcerated individuals (to meet demand, they are transitioning from handmade to commercial production). Sundberg has plans to sell the bars to Silicon Valley tech companies as snacks for employees and to San Francisco tourists at attractions like Alcatraz Island. Eventually, he wants to see them stocked at grocery stores nationwide and envisions hiring 100 formerly incarcerated individuals as account managers, easing their re-entry into society. For more info on Prison Bars and Seth's story visit <http://prison-bars.com/>.

Sample Prison Bars at this years Small Business Week Flavors! They are criminally delicious!

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## Business Portal by the Numbers

Location	Sessions	%	Users	%
SF	10,851	43%	6,396	39%
CA (non-SF)	6,652	27%	4,455	28%
Out-of-State	4,800	19%	3,375	21%
International	2,833	11%	1,995	12%
<b>Total</b>	<b>25,136</b>		<b>16,221</b>	

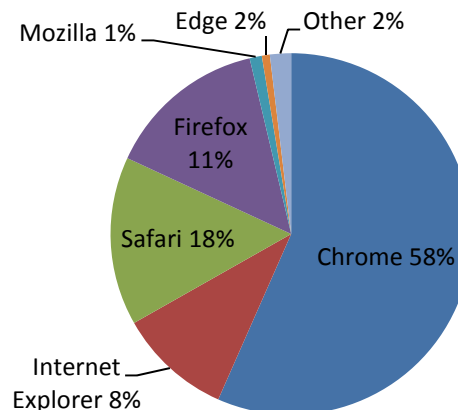
## Starter Kit Pageviews

Page	Pageviews	%
Short Term Rental	4,361	66%
Restaurant	695	10%
Food Truck	436	7%
Brewery	312	5%
Business Consultant	270	4%
Salon	180	3%
Small Contractor	170	3%
Retail	157	2%
<b>Total</b>	<b>6,581</b>	

## Highlights

- Increased San Francisco and California Usership: Compared to last quarter, the number of San Francisco Users increased by 1,257. The number of California Users also increased by 1,368. The number of San Francisco Sessions increased by 2,130 while the number of California Sessions increased by 2,186.
- There were 15,292 (61%) new visitors while 9,844 (39%) are returning visitors to the Portal. That's an increase of 2,844 new visitors from last quarter.
- Top Pages: After the homepage, the top three pages accessed are (1) Starter Kits for Short-Term Rental (2) Permits & Licenses for Short-Term Rental (3) Permits & Licenses .
- Starter Kits: The most popular starter kits are (1) Short Term Rental, (2) Restaurant, and (3) Food Truck. Announced in last quarter, short-term rentals now need to have a business registration, hence the top rank for the starter kits.

## Browsers



## Devices

