

OFFICE OF SMALL BUSINESS DASHBOARD | JULY – SEPTEMBER 2017

Clients Served: July – Sept., 2017		
Month	# of Clients	% +/- (to previous year)
July	241	-16%
August	271	-13%
September	265	-16%
Total	777	-15%

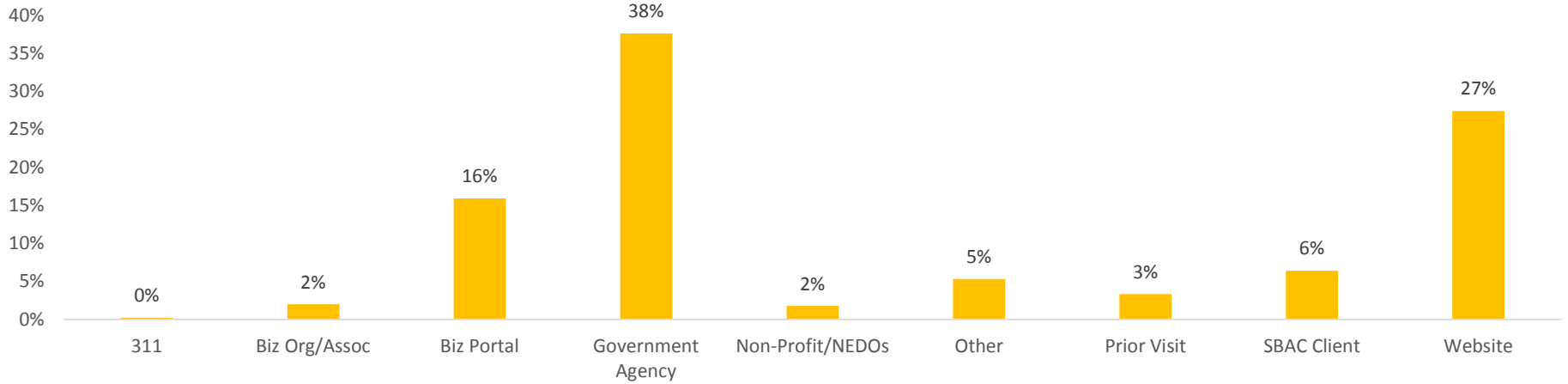
In the 1st quarter of FY17-18, we served 777 clients. It shows that we were down 15% compared to the previous year because there was a significant increase of registrations of TNC drivers (Uber and Lyft) and short term rentals last year. The Treasurer and Tax Collector's Office sent notices requiring TNC drivers to register by May 2016. That deadline was extended to August. Around the same time, short term rentals were also required to register. Therefore, we had an influx of clients in the 1st quarter of FY16-17. However, compared to previous years, we are still above the clients served for the 1st quarter in general. In 2014, we served 663 clients in the 1st quarter. In 2015, we served 660. In 2016, we had the spike, serving 912 clients.

OSB Highlights

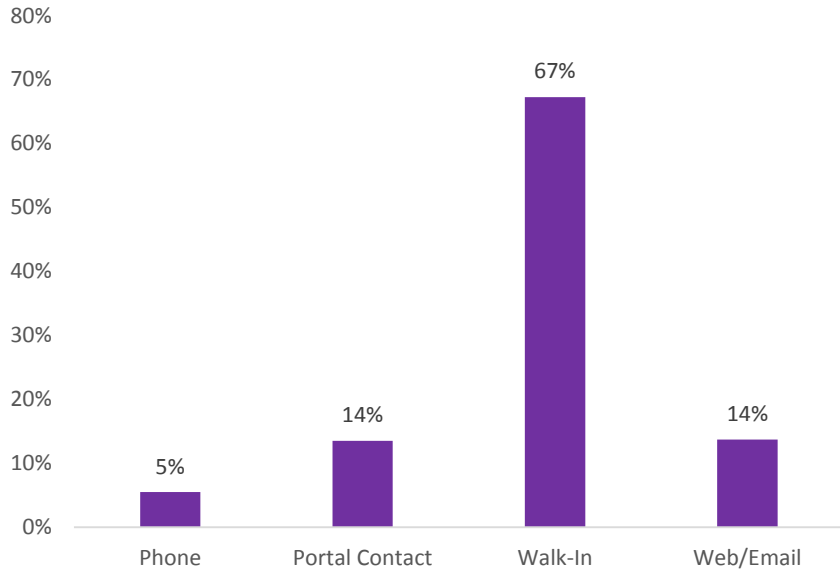
- Office of Small Business' client, MAC'D, opened its first restaurant in Summer 2017 at 3347 Fillmore. MAC'D is a fast-casual restaurant that allows customers to build their own macaroni and cheese bowls and get creative with toppings. Created and owned by Bay Area natives Chen-Chen Huo and Jason Brown, they received assistance in launching their business from the Office of Small Business in late 2016. Once they were ready, Huo and Brown began serving their mac and cheese at pop-up events to perfect their concept, and were met with great success. Later, as they decided to open a brick and mortar restaurant, Huo and Brown received assistance from the Open in SF program. Huo and Brown are excited for customers to visit MAC'D to get a taste of high-quality comfort food as well as experiment with new and creative combinations.
- The Legacy Business program reached a significant milestone on September 11, 2017. Food manufacturer Casa Sanchez received unanimous approval from the San Francisco Small Business Commission and was added to the Legacy Business Registry as the 100th Legacy Business. Casa Sanchez has been operating in San Francisco since 1923 when Roberto and Isabel Sanchez opened a tamale shop where they sold enchiladas, tamales, sauces, and other goods. In the early 1960s, the business moved to the Mission District, where with a new location came a new name - Casa Sanchez. The family began commercially manufacturing its salsa recipes, selling the first ever fresh packaged salsa in the country, eventually becoming the highest selling salsa in the state. Today, Casa Sanchez is run by the third and fourth generations of the Sanchez family, offering 25 products distributed to grocery stores in seven states, and is the sixth highest grossing Latino business in the Bay Area.

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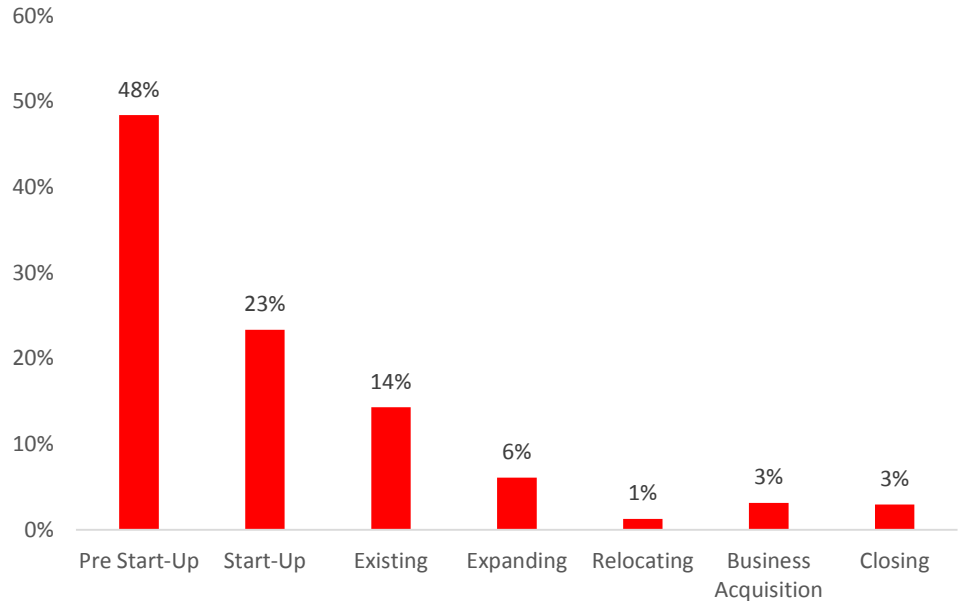
How Did You Hear About Us?



Case Origin

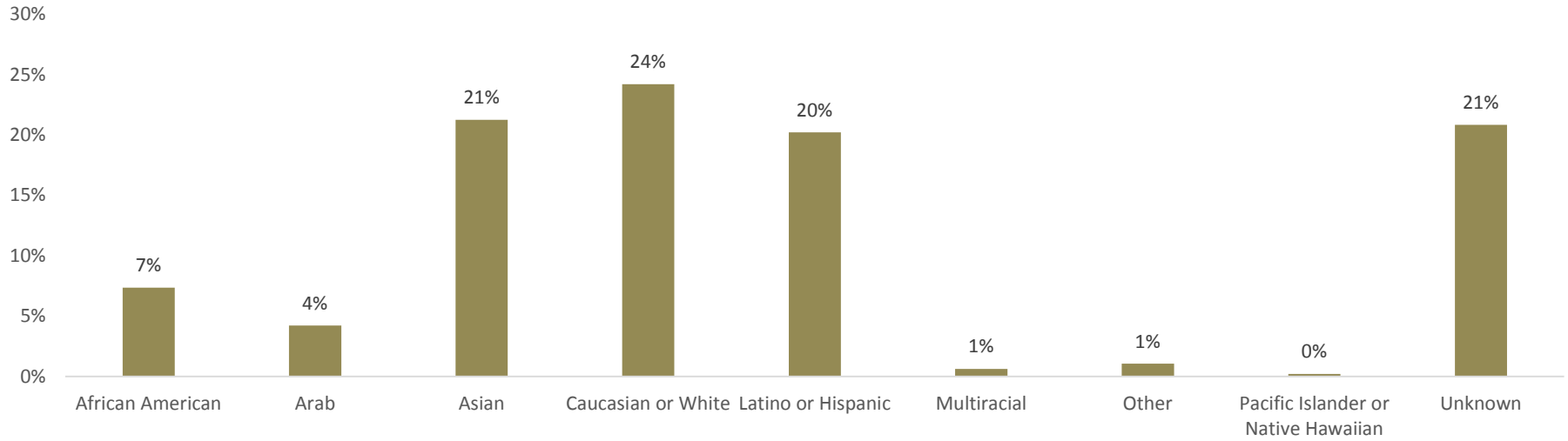


Type of Service Requested

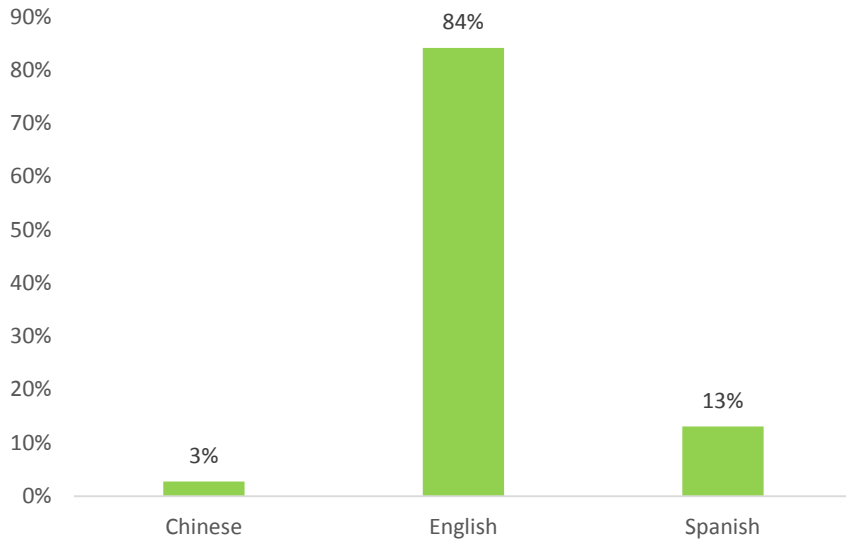


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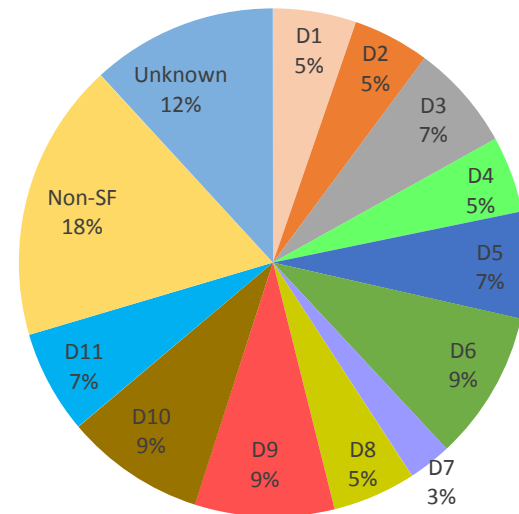
Race/Ethnicity



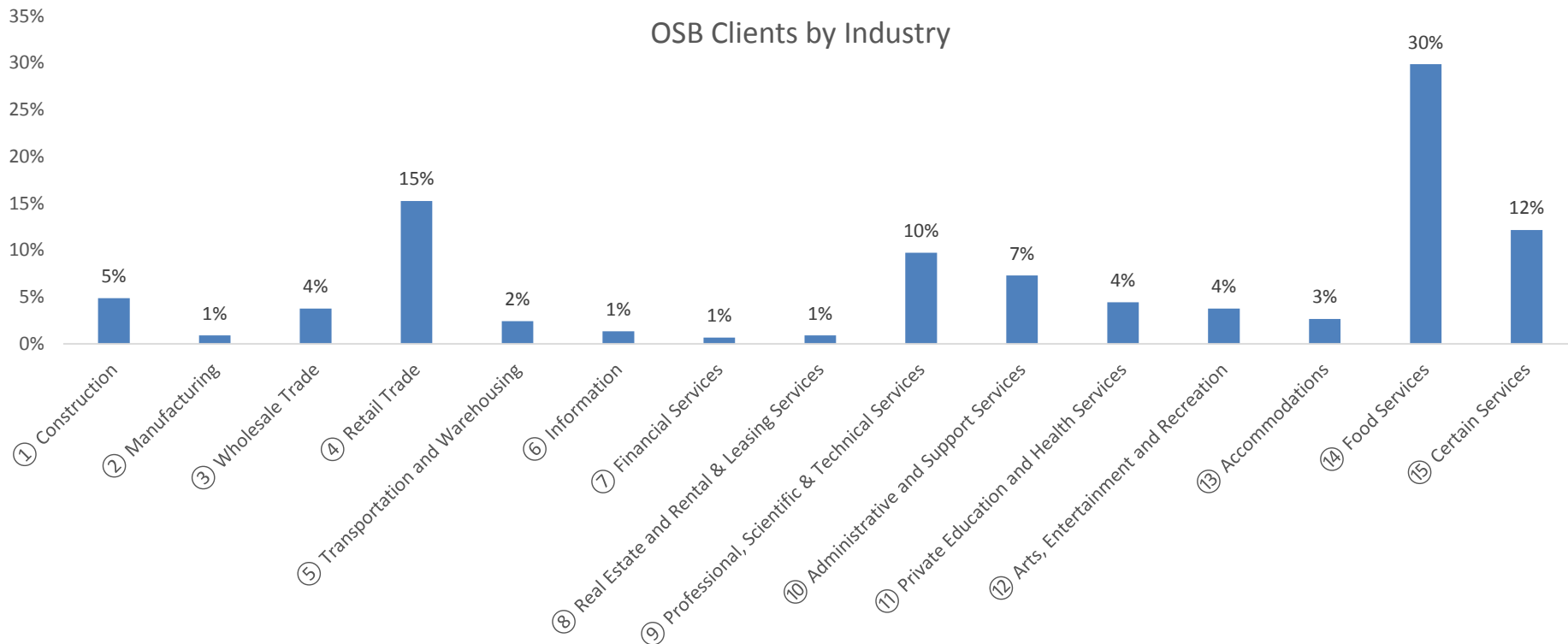
Primary Language Spoken



Clients by Supervisorial District



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①: Contractors, handyman, painters, electricians, plumbers

②: Manufacturing of clothing, products, food and beverage

③: Merchant wholesalers of various products

④: Clothing, jewelry, florists, skincare products, convenient stores, markets, bookstores, cannabis delivery, cannabis retail, ecommerce

⑤: Taxi drivers, limo service, TNC drivers, couriers, tour buses, warehouses, storage units

⑥: Blog writers, social media platforms, publishers, motion pictures and video production and distribution

⑦: Financial institutions, currency exchange, check cashing service, portfolio management

⑧: Real estate brokers and agents, property management, car rentals, equipment and other goods rental and leasing service

⑨: Consulting Services, photography, graphic design services, computer programming, architectural services, marketing services, interior design services

⑩: Janitorial Services, locksmiths, security, travel agencies, tour operators, employment agencies

⑪: Child care center, daycare, tutoring service, massage, chiropractors, psychotherapists

⑫: Artist, writers, performers, amusement arcades, event promoters

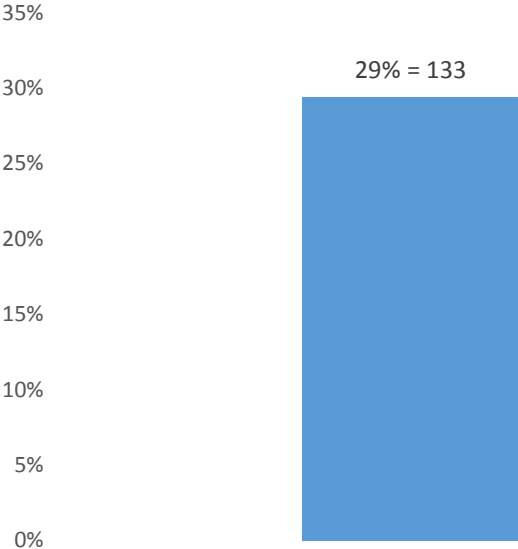
⑬: Short-term rentals, motels, hotels, bed and breakfast inns

⑭: Caterers, mobile food facilities, bars, restaurants, cafes, farmer markets, cottage food operators, pop ups

⑮: Beauty salons, nail salons, barber shops, dry cleaning and laundry services, pet care services, dog walkers, auto repair and maintenance, car wash, fortune telling

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⑭ Food Services

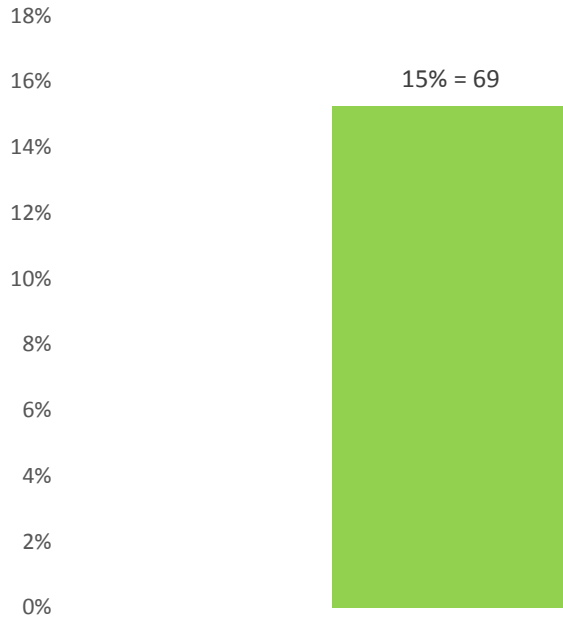


Food Services:

Caterers	23	17%
Full-Service Restaurants	24	18%
Limited-Service Restaurants	23	17%
Mobile Food Facilities	63	47%
Total:	133	100%

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④ Retail Trade

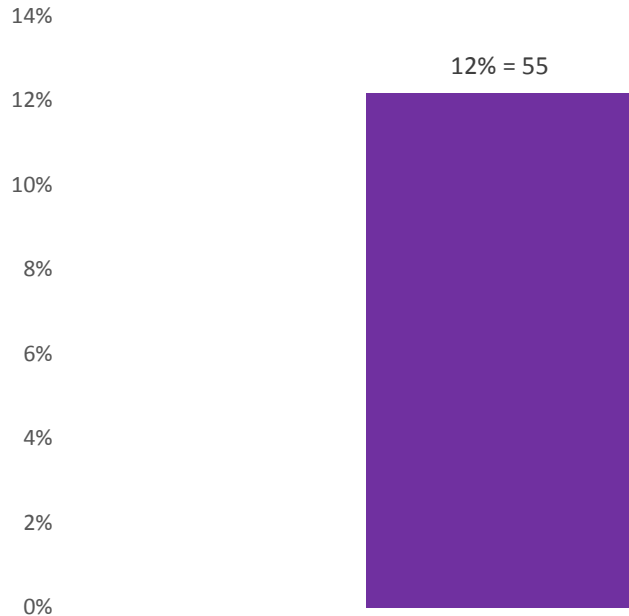


Retail Trade:

Art Dealers	3	4%
Baked Goods Stores	1	1%
Beer, Wine and Liquor Store	1	1%
Bookstore	1	1%
Cannabis Delivery & MCD	3	4%
Clothing & Accessories Stores	10	14%
Electronic & Household Appliance Stores	2	3%
Florists	4	6%
Furniture & Other Home Furnishings Stores	4	6%
Jewelry Stores	3	4%
Nonstore Retailers - Ecommerce	21	30%
Nursery, Garden Center and Farm Supply Stores	2	3%
Other Direct Selling Establishments	1	1%
Other Miscellaneous Store	8	12%
Retail Trade	2	3%
Supermarkets, Fish & Seafood Markets, and Other Grocery Stores	2	3%
Thrift Store	1	1%
Total:	69	100%

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⑮ Certain Services

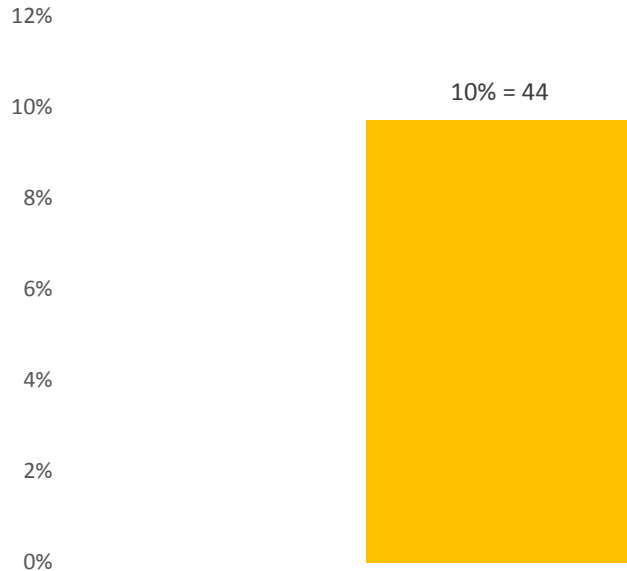


Certain Services:

Barber Shops	2	4%
Car Washes	3	5%
Civic and Social Organizations	2	4%
Drycleaning and Laundry Services	2	4%
Fitness	2	4%
Footwear and Leather Goods Repair	2	4%
Fortune Telling/Psychic	2	4%
General Automotive Repair	2	4%
Hair & Beauty Salons	20	36%
Nail Salon	5	9%
Other Grantmaking and Giving Services (Non-Profits)	2	4%
Other Personal Care Services	5	9%
Other Services	2	4%
Parking Lots & Garages	1	2%
Pet Care Services	2	4%
Religious Organizations	1	2%
Total:	55	100%

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⑨ Professional, Scientific & Technical Services



Professional, Scientific & Technical Services:

Administrative & Management Consulting Services	16	36%
Architectural Services	1	2%
Certified Public Accountant	1	2%
Communications	1	2%
Computer Design, Programming, Software Services	5	11%
Distribution & Logistics Consulting Services	1	2%
Graphic Design Services	4	9%
Human Resources Consulting Services	1	2%
Industrial Design Services	1	2%
Lawyers Office	1	2%
Marketing Consulting Services	3	7%
Media	1	2%
Other Professional, Scientific & Technical Services	1	2%
Photography	3	7%
Specialized Design Services	2	5%
Translation & Interpretation Services	2	5%
Total:	44	100%

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Business Portal by the Numbers

Location	Sessions	%	Users	%
SF	11,172	41%	6,961	38%
CA (non-SF)	7,298	27%	5,249	28%
Out-of-State	5,255	20%	3,742	20%
International	3,190	12%	2,670	14%
Total	26,915		18,622	

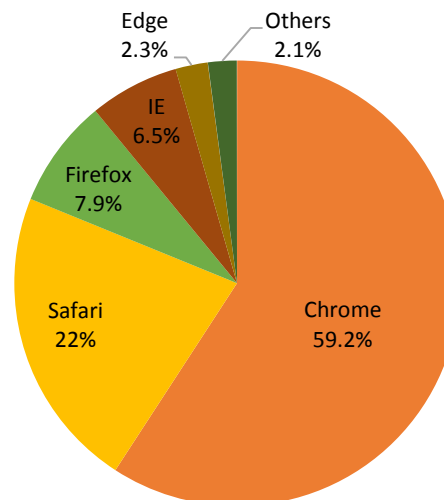
Starter Kit Pageviews

Page	Page views	%
Short Term Rental	3,286	48%
Food Truck	1,282	19%
Restaurant	543	8%
Freelancer	458	7%
Retail Shop	322	5%
Small Contractor	263	4%
Food and Beverage Manufacturing	240	3%
Salon	220	3%
Business Consultant	219	3%
Total	6,833	

Highlights

- Usership on the Business Portal increased in the SF and International categories while CA (non-SF) and Out-of-State took a small dip downward compared to last quarter. Overall, the Usership still increased by 2%, 316 users.
- The Sessions numbers mirrored the Usership numbers with increases and drops in the same categories. Overall, the Sessions still increased by almost 3%, 674 sessions.
- There are 17,718 (81%) new visitors while 4,238 (19%) are returning visitors to the Portal. Compared to last quarter, while the numbers of new visitors increased slightly, returning visitors decreased.
- The “Freelancer/Independent Contractor” Starter Kit was newly added to the Business Portal. It quickly became the 4th highest viewed starter kit with 458 page views. Short Term Rental continues to be the most popular starter kit with page views increased by 380 (13%).

Browsers



Devices

