Clients Served: Apr – Jun., 2016

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (to previous year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>325</td>
<td>+12.85%</td>
</tr>
<tr>
<td>May</td>
<td>267</td>
<td>-7.93%</td>
</tr>
<tr>
<td>June</td>
<td>269</td>
<td>-11.51%</td>
</tr>
<tr>
<td>Total</td>
<td>861</td>
<td>-2.38%</td>
</tr>
</tbody>
</table>

Note: The slight decrease from Q2 2015 to Q2 2016 is minimal and likely due to taxpayers getting used to the city’s online renewal process.

Case Origin

- Walk-in: 45.9%
- Phone: 39.3%
- Email: 6.7%
- Portal: 8.1%

Clients by Status

- Not Yet: 35.9%
- New: 32.6%
- Existing: 24.1%
- Blank*: 7.4%

Clients by Race

- African American: 10.4%
- Asian: 26.5%
- Arab: 6.9%
- Caucasian or White: 26.0%
- Latino or Hispanic: 27.4%
- Other: 2.8%

Clients by Language

- Chinese: 3.0%
- English: 84.7%
- Spanish: 12.3%

Clients by Industry

- Merch/Broker: 42.6%
- Builder Contractor: 41.1%
- Accommodations: 1.3%
- Services*: 8.4%

Type of Service Requested

- Blank: 1.6%
- Pre-startup: 59.0%
- Startup: 16.0%
- Existing: 12.7%
- Expanding: 6.0%
- Relocation: 1.0%
- Business Acquisition: 1.4%
- Closing: 2.3%

* Blank: Client did not complete business status

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

- OSB staff led monthly *Starting a Small Business in San Francisco* workshops at the SBA to a total of 41 attendees.
- OSB tabled at the Chamber of Commerce District 2 event with Supervisor Farrell in the Marina District.
- OSB led a Starting a Business in San Francisco workshop at the SF Public Library in June to a total of 30 attendees.

OSB Trends

- OSB fielded increased inquiries related to the city’s TNC registration requirement, and less about Short Term Rental in Q2.
- OSB received increased inquiries related to the city’s Legacy Business Program, likely due to media coverage and hearings.
- OSB experienced an uptick in online retail and service business inquiries in Q2, likely due to increased rents.
- Mobile Food business continues to be the most requested type of business inquired about.

OSB Notable Clients/Cases

OSB client D’Maize opens its first restaurant at the former Casa Sanchez space at 2778 24th Street in Q2, 2016. The space had long been without a steady business and D’Maize is the perfect fit. D’Maize is owned and operated by husband and wife, Zenaida Merlin and Luis Estrada who first visited the Small Business Assistance Center in 2012 to inquire about starting a catering business. Staff provided information on the requirements for starting a catering business, including information on the caterers permit and food safety certificate, business registration and business name filing requirements, and referred them to non-profit economic development partner organizations MEDA and La Cocina for technical and business assistance. D’Maize Catering eventually operated in La Cocina’s kitchen incubator for three years. In 2015 Zenaida and Luis revisited the Assistance Center to get information on permitting of a mobile food truck they had purchased. This time staff provided them the necessary information for mobile food facility permitting, and connected clients to the health inspector for approval of their truck. Staff also connected clients to Legal Services for Entrepreneurs and the SBDC to access legal services and an HR consultant respectively to help them understand the rules and responsibilities of becoming an employer since they needed to begin hiring employees for their growing business, and to determine if they should convert to an LLC. In May 2016, Zenaida and Luis opened restaurant D’Maize where they run all their operations out of, and this week they were approved for a limited live performance permit for their location. For more information visit D’Maize at: [http://www.dmaize.com/](http://www.dmaize.com/). You may also read this article on D’Maize from Mission Local.

Aline Dazogbo of Aline’s Closet, one of our Kiva borrowers opened a second location at 1431 Castro Street in Q2, 2016. VOILA is a concept store mixing fashion, nails, and floral in one shared space in Noe Valley. Aline has collaborated with a couple of other women on this concept, one who provides the nail services, and the other the floral design services, while she provides the fashion and accessories. Aline designs and creates her own line of women’s clothing which are sold at VOILA along with jewelry pieces also made by her and other accessories and bags made by artisans in Africa. This quarter Aline also payed off her Kiva loan in full, ahead of schedule. She is now currently fundraising for a second loan of $10,000, to help her hire staff for her two locations. We have enthusiastically endorsed Aline’s second Kiva loan. To support Aline’s current fundraising efforts [click here](http://www.voilasf.com/). For more information on her new store visit VOILA at: [http://www.voilasf.com/](http://www.voilasf.com/). You may also read this article about VOILA and Aline in the Noe Valley Voice June issue.
### Office of Small Business Dashboard | April – June 2016

#### 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>8,885</td>
<td>40%</td>
<td>5,755</td>
<td>38%</td>
</tr>
<tr>
<td>CA (non-SF)</td>
<td>6,629</td>
<td>30%</td>
<td>4,575</td>
<td>30%</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>4,416</td>
<td>20%</td>
<td>3,119</td>
<td>21%</td>
</tr>
<tr>
<td>International</td>
<td>2,333</td>
<td>10%</td>
<td>1,709</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>22,263</td>
<td></td>
<td>15,158</td>
<td></td>
</tr>
</tbody>
</table>

#### Highlights

- Usership on the Business Portal decreased in all categories compared to the last quarter. While the number of San Francisco Users decreased by 10%, the number of sessions dropped by 18%. The number of International Users also decreased by 14%, causing the number of International Sessions to drop as well.
- There were 14,319 (64%) new visitors while 7,944 (36%) are returning visitors to the Portal. That’s a slight decrease from last quarter.
- Top Pages: After the homepage, the top three pages accessed are (1) Permits & Licenses (2) Start a Business (3) Register Your 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.

#### Starter Kit Pageviews

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Rental</td>
<td>2,217</td>
<td>60%</td>
</tr>
<tr>
<td>Food Truck</td>
<td>362</td>
<td>10%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>276</td>
<td>7%</td>
</tr>
<tr>
<td>Business Consultant</td>
<td>215</td>
<td>6%</td>
</tr>
<tr>
<td>Brewery</td>
<td>192</td>
<td>5%</td>
</tr>
<tr>
<td>Retail</td>
<td>176</td>
<td>5%</td>
</tr>
<tr>
<td>Small Contractor</td>
<td>143</td>
<td>4%</td>
</tr>
<tr>
<td>Salon</td>
<td>136</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,717</td>
<td></td>
</tr>
</tbody>
</table>

#### Browsers

- Chrome 59%
- Safari 19%
- Firefox 10%
- Internet Explorer 8%
- Edge 2%
- Mozilla 1%
- Other 1%

#### Devices

- Desktop 82%
- Mobile 15%
- Tablet 3%