

Impacts of COVID on Small Businesses
along the Mission Street Corridor and neighborhood

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Topics Addressed

1. Testimonials from Mission St Small Business Owners
2. Issues Facing Mission St. Business Owners
3. Policy Recommendations

Mission Small Business Subcommittee

Committee of 15 Small Business along the corridor and neighborhood with the support of United to Save the Mission, Latino Task Force small business working group and Mission Merchant Association.

Testimonials:

1. Sylvia from Latin Bridal
2. Sea-Jin from Jim's Restaurant

Lack of Financial Support

1. **A typical business along the Mission corridor is experiencing the following:**

- Experienced an average minimum revenue loss of 40-80% compared to 2019
- Owes at least \$30,000 of debt in rent
- Owes an average of \$35,000 in loans since Covid, not including pre-existing loans
- Average loan debt: \$35,000
- Average grant received: \$5,000

2. **Businesses excluded in financial support:**

- Immigrant business--No social security
 - i. No federal aid, grants in SF are given by lottery
- Business who opened in 2020--January
 - i. Restaurant Revitalization Fund 2021

3. **Lottery system doesn't necessarily reach vulnerable business**

Street Level Disruption to Mission Small Businesses

ALL small business owners have experienced the following:

1. Fines and citations from Parking enforcers
 - a. Fines and citations are becoming one of the most common complaints
 - b. Owners can accumulate \$500-\$1,000 in fines
 - i. Take time and resources to move your car around
 - c. Relationship with SFMTA and workers
2. Struggle to find loading and pick up zones
3. Removal of parking spaces
 - a. Red lanes had already affected the corridor

Shared Spaces Program

Ensuring Equity in city programs

1. It shouldn't take capital to benefit from a city program

- Burden falls on small business-
 - i. city should also invest in building public parklets
 - ii. Street closure assistance and management
- Financial support: SF Shines 3 out 30 of applicants received grants
- \$5,000 grants
- Average cost of building a parklets costs is \$10,00 plus maintenance

2. Rezoning public space into private space--re-zoning the city without a study on the impacts

- Community engagement:
 - i. Data to see if everyone is able to benefit from this opportunity
 - ii. Seniors and people with disabilities--hearing from neighbors that it makes space less accessible
 - iii. Neighbors--3 cases where neighbors are at odds with small business owners
 - iv. Ensuring cultural organizations have their ongoing event needs integrated into the program
 - v. Data on how it especially affects neighborhoods that have red lanes and cultural districts

3. Loss of revenue for SFTMTA- \$10million loss of revenue doesn't affect in the services of the most vulnerable population.

Community Engagement

1. Insufficient community input about permanent policies
 - Shared Spaces program: Rezoning our city without a study
2. Minimal cultural competence in decision-making policies and acknowledgement of the culture within the community.
3. Engagement on public work projects that can disrupt the small business operations: Success Story
 - a. PUC rehabilitation project
 - b. City needs to budget and pay for any takedowns that happen as a result of city projects

Policy Recommendations

1. Equity means prioritizing- No one size fits all model , being thoughtful about recovery
2. SFMTA-- Small business owner program to avoid citations by giving them parking permits.
3. SFMTA--Unused parking lots to offer to patrons
4. Shared Spaces should extend the existing temporary program in its current form to allow time for further community engagement and the successful resolution of concerns before the program is made permanent.
5. Shared Spaces should fund the tear down and replacement of the parklets of low-income business owners when infrastructure work is required on the street.
6. Streamlining proposals such as the “Small Business Recovery Act” should lead with a structural equity lens that recognizes the need to maintain cultural protections in vulnerable neighborhoods to ensure we are both supporting our small businesses while maintaining the strength of the entire cultural ecosystem.

Thank you

Questions?