

October 31, 2017

Honorable Malia Cohen
Chair, Budget and Finance Committee San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, California 94102

Subject: Request for the Release of Reserve Funds For Chinatown Economic Development Programs


Dear Supervisor Cohen:

The Office of Economic and Workforce Development (OEWD) respectfully requests that the Budget and Finance Committee (Committee) release the \$225,000 placed on the General Fund Reserve per Ordinance No. 156-17 during the FY 17-18, FY 18-19 Budget Process for Chinatown Economic Development activities.

Releasing the \$225,000 in General Fund Reserve will allow the department to select a contractor in November for both Chinatown Corridor Manager and Customer Attraction/Marketing services and to facilitate a partnership with the SFMTA for the enhanced parking pilot program. Services would begin on or before January 2018.

Thank you very much for your consideration.

Best regards,


Joaquín Torres
Deputy Director, Office of Economic and Workforce Development
Invest in Neighborhoods





**OFFICE OF ECONOMIC AND
WORKFORCE DEVELOPMENT**

<p>Item 8 File 17-1176</p>	<p>Department: Office of Economic Workforce Development (OEWD)</p>
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EXECUTIVE SUMMARY

Legislative Objectives

- The requested hearing is for the release \$225,000 on Budget and Finance Committee reserve to fund the Chinatown Corridor Management and Chinatown Parking and Marketing Pilot. These projects would serve Chinatown, specifically the area between Kearny and Powell Streets and California and Vallejo Streets.

Key Points

- The Board of Supervisors placed \$225,000 for economic development projects in the FY 2017-18 budget for the Office of Economic and Workforce Development (OEWD) on Budget and Finance Committee reserve, pending details provided to the Board of Supervisors on comprehensive outreach to more directly address the needs of the Chinatown community.
- OEWD’s Chinatown Corridor Management is intended to strengthen small businesses and improve physical conditions along Chinatown’s commercial corridors. OEWD selected a community based organization following a competitive Request for Proposals (RFP) to (a) conduct door-to-door outreach with information about City programs to support small businesses, (b) track potential sites for small business use, (c) update the City’s database that tracks changes to Chinatown businesses, (d) collect businesses’ emergency contact information, (e) leverage resources to provide business assistance and referrals, and (f) develop strategies to support business attraction and retention.
- The Enhanced Parking and Marketing Pilot, in partnership with the Municipal Transportation Agency (SFMTA), will promote discounted parking in three public garages, highlight businesses and cultural events, and encourage businesses to extend hours with promotions. Upon release of the reserves, OEWD will select a contractor through a competitive process to promote the discounted parking and provide outreach to Chinatown businesses, with services scheduled to begin on or before February 2018.

Fiscal Impact

- The total amount requested by OEWD to be released from reserves is \$225,000. This appropriation was included in the adopted FY 17-18 budget.

Recommendation

- Approve the requested release of reserves.

MANDATE STATEMENT

City Administrative Code Section 3.3(e) states that the Budget and Finance Committee of the Board of Supervisors has jurisdiction over the City's budget and may reserve proposed expenditures to be released at a later date subject to Budget and Finance Committee approval.

BACKGROUND

The Board of Supervisors placed \$225,000 for economic development projects in the FY 2017-18 budget for the Office of Economic and Workforce Development (OEWD) on Budget and Finance Committee reserve. According to Mr. Joaquin Torres, OEWD Deputy Director, the funds were placed on reserve pending details provided to the Board of Supervisors on comprehensive outreach to more directly address the needs of the Chinatown community.

DETAILS OF PROPOSED LEGISLATION

The requested hearing is for the release \$225,000 on Budget and Finance Committee reserve to fund the Chinatown Corridor Management and Chinatown Parking and Marketing Pilot. These projects would serve Chinatown, specifically the area between Kearny and Powell Streets and California and Vallejo Streets:

OEWD's Chinatown Corridor Management is intended to strengthen small businesses and improve physical conditions along Chinatown's commercial corridors. OEWD issued a Request for Proposals (RFP) in April 2017 to selector community based organizations to provide a variety of economic development services, including the Chinatown Corridor Manager. According to Mr. Torres, the scope of services for Chinatown Corridor Manager includes (a) conducting door-to-door outreach with information about City programs to support small businesses, (b) tracking of potential sites for small business use, (c) updating the City's database that tracks changes to Chinatown businesses, (d) collecting businesses' emergency contact information, (e) leveraging resources to provide business assistance and referrals, and (f) developing strategies to support business attraction and retention.

The Enhanced Parking and Marketing Pilot, in partnership with the Municipal Transportation Agency (SFMTA), will promote discounted parking in three public garages, highlight businesses and cultural events, and encourage businesses to extend hours with promotions. Upon release of the reserves, OEWD will select a contractor through a competitive process to promote the discounted parking and provide outreach to Chinatown businesses, with services scheduled to begin on or before February 2018.

FISCAL IMPACT

The total amount requested by OEWD to be released from reserves is \$225,000. This appropriation was included in the adopted FY 17-18 budget. The cost breakdown of the use of funds is shown in Table 1 below.

Table 1: Cost Breakdown of OEWD Release of Reserves

Project	Cost
Chinatown Corridor Manager Project	\$100,000
Customer Attraction – Enhanced Parking	\$100,000
Customer Attraction – Parking Marketing	\$25,000
Total	\$225,000

RECOMMENDATION

Approve the requested release of reserves.