

March 5, 2025



Treasurer & Tax Collector
CITY AND COUNTY OF SAN FRANCISCO

First Year Free

Presented by Amanda Fried, TTX and Katy Tang, Office of Small Business



First Year Free Overview

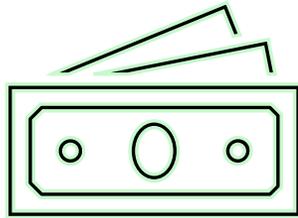
First Year Free supports San Francisco small businesses as they recover from the pandemic. Since November 1, 2021:

9,485 First Year Free Enrollments



\$2,383,000

DBI



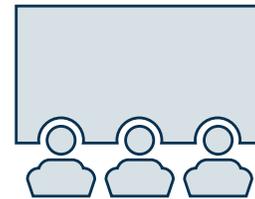
\$1,449,000

TTX



\$652,000

DPH



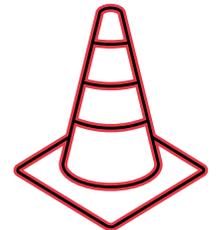
\$175,000

ENT



\$113,000

CPC



\$117,000

DPW

Total Waived: \$4.91 million



First Year Free Overview

Created in 2021 as a one-year program and extended multiple times. Most recent ordinance passed in April 2024 and extended the program to June 30, 2025.

Program Overview

- Waives the cost of initial registration fees, initial license fees, first-year permit, and other applicable fees for qualifying new businesses and new locations of existing businesses.
- To Qualify:
 - \$5 million or less in San Francisco gross receipts.
 - Registered location that is for commercial use.
 - Not a home-based business or short-term rental.
- Requires repayment if a business has more than \$15 million in San Francisco gross

How Businesses Enroll in First Year Free



New Business Registration (new business)



Organization Type
Business Identification
Change of Ownership
Ownership Information
Business Officers
Business Activities
Business Information
Taxes and Fees
Location Details
Review & Submit

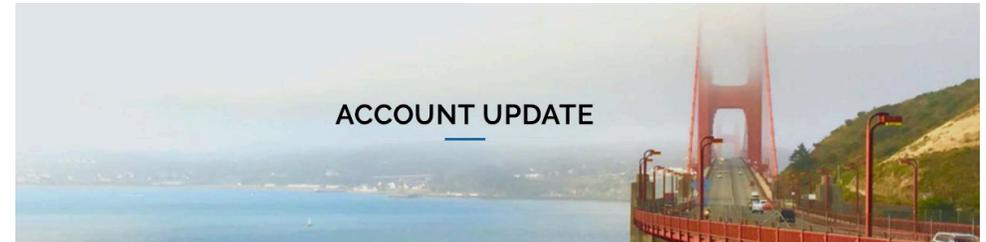
Organization Type

What is the organization type of this business? *

Is this business a non-profit? * Yes No

Continue

Account Update (new location, existing business)



To begin Account Update, enter:

Your seven (7) digit Business Account Number

The last four (4) digits of your Tax Identification Number

Your eight (8) character Online PIN

Login

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Amount Waived by Fiscal Year

		Waived by Department						
	Total \$ Waived	DBI	TTX	DPH	ENT	CPC	DPW	POL
FY 2021-22*	\$288,715	\$88,160	\$103,498	\$79,434	\$9,670	\$4,568	\$2,569	\$816
FY 2022-23	\$1,649,977	\$868,781	\$529,267	\$192,842	\$21,987	\$23,945	\$10,698	\$2,454
FY 2023-24	\$1,894,556	\$938,721	\$557,173	\$238,756	\$83,719	\$31,747	\$22,244	\$21,912
FY 2024-25*	\$1,081,557	\$487,176	\$259,094	\$140,552	\$59,173	\$52,516	\$81,333	\$1,713

* Partial Fiscal Year

First Year Free Program Impact

"Casa Guadalupe was thrilled to expand to our new location on Cesar Chavez. San Francisco is supporting businesses like ours through programs like First Year Free, which reduced some of our up front costs through permit and license fee waivers."

Pedro Gil, Casa Guadalupe



Casa Guadalupe, located at 3400 Cesar Chavez St. in the Mission district, saved \$1800 in waived fees through the First Year Free Program.



Running Wylder, located at 1354 Castro St. in the Noe Valley, saved \$7,000 in waived fees through the First Year Free Program.

"I was so relieved to hear about the First Year Free program and to get some money back from the permits we had purchased. Opening a retail store is expensive, so any assistance is appreciated. It's the small businesses that give SF its character and whatever the city can do to make it a little easier is great."

Katie Douglas, owner, Running Wylder

First Year Free Program Impact

“My dream of having a restaurant came true. I walked into the Office of Small Business not knowing what to do or how to start, but was able to get through the permitting process quickly and benefit from the First Year Free program.”

*Andrea Alfaro, owner, **El Mil Amores***



El Mil Amores, located at 2780 21st St. in the Mission District, saved \$11,000 in waived fees through the First Year Free Program.



Tala Wine, located at 4625 Mission St in the Excelsior district, opened in May 2023 and benefitted from the First Year Free Program.

“When I first started my online wine club and shop, opening a physical location was a dream, but also a risk. First Year Free saved my business thousands of dollars while we were renovating our space and preparing to open. It helped give me an edge as Tala Wine got up and running.”

*Tala Drzewieski, owner of **Tala Wine Co.***

First Year Free Program Impact

"As architects, we know how costly construction can be. Programs like First Year Free that help alleviate permit fees are vital. Our business was able to benefit from First Year Free and we hope other businesses can benefit as well."

*Peter Liang, **Blue Truck Studio***



Blue Truck Studio, located at 650 Florida St. benefitted from \$2,500 in waived fees through the First Year Free Program.



Cafe de Casa, 685 Beach St., Fisherman's Wharf

"Cafe de Casa expanded to a new location in Fisherman's Wharf which opened in April 2024. We were grateful to benefit from the City's First Year Free program, which waived permit and license fees that saved us thousands of dollars. Programs like First Year Free helped us take the leap to expand our business and reach new customers, and that's so important for small businesses like ours."

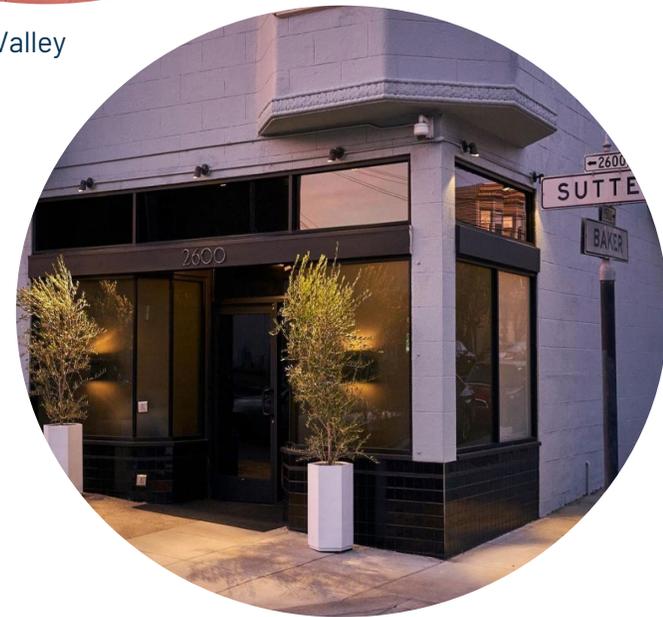
*Thais Moreira, **Café de Casa***

More examples of the impact of First Year Free include:

- **Bi Rite Grocery:** \$8,000 in fees waived when opening their Polk St location.
- **Boa's:** \$12,900 in fees waived
- **Kothai Republic :** \$10,000 in fees waived
- **SF Tikes Academy:** \$15,800 in fees waived
- **Bob's Donuts:** \$9,500 in fees waived
- **Mamahuhu Restaurant:** \$17,000 in fees waived when opening their second location
- **Anomaly:** Michelin-starred restaurant opened with the help of \$13,000 in fees waived
- **Style By Lana:** a new salon had \$5,000 in fees waived
- **Glaze Donuts,** \$16,000 in fees waived when it expanded to its second location
- *And thousands more!*



Mamahuhu, 3991 24 St, Noe Valley



Anomaly, 2600 Sutter St, Lower Pacific Heights



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Questions?
