

Budget and Finance Hearing

Small Business Relief Update

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Interim Director Invest In Neighborhoods



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

May 5, 2021

Invest In Neighborhoods and Office of Small Business

Office of Small Business

- Small Business Hotline and Resource Center

Invest In Neighborhoods

- Program Administration and Grant Management
 - Manage grants with CBO partners
 - New program development
 - Neighborhood/corridor economic development strategy
 - Partners deliver services
 - Some direct business support
 - Limited direct grants
 - Limited Technical Assistance



OEWD IIN Goals and Objectives

OEWD Goal 3

Support diverse and vibrant neighborhoods by strengthening and investing in small businesses, nonprofits, community organizations, commercial corridors, and public spaces.

Strategic Objectives

3.1: Provide customized support to stabilize neighborhood commercial districts and the small businesses and nonprofits within them.

3.2: Invest in physical assets and civic spaces that promote a safe and vibrant environment for social, recreational, cultural and economic activities

IIN Program & Service Implementation

Program Development & Grant Administration

IIN manages programs based on economic development goals, this involves developing frameworks, managing funding, grant administration and project management. Program staff work closely with partners to provide services and connect with businesses.

Program Administration

The majority of our programs are administered by community partners that provide culturally competent services and expertise. They adhere to programmatic goals based on economic development goals and objectives, stipulated in RFPs and through grant agreements.

Services

Once program grant agreements are in place partners can begin provision of services. These services are delivered by partner staff, contractors or consultants.

Small Business Neighborhood

Small businesses access the services through partner outreach, marketing, referrals. Neighborhood programs are administered by partners and generally deliver a neighborhood focused benefit to stimulate, support or address an economic development priority in the area.

Invest In Neighborhoods Programs

SMALL BUSINESS

- Small Business Development Center
- Community Development Block Grant (CDBG)
- Loans and Grants /Access to Capital
 - Revolving Loan Fund
 - Disaster Relief
 - Women's Entrepreneurship Fund

PUBLIC SPACES

- Activation and beautification of public spaces to support community-building, cleanliness, health and safety
- Stewardship and ambassador programs

STOREFRONTS & BUILDINGS

- SF Shines
- Healthy Retail

COMMERCIAL CORRIDORS

- Construction Mitigation
- Outreach and Vacancy Tracking
- Citywide Funding Grant Administration

NEIGHBORHOODS

- Community Benefit Districts (17)
- Cultural Districts MOHCD Partnership (8)
- Opportunity Neighborhoods(6)
 - Excelsior
 - Bayview
 - Mission (Calle 24 and Mission Street)
 - Central Market/Tenderloin
 - Chinatown
 - Fillmore

NEIGHBORHOOD ECONOMIC DEVELOPMENT PARTNERS

Program Grant Partners

- Japantown Taskforce
- Calle 24 Latino Cultural District
- Economic Development on Third
- Northeast Federal Credit Union
- SF SAFE
- Castro Street Fair
- Downtown Streets
- Citizen Film
- People of Parkside Sunset
- Livable City
- Art Span
- CounterPulse
- Kultivate Labs
- Bar Association of San Francisco

Community Benefit Districts

- Castro/Upper Market Community Benefit District
- Civic Center Community Benefit District
- Discover Polk Community Benefit District
- Downtown Community Benefit District
- The East Cut Community Benefit District
- Fisherman's Wharf Community Benefit District
- Japantown Community Benefit District
- Lower Polk Community Benefit District
- Mid Market Community Benefit District
- Yerba Buena Community Benefit District
- Union Square Business Improvement District
- Tenderloin Community Benefit District
- Noe Valley Community Benefit District
- Ocean Avenue Community Benefit District
- SoMa West Community Benefit District

Community Block Grant

- ASIAN, Inc.
- Children's Council of San Francisco
- La Cocina
- Lawyers' Committee for Civil Rights
- Main Street Launch
- Mission Asset Fund
- Mission Economic Development Agency
- Renaissance Entrepreneurship Center
- San Francisco LGBT Community Center
- San Francisco Small Business Development Center
- SFMade, Inc
- Southeast Asian Community Center
- Wu Yee Children's Services
- Tenderloin Community Benefit District
- Bay Area Community Resources (fiscal sponsor to Portola Neighborhood Association)
- Excelsior Action Group
- Ocean Avenue Association
- Self-Help for the Elderly
- Tenderloin Neighborhood Development Corporation

Partner Highlight Northeast Community Federal Credit Union

86 Payment Protection
Program Business Loans

\$3.5M in Resiliency Fund
Grants to 358 small business
owners

80 Applications for SF Shines
for Reopening Grants

Data as of March 2021



Over \$4M Before COVID Grants & Loans

Over \$4 million in loan and grant programs to small businesses

- \$1.6M** SF Shines Storefront Improvements**
- \$100k** Women's Entrepreneurship Grant**
- \$300k** Disaster Relief (Fires and other)
- \$546k** Construction Mitigation Grants \$4M (multi year)**
- \$1.5M** Revolving Loan and Emerging Business Loan

Construction Mitigation Grant Update

Central Subway Directed Business Support Grant Round 2

- Disbursed \$426,250 to 71 businesses (5 are pending documentation)

Van Ness Directed Business Support Grant

- Disbursed \$120,000 to 15 businesses

** Fund criteria adjusted to respond to COVID

\$52.8 M COVID City Relief Grants & Loans

\$52.8 million in loan and grant programs to support 3,000+ small businesses.

\$2.5M	Small Business Resiliency Fund	\$10.9M	SF Relief Grants - OPEN
\$1.1M	Neighborhood Mini-Grants and Women's Mini-Grants (Repurposed)	\$300k	Application Assistance - AVAILABLE
\$2.9M	SF Shines for Reopening (Repurposed)	\$3M	SF Venue Fund - OPEN
\$12M	Hardship Emergency Loan Program (SF HELP)	\$1M	Victims of Property Crime- UPCOMING
\$6.3M	African-American Revolving Loan Fund	\$2.3M	Shared Spaces- UPCOMING
\$3.2M	Latino Small Business Fund	\$7.3M	Loan Fund- UPCOMING

COVID Relief Prioritization Factors and Considerations

Equity, Speed and Minimizing Barriers

Geography

- Opportunity Neighborhoods (TL/Mid Market, Mission, Chinatown, Lower Fillmore, Bayview, Excelsior)
- Citywide access/Supervisorial District

Income/Revenue

- Low Income Business Owner/Households
- Less than \$2.5M GR in 2019
- Access to other government funding (ie. PPP, Resiliency Fund, etc.)

Industry/Business Type

- Businesses who have not been able to open or opened later SIP timeline (i.e. nail salons, barber shops, etc)
- Business open to the public/storefront

Application Review Process

- First-come, first-serve
- Lottery
- Priority factors, point system
- Dedicated funding

COVID City Relief Grants & Loans

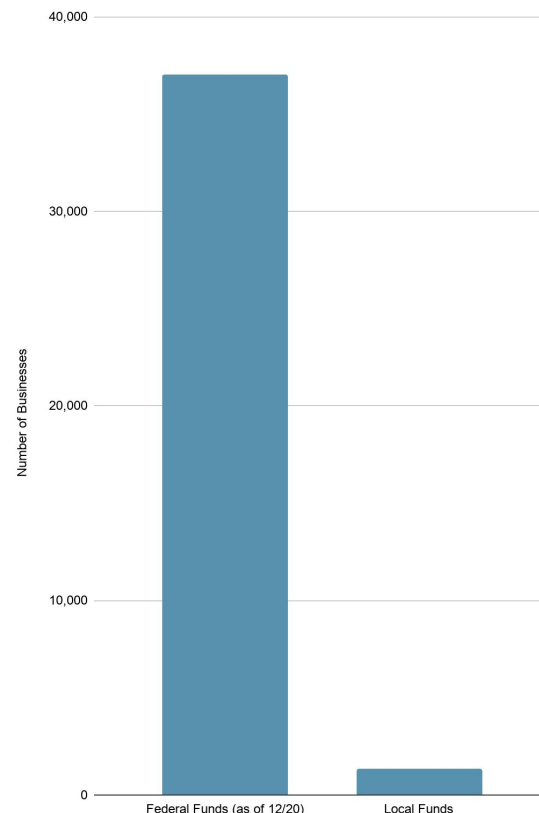
Over **\$24 million** invested in loan and grant programs to support **1,370+** small businesses.

(translates into over \$19.6 in direct business dollars)

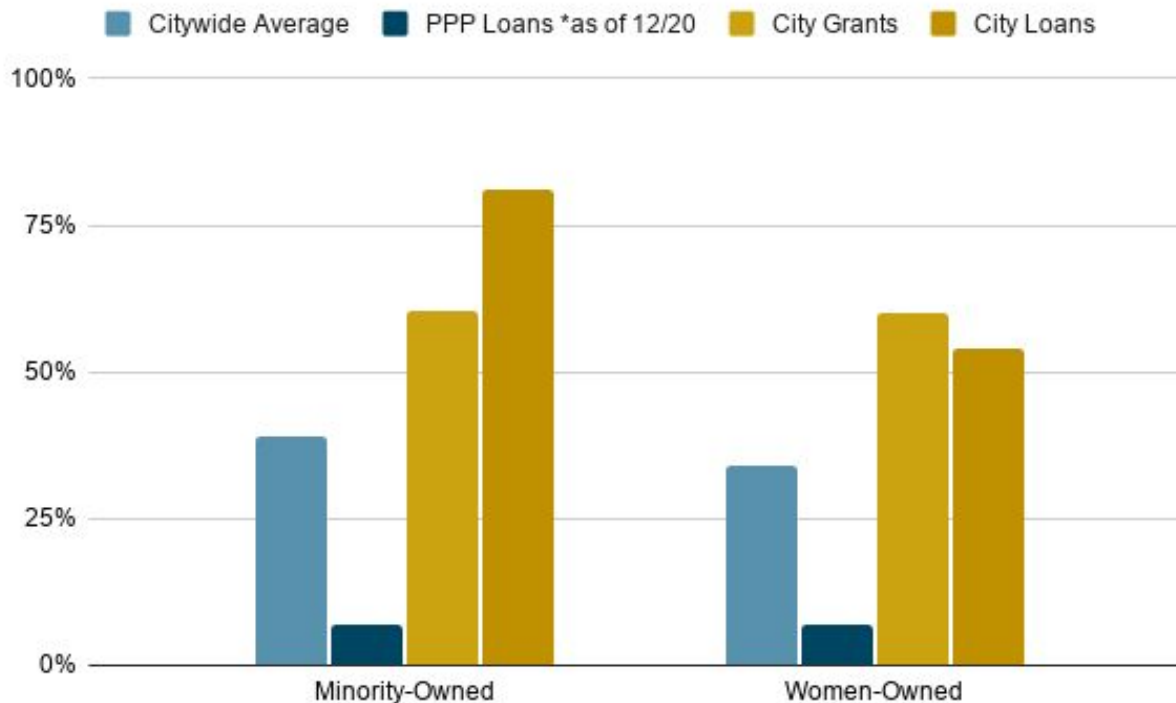
COVID PPP & EIDL for SF (DEC)

Over **\$4.1 billion** in loan and grant programs to support **37, 227** small businesses.

of Small Businesses Receiving Relief (as of 12/20)



City vs Federal PPP



COVID Relief Grant Application Summary

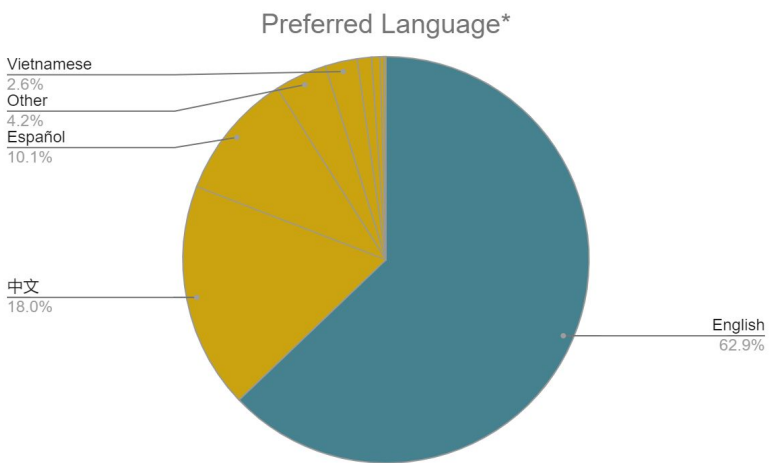
Total Grant Applications Considered: 8,695

Total Grant Applications Awarded: 1,525

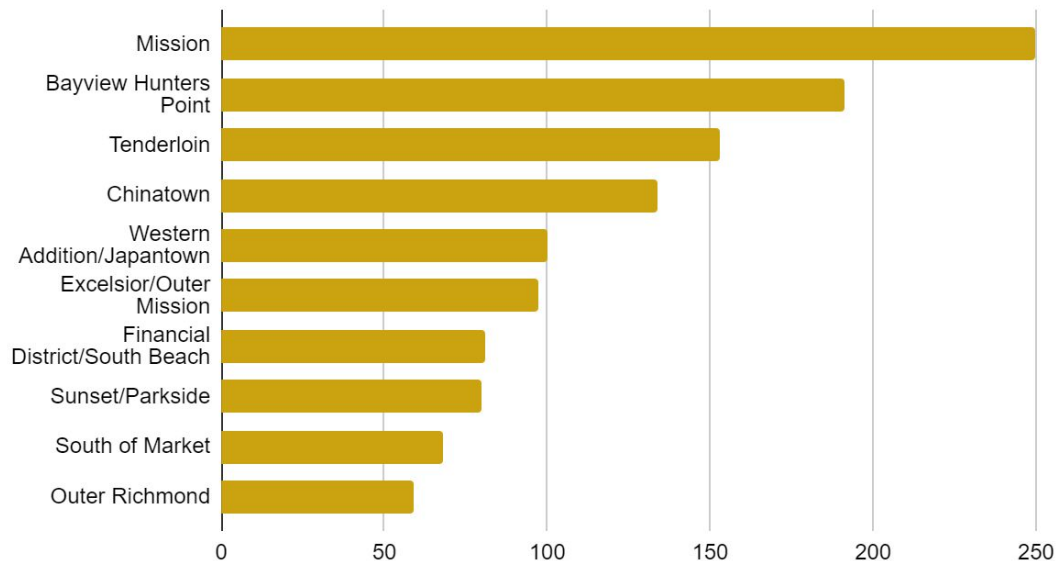
Total Disbursed: 85% of total grant funds disbursed

PROGRAM	# of applications	# of awards
SF Shines for Reopening	1,163	768
Resiliency Fund	1,500	128
Resiliency Fund Round 2 (*applications from Resiliency Fund Round 1, Neighborhood Mini Grant and Women's Mini Grant were automatically included)	4,048 (692 new)	230
Mini Grants (Women's Entrepreneurship)	1,084	77
Mini Grants (Neighborhood)	900	322
Total	8,695	1,525

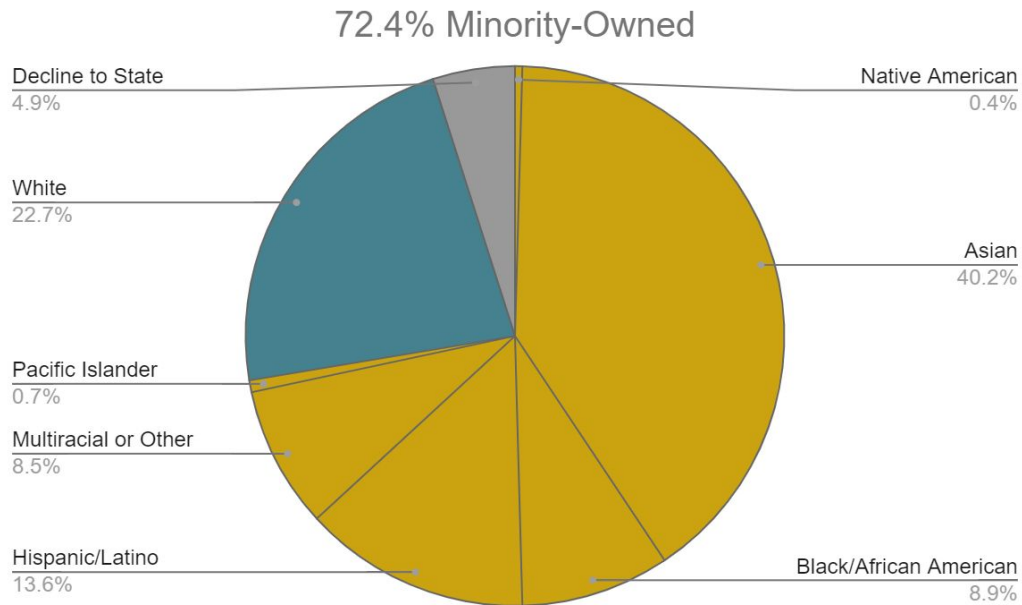
City Grant and Loan Award Reach



Top Ten Neighborhoods



City Grant and Loan Award Reach



52.1% women owned Awardees

“With the funding we were able to retain our employees and continue to feed front line workers.”

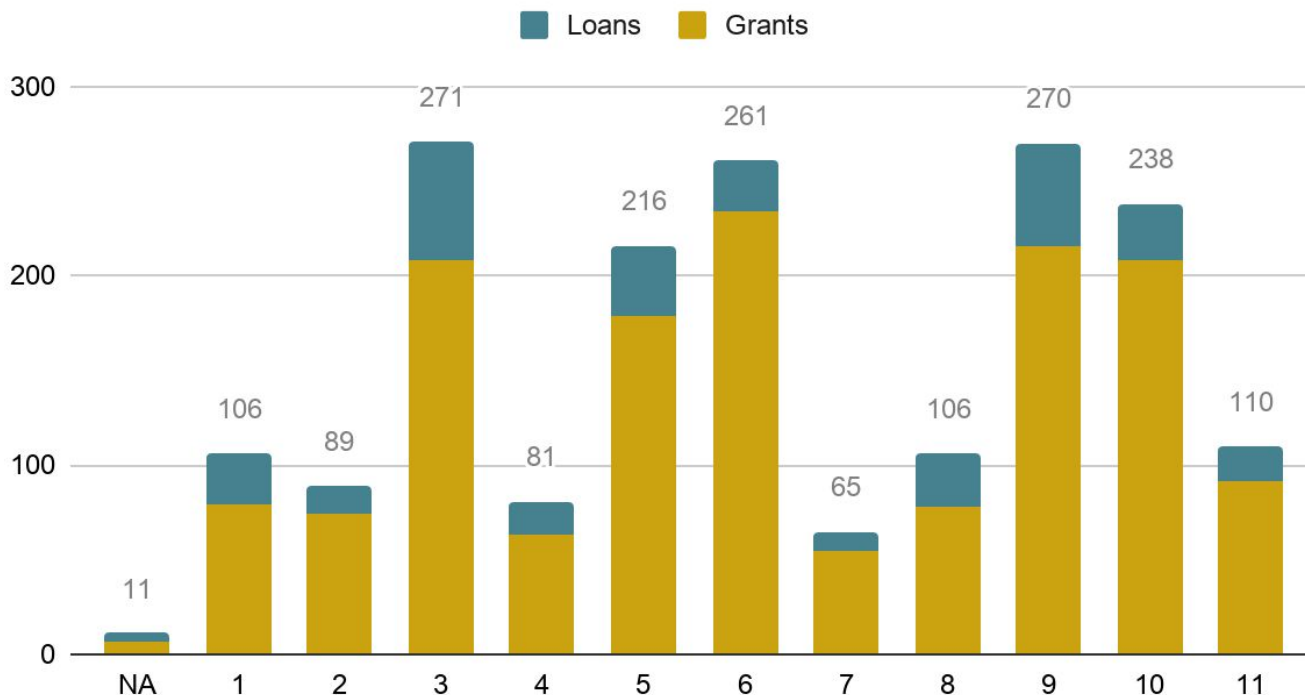
Shani, Owner of Peaches Patties



<https://oewd.org/covid-19-program-highlights>

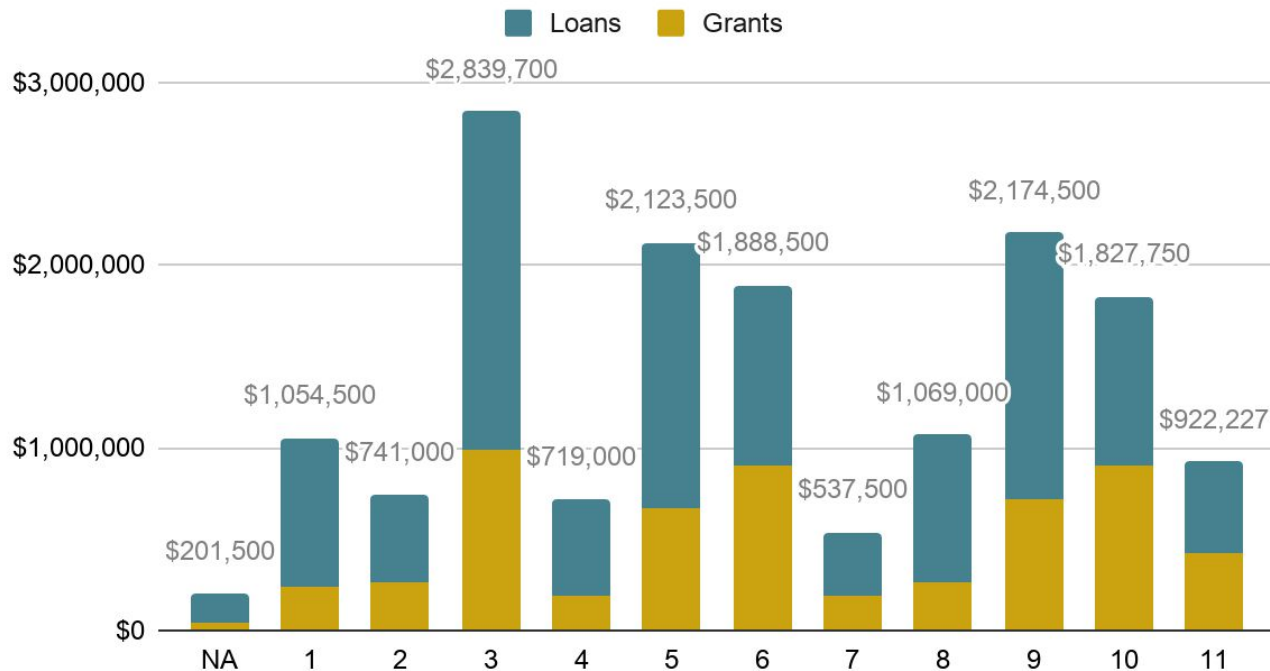
Grants & Loans by Supervisorial District

of COVID Grants and Loans



Grants & Loans by Supervisorial District

Funding for COVID Grants and Loans

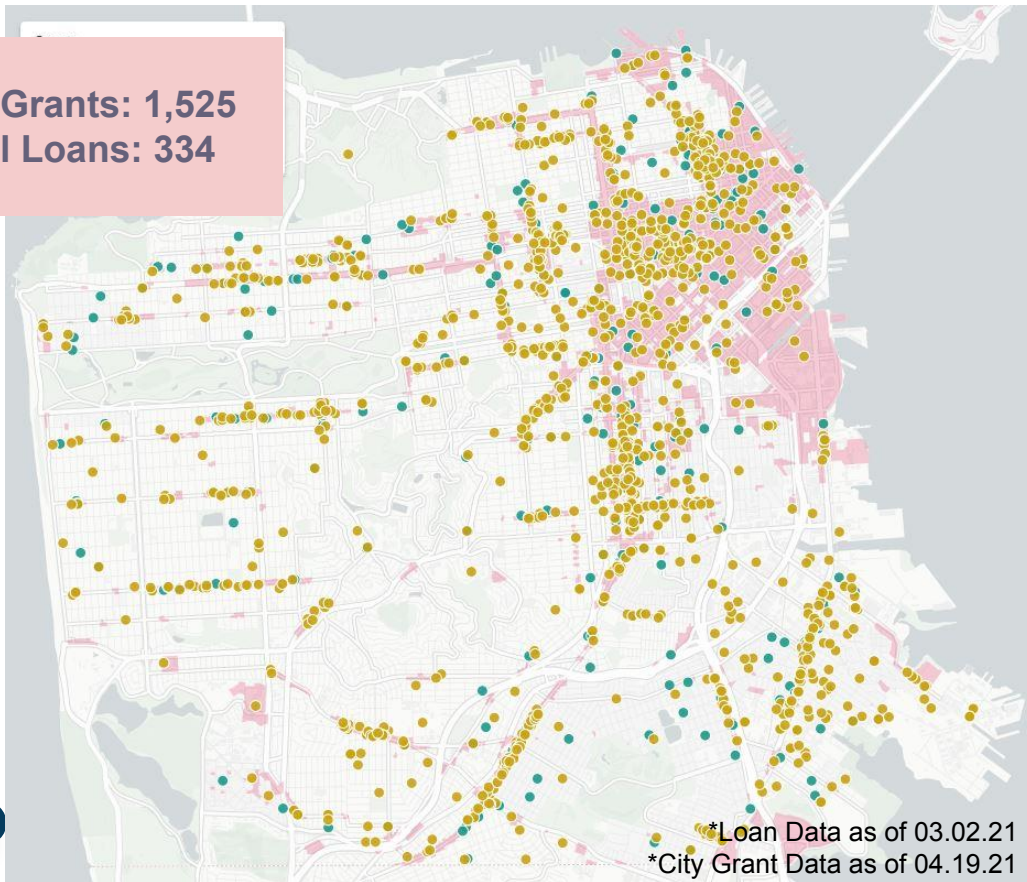


*Loan Data as of 03.02.21 (excludes 2nd allocation of AARLF \$3.5M)

*City Grant Data as of 04.19.21

COVID Relief Grants and Loans

Total Grants: 1,525
Total Loans: 334



*Loan Data as of 03.02.21
*City Grant Data as of 04.19.21



SF Shines for Reopening

Application Closed, Reimbursement in Process

Applications Received: 1,163

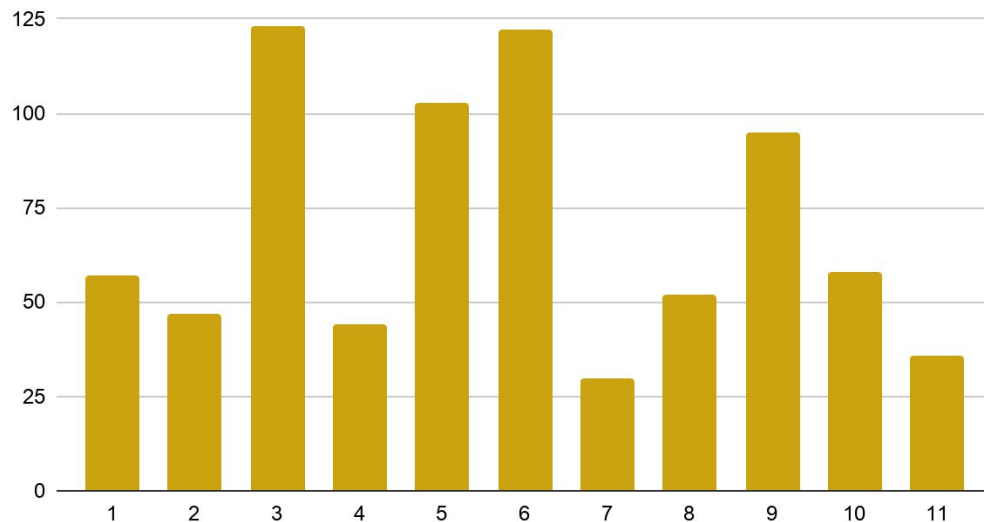
Total Awarded: 767 (66%)

- Round 1: 302
- Round 2: 465 (announced 4/19)

Amount Awarded: \$2.2M

- \$1.15M Awarded Round 1
- \$585,000 Reimbursed
- 78.6% Minority-Owned
- 48.7% Woman-Owned
- 42.1% Immigrant-Owned

Awards by District



SF RELIEF GRANTS

Grants for Storefront Businesses



DEADLINE: MAY 7, 2021



APPLY AT [SF.GOV/SF-RELIEF-GRANTS](https://sf.gov/sf-relief-grants)

SF Relief Grant

Stakeholder Feedback Incorporated

Process

- Application Fatigue
- Selection Criteria Transparency
- Chance of Receiving Funds
- Small Award Amounts

Barriers

- Newer Businesses
- Language
- Digital Divide

Prioritization

- Financial Need
- Ongoing Operation
- Long Standing Businesses
- Jobs Generated
- Entertainment Venues

SF Relief Grant Timeline and Applications

May 7

Application Closes, email to all applicants

June

Review of documents

June 30

Checks are distributed

Applications Received

As of May 5, 9:00 am

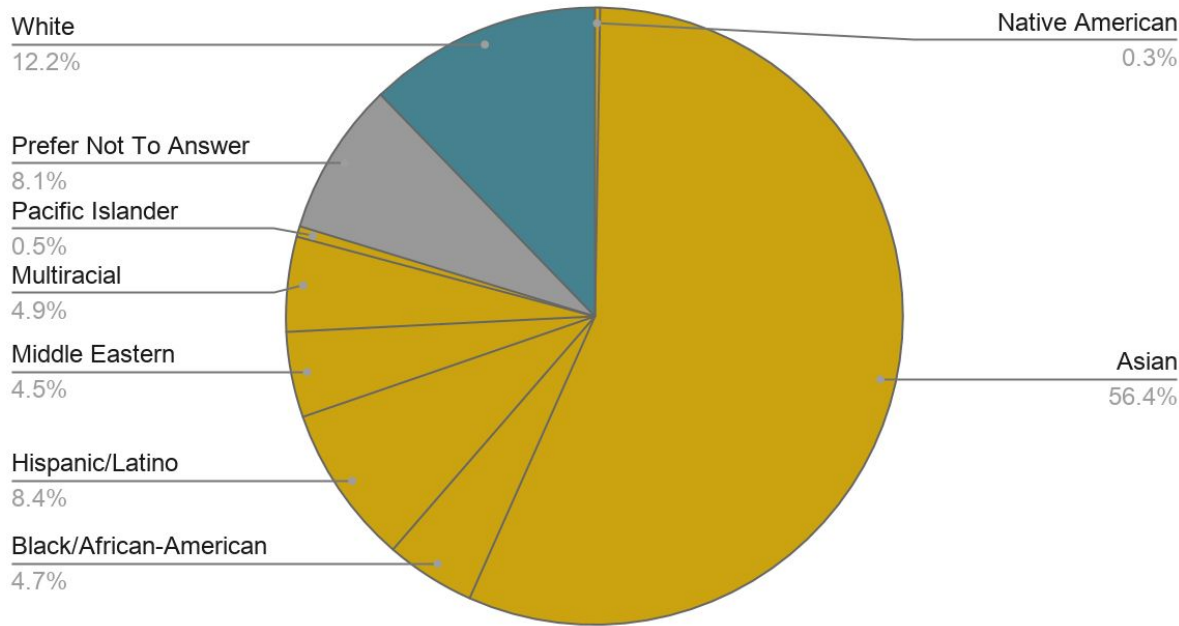
Total: 809/ 1,430

SF Relief Grant Applications



- 80% minority-owned
- 50% immigrant-owned
- 51% women-owned
- 33% prefer language other than English

SF Relief Grants Applicant Race



Dream Keeper Initiative

African American Economic Development Investment

#	Program Area Name	Maximum Budget Request per Proposal	Anticipated Number of Grant Awards	Target Neighborhoods	Page #
A	Anti-Displacement Services for African American-Owned Businesses (Retention and Relocation Assistance)	\$375,000	2 or more	Citywide	10
B	Business Development and Technical Assistance for African American Small Businesses and Entrepreneurs	\$250,000	Up to 4	Citywide	14
C	African American Incubation Hubs for Small Businesses and Community Groups	\$100,000	Up to 10	Bayview Hunters Point, Fillmore/Western Addition, Ocean View-Merced Heights-Ingleside (OMI), Potrero Hill, Visitacion Valley	20
D	African American Cultural Preservation Event Coordination	\$500,000	Up to 2 (each grant must support 8+ events)	Bayview Hunters Point, Fillmore/Western Addition, Ocean View-Merced Heights-Ingleside (OMI), Potrero Hill, Visitacion Valley	23

OEWD Request for Proposals (RFP) 216

The RFP includes the following programs, totaling \$3,750,000 in investments:

- Anti-Displacement Services for African American Businesses
- Business Development and Technical Assistance for African American Small Businesses and Entrepreneurs
- African American Incubation Hubs for Small Businesses and Community Groups
- African American Cultural Preservation Event Coordination

Questions?