



Small Business Support

Budget Priorities Hearing

Fiscal Year 2019-2020

Budget & Finance Committee

May 8, 2019

Small Business Services: Overview FY 2018-2019

Objectives – What We Do: How We Do It



Improve Physical Conditions: Improve cleanliness, physical appearance and conditions of commercial properties, public spaces, and streetscapes



Fortify Neighborhoods and Their Economies: Highlight and honor neighborhood characteristics and culture in economic development initiatives



Diversity, Equity, and Inclusion



Strengthen Small Businesses: Revitalize, stabilize, retain, and grow existing businesses; stimulate business creation and retain and create jobs



Build Community Capacity: Cultivate local leaders; and strengthen relationships across sectors, among stakeholders, and between City staff and the communities they serve

Small Business Services: Overview

FY 2018-2019

Neighborhood Commercial District Services

- **Neighborhood Commercial District Planning, Management, and Business Support**
- **Cultural District Formation & Operation Support**
- **Community Benefit District Formation/Renewal & Operation Support**
- **Community & Merchant Association Capacity Building**
- **Public Realm & Public Space Improvements**
- **District Marketing & Events**

Small Business Services: Program Budget FY 2018-2019

Business Attraction & Retention

- **Storefront Vacancy Initiative**
- **Permit & License Assistance**
- **Real Estate & Leasing Services**
- **Technical assistance to businesses wishing to start, stay and grow in San Francisco**
- **Façade and Tenant Improvements**
- **Business Outreach & Referrals to Services**
- **Disaster Relief**
- **American Disability Act Compliance Assistance**
- **Legacy Business Program**

Small Business Services: Overview

FY 2018-2019

Financial Assistance

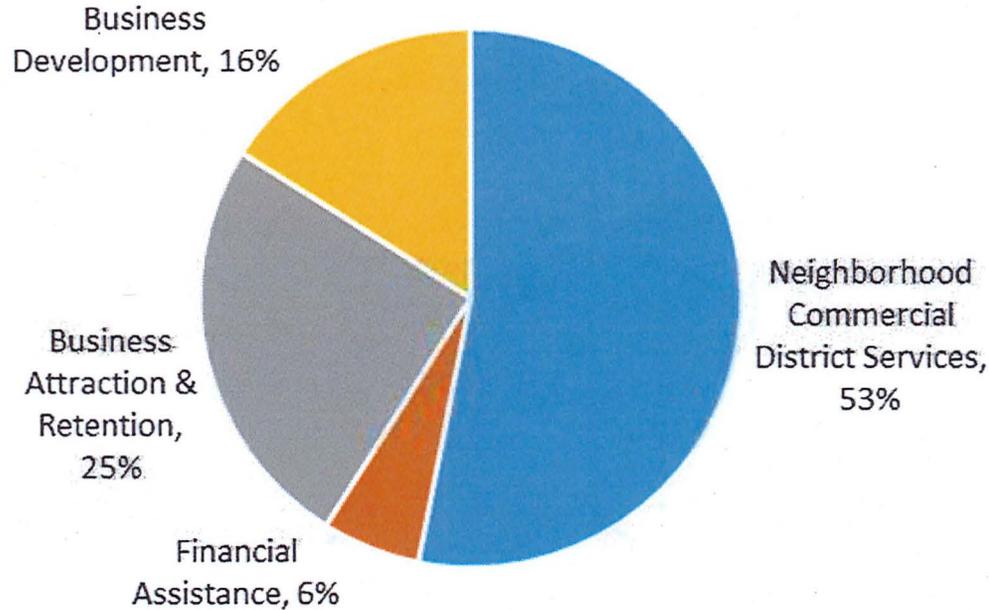
- **Low interest business loans**
- **Credit building and repair**

Business Development

- **Direct Business Assistance**
- **Business Sector Assistance Programs**
- **Employment Services for Businesses**

Small Business Services: FY 2018-19 Budget

FY 2018-19 Budget by Area



FY 2018-19	All Divisions	IIN	Biz Dev*	Workforce*	OSB	Film*
Neighborhood Commercial District Services	\$7,650,512	\$7,650,512	\$0	\$0	\$0	\$0
Financial Assistance	\$845,000	\$845,000	\$0	\$0	\$0	\$0
Business Attraction & Retention	\$3,600,592	\$2,580,192	\$0	\$0	\$1,020,400	\$0
Business Development	\$2,302,315	\$1,420,000	\$258,800	\$594,515	\$5,000	\$24,000
Total	\$14,398,419	\$12,495,704	\$258,800	\$594,515	\$1,025,400	\$24,000
% of total		86.8%	1.8%	4.1%	7.1%	0.2%

* Does not include OEWD, OSB, Film staff costs

Small Business Services: Target Populations

- **OEWD's investments touch nearly every aspect of San Francisco's diverse economy**
 - This is consistent with OEWD's mission to advance equity and shared prosperity for all San Franciscans,
- **OEWD employs a framework centered on diversity, equity, and inclusion as it focuses its investments in neighborhoods which have experienced historic disinvestment**
- **ex: IIN Community Development Block Grant program (CDBG)**
 - CDBG funds represent 17% of OEWD's Invest in Neighborhoods Business Support funding
 - Through March 2019, 23% of business proprietors funded by OEWD CDBG grants identify as Latinx, 20% Asian, 7% Black, and 22% White
- **ex: OSB Small Business Assistance Center (SBAC)**
 - 84% of SBAC clients receiving customized case management (1,473 out of 1,754) were entrepreneurs of color

Small Business Services: Performance Metrics

- **OEWD is continually developing performance measurement metrics and systems for its Small Business Services**
- **We are collaborating with multiple internal and external partners to further develop our capacity to measure and communicate efficacy, including:**
 - **Controller's City Performance Unit**
 - **Developing department-wide measures and systems for Controller's Scorecard and**
 - **Independent Consultants**
 - **Small business needs assessment and Neighborhood Impact Reports**
 - **Government Alliance on Race and Equity (GARE)**
 - **Tools to address racial equity in our programs**
- **Enhanced Small Business performance measurement metrics and systems in FY 2019-20**