



# Presentation Title

April 26, 2021

Land Use and  
Transportation Committee

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Director, Office of Small Business

# Office of Small Business - Business Assistant Center

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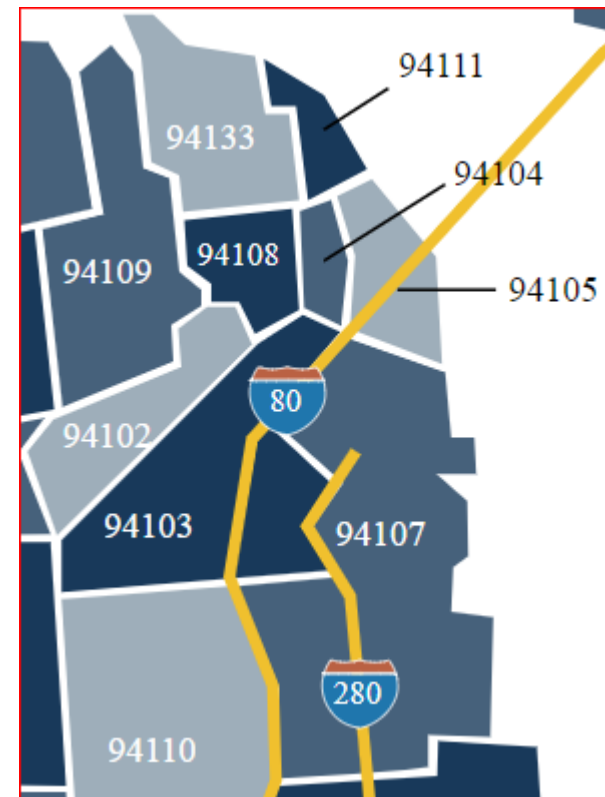


- Frontline assistance to small business.
  - Assistance provided by email and phone, listed on OEWD COVID-19 website
- 7015 businesses assisted: March 2020 / March 2012
- Zip Codes: 94102, 94103, 94104, 94105, 94107 and 94111
  - 1024 business assisted (15% of 7015)

# Office of Small Business - Business Assistant Center

- Zip Codes: 94102, 94103, 94104, 94105, 94107 and 94111

Location (by Zip Code)	TOTAL	Percentage
94102	265	26%
94103	314	34%
94104	94	9%
94105	80	8%
94107	163	16%
94111	108	11%
Total:	1,024	100%



# Office of Small Business - 94102 - Top Five Business Types (NAICS)



94102
Food Services = 80
Certain Services = 50
Retail Trade = 30
Private Education and Health Services = 28
Professional, Scientific & Technical Services = 17

COVID Tags	94102
Reopening	36
Financial Assistance	200
General Guidance	101
Real Estate Guidance	22
Workforce Guidance	29
Shared Spaces Program	13
RFQ 999 Meal Service	3
Business Closing	3

Type of Service Requested	94102
Pre Start-Up	7
Start-Up	13
Existing	237
Expanding	1
Relocating	2
Business Acquisition	2
Closing	6
<b>TOTAL:</b>	<b>265</b>

Race/Ethnicity	94102
African American	4
Arab	6
Asian	64
Caucasian or White	64
Latino or Hispanic	14
Multiracial	1
Other	3
P.I. or Native Hawaiian	0
Unknown	109
<b>TOTAL:</b>	<b>265</b>

# Office of Small Business - 94103 - Top Five Business Types (NAICS)



94103
Food Services = 93
Retail Trade = 60
Professional, Scientific & Technical Services = 31
Certain Services = 27
Private Education and Health Services / Manufacturing = 20

COVID Tags	94103
Reopening	38
Financial Assistance	155
General Guidance	151
Real Estate Guidance	33
Workforce Guidance	24
Shared Spaces Program	5
RFQ 999 Meal Service	3
Business Closing	2

Type of Service Requested	94103
Pre Start-Up	14
Start-Up	19
Existing	268
Expanding	4
Relocating	1
Business Acquisition	5
Closing	3
TOTAL:	314

Race/Ethnicity	94103
African American	26
Arab	5
Asian	59
Caucasian or White	58
Latino or Hispanic	25
Multiracial	4
Other	3
P.I. or Native Hawaiian	0
Unknown	134
TOTAL:	314

# Office of Small Business - 94104 - Top Five Business Types (NAICS)



94104
Professional, Scientific & Technical Services = 23
Food Services = 21
Certain Services = 20
Private Education and Health Services = 10
Arts, Entertainment and Recreation = 4

COVID Tags	94104
Reopening	11
Financial Assistance	57
General Guidance	35
Real Estate Guidance	14
Workforce Guidance	9
Shared Spaces Program	1
RFQ 999 Meal Service	0
Business Closing	1

Type of Service Requested	94104
Pre Start-Up	0
Start-Up	3
Existing	84
Expanding	2
Relocating	2
Business Acquisition	0
Closing	3
TOTAL:	94

Race/Ethnicity	94104
African American	4
Arab	0
Asian	12
Caucasian or White	16
Latino or Hispanic	7
Multiracial	3
Other	0
P.I. or Native Hawaiian	6
Unknown	46
TOTAL:	94

# Office of Small Business - 94105 - Top Five Business Types (NAICS)



<u>94105</u>
Professional, Scientific & Technical Services = 21
Food Services = 13
Certain Services = 13
Administrative and Support Services = 8
Retail Trade = 5

<u>COVID Tags</u>	<u>94105</u>
Reopening	7
Financial Assistance	41
General Guidance	32
Real Estate Guidance	12
Workforce Guidance	15
Shared Spaces Program	1
RFQ 999 Meal Service	1
Business Closing	2

<u>Type of Service Requested</u>	<u>94105</u>
Pre Start-Up	3
Start-Up	3
Existing	69
Expanding	2
Relocating	0
Business Acquisition	1
Closing	2
<b>TOTAL:</b>	<b>80</b>

<u>Race/Ethnicity</u>	<u>94105</u>
African American	0
Arab	0
Asian	5
Caucasian or White	20
Latino or Hispanic	4
Multiracial	1
Other	0
P.I. or Native Hawaiian	0
Unknown	50
<b>TOTAL:</b>	<b>80</b>

# Office of Small Business - 94107 - Top Five Business Types (NAICS)



94107
Food Services = 27
Professional, Scientific & Technical Services = 21
Retail Trade = 18
Manufacturing = 16
Certain Services / Private Education and Health Services = 14

COVID Tags	94107
Reopening	23
Financial Assistance	94
General Guidance	72
Real Estate Guidance	12
Workforce Guidance	27
Shared Spaces Program	1
RFQ 999 Meal Service	1
Business Closing	3

Type of Service Requested	94107
Pre Start-Up	4
Start-Up	10
Existing	143
Expanding	2
Relocating	0
Business Acquisition	2
Closing	2
TOTAL:	163

Race/Ethnicity	94107
African American	3
Arab	2
Asian	11
Caucasian or White	56
Latino or Hispanic	5
Multiracial	2
Other	4
P.I. or Native Hawaiian	1
Unknown	79
TOTAL:	163



# Office of Small Business - 94111 - Top Five Business Types (NAICS)



94111
Food Services = 28
Professional, Scientific & Technical Services = 23
Certain Services = 9
Private Education and Health Services = 9
Retail Trade / Information = 7

COVID Tags	94111
Reopening	13
Financial Assistance	61
General Guidance	45
Real Estate Guidance	15
Workforce Guidance	8
Shared Spaces Program	1
RFQ 999 Meal Service	2
Business Closing	2

Type of Service Requested	94111
Pre Start-Up	4
Start-Up	8
Existing	89
Expanding	2
Relocating	1
Business Acquisition	0
Closing	4
TOTAL:	108

Race/Ethnicity	94111
African American	0
Arab	0
Asian	5
Caucasian or White	38
Latino or Hispanic	7
Multiracial	0
Other	0
P.I. or Native Hawaiian	0
Unknown	58
TOTAL:	108

# Office of Small Business -



## **Addition Notes:**

5 - zip codes included businesses in the Professional, Scientific & Technical Services NAICS

Office based small businesses not covered by Commercial Eviction Moratorium and with no rent relief:

- Considering having to close.
- Downsizing office space and have employees rotate coming into the office.

# Additional Notes:



## Business Industry Type

### Administrative and Support Services

( Janitorial services, locksmiths, security, travel agencies, tour operators, employment agencies, venue & events)

### Arts, Entertainment and Recreation

Artist, writers, performers, amusement arcades, event promoters

### Certain Services

(Beauty, hair, nail salons; estheticians; pet care services; dry cleaning and laundry services; non-profits; appliance & auto repair and maintenance)

### Food Services

(Caterers, mobile food facilities, bars, restaurants, cafes, farmer markets, cottage food operators, pop ups)

### Information

(Blog writers, social media platforms, publishers, motion pictures and video production and distribution)

### Private Education and Health Services

(Child care center, daycare, tutoring service, massage, chiropractors, psychotherapists)

### Professional, Scientific & Technical Services

(Legal services; accounting services; architectural and engineering services; landscaping services; consulting services; photography studio)

### Retail Trade

(Grocery stores; Convenient stores; Markets; Florist; Jewelry stores; Bookstores; Art dealers, studios and galleries; Baked goods stores; Furniture stores; E-commerce)

# Additional Notes:

<b>Pre Start-Up</b>	<b>Considering starting a business, need to do research and planning</b>
<b>Start-Up</b>	0-1 years in business, need to register, need info on additional requirements, need financing or technical assistance
<b>Existing</b>	1+ years in business, needs financing, biz management assistance, info on business programs, contracting, etc.
<b>Expanding</b>	Looking to grow business, including capital improvement, new concept/product, new location, new hires
<b>Relocating</b>	Existing business seeking to move to new location
<b>Business Acquisition</b>	Business has transferred ownership, sold, or bought an existing business new location
<b>Closing</b>	Business is closing, will close, or has closed