

# INVESTING IN OUR SMALL BUSINESSES

Presented by

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**Executive Director, OEWD**

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SAN FRANCISCO

OFFICE OF ECONOMIC &  
WORKFORCE DEVELOPMENT

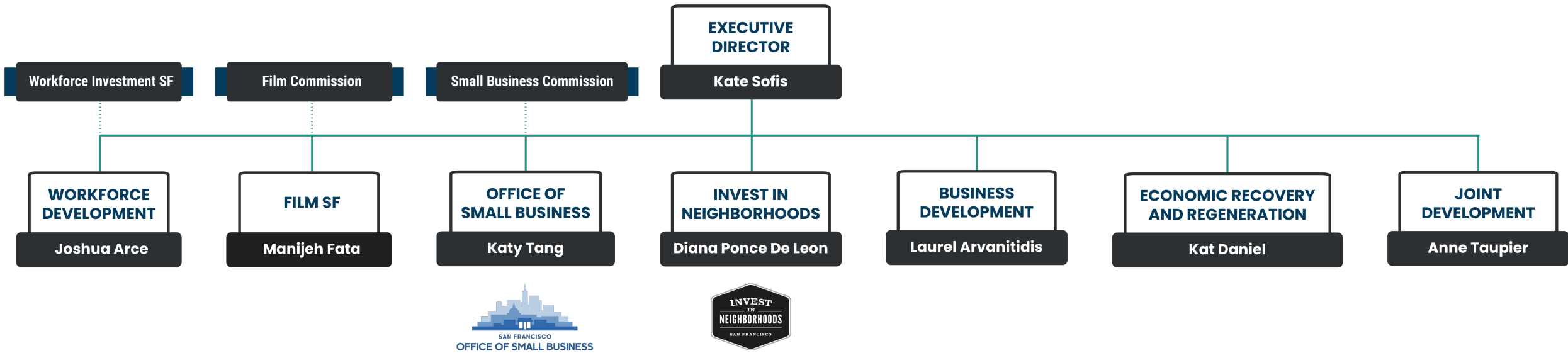
# OEWD VISION

## **A thriving and resilient economy**

The Office of Economic and Workforce Development strives to create a **thriving and resilient economy**, where barriers to economic and workforce opportunities are removed, and **prosperity is shared equitably** by all.

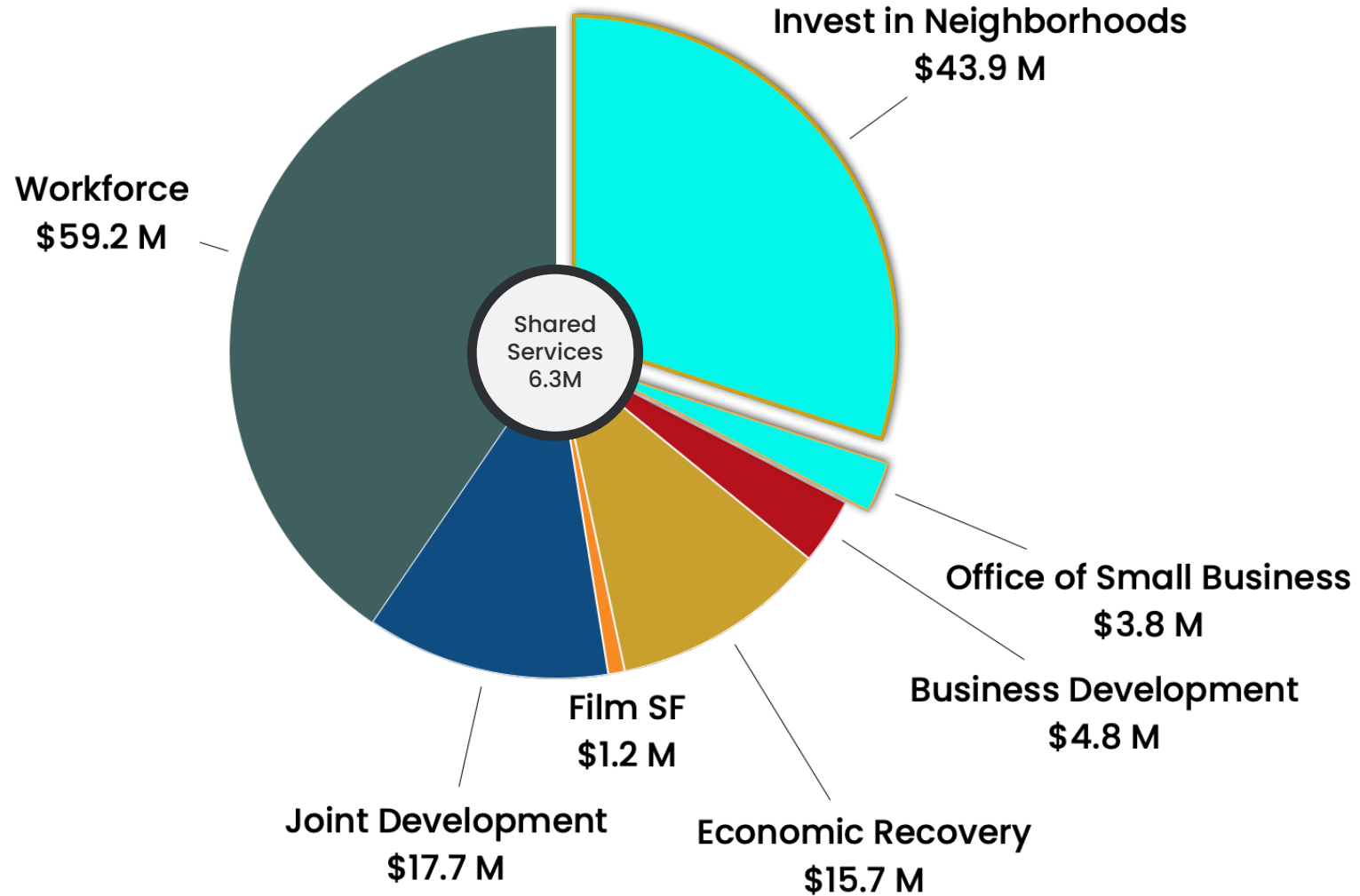


# OEWD ORGANIZATION



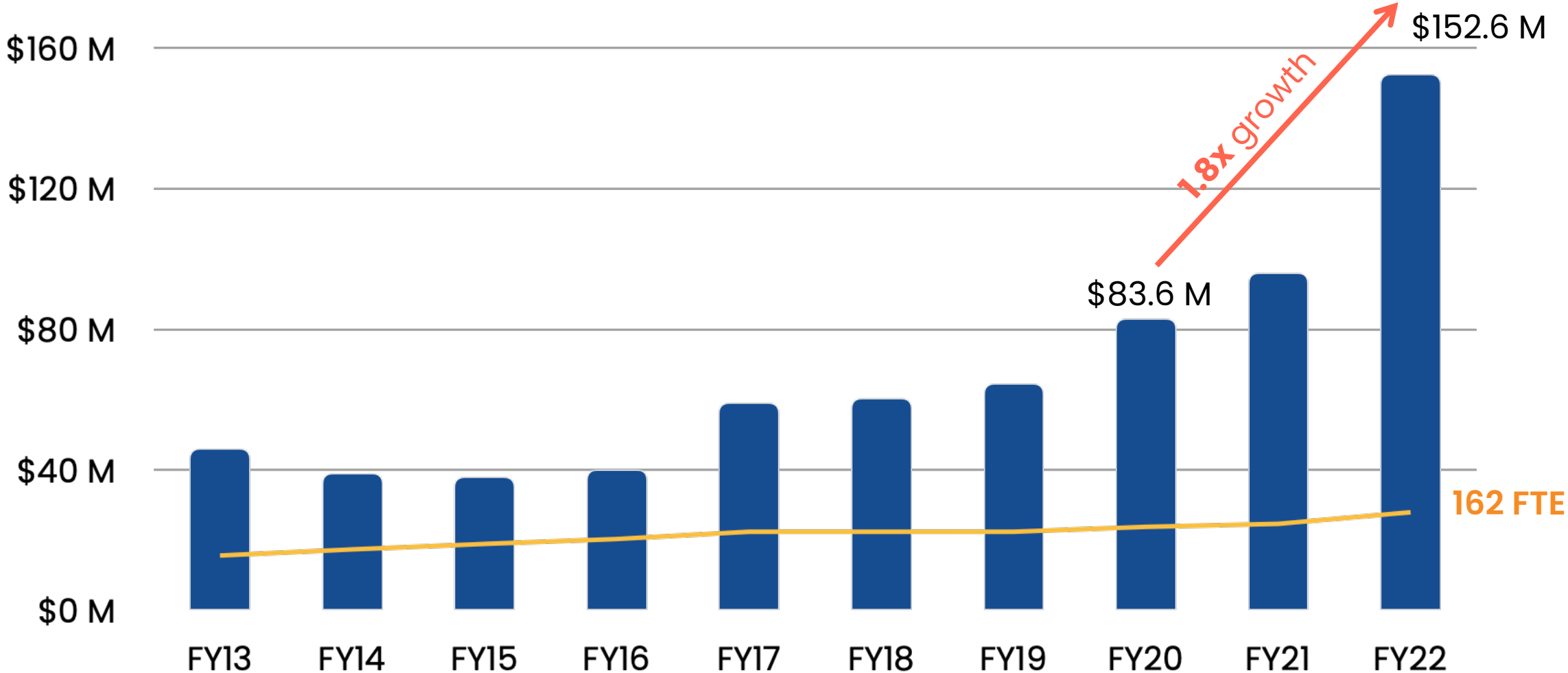
# OEWD BUDGET

FY 2021-2022 AAO



# STAFFING VS BUDGET

FY 2012-2022 AAO



 Budget       Full-Time Employees (FTE)

# WHY SMALL BUSINESSES ARE **ESSENTIAL TO SF'S ECONOMY**

There are **89,349 small businesses** registered in San Francisco

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Small Businesses represent **95% of all businesses** registered

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Most small businesses are **locally owned and operated**

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Small businesses **create diverse jobs that represent 54% of the jobs in San Francisco**, a vast majority of which are **entry-level opportunities**

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When a small business relocates or expands  
**reinvestment occurs within San Francisco**

# SMALL BUSINESS COVID IMPACTS

- **Widespread need Citywide** due to closures and shelter-in-place orders
- Severe **drop in revenue** due to decline in workers, tourists and residents shopping in-person
- Access to **capital was constrained** and slow
- **Increase demand on OEWD services** and local government support



# OEWD **RESPONSE**

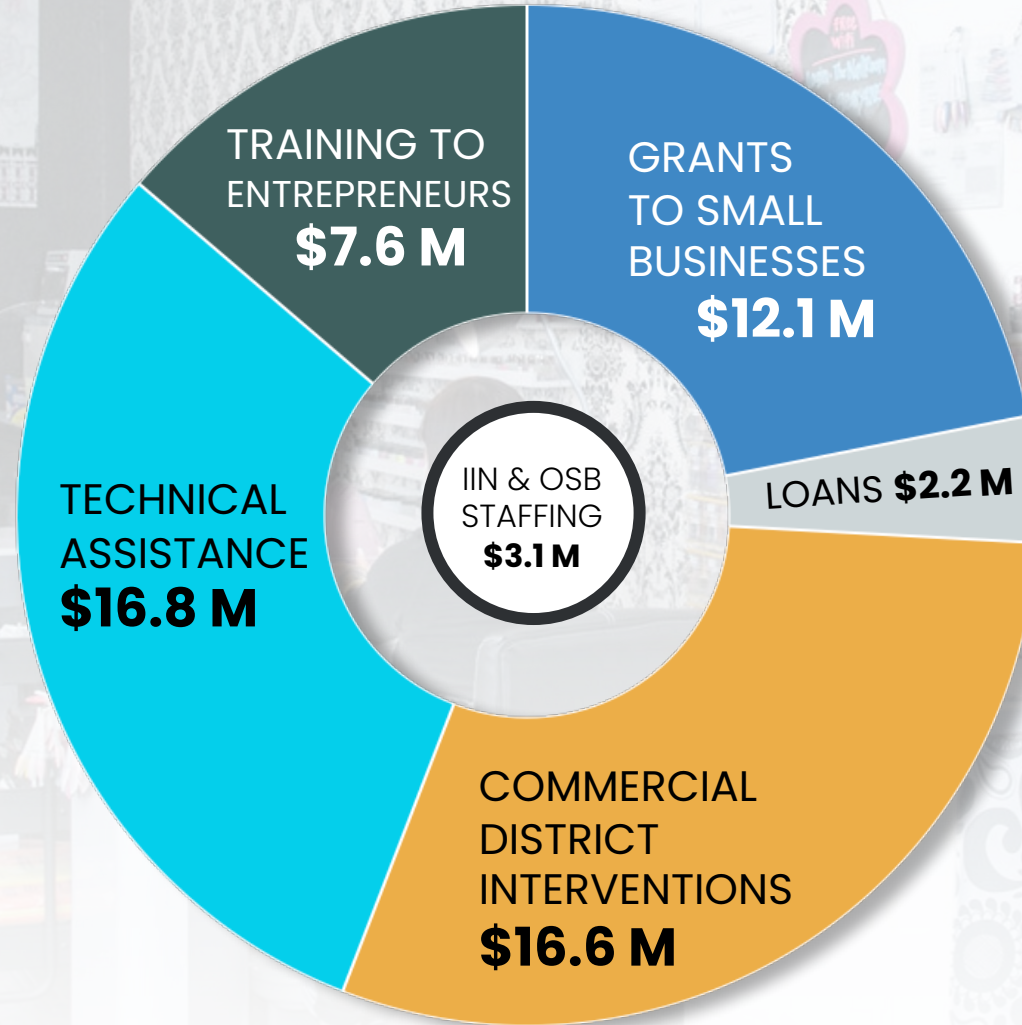
- Increase in **direct grants to business**
- Increase in budget for **commercial district interventions**
- Shift time from more in-depth 1:1 responsive services to **city-wide program development and grant management**
- **Equitable access** to scarce resources





# SMALL BUSINESSES **COMMUNITY INVESTMENTS**

FY 21-22 **GRANTS, CONTRACTS, STAFFING**

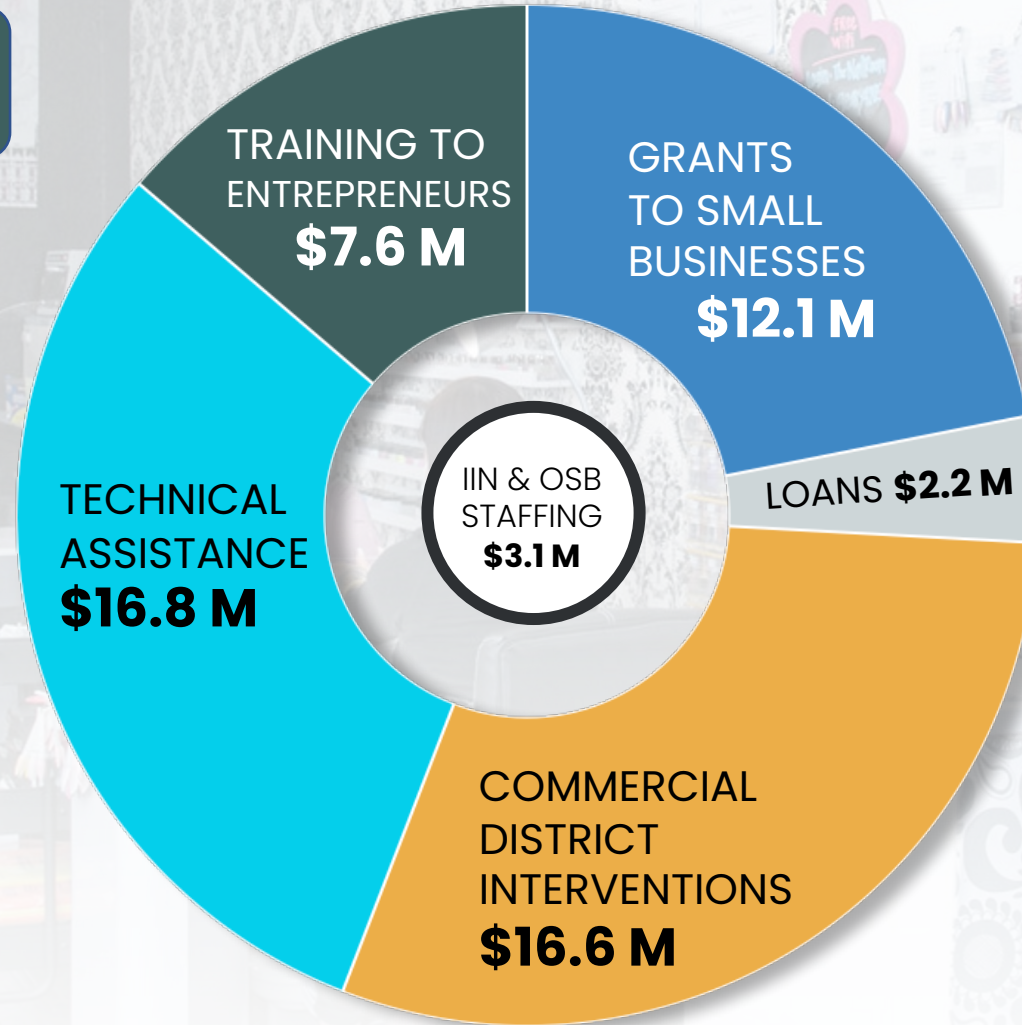


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## Key examples of **TRAINING**

- Home Based Childcare Entrepreneurship Training (Children's Council)
- Black Millionaire Development Program (SF Black Wall Street)



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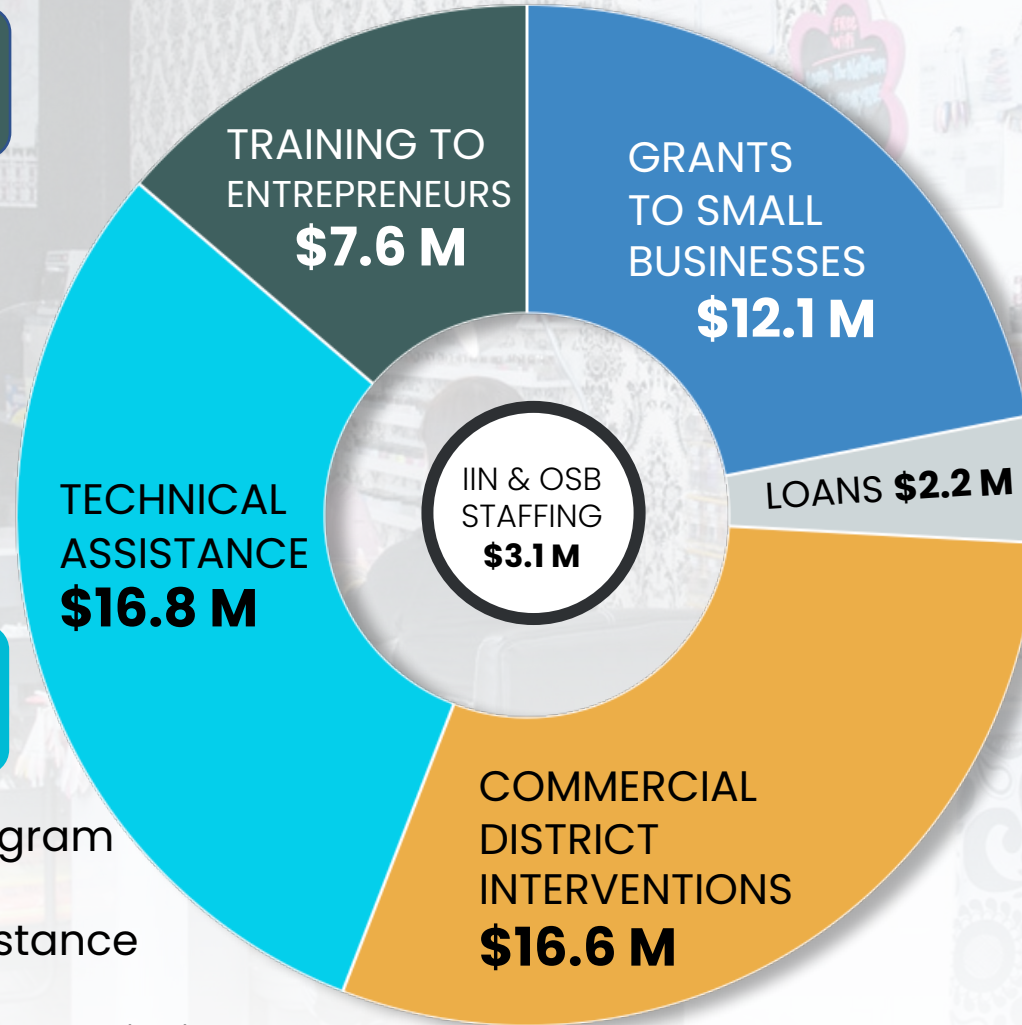
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## Key examples of **TECHNICAL ASSISTANCE**

- Sell Black E-Commerce Program (En2Action)
- SBDC Staff, Permit and Assistance Center Staff
- Legal Counseling on Lease Negotiation & Eviction Protection (LCCR)



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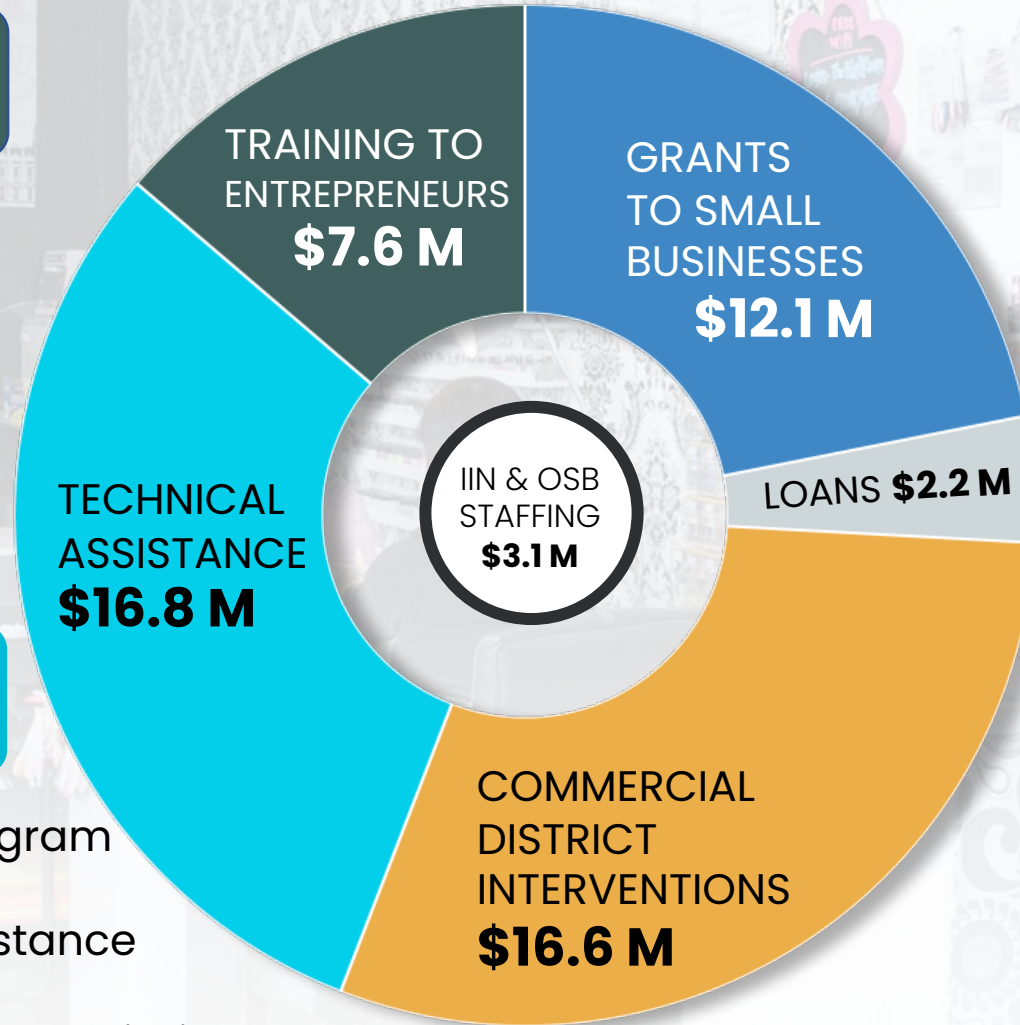
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- Latino Loan Fund (MEDA)
- Shared Spaces
- Vandalism Grant
- SF Shines Grant Program

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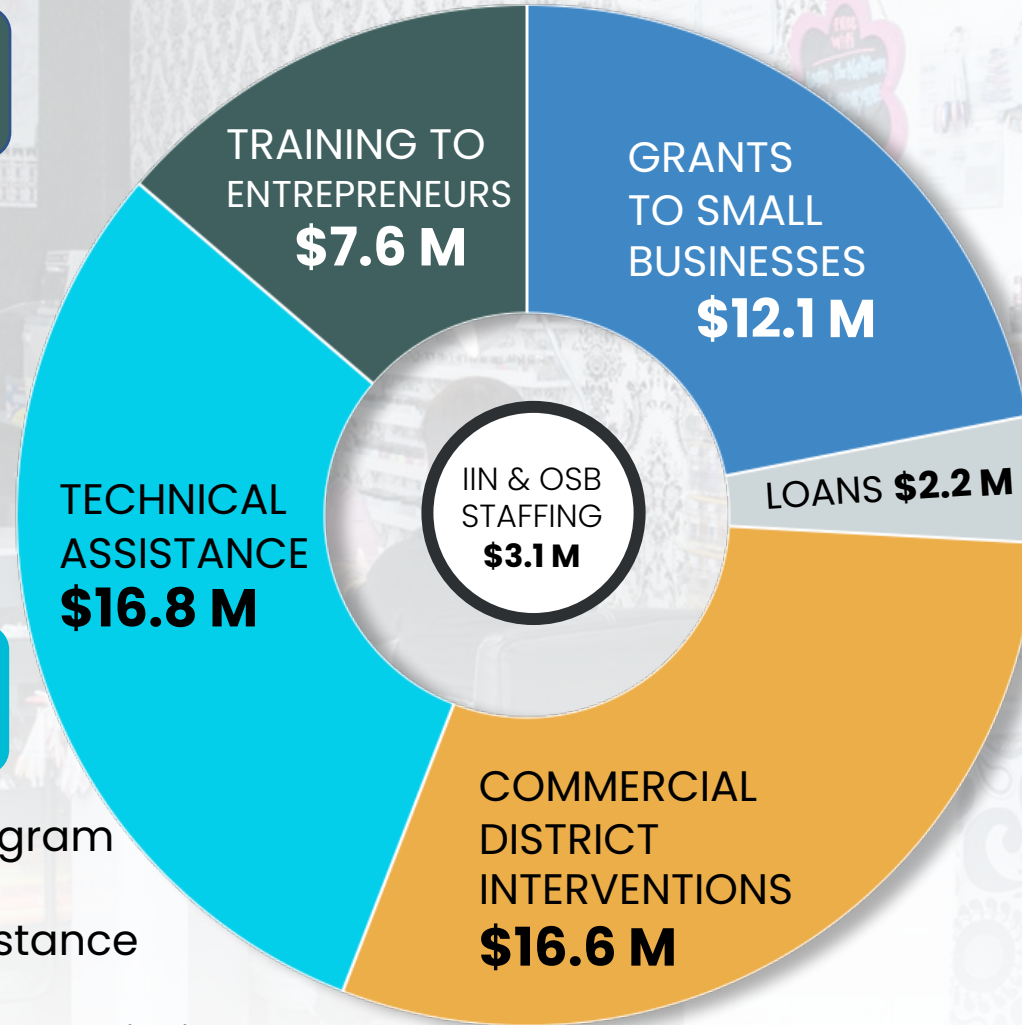
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## Key examples of **INTERVENTIONS**

- Shop and Dine in the 49
- Noodlefest & Mardi Gras
- Bruce Lee Exhibition
- Safety Ambassadors

# EQUITY IS

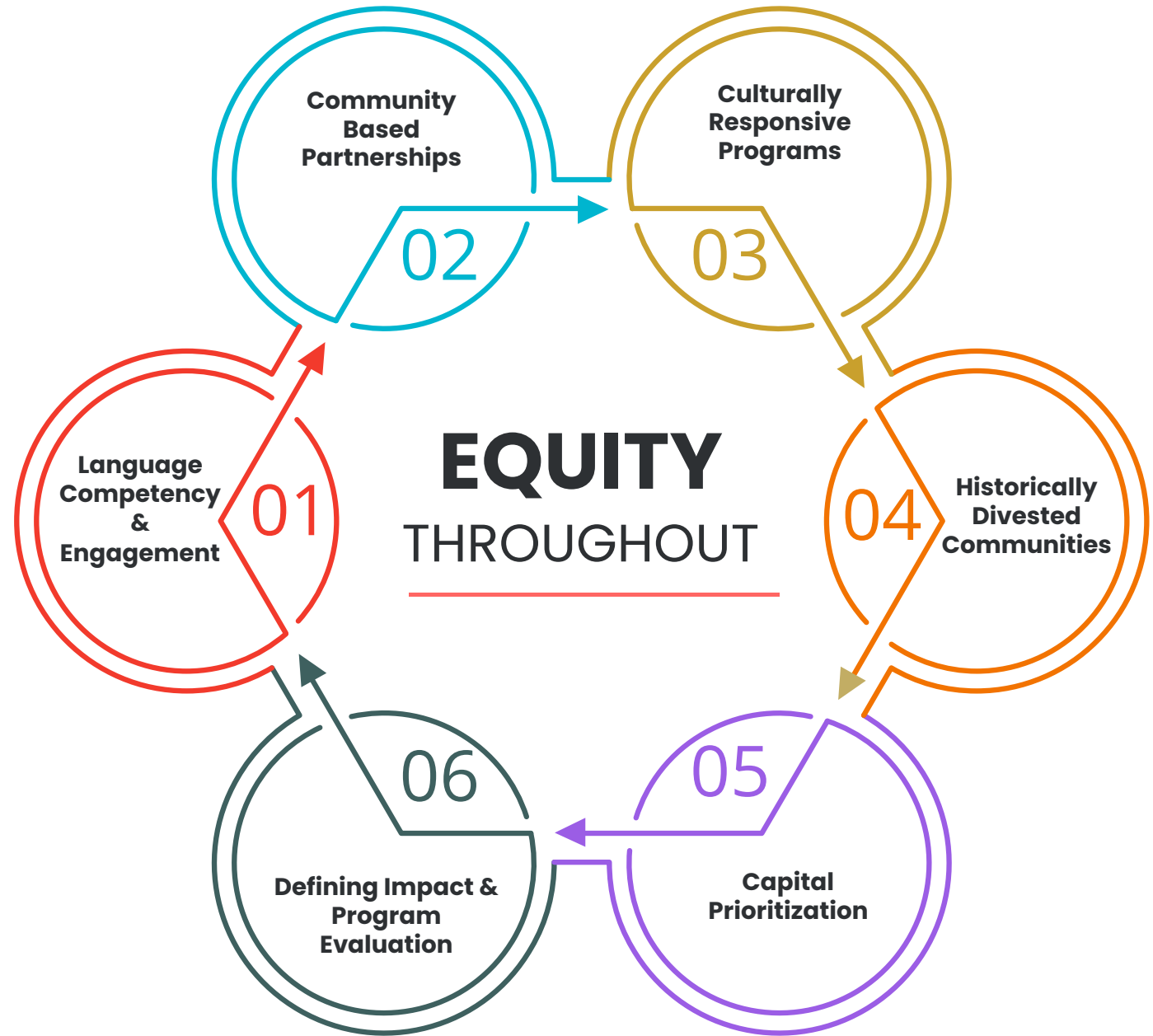
BIPOC

WOMEN

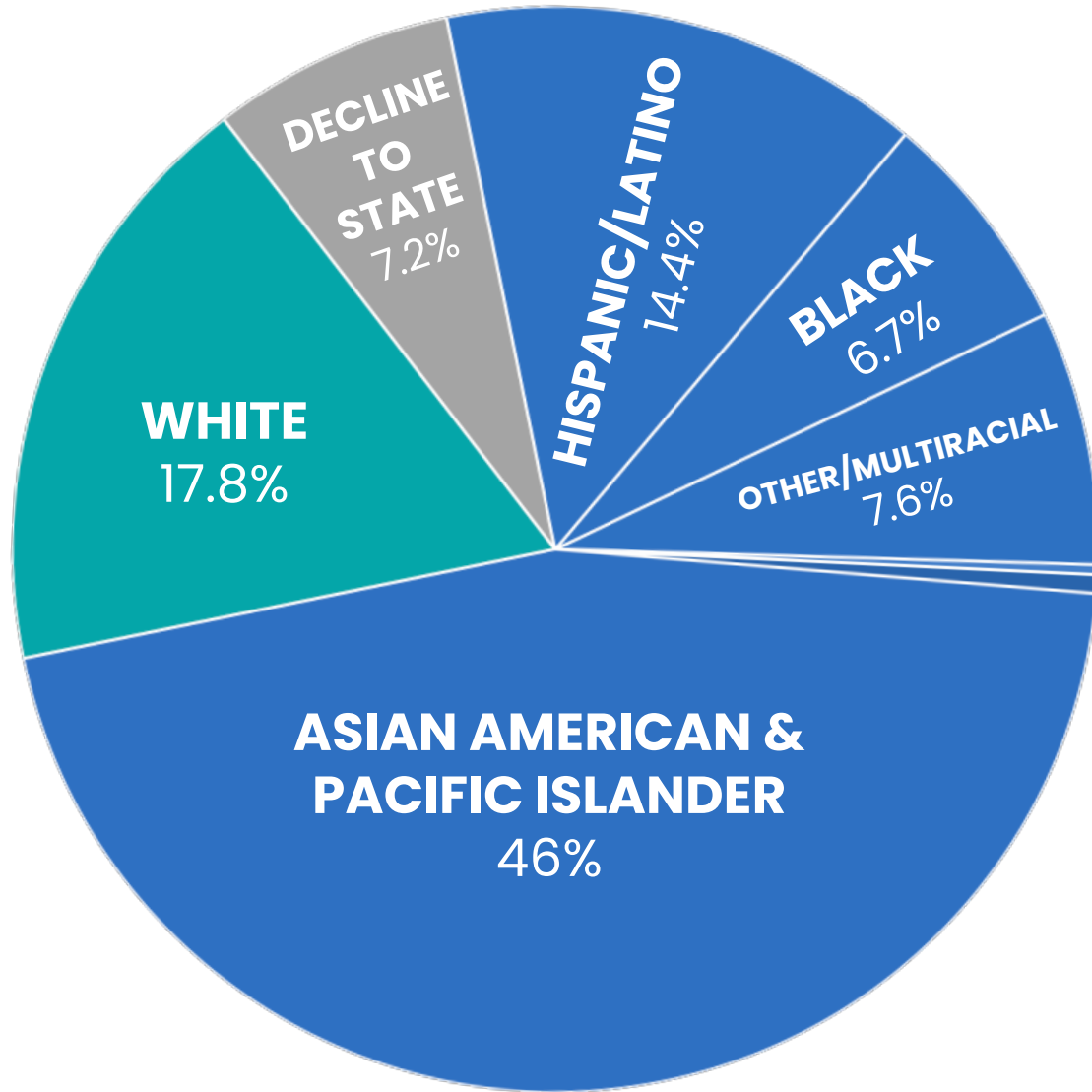
LGBTQIA

DISABLED

LOW-INCOME



# EQUITY OUTCOMES: GRANTS & LOANS



Since March 2020

**3,001** AWARDS

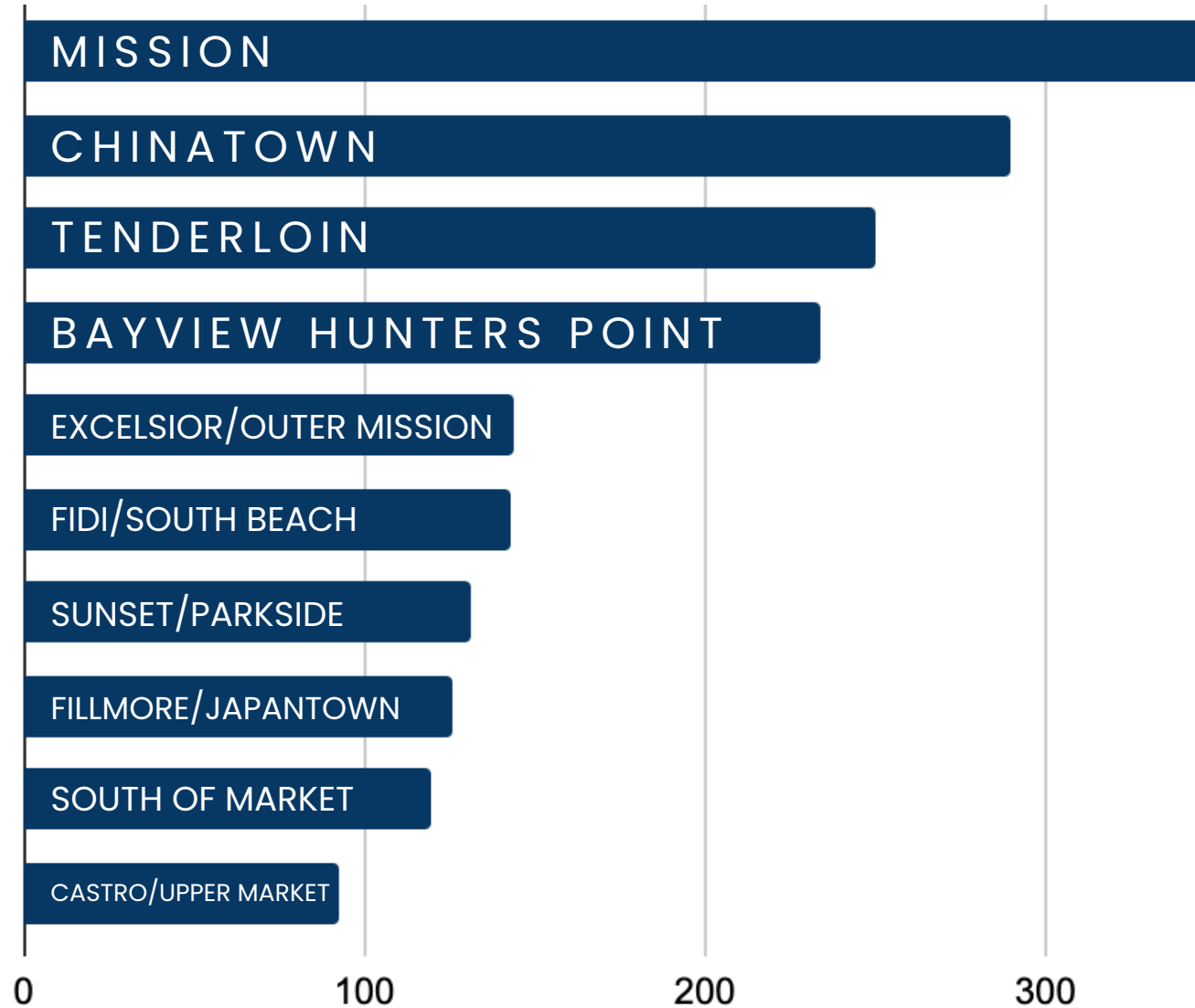
**\$12M** GRANTS

**\$21.6M** LEVERAGED LOANS

**75%** BIPOC-OWNED

**56%** WOMAN-OWNED

# EQUITY OUTCOMES: GRANTS & LOANS



Since March 2020

TOP 10 NEIGHBORHOOD RECIPIENTS





# SMALL BUSINESS HIGHLIGHT

## TECHNICAL ASSISTANCE

- Opening a New Coffee Shop in Excelsior 2019
- “Open in SF” Permitting Navigation
- Operations Small Business Development Center
- EAG Exploring Expansion – Catering / New Space

## GRANTS \$25,000

- ADA Entryway
- COVID-19 Relief Neighborhood Mini Grant
- COVID-19 Relief Equity Grant
- SF Shines for Reopening

## COMMERCIAL DISTRICT INTERVENTIONS

- SF Shines Window Display Artwalk
- EAG Block Parties and Activations
- EAG Parklet Mini-Stipend Design Services and Build Out and Maintenance



Name of Business  
Excelsior Coffee

# SMALL BUSINESSES

## ECONOMIC RECOVERY STRATEGY 22-23

### GOOD GOVERNMENT

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- Expanding services to entrepreneurs without storefronts
- Removing barriers permitting (prop h implementation)

### INCREASING REVENUE/MARKETS

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- Digital evolution requires online sales
- Increasing trainings and technical assistance
- Attracting customers through commercial corridor activations

### ACCESS TO CAPITAL

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- Increase capital amounts
- Increase access to zero to low interest loans
- Increase grant amounts

### COMMERCIAL SPACE

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- Renegotiating leases
- Filling vacancies

### WORKFORCE PIPELINE

- Training for small business sectors experiencing demand (restaurants)
- Placement services businesses in opportunity communities

# CONCLUSION

Continue to work closely Mayor and BOS to respond to community and small business needs

Strengthen our OEWD core systems for service delivery and response

- **Optimize** grants administration
- **Improve** program tracking and impact evaluation
- **Right size** staff to meet community needs
- **Balance** citywide needs with strategic equity investments



May 11, 2022



# THANK YOU

[www.oewd.org](http://www.oewd.org)



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