

Barbara A. Vohryzek
Deputy Director for Small Business
Small Business Advocate
California Governor's Office of Business and Economic Development (GO-Biz)
1325 J Street, 18th Floor, Sacramento, CA 95814

Re: San Francisco Small Business Development Center – GO-Biz Capital Infusion Program

August 15, 2014

Dear Ms. Vohryzek:

This letter is to inform you that the San Francisco Small Business Development Center (SFSBDC) is submitting a proposal in response to the request for proposals GO-Biz Capital Infusion Program.

Early this year, the Office of Economic and Workforce Development (OEWD), a department of the City and County of San Francisco, won a bid to be the local host of the SFSBDC. In the past several years, OEWD has dramatically added personnel and expanded the suite of support services we provide directly to small businesses and entrepreneurs in San Francisco. Our staff team includes case managers at the Office of Small Business and the Director of the SFSBDC, the Jobs Squad, which conducts proactive outreach to small businesses, finance staff, that helps small businesses access many different loans and grant programs, and an 8-member neighborhood economic development team that provides technical assistance to neighborhood-serving small businesses throughout San Francisco.

For our team to assist more entrepreneurs, help them access capital, and build and grow their entrepreneurial base, we are submitting a proposal for a **\$125,000** GO-Biz grant.

If you have any questions about the proposal, please feel free to contact me.

Address/Contact Holly Lung, Acting Director, SFSBDC
1 Dr. Carlton B. Goodlett Place, Suite 448, San Francisco, CA 94102
Telephone: 415-554-6628, Facsimile: 415-554-4565
Email: holly.lung@sfgov.org

Thank you for your consideration.

Sincerely,



Holly Lung
Acting Director, SFSBDC



SECTION II: Summary Sheet

(Please feel free to create your own form on separate sheets. It must contain all of the information requested below.)

Legal Name of Organization: **San Francisco Small Business Development Center**

Employer/Taxpayer Identification Number:

94-6000417

Organizational DUNS (if available): n/a

Mailing Address (and physical address if it is different):

Street 1: **Dr. Carlton B. Goodlett Place**

Street 2: **Suite 448**

City: **San Francisco**

County: **San Francisco**

State: **California**

Zip/Postal Code: **94102**

Name and Contact Information of person to be contacted regarding this application:

First Name: **Holly**

Last Name: **Lung**

Title: **Acting San Francisco Small Business Development Center Director**

Telephone Number: **415-554-6628** Fax Number: **415-554-4565**

Email: holly.lung@sfgov.org

Website: www.sfsbdc.org

Signature of Contact:  Date: 8/15/14

By signing, I certify that the information in this application is true and correct to the best of my knowledge.

Type of Applicant:

Joint Application

Lead Center

Service Center

If submitting as a joint application, please list the name of the participating service centers and their geographic areas of service:

Mission Statement: (75 words or less)

The mission of the SFSBDC program is to engender entrepreneurship and cultivate small business success in the city and county of San Francisco by providing high-quality technical support, training and in-depth financial analysis for start-up and existing companies.

Geographic Area of Service (specific to this proposal):

City and County of San Francisco

Number of Employees: Full-time: 3 Part-time: 4

For joint applications, please provide the total number of full-time and part-time employees.

Estimated Funding (\$): If this is a Joint Application, please submit this information for each Lead and Service Center (feel free to create a separate table for this information.)

Grant Request Amount: \$125,000

SBA Match: \$125,000

TOTAL: \$250,000

CHECKLIST

- X **Section I: Cover Letter (one page)**
- X **Section II: Summary Sheet**
- X **Section III: Response to Narrative Questions**
- X **Section IV: Required Attachments**

Financial Attachments

- 1. BUDGET DATA
 - X 1(a). Current (CY2014) program year organization budget
 - X 1(b). 2013 program year organization budget
 - X 1(c). Projected budget for the grant and match dollars over the 12-month grant period
 - X 1(d). Provide a concise budget narrative that explains how SBA funds will be spent to support this project.
- X 2. LETTER FROM APPLICANT'S AUDITOR, CPA, Treasurer, Comptroller, CFO or similarly qualified individual certifying that the organization's financial management system meets the requirements of 2 C.F.R. part 215, Subpart C, Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non Profit Organizations.
- X 3. SOURCES OF FUNDING

Other Attachments

- X 4. Capital Infusion data for your SBDC for CY Program Years 2012 and 2013
- X 5. Reference letters (3 small business clients and 3 lenders/or investment groups)
- X 6. List of key personnel for the grant project, include names, titles, contact information and length of service

SECTION III: Narrative Questions

Governor's Office of Business and Economic Development: Capital Infusion Program Narrative

The San Francisco Small Business Development Center (“SFSBDC”) is a long-standing center that has been in transition to a new host for the past six months. The prior host, San Francisco City College, had been a part of the Northern California Regional Network for nearly 20 years. In late 2012 it was becoming apparent that San Francisco City College’s accreditation was at risk. The community college-hosted SFSBDC was battling continual matching funds problems and center performance was slipping due to lack of organizational support. All of City College’s capacity was directed at holding the institution together and mounting concerns necessitated the Norcal SBDC’s Lead Center rebid the program in October 2013.

Through that transition the City of **San Francisco’s Office of Economic and Workforce Development** (“OEWD”) – a longtime funding partner and friend of the SFSBDC – stepped up to help ensure a smooth transition because of the value the city placed on the partnership with the SFSBDC. In January of 2014 that partner was named the new host of the SFSBDC and the Norcal Lead Center has supported that effort with transitional leadership. In one year, the **SFSBDC moved from last place in capital infusion compared to all centers in the Norcal 13-county territory to 2nd**, and continues to climb. These changes have come about as a result of adding several new advisors to the San Francisco team and focusing efforts on service delivery to more advanced startups, existing businesses, underserved Chinese and Hispanic populations and restaurants.

In ramping up our streamlined processes, workshops and goals in the above-mentioned areas for counseling, the SFSBDC is a stronger program in 2014 than it has been in recent history. With the full and unusual support of the City and County of San Francisco’s Office of

Economic and Workforce Development as host – the only known city in the United States that is the host of an SBDC program – the SFSBDC is positioned for continued growth, particularly in the area of capital infusion.

The city’s existing network of capital infusion programs, including a microloan revolving loan fund of nearly \$3.0 million and a mid-range loan fund with access to \$8 million, will be encouraged to integrate the SFSBDC services as part of the wrap around services the city provides to assist area entrepreneurs’ ability to strengthen and grow their small businesses.

The City-sponsored loan programs include the following: the *StepAheadSF*, a Working Solutions-managed microloan program offering low-interest loans in the amount of \$5k - \$10k to small businesses; the *SF Small Business Revolving Loan Fund*, also managed by Working Solutions, offering loans ranging from \$5k to \$50k to help startups and existing businesses grow (the only lender in the area to lend to pre-startup ventures); and the *Emerging Business Loan Fund*, through a partnership with the Oakland Business Development Corporation, offering loans from \$50k to \$1 million for commercial loans that have a high potential for economic impacts and an ability to create jobs for low to moderate income individuals in San Francisco. Sources of the funds include a \$1.1 million grant from the *US Department of Commerce Economic Development Administration* and \$700,000 *Community Development Block Grant* from the *US Department of Housing and Urban Development*. A new partnership with Wells Fargo Bank is anticipated to bring an additional \$1.5 million into the City’s revolving loan fund in 2014.

OEWD offers other microfinance products through partnerships with Opportunity Fund and Kiva Zip. Through these programs, between 2009 and 2013 OEWD and its partners have funded 1,341 loans totaling more than \$7.3 million. Like the SFSBDC, these loan services are offered in English, Spanish, Mandarin and Cantonese. With various capital sources, the San Francisco

business community is not without resources. What San Francisco needs are advisors to offer loan packaging services and access to capital counsel.

Currently the SFSBDC has three business advisors that specialize in access to capital consulting and those **advisors have a combined 46 years' experience** in commercial lending, credit management, loan brokering, regional bank management, microloan enterprise management and 504 SBA lending. The center has another seven advisors specializing in general management consulting, restaurant start up and operations, bookkeeping and QuickBooks, procurement assistance, as well as business and marketing planning. These services which include Access to Capital counseling and trainings are currently marketed through a weekly email newsletter to more than 3,500 San Francisco small businesses and partners, through our partners at the San Francisco Small Business Administration Entrepreneur Center where the SFSBDC offers all of its workshops, through the center, regional and state SBDC websites and social media outlets. Year to date economic impacts for the SFSBDC include providing one-on-one counseling and workshop training for 396 small businesses which have resulted in more than \$3.8 million in capital infusion and the creation and retention of 63 jobs. **The center is currently ahead of schedule at 99 percent of SBA goals for capital infusion as of August 12, 2014. Nearly 40 percent of clients counseled so far in 2014 included access to capital assistance.**

One area the SFSBDC is different from the majority of SBDC's in the region, is that the clients brought into the program are more closely scrutinized for success potential. This necessity grew out of shortage of supply versus demand of consulting services. A small budget for the program, particularly through the transition lacking local host matching funds, the center has had to focus on serving clients predisposed for success. A completed business plan, projected financials and a feasible idea for how a client would fund a business are all required elements for a pre-venture entrepreneur to access consulting services through the SFSBDC. Exceptions to

this rule are few and primarily limited to bilingual consulting areas where businesses have historically limited business acumen prior to opening a business. Fully-funded pre-ventures, existing businesses and entrepreneurs with past small businesses ownership experience are prioritized for receiving services due to their increased potential for creating more substantial and readily achievable economic impact results. These priorities are among the reasons for a successful transitional management for a new center and the resulting clients are a lot more likely to turn around quick results for capital infusion if the SFSBDC was able to receive a grant to increase its counseling budget through the Go Biz Capital Infusion program.

Additional resources from a Go-Biz infusion of funds would allow the SFSBDC to hire up to three additional business advisors with access to capital expertise in identified high-need areas including: restaurant investment, bilingual advising, crowd funding and non-owner equity investment.

The SFSBDC would endeavor to increase total capital infusion by \$2 million beyond SBA goals and provide an additional 1,923 hours of consulting to an additional 125 clients in San Francisco. The cost of counseling in San Francisco is \$65 per hour.

San Francisco's current protocol for accepting new clients will provide fast-tracked results with an investment from Go Biz. Current capacity limits due to budget constraints has not allowed for marketing outside of the existing channels mentioned on page 3 of this narrative. In San Francisco, there is currently a three to four week waiting list to be connected with a business advisor for applicants that are not in crisis mode. Any new efforts that would generate interest in SFSBDC services have not been explored for fear of not being able to meet resulting demands for services.

Additional funds for added capacity will allow the new director of the SFSBDC focus outreach to all of City of San Francisco's existing internal economic development programs as

well as a huge network of city partners through the Office of Economic and Workforce Development and stakeholders in Mayor Edwin Lee's office. A Go Biz investment would alleviate waiting times for new clients by providing additional contract hours for existing access to capital business advisors, and by adding new additional consultants with new financing specialties to our team. SBA Match funding for this grant would help in our efforts by developing persuasive business plans, projections and necessary financial documents needed for loan applications. Additional marketing the SFSBDC plans to leverage with SBA matching funds include: providing three additional workshops and lender round-table discussions on capital infusion over the next year, increased participation in city-wide events having to do with access to capital, marketing the SFSBDC services on buses through an in-kind match advertisement agreement with San Francisco's Transportation Authority.

In all, we hope that the vitality and economic growth opportunities that the SFSBDC provides and has the potential to provide to the state economy, are a worthwhile investment for the Go-Biz Capital Infusion Program. We hope this effort will bring an increased level of state program collaboration with the California SBDC and the San Francisco SBDC and we would embrace the opportunity to prove the value of the investment in our program.

SECTION IV: ATTACHMENTS

Label each attachment and submit in the order listed.

Financial Attachments

Note: Provide explanations for items that may raise questions in any of the attached financial documents. The explanations can be written onto the documents themselves or included as an additional page.

3. SOURCES OF FUNDING - Complete the table below for the organization as a whole (each center) based on the most recently completed program year. Categories may be modified to fit your organization's funding sources.

Amount (\$)	Funding Source
	Host Institutions/Colleges/Universities
	Economic & Workforce Development Programs
312,876	Cities/Counties
	Private Foundations/Philanthropic
	Corporations
	Fees/Earned Income
	Non profits/CDCs
	Other (State ETP, Carryforward Cash Match)
150,000	SBA
140,000	Community Development Block Grant
93,678	Waived indirect
\$696,554	TOTAL

Other Attachments

4. CAPITAL INFUSION DATA FOR PAST TWO PROGRAM YEARS (As reported to SBA; please include number of businesses assisted in addition to capital amounts.)
Please use the following format:

SBDC Name:

San Francisco SBDC

	CY 2012	CY 2013
Total # of Clients Counseled:		

SBA Loans (\$):	\$1,596,900	\$763,000
Non-SBA Loans (\$):	\$3,163,000	\$605,000
Non-Owner Equity (\$):	\$2,065,376	\$2,173,457
Owner Equity (\$):	\$2,468,000	\$550,000
Total Capital Infusion	\$9,293,276	\$4,091,457

1(a) Current CY2014 Program Year Organization Budget

2014 SBDC BUDGET									
SERVICE TERRITORY		City & County of San Francisco							
DESCRIPTION		SBA	Cash Match	In-Kind Match	Indirect (waived)	Total Match	Program Income	Non- Match Cash	TOTAL
A. PERSONNEL									
	FTE%								
Director of Small Business Services	100%	55,738.00	30,012.00	0.00		30,012.00	0.00	0.00	85,750.00
Lead Case Manager	100%	18,254.00	54,763.00	0.00		54,763.00	0.00	0.00	73,017.00
Case Manager	75%	0.00	54,763.00	0.00		54,763.00	0.00	0.00	54,763.00
Case Manager	60%	0.00	43,811.00	0.00		43,811.00	0.00	0.00	43,811.00
Jobs Squad	60%	0.00	35,424.00	0.00		35,424.00	0.00	0.00	35,424.00
Jobs Squad	60%	0.00	35,424.00	0.00		35,424.00	0.00	0.00	35,424.00
Data Management Assistant	25%	7,800.00	0.00	0.00		0.00	0.00	0.00	7,800.00
	0%	0.00	0.00	0.00		0.00	0.00	0.00	0.00
Total Personnel		81,792.00	254,197.00	0.00	0.00	254,197.00	0.00	0.00	335,989.00
B. FRINGE BENEFITS									
	%								
Director of Small Business Services	100%	22,295.00	12,005.00	0.00		12,005.00	0.00	0.00	34,300.00
Lead Case Manager	100%	7,302.00	21,905.00	0.00		21,905.00	0.00	0.00	29,207.00
Case Manager	75%	0.00	21,905.00	0.00		21,905.00	0.00	0.00	21,905.00
Case Manager	60%	0.00	17,524.00	0.00		17,524.00	0.00	0.00	17,524.00
Jobs Squad	60%	0.00	14,170.00	0.00		14,170.00	0.00	0.00	14,170.00
Jobs Squad	60%	0.00	14,170.00	0.00		14,170.00	0.00	0.00	14,170.00
Data Management Assistant	25%	1,560.00	0.00	0.00		0.00	0.00	0.00	1,560.00
	0%	0.00	0.00	0.00		0.00	0.00	0.00	0.00
Total Fringe Benefits		31,157.00	101,679.00	0.00	0.00	101,679.00	0.00	0.00	132,836.00
C. TRAVEL									
# of Miles:	1,000 mi rate:	0.56	560.00	0.00		0.00	0.00	0.00	560.00
# of Airfare:	1 avg rate:	450.00	450.00	0.00		0.00	0.00	0.00	450.00
# of Hotels:	3 avg rate:	150.00	450.00	0.00		0.00	0.00	0.00	450.00
# of Per-Diem:	3 day rate:	75.00	225.00	0.00		0.00	0.00	0.00	225.00
Other			730.00	0.00		0.00	0.00	0.00	730.00
Total Travel		2,415.00	0.00	0.00	0.00	0.00	0.00	0.00	2,415.00
D. EQUIPMENT									
(only for items \$5,000 or more)		0.00	0.00	0.00		0.00	0.00	0.00	0.00
Total Equipment		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E. SUPPLIES									
General Office and Operational		0.00	5,000.00	0.00		5,000.00	0.00	0.00	5,000.00
Total Supplies		0.00	5,000.00	0.00	0.00	5,000.00	0.00	0.00	5,000.00
F. CONTRACTUAL									
		0.00	0.00	0.00		0.00	0.00	0.00	0.00
		0.00	0.00	0.00		0.00	0.00	0.00	0.00
		0.00	0.00	0.00		0.00	0.00	0.00	0.00
Total Contractual		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
G. CONSULTANTS									
Contractor	Hrs Hrly rate								
Business Consultants	1,750 60	20,000.00	85,000.00	0.00		85,000.00	0.00	0.00	105,000.00
Total Consultants		20,000.00	85,000.00	0.00	0.00	85,000.00	0.00	0.00	105,000.00
H. OTHER									
Facilities		0.00	0.00	0.00		0.00	0.00	0.00	0.00
Training and conferences		1,000.00	1,000.00	0.00		1,000.00	0.00	0.00	2,000.00
Telecom		0.00	1,000.00	0.00		1,000.00	0.00	0.00	1,000.00
Printing/Copying		0.00	3,000.00	0.00		3,000.00	0.00	0.00	3,000.00
Postage		0.00	2,000.00	0.00		2,000.00	0.00	0.00	2,000.00
Total Other		1,000.00	7,000.00	0.00	0.00	7,000.00	0.00	0.00	8,000.00
I. TOTAL DIRECT		136,364.00	452,876.00	0.00	0.00	452,876.00	0.00	0.00	589,240.00
J. INDIRECT COSTS									
IDC Rate: 22.9%									
Note: IDC basis is SBA IDC Claimed: 10.0%		13,636.00				0.00			13,636.00
% of Salaries/Fringe SBA IDC Waived:					93,678.00	93,678.00			93,678.00
TOTAL BUDGET		150,000.00	452,876.00	0.00	93,678.00	546,554.00	0.00	0.00	696,554.00

Humboldt State University Norcal SBDC Regional Network
Proposed Budget - San Francisco Community College District, San Francisco SBDC
CY 2013: January 1, 2013 - June 31, 2013
129,081

DESCRIPTION		SBA	Total CASH Match	IN-KIND	INDIRECT (Waived)	Yearly
						SBDC Grant Total
A. PERSONNEL						
Director- Dixon, A	FTE 0.50	64,000	0			64,000
Training Manager	0.50	16,133	21,167			37,300
Data Coordinator	0.28	0	0			0
			0			0
			0			0
Total Personnel		80,133	21,167	0	0	101,300
B. FRINGE BENEFITS						
Director- Dixon, A	30%	19,200	0			19,200
Sr. Business Consultant	30%	4,840	5,702			10,542
Data Coordinator	22%	0	0			0
Total Fringe Benefits		24,040	5,702	0	0	29,742
C. TRAVEL						
In-State	885 miles at .565	500	0			500
Other In-State			0			0
Other Out of State/Region			0			0
ASBDC Conference	6 attendees		0			0
Total Travel		500	0	0	0	500
D. EQUIPMENT (For items \$5,000 or more)						
Total Equipment		0	0	0	0	0
E. SUPPLIES						
Water Supplies						
General Office and Operational			2,825			2,825
Total Supplies		0	2,825	0	0	2,825
F. CONTRACTUAL						
Office volunteers			0	5,000		5,000
Total Contractual		0	0	5,000	0	5,000
G. CONSULTANTS						
Business Consultants		13,493	27,093			40,586
Total Consultants		13,493	27,093	0	0	40,586
H. OTHER						
Memberships		500	0			500
Staff Professional Development		2,000	0			2,000
Telecom (internet/phone/cellphone)		500	0			500
Copier Lease		1,750	3,425			5,175
Postage		1,200	0			1,200
Facilities (not eligible for indirect)			0			0
classrooms			0			0
Total Other		5,950	3,425	0	0	9,375
I. TOTAL DIRECT		124,116	60,212	5,000	0	189,328
J. INDIRECT COSTS Waived Indirect						
4%	SBA Indirect	4,965	0		39,274	39,274
24% Total Indirect		4,965	0	0	39,274	44,239
TOTAL BUDGET		129,081	60,212	5,000	39,274	233,567

Humboldt State University Norcal SBDC Regional Network
Budget Narrative: San Francisco Community College District, San Francisco SBDC
CY 2013: January 1, 2013 - June 31, 2013

129,081

Line Item	FTE	Total Budget	Budget Explanation
A. PERSONNEL			
Director- Dixon, A	0.50	64,000	6 months @ salary of \$128,000 per year due to furlough days and pay cuts Jan-June only. Add 7.5k from program income, 2.5k for BEC Apr-Jun Data Coordinator (15hrs/week for 12 weeks @\$30hr). 5.4k/program income
Training Manager	0.50	37,300	
Data Coordinator	0.28		
Total Personnel		101,300	
B. Fringe Benefits			
Director- Dixon, A		19,200	Fringe benefits
Sr. Business Consultant		10,542	Fringe benefits
Data Coordinator			
Total Benefits		29,742	
C. TRAVEL			
In-State	miles at .565	500	Regional travel
Other In-State			
Other Out of State/Region			
ASBDC Conference			
Total Travel		500	
D. Equipment			
(For items \$5,000 or more)			
Total Equipment			
E. SUPPLIES			
General Office and Operational		2,825	General office supplies
Total Supplies		2,825	
F. CONTRACTUAL			
Contracted amounts over \$25,000			
Contracted amounts under \$25,000			
Office volunteers		5,000	\$5k InKind
Total Contractual		5,000	
G. CONSULTANTS			
Business Consultants		40,586	Counseling; also \$5000 in Program Income
No. of Hours			
Avg Rate of pay: \$50			
Total Consultants		40,586	
H. OTHER			
Memberships		500	Memberships
Staff Professional Development		2,000	Professional development
Telecom (internet/phone/cellphone)		500	Internet, office & cellphone services
Copier Lease		5,175	copier lease
Postage		1,200	Mailing of Class Calendar, Other Outreach Information and Office Correspondence
Facilities (not eligible for indirect) classrooms			
Total Other		9,375	
I. TOTAL DIRECT		189,328	
J. INDIRECT COSTS			
Waived Indirect		39,274	Waived Indirect
4% SBA Indirect		4,965	Cash Taken as stated.
Total Indirect		44,239	
TOTAL BUDGET		233,567	

Humboldt State University Norcal SBDC Regional Network
Proposed Budget - Humboldt State University Sponsored Program Foundation, San Francisco SBDC
CY 2013: January 1, 2013 - December 31, 2013
87,436

DESCRIPTION		SBA	Total CASH Match	IN-KIND	INDIRECT (Waived)	TOTAL
A. PERSONNEL	FTE					
Assoc. Director (Vacant)	0.50	25,000	15,000			40,000
			0			0
			0			0
			0			0
			0			0
Total Personnel		25,000	15,000	0	0	40,000
B. FRINGE BENEFITS						
Assoc. Director (Vacant)	18%	3,750	2,250			6,000
			0			0
0			0			0
Total Fringe Benefits		3,750	2,250	0	0	6,000
C. TRAVEL						
In-State	1,000 miles at .51	500	0			500
Other In-State		1,000	0			1,000
Other Out of State/Region			0			0
ASBDC Conference	6 attendees		0			0
Total Travel		1,500	0	0		1,500
D. EQUIPMENT						
(For items \$5,000 or more)			0			0
Total Equipment		0	0	0	0	0
E. SUPPLIES						
Water Supplies						
General Office and Operational		1,000	2,500			3,500
Total Supplies		1,000	2,500	0	0	3,500
F. CONTRACTUAL						
Rental costs for off site facilities			0			0
Total Contractual		0	0	0	0	0
G. CONSULTANTS						
Business Consultants		38,063	53,000			91,063
Total Consultants		38,063	53,000	0	0	91,063
H. OTHER						
Memberships		500	0			500
Community Outreach			0			0
Communications		500	0			500
Minor Equipment /Software		1,750	0			1,750
Postage		800	0			800
Facilities (not eligible for indirect)			0			0
Main Office			0			0
Total Other		3,550	0	0	0	3,550
I. TOTAL DIRECT		72,863	72,750	0	0	145,613
J. INDIRECT COSTS	Cash Match Indirect & Waived In kin		14,550		18,190	18,190
20%	SBA Indirect	14,573	0			14,573
24% Total Indirect		14,573	14,550	0	18,190	32,763
TOTAL BUDGET		87,436	87,300	0	18,190	178,376

Humboldt State University Norcal SBDC Regional Network
Budget Narrative: Humboldt State University Sponsored Program Foundation, San Francisco SBDC
CY 2013: January 1, 2013 - December 31, 2013

87,436

Line Item	Total Budget	Budget Explanation
<i>All Expenses Based on July -December Budget</i>		
A. PERSONNEL #REF! Assoc. Director (Vacant)	FTE 0.50 40,000	July -December
Total Personnel	40,000	
B. Fringe Benefits Assoc. Director (Vacant)	6,000	HSU Rates
Total Benefits	6,000	
C. TRAVEL In-State miles at .51 Other In-State Other Out of State/Region ASBDC Conference	500 1,000 1,500	Region Meetings
Total Travel	1,500	
D. Equipment (For items \$5,000 or more)		
Total Equipment		
E. SUPPLIES General Office and Operational	3,500	General office supplies
Total Supplies	3,500	
F. CONTRACTUAL Contracted amounts over \$25,000 Contracted amounts under \$25,000 Rental costs for off site facilities		
Total Contractual		
G. CONSULTANTS Business Consultants No. of Hours Avg Rate of pay: \$50	91,063	Counselling
Total Consultants	91,063	
H. OTHER Memberships Community Outreach Communications Minor Equipment /Software Postage Facilities (not eligible for indirect) Main Office	500 500 1,750 800 3,550	
Total Other	3,550	
J. INDIRECT COSTS Cash Match Indirect & Waived In kind 20% SBA Indirect	18,190 14,573 32,763	as stated for SBA and CashMatch Cash Taken as stated.
Total Indirect	32,763	
TOTAL BUDGET	178,376	

1 C Projected Budget for Grant and Match Dollars Over 12 Month Grant Period

Category	SBA Amount	State Funds
Personnel (Salaries & Benefits):	\$113,000	
Business Advising/Consulting:	\$0	\$125,000
Program Marketing:	\$8,500	
Training Costs:	\$1,000	
Other (please list below):		
Indirect	\$0	
Travel	\$2,500	
	\$125,000	\$125,000

1d - Budget Narrative			
Category	SBA Amount	State Funds	
Personnel (Salaries & Benefits):	\$113,000		In order to run the project, we need personnel to staff the increased access to capital services, advisors, client demand, and the marketing program and training. Personnel will include the Director (acting Director Holly Lung), Martha Yanez (case manager), and data assistant (TBD).
Business Advising/Consulting:	\$0	\$125,000	A Go-Biz grant will allow SF SBDC to hire three more technical assistance advisors and consultants to meet the demand for capital and access to capital services.
Program Marketing:	\$8,500		The marketing program will be funded to include tailored messages and customized collateral marketing materials designed specifically for lenders and SF small businesses. The message shall include the access to capital services and resources. The marketing program will be conducted in parallel with a set of focused community outreach strategies including: coordinated outreach through City departments and nonprofit partner organizations in the corridors; community-based outreach through presentations and workshops hosted by SBDC, SBA, and other relevant organizations; and public relations and social media campaigns. The marketing collateral will be available online and on the ground dissemination.
Training Costs:	\$2,000		There will be increased demand for services and workshops. The funds will pay for training, language access, and facilities.
Other (please list below):			
Travel	\$1,500		Travel will be required to reach clients and training programs.
	\$125,000	\$125,000	



MEMORANDUM

TO: Governor's Office of Business and Economic Development
FROM: Merrick Pascual, Chief Financial Officer
DATE: August 14, 2014
RE: Capital Infusion Program Application

To Whom It May Concern:

We are providing this letter in connection with our application for funding through the Capital Infusion Program.

With respect to OEWD's current financial systems, I confirm that they meet the requirements of OMB Circular A-87, Cost Principles for State, Local, and Tribal Governments, and OMB's Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments, including 2 C.F.R. Part 215, Subpart C.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Pascual".

Merrick Pascual
Chief Financial Officer

Best in Show
545 Castro Street
San Francisco, CA 94114
415-864-7387 | info@bestinshows.com

August 12, 2014

Barbara A. Vohryzek
Deputy Director for Small Business & Small Business Advocate
California Governor's Office of
Business and Economic Development (*GO-Biz*)
1400 10th Street, Sacramento, CA 95814

RE: SBDC Client Reference Letter

Dear Ms. Vohryzek;

I am writing in support of the SFSBDC's grant proposal. My business has received business consulting from San Francisco SBDC since 2014 and we have been very satisfied with the quality of the consulting received.

Following are a few ways the SBDC has helped my business grow:

Gabriela Sapp offered us counseling on visual merchandising, employee relations, financing, and whatever we asked advice on, she had a recommendation or a reference for us. When absolutely no one else would give us a loan to help us grow our business, Gabriela was the one who helped us through all the paperwork and the loan process and got us what we needed to help us get to the next step. I think this program is wonderful and I wish more small business owners would take advantage of it.

Some information about our business: We own and operate a small retail pet supply store. In addition, we also wholesale some of the products we manufacture for the store. It's this wholesale business we've been trying to get capital to expand. Gabriela helped us obtain this capital and we're so excited to take the next step in growing our business.

Thank you for considering the grant application from San Francisco SBDC. I know that if they receive additional funding, other businesses like mine will benefit from the professional services offered by the Center.

Sincerely,

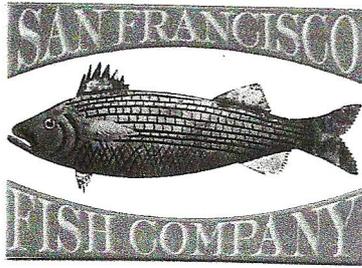


Richard Shiu

Co-owner

Best in Show, Inc.

415-336-3120



Date: 8/13/2014

Barbara A. Vohryzek
Deputy Director for Small Business & Small Business Advocate
California Governor's Office of
Business and Economic Development (GO-Biz)
1400 10th Street, Sacramento, CA 95814

RE: SBDC Client Letter of Support

Dear Ms. Vohryzek;

I am writing in support of the San Francisco SBDC's grant proposal. My business has received business consulting from the San Francisco SBDC since May of 2005 and we have been very grateful that such a resource is available to businesses like mine in the City of San Francisco.

The San Francisco SBDC has provided support to my business in many ways but probably most importantly in providing positive reinforcement that my business was moving in the right direction even when I was discouraged that it was not operating at a profit as quickly as I had expected. We operate a Fresh Fish Market in the Merchant's Court inside the San Francisco Ferry Building. We were among the first of about 45 merchants that now operate in the open court on the first floor. In the early days of my business, the SBDC, through sales analysis, demonstrated to me that my business was showing very positive signs of success – continuing month over month and year over year healthy increases in both the number of customers per day and the average purchase amount per customer. They gave me encouragement that this was not the time to consider selling or closing. They helped me see, through a forward looking financial projection, when my business would be profitable and gave me strategies (budgeting and forecasting) for making it more profitable sooner. Although those early days were tough and I had to invest more in the startup of this business than I had expected, the past 5 years have met and in some cases exceeded my profit expectations. I continue to work with the San Francisco SBDC and they are currently helping me negotiate my lease renewal - terms and conditions - with the property management company. I am grateful to have a resource like the SBDC that has a broad perspective on lease issues throughout the City and specifically with the Port of San Francisco.

Thank you for considering the grant application from San Francisco SBDC. I know that if they receive additional funding, other businesses like mine will benefit from the professional services offered by the Center.

Sincerely,

SIGNATURE

Name Allen Kuehn
Title Chief Executive Fish monger owner
Company S.F. Fish Company
Contact # 415-399-1111

Odang Udon LLC
282 Monroe Dr. #3
Mountain View, CA 94040
510-701-1701

8/12/14

Barbara A. Vohryzek
Deputy Director for Small Business & Small Business Advocate
California Governor's Office of
Business and Economic Development (*GO-Biz*)
1400 10th Street, Sacramento, CA 95814

RE: SBDC Client Reference Letter

Dear Ms. Vohryzek;

I am writing in support of the San Francisco SBDC's grant proposal. My business has received business consulting from the San Francisco SBDC since May 2014 and we have been very satisfied with the quality of the consulting received.

Following are a few ways the SBDC has helped my business grow:

- We received invaluable knowledge about the ins and outs of the loan process, how to best apply for financing, and a list of possible organizations that could help.
- Advice about doing qualitative and quantitative market research about who our customer is and how many (and at what time) they are most frequent.
- Support for any question we had regarding any part of the business as well as a motivating force to help the company become a reality.

Odang Udon LLC: Odang Udon is a food truck based in the greater San Francisco bay area that serves fresh Udon Noodles in a variety of styles.

Thank you for considering the grant application from San Francisco SBDC. I know that if they receive additional funding, other businesses like mine will benefit from the professional services offered by the Center.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew Palley', with a long, sweeping underline that extends to the right.

Matthew Palley
President
Odang Udon LLC
510-701-1701



August 12, 2014

Barbara A. Vohryzek
Deputy Director for Small Business & Small Business Advocate
California Governor's Office of
Business and Economic Development (*GO-Biz*)
1400 10th Street, Sacramento, CA 95814

RE: SBDC Client Reference Letter

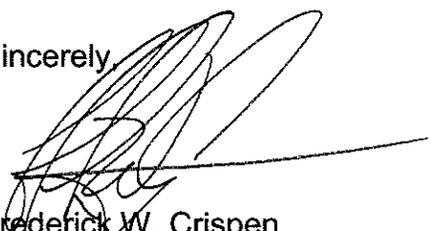
Dear Ms. Vohryzek;

I am writing in support of the San Francisco SBDC's grant proposal. Celtic Bank has partnered with the San Francisco SBDC since 2010 and we have been very satisfied with the quality of the consulting our referred clients have received.

Celtic Bank is a Preferred Lender with SBA and was the 6th largest SBA lender in the country in 2013. We work closely with the SBDC's nationally providing working capital for startup and existing businesses.

Thank you for considering the grant application from San Francisco SBDC. Helping this Center expand will likely increase the number of loans we do in this coming year.

Sincerely,


Frederick W. Crisp
Sr. Vice President, Express Lending

August 13, 2014

Ms. Barbara A. Vohryzek
Deputy Director for Small Business & Small Business Advocate
California Governor's Office of
Business and Economic Development (*GO-Biz*)
1400 10th Street, Sacramento, CA 95814

RE: SFSBDC Client Reference Letter

Dear Ms. Vohryzek:

I am writing in support of the San Francisco SBDC's grant proposal. OBDC Small Business Finance has partnered with the Office of Economic and Workforce Development and SFSBDC since 2012 and we have been very satisfied with the quality of the consulting our referred clients have received.

The OBDC mission is to create economic opportunity by empowering entrepreneurs. One of our core services is to provide loans to small businesses throughout the Bay Area. Our collaborative approach helps our borrowers create jobs and stimulates economic development in low-to-moderate income communities. Over the past decade we have closed 500 loans that totaled more than \$29 million resulting in thousands of new jobs.

Thank you for considering the grant application from San Francisco SBDC. Helping this Center expand will likely increase the number of loans we do in this coming year.

Sincerely,



Jacob Singer
President/CEO
OBDC Small Business Finance
(510) 830-3205

6. Key Personnel for the grant project

Name	Title	Contact Information	Length of Service
Holly Lung	Acting SFSBDC Director	415-554-6628 Holly.Lung@sfgov.org	At City and County of San Francisco: 6 years At SFSBDC: 8 months
Martha Yanez	Business Case Manager	415-554-6181 Martha.Yanez@sfgov.org	At City and County of San Francisco: 15 years At SFSBDC: 8 months
Manish Goyal	Jobs Squad Program Manager	415-554-6031 Manish.Goyal@sfgov.org	At City and County of San Francisco: 5 years At SFSBDC: 8 months
Francis Chan	Jobs Squad Project Manager	415-554-5106 Francis.Chan@sfgov.org	At City and County of San Francisco: 1.5 years At SFSBDC: 8 months
TBD	Case Manager		
TBD	Data assistant		