

Dear Mayor London Breed and Members of the Board of Supervisors:

We, the undersigned, San Francisco small business owners are appealing to you to please work collaboratively with us to address the devastating financial impacts of the City hosting APEC on small businesses in and around the Moscone/Yerba Buena area, and other locations impacted by security fencing for the heads of States and CEO's of billion-dollar companies.

City leadership had branded APEC as having great potential for the small businesses of the host district and the City at large. We were told in numerous meetings, conference calls and interviews that attendees will be exploring our beloved neighborhoods, patronizing our restaurants, and injecting much-needed revenue into the recovering SOMA business sector.

Some small business owners expressed our concerns to the City promptly upon learning about the installation of a U.S. Secret Service perimeter. We expressed our deep fears that the perimeter would cut us off from our main arteries of revenue. Additionally, we warned that the businesses within the perimeter would be completely dependent on an APEC attendee population that would have the majority of their catering needs provided within the Moscone Convention Center.

All of the evidence pointed to it being a week of great financial loss for small business owners.

Despite the uncertainty and daunting risks, many owners within and around the perimeter, and throughout the city kept our doors open, stocked our kitchens and scheduled our staff at the onset of APEC. We did this, in part, to make our contribution in keeping San Francisco a vibrant host for the conference.

Unfortunately, by Thursday, November 9, the day that construction of the perimeter commenced, we saw the first signs that APEC was indeed "epic" for only segments of the City. It was the opposite for small business owners in and around SOMA, and our employees.

Multiple small business operators within the perimeter experienced:

- 40-50% drops in revenue from November 9-12.
- That initial drop ballooned to 70-90% in lost revenue, by Monday, November 13 - the time the fence was fully erected but not yet sealed with bagcheck entry points
- That 70-90% loss rate held steady for small businesses within the perimeter through Saturday, November 19

Many small businesses surrounding the perimeter and throughout the city also experienced substantial revenue loss due to their regular customers avoiding the congestion and delays related to APEC.

Needless to say, small business owners have suffered substantial harm from the City's hosting of APEC. Many owners are now trying to navigate staying open after operating, for some, as long as 10 days with minimal revenue. We are fighting to avoid having our supplier accounts

frozen due to inability to pay, to cover even a small portion of our rent, and most importantly, to issue checks to our valued staff that are not returned due to insufficient funds.

Our hope and belief in City leadership has been challenged, but is not lost. We believe that our Mayor and Board of Supervisors will respond to the gravity of this moment with the same urgency they afforded to hosting foreign dignitaries and CEO's. Thankfully, City actions to protect small business interests are already at play. This past month, the SF Board of Supervisors unanimously passed a proposal by Supervisor Chan to reserve \$10 million in APEC-raised funds to support members of the community that were negatively impacted by the event.

Our requests:

- The Mayor's Office and OEWD to immediately tap the reserved \$10 million in APEC-raised funds for equitable distribution to small businesses, workers and cultural institutions to recover lost income during the week of APEC
- The Board of Supervisors conduct a thorough review and public hearing on the millions of dollars the City spent on hosting APEC, including the events that were held at the Exploratorium and Legion of Honor
- The Board of Supervisors conduct an audit and public hearing on the promised \$58 million in financial returns to the City, detailing who benefited economically and the returns by districts

We hope the City undertakes these requests with the same enthusiasm and due diligence to support our communities and small businesses who are the heart of the City.

Raquel R. Redondiez

SOMA Pilipinas Director

Filipino Cultural Heritage District

Filipino-American Development Foundation

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Kit wong	Rolling Thai	Ceo	135 4th street, Ste F7, San Francisco ca94103	70% lower than normal	
Kit Wong	Share Tea	Ceo	135 4th street, Ste F1, San Francisco ca94103	Drop 75%	
Jason Angeles	Respectable Bird	Owner	312 Swift Ave	We were coordinated by SFPD to sell to conference attendees and first responders. We were told to prepare for heavy days, no one ever came. We lost over \$15k in labor and food waste.	
Ronnie Taylor	IVSF Catering	Owner	312 Swift Ave	2 weekly catering events cancelled due to APEC	
John Eric Sanchez	Executive Order Bar & Lounge	Owner-Operator	868 Mission Street, San Francisco, CA 94103	Due to incomplete security information, several potential large local group events chose not to have their events at our venue, when they- in reality -would NOT have required security screening to walk to our venue; 50% drop in sales; wasted perishable product.	
Brian Means	Kona's street market	Bar manager	32 3rd street, San Francisco, CA. 94103	We were forced to close for 3 days during APEC. The security barrier on Wednesday the 15 was erected right in front of our front door. We had zero business that night and were forced to close early. Thursday I went in early and spoke with police asking if there would be a barrier again and I was told no. At 4pm a barrier was erected at market street and I was told no one would be allowed past the barrier. Friday night the barrier was still there. We lost at least \$15k in those 3 days which are usually the busiest for us. There was never any communication from the city or police about these barriers. We were told we would not be in the high security area and we were.	If I wasn't short staffed I could go to the meeting. The city only cleaned up some for this event and doesn't seem to care about small businesses in this area. The police had no idea what was going on and would just tell me to "find someone with a star on their collar" and I have no idea what that means, nor would they tell me. This event benefited no one and caused more damage to SOMA.
Tito Avila	Savoy Tivoli	Owner	1434 Grant Ave	Roads were closed off and out visits plummeted. We had planned a huge event the Wednesdays of that week and lost significantly that night and the rest of the week.	
Kevin Velotta	Zoë	Owner	579 howard street san francisco	Our street was completely closed and we had almost no customers all week. It was ghost town when normally we get an abundance of foot and vehicle traffic. There were barricades and checks just to get to our business. People had to be searched or walk all the way around. No ubers or public transportation could get close either making it extremely challenging to get to us. Many gave up. Our business was absolutely crushed due to apec in an already tough market	Apec caused a huge distress to our business. The city of sf really needs to help smb's more. Companys leaving sf due to Crime, drugs, and homeless has made it very tough to survive. Apec prevented us from being able to pay staff and bills. We need help

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Manuel Ramirez	Bonchon Korean Fried Chicken	Owner/Franchisee	135 4th st. San Francisco 94103 (space FC-10)	Construction of perimeter fence dramatically lowered sales from 11/9 to 11/18. Food delivery revenue was completely cut off for that period and regular customer base stayed away due to disruption to the area.	Many of us work from home as we have lost jobs and our coworking office space. We have been never received the pandemic assistance or any special Downtown businesses grants. There has been nothing for microbusinesses, solo entrepreneurs, gig workers and nonprofits in our area. Many people lost wages and/or had to pay extra money for lodging, transportation and food that is going to effect their ability to pay their rent for their apartments, commercial space, utilities and taxes. We also have mental health needs as many workers and residents have mental health issues from the gales and the lack of access to the community. This event has cause many issues that we need City Hall to compensate our community. We need direct grants for small businesses, microentrepreneurs, gig workers and residents. We need them to finally address our pandemic recovery needs in rents, transportation and building back better.
Carla Mays	Mays Civic Innovation, LLC - #SmartCohort Project	Founder & CEO	680 Mission Street #15A, San Francisco, CA 94105	My business had to shut down operations in San Francisco and had relocated to a hotel in Silicon Valley. The cost was over \$10K.	
Deanna Sison	Little Skillet and Victory Hall	Owner	360 Ritch Street	Down by 50% We had a loss of 35-40% in sales and extremely high costs involved. We remained open daily in hopes to support the community and visitors with a place they could count on for food. The closures on the streets, the security measurements, the businesses that were shutdown due to apec that normally come to dine with us, and the crowds from the protests greatly impacted our business. Let alone the violence the continued daily in front of our restaurant. Our team was scared and did not feel safe. They watched a man stabbed in front of our doors and multiple fights break out Not only did our team not feel safe but while trying to remain open this left anyone who might have been interested in coming in to dine with us avoiding the area. It was scary, a huge loss of business, high costs, and demoralizing for our team.	
Mistie Boulton	Oren's Hummus	CEO & co owner	71 3rd street San Francisco		I may be able to join the Dec 6th meeting but need more details. If I cannot join I can have our GM of our restaurant join on our behalf.
Kazim Altan	Soma Restaurant & Bar , Zevi Cafe & Bistro	Owner	67 5th Street San Francisco. 85 5th Street San Francisco	40 percent down	
Jinfu wen	Bimi poke	Owner	135 4th Street #4536, San Francisco, ca94103	Loss a lot business	
Dennis Leary	House of Shields, Sentinel	Owner operator	35-39 New Montgomery Street	40% reduction in revenue	My business was not affected as badly as my neighbors were. But Apec brought no benefit to me or my staff.
Eric Passetti	Natoma Cabana	Member	90 Natoma street	Negativity effected.	

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Paul Punsalang	Buckhorn Grill	District Manager	135 4th st., suite FE5 San Francisco, Ca 94103	Sales was down 40% during APEC week. Transactions were down 35% All the businesses that feed revenue into our business were working from home because they didn't want to deal with the traffic and/or couldn't get in and we were dead. We did have a bunch of people who wanted to use our bathroom... thanks City of SF	Many small businesses have been affected by the APEC conference. We have been struggling even before this event. We are looking forward to being compensated for our losses during this time. Thank you.
Michael Eskenasy Thien Nga Tra	Flour & Branch Thi Spa & Nails	COO Owner	493 3rd Street, SF, CA 94107 811 mission street	Yes	This was a disaster and I think whoever said this would be a good thing should be fired We only have 4 customers per day during APEC week.
Kim Kobasic	Brickhouse	Co-Owner/Operator	426 Brannan St	We were dead for days leading up to it and of course through the duration and into the weekend.	This was a missed opportunity I wish the city could have has some forethought, encouraging people to explore the city surrounding the conference, while it was cleaned and safer than we probably have, or ever will see it. Double the bart trains, triple the police force and squeaky clean. I could have been a great opportunity for the city's reputation and small businesses.
Aaron Cole	Stookey's Club Moderne	General Manager	895 Bush St. San Francisco, CA 94108	We are outside the perimeter, however our gross revenues were down 22% from the same 9 days in 2022. (November 9-19, 2023) My restaurant was located in the heart of the event at 825 Mission Street. One morning we were closed off by 8'-12' steel fences. My employees were told they could not walk past the entrance to even get into the restaurant. Once we realized no-one would be able to walk down Mission because of Police barricades, we had to send employees home, and ultimately made the decision to close altogether, incurring losses, wasted food and overall putting us in debt for the week. Furthermore, despite our diligent efforts to capitalize on the increased foot traffic and potential customer base, we have experienced a substantial decline in revenue during and after the conference. This downturn has had severe consequences for our business, leading to financial strain and sadly, potential job losses for our hardworking staff.	Major sporting, governmental and other events (such as the Super Bowl and APEC) where all food and drink are provided by the sponsors lead the attendees to avoid SF neighborhoods and the restaurants and bars located there. Meanwhile locals with the means to patronize these businesses tend to leave town to avoid the hassles of traffic and security. Funds should be made available to mitigate these negative economic impact at affected businesses.
Alli Goldenberg	Mariposas	CEO/Partner	825 Mission Street, San Francisco, CA	We did not serve one customer nor were we able to stay open. Not only did our employees suffer by barely scraping by and dipping into whatever savings they may have had for the week bc their shifts were cut. Additionally, we had to waste a surplus of food that we purchased extra under pretense by Mayor Breed that it would be "an inconvenience" but not a complete devastation for businesses.	Many business owners are currently facing the same complications we are of keeping our operations afloat, enduring the period of (up to) 10 days with minimal income. We are working hard to avoid our supplier accounts dropping us as a customer because we are unable to make payments. Our goal is to cover our rent missed wages, repayment on wasted food (keeping in mind we over-ordered based on promises it would be profitable, and most importantly, money to fund paychecks for our valued staff won't be returned due to insufficient funds.

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Doug Marschke	Underdogs Cantina	CEO	128 King St.	\$30,000 in last minute canceled events and catering	Need help! Even South Beach was affected, not just downtown!
Eric McDougall	McDougall Creative Inc	Principal, Founder	465 Natoma Street 86 2nd Street, San Francisco CA 94105	Traffic and security made me leave for the duration of the event as I was 1/2 block from ground zero.	
Mitch Park	Tequila Mockingbird	Bar Manager	471 Jessie St San Francisco, CA 94103	Lost \$10,000 in sales	
Stephen Rechif	Bloom Room San Francisco	COO	1019 Howard St. S.F. CA 94103	APEC caused a drastic reduction in foot traffic causing us to lose a week's worth of revenue.	
Henry Karnilowicz	SOMBA	President		Access to printing vendor. We had low to no customers. We also had a large event that week and had to cancel as guests were telling us that they did not want to come to the city because of APEC. We lost so many people to cancellations that we had to cancel the event. Compared to last year we had so many more guests come in. Even leading up to the event guests we talked to told us that they were deciding to leave town for the week just to get away from the craziness of APEC. It was said that APEC was going to bring business and it completely destroyed our business that week.	Thank your for having our voice heard about this hardship. The only business that APEC helped was major hotel companies. Even though we were in a a hotel and seperate from the hotel we saw no business from this it felt like Pandemic times in San Francisco.
Justin Goo	Restaurant Abaca	General Manager	2700 Jones St 16 Mint Plaza - 94103 SF CA // 510		
Jacopo Rosito	Montesacro and 54 Mint	Director of Operations	Stevenson Street 94103 SF CA	Terribly	This closure of the streets really hurt us
Gulu Laungani	IndiTummy @ Metreon	Mr	135 4th Street, Suite 45 Metreon - Secure Cordon.	Sales Dropped due to the Fencing around the	Look forward to some support from the City to help us
Jeff Handy	Block Party	Partner	860 Folsom	Barricades and blockades in front of our venue. People couldn't get to our door.	
Jeff Handy	303 2nd street	Partnet	303 second street	Barricades road closures limited all foot traffic to our venue	
Nam Hoang	Freshroll	CEO	157 4th Street, San Fra	During the week of APEC, we experienced a 94% drop in revenue as a result of loss of foot walk-in foot traffic, corporate catering orders, and food delivery orders. In addition, we experienced a significant (70+%) drop in revenue the week prior due to road closures that were unannounced.	

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Manuel Ramirez	Bocado	Owner	701 Folsom St, SF CA	<p>The city administration, in preparation for the conference, decided to close several streets surrounding the conference venue to ensure the safety and smooth flow of attendees. Unfortunately, Bocado found itself in the midst of the affected area, making it challenging for both regular patrons and potential new customers to access the restaurant.</p> <p>1 - Decreased Foot Traffic: The primary challenge for Bocado was the significant decrease in foot traffic. The closed streets not only deterred regular customers from reaching the restaurant but also made it difficult for conference attendees to explore nearby dining options.</p> <p>2 - Delivery Disruptions: Bocado heavily relied on food delivery services to reach customers who preferred to dine at home or the office. The street closures disrupted the usual delivery routes, leading to delays, cancellations, and a decline in overall delivery orders. This also impacted the deliveries of food to the restaurant.</p> <p>3 - Employee Commute Issues: The closure of nearby streets also affected the commuting patterns of Gourmet Haven's staff, resulting in delays and difficulties for employees in reaching the workplace on time. This, in turn, impacted the overall efficiency and service quality of the restaurant.</p> <p>Overall our revenue was reported taking a loss. We wasted a ton of food, and had to look into loans to cover payroll for our employees and other expenses.</p>	We look forward to a swift resolution between the city of San Francisco and the small businesses within the area.
Rebecca Pan	Trellis Coworking & Events	Cofounder	981 Mission St. SF, CA	<p>Heavily. It was a ghosttown. Significantly lower daily attendance due to customer's inability to park, reach our site via public transportation, and concerns about safety from protests, APEC crowds etc.</p>	
Jason Pan	Trellis Social LLC	CEO & Founder	981 Mission Street - San Francisco		Thank you for your consideration. This is a tough neighborhood to do business in even without APEC!

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Jaime Hiraishi	Wine Down SF	Co-Owner	685 Folsom Street	We were located in the highly restricted red security zone. The street parking, including loading zones for deliveries were closed the week before the conference, making it hard to receive deliveries and for our team to find parking. Furthermore, between the increased security for our area, road closures, and overall discouragement from the city for non-conference attendees to travel to our area (resulting in several group cancellations), we made the difficult to decision to close our business during the entire week of APEC, as operating without customers would have forced us to suffer even greater financial loss.	The revenue numbers from the weeks prior are not necessarily indicative of what the week would have been without APEC because the week before thanksgiving is traditionally a big week for us; last year the weekly net for the same week was: \$7,047.63 So I believe losses are around there.
Dheeraj Raj	NYL	Financial Professe	425 market st 1600	My clients are the small business owners who are suffering and it's affecting my business. Please help them they're vital.	Help us
Nathan Withrington	GoCar Tours	CEO	431 Beach Street, San	Tourists avoided the city, our tours were compromised because of closed roads, lost 50% of our business.	
Kenat Hernandez	Subway	Owner	795a Folsom street San	We didn't have any foot traffic and we were promised by some of the Moscone workers that they were still going to come in and never came in and our sales for those days dropped almost to %50 of what we usually make a day due to not being any foot traffic and none of our usual customers from Moscone center	
Rick Karp	Cole Hardware	CFO	70 4th Street, 94103	We lost 50% of our revenue. Regular customers couldn't easily shop with us.	
Carol Tang	Children's Creativity M	Executive Directr	221 Fourth Street, SF, C	Our children's museum had very low attendance both before and after the APEC conference and we are confident that it was due to the security, access, and traffic concerns of parents and caregivers. Veteran's Day is traditionally our busiest day of the year and yet this year, we only had 35% of our pre-pandemic peak. Due to concerns about families navigating the large protests, we closed on Sunday November 12th but we still paid staff without any revenue.	We are down \$8K for November from our projected budget (we were above budget for October) because of the impacts from starting from November 8th when fencing started through November 19th when there were still traffic inconveniences.

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Nam Hoang	Freshroll	CEO	157 4th St, San Francis road closures the week prior.	<p>94% drop in revenue the week of compared to average weekly revenue. 50% drop the week prior compared to average weekly revenue. Staff had significant difficulty coming to work, and morale significantly impacted. Reputational and relationship issues as a result of order delays and cancellations due to unannounced</p>	<p>My name is Nam Hoang and I'm the owner of Freshroll, a small family-owned restaurant in the Metreon building</p> <p>Let's start with the numbers:</p> <p>The week of APEC, our restaurant saw a 94% drop in revenue. I'll say that again, a 96% drop. Our business was hit especially hard as the roadblocks prevented us from fulfilling corporate catering and delivery orders, which represent the bulk of our revenue.</p> <p>Additionally, we experienced a more than 50% drop the week prior, as a result of the un-announced road closures.</p> <p>Now to the non-quantifiable metrics:</p> <p>This administration has preached the positive impact APEC will have to the city, the city I love so much. I hope this to be true, and though the benefits may not be seen immediately, perhaps we'll see them at some point in the future.</p> <p>However, events like APEC take an unmeasurable toll on restaurant morale. APEC has caused severe disruption for our staff and our families, in an environment where hiring is already extremely difficult.</p> <p>Cancellations to orders due to unforeseen road closures have both short-term financial AND long-term reputational consequences to us.</p> <p>In other words, as bad as the comparative numbers are from APEC to a normal operational week, we have yet to realize the true long-term detrimental impact of this event.</p> <p>When we think of San Francisco as a food-culture epicenter, we think of the small, innovative food businesses that "used to" sprinkle this beautiful city. This is what people refer to as the soul of SF, not a celebrity chef's cafe. Many of these businesses have already closed, many more are likely to close.</p> <p>The reality is, unless support is provided to the businesses of this area, you may have no businesses left to reap the so-called, potential long-term benefits of events like APEC. We are at the end, and we need support to survive. Do not lose the "soul" of SF. Thank you for your time and consideration.</p>

First and Last Name	Business Name	Title	Business Address	How was your business impacted by APEC?	Any other comments?
Chito Saha kazi islam	Chaat Corner San Fran Burma Food Group	Chaat Corner Re Vice President of	320 3rd street 991 Mission St. San Fran	3rd & Folsom Street intersection was completely closed for the entire duration impacted all the foot traffic we got to the restaurant, all the uber, doordash and all delivery partners were impacted as well. Majorly the barricates and all the streets being blocked caused tons of disturbance and obstruction to supply chain for us and also customers couldn't come to the restaurant so we were doubly impacted including all the opex cost for the entire period of APEC.	The business loss is very severe and we would like all the support of SF Small Business community so we all can recoup our losses and get to sustainably run business. Waiting for Nov to close for all the accounts to clearly reflect the losses. This is NOT acceptable
Jose Pecho Linda Lucero	SF Filipino American C Yerba Buena Gardens I	Chairman Executive Direct	233 Sansome St 706 Howard Street	SFFACC supports and advocates for small businesses. Some of our members were negatively impacted and we'd like to ensure there is hell for these small businesses are heard. Not able to be in office, not able to rental space.	Thanks for making this petition!
George Perezvelez	MOURAD	Director of Oper	140 new Montgomery	Lack of access, loss of revenue , inconvenience to guests, vendors and staff Extreme cancellations due to lack of accessibility and ambivalence on timing for gate openings	

Timestamp	Business Name			
11/28/2023 11:25:44	IVSF Catering	-100%	\$	(10,000.00)
12/3/2023 18:39:42	Bocado	-100%	\$	(35,000.00)
12/4/2023 14:57:20	Wine Down SF	-100%	\$	(3,718.83)
12/3/2023 9:38:13	Freshroll	-93%	\$	(36,400.00)
12/3/2023 6:12:15	Block Party	-93%	\$	(37,000.00)
11/28/2023 11:18:50	Respectable Bird Bonchon Korean	-91%	\$	(3,650.00)
11/29/2023 9:40:41	Fried Chicken IndiTummy @	-90%	\$	(33,200.00)
12/3/2023 1:21:59	Metreon Trellis Coworking &	-90%	\$	(5,550.00)
12/4/2023 13:16:48	Events	-83%	\$	(4,600.00)
11/30/2023 13:03:01	Brickhouse	-80%	\$	(20,000.00)
11/29/2023 1:00:04	Zoë	-78%	\$	(14,100.00)
11/28/2023 21:10:26	Kona's street market	-77%	\$	(13,100.00)
12/3/2023 6:14:38	303 2nd street	-77%	\$	(11,500.00)
11/30/2023 10:45:32	Flour & Branch	-75%	\$	(10,500.00)
11/27/2023 19:21:38	Share Tea	-71%	\$	(8,200.00)
11/27/2023 19:06:49	Rolling Thai	-70%	\$	(21,000.00)
11/29/2023 19:01:18	Natoma Cabana	-70%	\$	(21,000.00)
12/1/2023 10:11:32	Tequila Mockingbird Executive Order Bar &	-67%	\$	(10,000.00)
11/28/2023 11:37:02	Lounge	-50%	\$	(15,000.00)
11/30/2023 11:50:59	Thi Spa & Nails Montesacro and 54	-50%	\$	(15,000.00)
12/2/2023 17:36:12	Mint	-50%	\$	(30,000.00)
12/4/2023 13:25:03	Trellis Social LLC Little Skillet and	-48%	\$	(6,000.00)
11/29/2023 10:49:24	Victory Hall	-48%	\$	(11,000.00)
12/1/2023 15:42:30	Restaurant Abaca	-43%	\$	(30,000.00)
11/28/2023 21:27:27	Savoy Tivoli	-42%	\$	(8,000.00)
11/29/2023 14:14:10	Bimi poke	-42%	\$	(14,351.29)
11/29/2023 11:19:39	Oren's Hummus House of Shields,	-41%	\$	(28,282.00)
11/29/2023 17:04:09	Sentinel	-40%	\$	(12,000.00)
12/1/2023 12:43:59	SOMBA Soma Restaurant &	-40%	\$	(3,600.00)
11/29/2023 13:07:40	Bar , Zevi Cafe & Bloom Room San	-39%	\$	(8,868.00)
12/1/2023 11:19:08	Francisco	-37%	\$	(14,430.00)
11/30/2023 0:11:59	Buckhorn Grill	-37%	\$	(8,624.00)
11/30/2023 22:30:16	Underdogs Cantina Stookey's Club	-29%	\$	(15,000.00)
11/30/2023 14:50:09	Moderne	-12%	\$	(1,390.00)
		-63.3%	\$	(15,296.00) AVG
		100	\$	(8,868.00) High
		12	\$	(15,000.00) Low

APEC Small Business Resilience Fund



- ▶ 3.5 Million Fund for Small Business Resilience
- ▶ Dedicated to Small Business and Non Profits within the APEC Security Zone
 - ▶ South of Market to Harrison, 2nd to 5th Streets
- ▶ Focused on small business that meet the criteria of SF Small Business.
 - ▶ Below \$8M in gross revenue
 - ▶ Under 100 employees
- ▶ Estimated 200 small business and non profits
- ▶ Small business committee created to determine final formula
- ▶ Applications will be reviewed, vetted and audited by YBCBD who will not be a recipient of funding beyond distributing funds on behalf of City.

APEC Small Business Resilience Fund



Option A

- ▶ Distribution based upon a formula calculated using:
 - ▶ Variance in November 2023 gross revenue in comparison to Oct and Sept 2023
 - ▶ Use reported sales tax data
 - ▶ Weighted for businesses that were open during APEC(ex Tier for open full event, Open 5 Days, 3 Days...)
 - ▶ Weighted by number of employees (ex 5-20 staff tier, 20-50 tier...)
 - ▶ Weighted for business revenue(example under 2 million, 2-4, 4-8 gross revenue)
 - ▶ Weighted heavier for business located within pedestrian perimeter vs vehicle perimeter

Option B

- ▶ Equal to 2.5x of November 2023 rent.

APEC Small Business Resilience Fund



- ▶ 3.5 Million Fund for Small Business Resilience
- ▶ Dedicated to Small Business and Non Profits within the APEC Security Zone
 - ▶ South of Market to Harrison, 2nd to 5th Streets
- ▶ Focused on small business that meet the criteria of SF Small Business.
 - ▶ Below \$8M in gross revenue
 - ▶ Under 100 employees
- ▶ Estimated 200 small business and non profits
- ▶ Small business committee created to determine final formula
- ▶ Applications will be reviewed, vetted and audited by YBCBD who will not be a recipient of funding beyond distributing funds on behalf of City.

APEC Small Business Resilience Fund



Option A

- ▶ Distribution based upon a formula calculated using:
 - ▶ Variance in November 2023 gross revenue in comparison to Oct and Sept 2023
 - ▶ Use reported sales tax data
 - ▶ Weighted for businesses that were open during APEC(ex Tier for open full event, Open 5 Days, 3 Days...)
 - ▶ Weighted by number of employees (ex 5-20 staff tier, 20-50 tier...)
 - ▶ Weighted for business revenue(example under 2 million, 2-4, 4-8 gross revenue)
 - ▶ Weighted heavier for business located within pedestrian perimeter vs vehicle perimeter

Option B

- ▶ Equal to 2.5x of November 2023 rent.

