



DRAFT Economic Development Priority Areas & Strategies

Economic Development Area 1: Marketing campaigns, curated programming, & destination-driven activities

Implement coordinated marketing, curated programming, and destination driven activities to increase economic vitality, foot traffic, and revenue for small businesses.

- a. **Support Fillmore corridor events and activations** through financial assistance and partnerships with local artists, merchants, cultural groups, and community leaders to increase business visibility and cultural identity.
- b. **Increase visibility and customer activity along the Fillmore corridor** through coordinated outreach and promotion of diverse events and activations with community stakeholders.

Economic Development Area 2: Business Attraction

Attract new commercial tenants to vacant storefronts to create a vibrant, healthy corridor with a diverse mix of high-demand, culturally relevant, and essential neighborhood services.

- a. **Provide broker and leasing services to fill commercial vacancies** along the Fillmore Corridor and in the Fillmore Western Addition.
- b. **Provide access to grants and loans to attract commercial tenants to vacant storefronts**, including businesses from the Western Addition and Black-owned businesses in San Francisco.

Economic Development Area 3: Small Business Support and Investment

Support the long-term success of storefront businesses to ensure a vibrant and diverse neighborhood commercial corridor over time.

- a. **Provide technical assistance and business development support** through trainings, one-on-one coaching, and peer mentorship for existing small businesses and commercial tenants, including support with leadership development, real estate, legal services, accounting, finance, marketing, pricing, e-commerce, and business expansion.
- b. **Provide access to grants and loans for small businesses in the Fillmore Western Addition**, including Black-owned businesses, across all stages of the business cycle—from startup to scale-up to expansion.

Economic Development Area 4: Merchant and Community Engagement

Engage and coordinate with neighborhood stakeholders to create and implement economic development strategies in the Fillmore Western Addition.

- a. **Strengthen collaboration among City departments, neighborhood businesses, and residents** to design and implement economic development strategies through consistent engagement, coordinated support, and active participation in neighborhood planning.
- b. **Increase awareness of City programs and services** that support economic development and small businesses among merchants, residents, CBOs, and other neighborhood stakeholders.
- c. **Explore and support cooperative economic development models** and collaborative fundraising strategies that advance community-led corridor management and decision-making, including merchant associations, entertainment districts, community benefit districts, and similar models.

Economic Development Citation List

Reports

1. **African American Reparations Advisory Committee:**
[AARAC Reparations Final Report July 7 2023.pdf](#) - Repair the harms of racial and ethnic discrimination against American Indian, Black, and other people of color.
2. **San Francisco Human Rights Commission Report on Food Access in the Fillmore and Japantown**, June 2024.

City Agencies, Organizations & Leaders Consulted

1. Office of Economic and Workforce Development (**OEWD**)
2. FCAP Steering Committee Economic and Workforce Development Champions
3. OEWD Fillmore merchant and community outreach meetings 2025-2026