Strategy Priority #1: Small Business Support

- Small Business Support
- Open Space Planning & Activation
- Youth Investments
- Activating Housing Priorities
1. Small Business Support

**WHY IS IT A PRIORITY?**

- $380,000 in Small Business Support decided by TL voters during the Participatory Budgeting process
- Challenging conditions and barriers for small businesses
  - Vacancy & Vandalism
  - Street conditions
  - Low foot traffic
  - Loss of State/Federal Covid financial support
  - Burdensome city grant application process

**COMMUNITY VOICE FROM TCAP SURVEY**

- Increase the availability of healthy food, jobs, and affordable quality goods
- Engage landlords and attract targeted small businesses to fill vacancies
- Continue to implement multi-lingual small business retention program
SF Planning Approach

PARTNERS

City: Office of Economic & Workforce Development

Community: Tenderloin Business Coalition; Arab Grocers Association

APPROACH

- Collaborate with OEWD and community partners
- Focus resources on commercial corridors
- Increase outreach and engagement to business owners with limited English

GOALS

- **Short-term:** Define specific programming for $380,000 in Small Business Support
- **Medium-term:** Inform TL specific priorities for OEWD’s annual small business programming (~$900k)
- **Long-term:** Leverage small business organizing to activate TL commercial corridors as a strategy to improve safety and quality of life
## Corridor Profiles

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Vacant Ground-floor</th>
<th>With Identifiable Vandalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larkin Street</td>
<td>26%</td>
<td>44%</td>
</tr>
<tr>
<td>Eddy Street</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Golden Gate Ave</td>
<td>13%</td>
<td>38%</td>
</tr>
</tbody>
</table>

- **Larkin Street**
  - 86 Addresses Surveyed
  - 26% Vacant Ground-floor
  - 44% With Identifiable Vandalism

- **Eddy Street**
  - 95 Addresses Surveyed
  - 9% Vacant Ground-floor
  - 11% With Identifiable Vandalism

- **Golden Gate Ave**
  - 56 Addresses Surveyed
  - 13% Vacant Ground-floor
  - 38% With Identifiable Vandalism
SF Planning 380K Investment Proposal

**SUPPORT EXISTING BUSINESSES**

Planning adds $125,000 to OEWD SF Shine Program:

- Additional $5,000 per grant for 25 businesses total
- Eligible uses: construction projects related to exterior façade improvements, sign or awning replacement

**FILL VACANT STOREFRONT**

Planning adds $150,000 to OEWD New Storefront Opportunity Grant:

- Additional $25,000 per grant for 6 businesses total
- Eligible use: $50,000 for opening their first storefront
- $75,000 for expanding their businesses

**SMALL BUSINESS TRAINING**

Planning allocates $105,000 to provide business training grant to incentivize small businesses to receive business training from providers.