

TENDERLOIN

COMMUNITY ACTION PLAN



Strategy Priority #1: Small Business Support



**SMALL BUSINESS
SUPPORT**



**OPEN SPACE PLANNING
& ACTIVATION**



**YOUTH
INVESTMENTS**



**ACTIVATING
HOUSING PRIORITIES**

1. Small Business Support

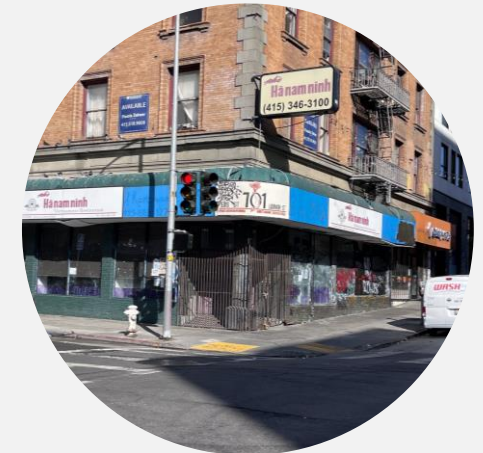
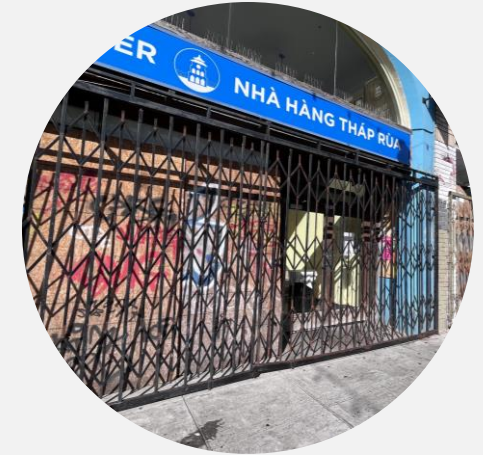


WHY IS IT A PRIORITY?

- \$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:



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



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
 - \$50,000 for opening their first storefront
 - \$75,000 for expand their businesses



SMALL BUSINESS TRAINING

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

