OEWD Dashboard

4th Quarter | October – December 2013

Business Development  1-2
Real Estate Development  3-4
Workforce Development  5-6
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Released: March 2014

Note: This dashboard includes data from outside sources. OEWD cannot guarantee the accuracy or completeness of information from outside sources. The information provided in these dashboards are subject to change. For questions please contact OEWD at 415-554-6969.
**JOBS (December 2013)**  
*Source: EDD*

<table>
<thead>
<tr>
<th>SF Unemployment Rate*</th>
<th>4.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF Statewide Rank</td>
<td>3rd</td>
</tr>
<tr>
<td>SF Unemployment in January 2011</td>
<td>9.5%</td>
</tr>
<tr>
<td>Number of Unemployed in SF</td>
<td>23,100</td>
</tr>
<tr>
<td>SF Workforce</td>
<td>484,200</td>
</tr>
<tr>
<td>CA Unemployment Rate*</td>
<td>7.9%</td>
</tr>
<tr>
<td>US Unemployment Rate*</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

* Not adjusted for seasonal factors

**SAN FRANCISCO UNEMPLOYMENT**  
2-Year Historical Trend

**Office Leasing**
- SF’s Office market logged 1.4 million sq. ft. of positive net absorption in 2013 – an unprecedented third year in a row with absorption exceeding 1 million sq. ft. (JLL)
- Over the last three years, the net absorption has been 4.7 million sq. ft., providing office space for more than 25,000 new workers (Business Times)
- 190 tenants are actively looking for 5.4 million sq. ft. of office space. 33% are tech companies and 67% are from business services, financial, banking, legal, etc. (Cornish & Carey)
- 25 companies have relocated from the Peninsula and Silicon Valley in the past two years with many more opening satellite offices in SF. (JLL)

**INNOVATION INDUSTRIES**
- As of Q2 2013, there are 1,957 technology companies employing 49,906 people. (EDD)
- 23,500 new jobs were created by the tech industry from 2009 to Q1 2013. (CBRE)
- $3.7 billion of venture capital has been invested in SF companies over the last four quarters. (CBRE)
- The tech industry has surpassed the banking/finance industry as the number one generator of office using jobs in SF. As of Q1 2013, tech jobs represent 21.5% of the 221,199 office jobs in San Francisco. (CBRE)

**MANUFACTURING**
- 2013 saw a 25% increase in manufacturing companies. SF is now home to more than 520 companies
- Manufacturing jobs increased by 13% in 2013; employing more than 4,000 people
- The manufacturing industry provided $395 million in direct revenue for the local economy
- More than 140 designers were referred/connected to local sewing factories in 2013

**TOURISM**
- City and County of San Francisco finished 2013 with an occupancy of 84.01% (up 3.5%), Average Daily Room Rates (ADR) of $209.28 (up 9.6%) and Average Revenue Per Available Room (RevPAR) of 175.91 (up 13.9%)
- For Q4 2013, SF had 80.5% occupancy, the 2nd highest in the country after NYC (85.3)
- For Q4 2013, SF had $193.29 ADR, the 3rd highest in the country after NYC ($294.69) and Oahu ($209.59)
- For Q4 2013, SF had a RevPAR of $155.64, the 3rd highest in the country after NYC ($251.37) and Oahu ($166.87)
## BUSINESS RECRUITMENT & RETENTION (October – December 2013)

<table>
<thead>
<tr>
<th>Company</th>
<th>Sector</th>
<th>New Business or Expansion</th>
<th>Location</th>
<th>Size (sq./ft.)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athena Health</td>
<td>Tech Health</td>
<td>New</td>
<td>50-60 Hawthorne</td>
<td>55,726</td>
<td></td>
</tr>
<tr>
<td>Cengage</td>
<td>Tech</td>
<td>New</td>
<td>500 Terry Francois St.</td>
<td>67,366</td>
<td></td>
</tr>
<tr>
<td>Confidential</td>
<td>Tech</td>
<td>Expansion</td>
<td>345 Spear St.</td>
<td>372,167</td>
<td></td>
</tr>
<tr>
<td>DemandForce</td>
<td>Tech</td>
<td>New</td>
<td>22 Fourth St.</td>
<td>202,355</td>
<td></td>
</tr>
<tr>
<td>Esurance</td>
<td>Insurance</td>
<td>Expansion</td>
<td>650 Davis St.</td>
<td>91,172</td>
<td></td>
</tr>
<tr>
<td>Eventbrite</td>
<td>Tech</td>
<td>New</td>
<td>155 5th St.</td>
<td>97,624</td>
<td>More than triple their current size</td>
</tr>
<tr>
<td>Intuit</td>
<td>Tech</td>
<td>Expansion</td>
<td>22 Fourth St.</td>
<td>202,355</td>
<td></td>
</tr>
<tr>
<td>KPMG</td>
<td>Professional Services</td>
<td>Expansion</td>
<td>55 Second St.</td>
<td>81,749</td>
<td></td>
</tr>
<tr>
<td>Lending Club</td>
<td>Tech</td>
<td>Expansion</td>
<td>71 Stevenson St.</td>
<td>81,873</td>
<td></td>
</tr>
<tr>
<td>Lyft</td>
<td>Tech</td>
<td>New</td>
<td>2300 Harrison St.</td>
<td>65,493</td>
<td></td>
</tr>
<tr>
<td>Medivation</td>
<td>Biotech</td>
<td>New</td>
<td>499 Illinois</td>
<td>43,625</td>
<td></td>
</tr>
<tr>
<td>Munger, Tolles &amp; Olson</td>
<td>Legal</td>
<td>Renewal</td>
<td>560 Mission</td>
<td>37,171</td>
<td></td>
</tr>
<tr>
<td>Practice Fusion</td>
<td>Tech</td>
<td>New</td>
<td>650 Townsend</td>
<td>101,825</td>
<td>Doubling in size, Currently have more than 300 employees.</td>
</tr>
<tr>
<td>Twitter</td>
<td>Tech</td>
<td>Expansion</td>
<td>1355 Market St.</td>
<td>76,388</td>
<td></td>
</tr>
<tr>
<td>Visa</td>
<td>Financial Services</td>
<td>New</td>
<td>1 Market</td>
<td>111,948</td>
<td></td>
</tr>
<tr>
<td>Wix.com</td>
<td>Tech</td>
<td>New</td>
<td>500 Terry Francois St</td>
<td>34,459</td>
<td></td>
</tr>
<tr>
<td>Xoom</td>
<td>Tech</td>
<td>New</td>
<td>425 Market St.</td>
<td>79,887</td>
<td></td>
</tr>
</tbody>
</table>
CITYWIDE OFFICE DEVELOPMENT HIGHLIGHTS

- San Francisco is tied with Portland, OR and New York, NY for the lowest office vacancy rate (11.1%) in the nation. (JLL)
- 2.2 million sq. ft. of office space currently under construction, with 4.4 million sq. ft. pending and 10.9 million sq. ft. planned. (CBRE)
- Asking rents are at highest point since 2001; rent growth was 13.5% in 2013. (CBRE)
- The number of 100,000+ sq. ft. deals in 2013 (7) declined from 2012 (12), but a number of large tenants are expected to lease space in early 2014. (CBRE)
- Leasing activity increased by 20% compared to the first half of the year. (JLL)

OFFICE  

| Source: CBRE |
| SF Vacancy Rate | 7.6% |

SF Vacancy Rate - Submarkets

| Source: CBRE |
| Financial District | 7.7% |
| South Financial District | 7.8% |
| SoMa | 7.0% |

Average Lease Rate (Direct) $55.40 annual per sq/ft

Net Absorption +343,503 sq/ft

HOUSING CENTER FOR ECONOMIC DEVELOPMENT  

| Source: SF |
| SF Median Price Paid/Home* | 12.90% |
| Bay Area* | 23.90% |
| SF Median Home Price | $813,000 |
| Bay Area | $548,000 |

DEVELOPMENT PIPELINE PROJECTS  

| Source: SF Planning Dept. |
| Pipeline Status | Total No. Projects | Net Housing Units | Net Commercial SQ/FT | Net Commercial Gross Square Footage |
| Cultural, Institutional, Educational | Office | Retail | Production, Distribution, Repair | Visitor | Medical |
| Filed with Planning | 92 | 7,400 | 2,593,000 | 9,800 | 2,710,000 | 489,000 | -416,000 | -198,000 | 0 |
| Approved by Planning | 107 | 27,290 | 5,945,000 | 460,000 | 3,068,000 | 1,943,000 | 309,000 | 459,000 | 0 |
| BP Filed | 316 | 5,460 | 1,027,000 | 902,000 | 268,000 | 51,000 | -93,000 | -121,000 | 20,000 |
| BP Approved/ Issued/ Reinstated | 176 | 4,190 | 3,821,000 | 67,600 | 3,722,000 | 64,000 | 23,000 | -10,000 | -45,000 |
| Construction | 166 | 6,000 | 2,754,000 | 459,000 | 520,000 | 61,000 | -160,000 | 63,000 | 1,801,000 |
| Grand Total | 857 | 50,340 | 16,140,000 | 1,898,400 | 10,288,000 | 2,608,000 | -337,000 | 193,000 | 1,776,000 |
| Q4 v. Q3 | +13 | +1,140 | +1,603,000 | +276,060 | -6,139,000 | -103,000 | -102,000 | -73,000 | +1,809,100 |

Notes: /1/ Housing units in all tables rounded to nearest 10 units unless noted. /2/ Commercial square feet in all tables rounded to nearest 1,000 square feet.
# OEWD Major Real Estate Development Project Updates

<table>
<thead>
<tr>
<th>Project</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>5M</td>
<td>Project approval expected late 2014. Currently developing proposal for project and public benefits package components.</td>
</tr>
<tr>
<td>950 Market</td>
<td>Hotel and condominium project with the incorporation space for independent theater groups. Completion expected 2017. Being developed in conjunction with arts incentive special-use district. Environmental review has begun.</td>
</tr>
<tr>
<td>California Pacific Medical Center</td>
<td>Construction on St. Luke’s to follow by fall 2017.</td>
</tr>
<tr>
<td>Seawall Lot 337</td>
<td>Planning Department issued a Notice of Preparation of an Environmental Impact Report. Staff from OEWD, Port and Planning worked with developer and consultants to complete a series of urban design charrettes that will inform the drafting of Development Controls and Design Guidelines for the project.</td>
</tr>
<tr>
<td>PDR Study</td>
<td>Set of initiatives to increase supply of space for manufacturing in the City. Legislative package introduced December 2013.</td>
</tr>
<tr>
<td>Phelan Loop</td>
<td>Housing Site Broke Ground in September 2013. Construction completion is scheduled for January 2015. The Plaza design is underway and will be completed by the end of 2014. The new Muni Loop is in operation and the landscaping and operator restroom construction is scheduled for completion in Q1 2014.</td>
</tr>
<tr>
<td>Pier 70</td>
<td>Following term sheet endorsement by the Port Commission and the Board of Supervisors; further negotiation and design work continues.</td>
</tr>
<tr>
<td>Potrero Power Plant Site (NRG)</td>
<td>Ongoing discussions on potential redevelopment opportunities.</td>
</tr>
<tr>
<td>Schlage Lock</td>
<td>Ongoing negotiations with developer. Approvals and completed Development Agreement expected early to mid 2014.</td>
</tr>
</tbody>
</table>
**PROGRAM HIGHLIGHTS**

- In time for the Affordable Care Act implementation in October, launched the Health Worker training program in partnership with the Dept. of Public Health and the Human Services Agency, to help public assistance recipients move into the workforce and educate their communities around health care resources.
- In partnership with Swords to Plowshares, OEWD announced the Veterans Neighborhood Access Point on Veterans Day,
- At the Culinary Arts Showcase in November, connected leaders in the food services industry with the upcoming graduates of the Culinary Fundamentals class.
- In Oct., TechSF hosted an Employer Breakfast, a Nerd Underground event at Zoosk, a Women Coders Panel at Mozilla in November, and a Tech Careers event at City College in December.
- Hosted an event for over 50 Social Security/Disability beneficiaries in December to help them understand their options for employment and how to keep/maintain their disability benefits.

**PLANNING**

- In Nov., OEWD issued a Request For Proposal (RFP # 115) to procure an estimated $1.5 million in workforce funding and services for the community.
- In Dec., SFUSD presented ‘Vision 2025’ at the Workforce Investment SF (WISF) meeting, highlighting college and career readiness goals for school district students.

**TOP JOB PLACEMENTS (Oct-Dec 2013)**

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>% OF PLACEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caregiver</td>
<td>14.2%</td>
</tr>
<tr>
<td>Janitor</td>
<td>6%</td>
</tr>
<tr>
<td>Administrative</td>
<td>5.7%</td>
</tr>
<tr>
<td>Desk Clerk</td>
<td>4%</td>
</tr>
<tr>
<td>Food Preparation</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

**PROGRAM STATS (Jan-Dec 2013)**

<table>
<thead>
<tr>
<th>RESULTS</th>
<th># OF PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled in Workforce Programs</td>
<td>4,068</td>
</tr>
<tr>
<td>Placed in Unsubsidized Employment</td>
<td>1,951</td>
</tr>
</tbody>
</table>

**San Francisco, San Mateo, Redwood City Metropolitan Division**

**Employer Highlights**

- Referred 34 candidates to Convention Staffing Solutions for employment in the annual Dreamforce Conference in Nov.—14 were hired.
- Continued to develop our relationship with CVS Caremark to provide staffing services for their store openings throughout San Francisco. To date, 12 candidates who were referred have been hired.
LOCAL HIRING POLICY FOR CONSTRUCTION UPDATE

- The Mayor’s Construction Workforce Advisory Committee met on October 30. The following recommendations were submitted to the Mayor:

  Construction Worker Pipeline
  I. Advocate for the development and implementation of construction trade curriculum within the San Francisco Unified School District.
  II. Support the inclusion of additional construction trade courses and Vocational English as a Second Language (VESL) training at City College of San Francisco.

Mandatory Local Hire Ordinance
I. Extend the policy review period for an additional 12 months to conduct further retrieval and analysis of payroll data collected through the City’s Project Reporting System.
II. Maintain the current mandatory local hire percentage at 30% during the extended policy review period.
III. Proposal at the BOS to adjust projects constructed outside of San Francisco, but within 70 miles, to include residents of the San Francisco Public Utilities Commission service territory, as part of the local hire percentage requirement.

First Source Hiring Program
I. Recommend that contractors participate in state certified apprenticeship programs.
II. Conduct research to determine the feasibility of applying an overall percentage hiring goal to First Source construction projects in lieu of the existing new hire goal.
III. Conduct research to determine the feasibility of applying an area standard wage package to First Source construction projects.
IV. Utilize lessons learned in the construction industry to examine the extent to which the First Source Hiring Policy may be applied to non-construction opportunities.

- The third year review of the Local Hire Legislation was completed by the Controller’s Office and OEWD. The findings, labor market analysis, and recommendations were provided to the Board of Supervisors for review.

CONSTRUCTION WORKFORCE TRAINING

- 40 out of 45 (89%) graduates of CityBuild Academy (Cycle 17) have been placed in employment.
- CityBuild Academy (Cycle 18) started on 1/10/14. 43 students are currently enrolled.
- 13 out of 17 (76%) graduates of the Construction Administration Training Program (CATP) Cycle 8 have been placed in employment. 4 graduates have been placed in internships.
### Q4 2013 Program Updates

- 25 net new businesses opened their doors in Invest in Neighborhoods commercial districts; creating over 160 jobs.
- 202 jobs were retained and 31 jobs were created by direct CDBG Grantee assistance.
- Developed drafts of Customized Service Plans for all 25 neighborhood commercial districts.
- Awarded $1,151,645 to businesses to go towards neighborhood improvement projects and business support services in Invest in Neighborhoods corridors.
- Visited 2,816 merchants through Jobs Squad outreach.
- Launched HealthyRetailSF, a new program that provides concentrated and tailored technical assistance to corner stores, to increase healthy food options and, in doing so, help their community and enhance their business.

### LOANS Q4 2013 & 2013 Totals

<table>
<thead>
<tr>
<th>Source</th>
<th>Q4 2013</th>
<th></th>
<th>Jobs</th>
<th>2013 Totals</th>
<th></th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revolving Loan Fund</td>
<td>8</td>
<td>$206,500</td>
<td>14</td>
<td>23</td>
<td>$517,500</td>
<td>72</td>
</tr>
<tr>
<td>Emerging Business Loan Fund</td>
<td>8</td>
<td>$600,000</td>
<td>33</td>
<td>21</td>
<td>$2,467,000</td>
<td>149</td>
</tr>
<tr>
<td>CDBG* Loan Partners</td>
<td>41</td>
<td>$859,803</td>
<td>32</td>
<td>147</td>
<td>$1,770,996</td>
<td>189</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>57</strong></td>
<td><strong>$1,666,303</strong></td>
<td><strong>79</strong></td>
<td><strong>191</strong></td>
<td><strong>$4,755,496</strong></td>
<td><strong>410</strong></td>
</tr>
</tbody>
</table>

### SF SHINES PROJECTS Q4 2013 & 2013 Totals

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Q4 2013</th>
<th></th>
<th>#</th>
<th>2013 Totals</th>
<th></th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facade Improvements</td>
<td>1</td>
<td>$44,745</td>
<td>24</td>
<td>$748,166</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADA Assessments Approved</td>
<td>81</td>
<td>$80,000</td>
<td>243</td>
<td>$234,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>82</strong></td>
<td><strong>$124,745</strong></td>
<td><strong>267</strong></td>
<td><strong>$982,166</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### BUSINESS OUTREACH Q4 2013 & 2013 Totals

<table>
<thead>
<tr>
<th>Source</th>
<th>Number</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDBG* Partners - Direct Assistance</td>
<td>561</td>
<td>1,727</td>
</tr>
<tr>
<td>Jobs Squad Business Outreach</td>
<td>2,816</td>
<td>10,266</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,377</strong></td>
<td><strong>11,993</strong></td>
</tr>
</tbody>
</table>

* CDBG = Community Development Block Grant
SELECT NEIGHBORHOOD ACCOMPLISHMENTS


- **Chinatown** – In partnership with Chinatown Comm. Development Ctr. (CCDC), launched Shop Chinatown 888, a pilot neighborhood marketing program created to incentivize additional spending in the neighborhood during the holiday season and in anticipation of the 2014 Chinese New Year. Program focuses on merchants along Stockton, Jackson, Washington and Clay, particularly those impacted by the Chinatown Central Subway and Chinese Hospital construction projects. As a result, over $100,000 has been spent at Chinatown businesses.

- **Little Saigon** – New street banners, supported by Invest in Neighborhoods were installed on Larkin Street to help promote the Tenderloin commercial district.

- **Excelsior – Mission Street** – Completed construction of the *Ever Upward* sculpture; serving as the gateway of the Excelsior community at Mission and Geneva.

- **Excelsior – Mission Street** – In partnership with Excelsior Action Group, provided technical support for organizational start-up to assist in the formation of a new merchant group for Excelsior / Outer Mission. The merchant group is now meeting regularly and setting priorities.

- **Lombard** – In partnership with the Supervisor’s Office, convened a working group including the Planning Department, SFMTA, Caltrans and the Transportation Authority to explore opportunities to make Lombard street a safer and more vibrant corridor by identifying prospects for development and providing pedestrian and transportation improvements.

- **Lower 24th - Mission** – Provided support and funding for the coordination of a Cultural District Committee that will guide the development of a Neighborhood Cultural District Plan.

- **Mission Street- College Hill** – Partnered with AECOM and LISC to conduct nearly 300 resident, merchant and intercept surveys, 3 focus groups and 9 stakeholder interviews to further inform the City’s understanding of the neighborhood’s challenges and strengths in order to build and work towards a neighborhood economic development action plan.

- **Ocean Ave** – Through IIN funding, 819 sq. ft. of pavement was transformed into sidewalk gardens, 453 sq. ft. of pavement was removed to help expand 191 square feet into tree wells, and 175 sq. ft. of pavement was turned into landscaping with plants along Ocean, Faxon and Ashton avenues.

Community Benefit District (CBD) Program Highlights

- Lower Polk, Embarcadero, Rincon Hill, Inner Sunset (9th and Irving), and Downtown are Districts in various stages of formation; Potrero Hill – Dogpatch new Green Benefit District (GBD) continues development.

- Top of Broadway CBD formed their Owners non-profit management association.

Central Market Partnership Highlights

- Awarded $893,000 in economic development grants for Central Market and Tenderloin activities.

- Newly announced Community Arts Stabilization Trust (CAST) purchased 80 Turk Street and 1001 Market art gallery building.

- On its third year, 30 businesses submitted applications for the Central Market Tax Exclusion; a 65% increase from last year. 11 of the applicants are neighborhood serving businesses.

- Facilitated the signing of leases for 3Potato4 and the Performance Art Institute.
## Filming Stats

<table>
<thead>
<tr>
<th>Film Type</th>
<th>July-September 2013</th>
<th>October – December 2013</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># Permits</td>
<td>Shoot Days</td>
<td># Permits</td>
</tr>
<tr>
<td>Corporate</td>
<td>16</td>
<td>29</td>
<td>15</td>
</tr>
<tr>
<td>Documentary</td>
<td>8</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Feature</td>
<td>5</td>
<td>42</td>
<td>3</td>
</tr>
<tr>
<td>Music Video</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Public Service Announcement</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Short</td>
<td>3</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Still Photo</td>
<td>44</td>
<td>84</td>
<td>32</td>
</tr>
<tr>
<td>Student</td>
<td>6</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>TV Commercial</td>
<td>15</td>
<td>28</td>
<td>20</td>
</tr>
<tr>
<td>TV Series</td>
<td>24</td>
<td>107</td>
<td>19</td>
</tr>
<tr>
<td>Web</td>
<td>25</td>
<td>35</td>
<td>21</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>150</strong></td>
<td><strong>351</strong></td>
<td><strong>135</strong></td>
</tr>
</tbody>
</table>

Source: Film Commission

**Highlights:** Overall, the number of filming days increased by 5.98%, with increases in Documentaries, TV Commercials, TV Series and Student films.

**Notable productions between October and December have been:**

- MTV’s *Real World* (Shot all of Season 29 in San Francisco)
- HBO’s *Looking* (Shot all of Season 1 in San Francisco)
- Amazon’s *Betas* (Amazon’s new web series)
- ABC’s *Extreme Weightloss* Season 4
OSB Highlights:

- Betsy and Jack Rix, former owners of the Old Red Vic Movie House at 1727 Haight Street, contacted the Office of Small Business (OSB) in 2011 for help determining the requirements to convert the defunct theatre into an indoor marketplace and event space for the community to eat, shop, and gather for artistic events. OSB staff met with Betsy, her architect and other City department staff to discuss the feasibility of the concept and the requirements. OSB staff provided support including information on other important considerations including compliance with the American with Disabilities Act and Conditional Use Authorization.

- In November, San Francisco entered into a public-private partnership with the nonprofit Kiva.org, to help small businesses gain access to capital and improve the local economy. The Office of Small Business endorsed the first borrower, Ramni Levy of King Knish, who began fundraising shortly thereafter. Ramni’s loan was fully funded in January 2014. Ramni now has access to a $5,000, 0% interest loan to help grow and expand his business.

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (compared to last year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>369</td>
<td>61%</td>
</tr>
<tr>
<td>November</td>
<td>280</td>
<td>84%</td>
</tr>
<tr>
<td>December</td>
<td>198</td>
<td>-7%</td>
</tr>
<tr>
<td>Total</td>
<td>847</td>
<td>43%</td>
</tr>
</tbody>
</table>

Note: Significant year-over-year increases in Oct and Nov may have resulted from improved tracking of phone-based client assistance.

OSB Client Industries:
- 01 Commission
- 02 Building Contractor
- 03 Wholesale Sales
- 04 Retail Sales (All Retail, Food, Drink) 41%
- 07 Other Business Services (Prof. Services, Consulting, Personal Services, etc.) 45%
- 11 Transporting Persons for Hire
- 12 Personal Service

Languages Spoken:
- English 93%
- Spanish 6%
- Chinese 1%

Race/Ethnicity (260 Reporting):
- Caucasian/White 36%
- Latino/Hispanic 20%
- Asian 24%
License123 (L123) by the Numbers

<table>
<thead>
<tr>
<th></th>
<th># of Users</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Users</td>
<td>829</td>
<td></td>
</tr>
<tr>
<td>(including repeats)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Unique Users</td>
<td>583</td>
<td>70%</td>
</tr>
<tr>
<td>Repeat Users</td>
<td>246</td>
<td>30%</td>
</tr>
<tr>
<td>New Business</td>
<td>453</td>
<td>78%</td>
</tr>
<tr>
<td>Existing Business</td>
<td>130</td>
<td>22%</td>
</tr>
<tr>
<td>SF Users</td>
<td>487</td>
<td>84%</td>
</tr>
<tr>
<td>CA (non-SF) Users</td>
<td>71</td>
<td>12%</td>
</tr>
<tr>
<td>Out-of-State Users</td>
<td>25</td>
<td>4%</td>
</tr>
</tbody>
</table>

License 123 Users by Industry

- Auto Repair: 1%
- Business Services: 11%
- Consulting: 10%
- Contracting/Construction: 11%
- Education: 1%
- Food and Drink: 26%
- Healthcare: 3%
- Manufacturing: 2%
- Personal Services: 12%
- Professionals: 2%
- Real Estate: 2%
- Retail: 19%
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