



Legacy Business Program

Status Update During COVID-19 Emergency

May 6, 2020

Program Operations

- The Small Business Commission is not currently authorized to act on the Legacy Business Registry during the COVID-19 emergency.
- The Office of Small Business has 29 applications in the backlog. Only 2 new applications have been received since early March.
- The marketing plan, originally scheduled to start this Spring, has been suspended in order to focus on emergency response.
- The contract for bronze plaques is in the final stages of approval, and design and planning could start in June.

Emergency Support for Legacy Businesses

- Osaki Creative Group is offering free social media promotional service.
- SF Heritage will help amplify any initiatives or fundraisers that Legacy Businesses are undertaking during the COVID-19 crisis.
- Facebook Small Business Grants Program up to \$4,000
- Salesforce Care Small Business Grants up to \$10,000
- Verizon Small Business Recovery Fund up to \$10,000
- Bay Area Arts Worker Relief Funds

Additional Emergency Response Initiatives

- Mayor Breed and members of San Francisco's small business community led a Small Business Webinar on April 27 to discuss the City's response to COVID-19.
- The Economic Recovery Task Force is charged with guiding the City's efforts through the COVID 19 recovery to, in part, sustain and revive local businesses and employment.
- OEWD is publishing weekly resource updates for Neighborhood Economic Development Partners, including information on grants such as the new Neighborhood Mini Grant Fund.

Future Developments

- Per the Administrative Code, the Controller will perform an assessment and review of the effect of the grant funding on the stability of Legacy Businesses in the upcoming fiscal year.
- The Planning Department will partner with the University of Pennsylvania to lead a 6-week internship to examine the program's effectiveness at stemming small business displacement.
- The Planning Department will continue to staff and support the program and will begin transitioning new staff into the work beginning July.