Serving the Needs of San Francisco’s Small Businesses

- **Small Business Assistance Center**: One-on-one business case management assistance to new and existing small businesses.

- **San Francisco Business Portal**: The City’s primary online business resource.

- **Accessible Business Entrance Program**: Helping property owners and businesses make building entrances accessible to people with disabilities.

- **San Francisco Music and Entertainment Venue Recovery Fund**: Grant for venue operators.

- **Legacy Business Program**: Acknowledging and celebrating longstanding establishments that serve as valuable cultural assets of the city.
LEGACY BUSINESS PROGRAM

Administrative Code Sections 2A.242 and 2A.243

• Recognize that longstanding, community-serving businesses can be valuable cultural assets of the city.

• Tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success.

• Maintain San Francisco's cultural identity and foster civic engagement and assisting long-operating businesses to remain in the city.
COMPONENTS OF THE LEGACY BUSINESS PROGRAM

1. Marketing/Promotion
2. Business Assistance
3. Historic Preservation Fund (Grants)
4. Legislation
ACCOMPLISHMENTS: 2019

Reports Webpage:
https://sfosb.org/legacy-business/reports

Links to Annual Reports:
Legacy Business Program Annual Report, Fiscal Year 2019
Legacy Business Program Annual Report, Fiscal Year 2018
Legacy Business Program Annual Report, Fiscal Year 2017
Legacy Business Program Annual Report, Fiscal Year 2016
# Legacy Business Registry

## Through March 31, 2020:

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Nominations Received</th>
<th>Number of Applications Received</th>
<th>Number of Businesses Listed on the Legacy Business Registry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal Year 2015-16</td>
<td>67</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Fiscal Year 2016-17</td>
<td>101</td>
<td>86</td>
<td>93</td>
</tr>
<tr>
<td>Fiscal Year 2017-18</td>
<td>50</td>
<td>49</td>
<td>42</td>
</tr>
<tr>
<td>Fiscal Year 2018-19</td>
<td>75</td>
<td>83</td>
<td>61</td>
</tr>
<tr>
<td>Fiscal Year 2019-20</td>
<td>34</td>
<td>45</td>
<td>43</td>
</tr>
<tr>
<td><strong>ANNUAL REPORT TOTAL</strong></td>
<td><strong>327</strong></td>
<td><strong>293</strong></td>
<td><strong>239</strong></td>
</tr>
</tbody>
</table>
Social Media and Promotion

Accomplishments between April 2019 and March 2020:

- Issued 13 press releases
- Posted 11 entries on Facebook and tweeted 31 tweets on Twitter
- Promoted Legacy Businesses during the coronavirus Shelter In Place Order
Marketing and Branding

Accomplishments between April 2019 and March 2020:

- Distributed certificates, point of sale stickers, window clings, and roll labels (loyalty stickers) to Legacy Businesses
- Printed branded office supplies for the Legacy Businesses Program, including business cards and letterhead
MARKETING

Bronze Plaques

Accomplishments between April 2019 and March 2020

- Issued a Request For Proposals to select a contractor for manufacturing bronze plaques
- Selected Priority Architectural Graphics, a local, small, woman owned business
- Issued Bronze Plaque Questionnaires to Legacy Businesses and received 65 completed questionnaires from businesses interested in receiving bronze plaques
## Business Assistance

### Through March 31, 2020:

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Clients</th>
<th>Number of Hours of Technical Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal Year 2016-17</td>
<td>25</td>
<td>379</td>
</tr>
<tr>
<td>Fiscal Year 2017-18</td>
<td>49</td>
<td>318</td>
</tr>
<tr>
<td>Fiscal Year 2018-19</td>
<td>60</td>
<td>552</td>
</tr>
<tr>
<td>Fiscal Year 2019-20 (through March 31, 2020)</td>
<td>77</td>
<td>470</td>
</tr>
<tr>
<td><strong>ANNUAL REPORT TOTAL</strong></td>
<td><strong>211</strong></td>
<td><strong>1,719</strong></td>
</tr>
</tbody>
</table>
## Rent Stabilization Grant

### Through March 31, 2020:

<table>
<thead>
<tr>
<th>Rent Stabilization Grant (Fiscal Year 2019-20 through March 31, 2020)</th>
<th>Grants Paid (Fiscal Year 2019-20 through March 31, 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total First-Year Grants</td>
<td>$139,870</td>
</tr>
<tr>
<td>Total Second-, Third-, and Fourth-Year Grants</td>
<td>$733,588</td>
</tr>
<tr>
<td>Total All Grants</td>
<td>$1,285,897</td>
</tr>
<tr>
<td>Count</td>
<td>37</td>
</tr>
<tr>
<td>Average</td>
<td>$14,927</td>
</tr>
</tbody>
</table>
### Business Assistance Grant

Through March 31, 2020:

<table>
<thead>
<tr>
<th>Business Assistance Grant</th>
<th>Number of Full-Time Equivalent Employees</th>
<th>Grants Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,559</td>
<td>$1,093,317</td>
</tr>
<tr>
<td>Count</td>
<td>136</td>
<td>136</td>
</tr>
<tr>
<td>Average</td>
<td>18.82</td>
<td>$8,039</td>
</tr>
<tr>
<td>Median</td>
<td>9.00</td>
<td>$3,845</td>
</tr>
</tbody>
</table>
## Accessibility Grant

Through March 31, 2020:

<table>
<thead>
<tr>
<th>Accessibility Grant</th>
<th>Grants Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$6,997</td>
</tr>
<tr>
<td>Count</td>
<td>5</td>
</tr>
<tr>
<td>Average</td>
<td>$1,399</td>
</tr>
</tbody>
</table>
ACCOMPLISHMENTS: 2020

Annual Report in Progress

• Expected issuance: June 1, 2021
• Will be posted to the Reports webpage

Britex Fabrics, 146 Geary Street, Added November 2016
MARKETING

**Issued Request For Proposals**

- Issued a Request for Proposals to select a company to assist with marketing efforts and create a new website. (October 2020)

- Selected Design Media, a San Francisco-based, woman owned company. (December 2020)
New Legacy Business Registry Website

www.legacybusiness.org
MAJOR UPCOMING ACTIVITIES: 2021

Continued Services:
- Legacy Business Registry
- Business Assistance
- Rent Stabilization Grants

New Services:
- Marketing Program
- Additional Webpages Added to Website
- Installation of Bronze Plaques
- Rent Stabilization Grant Database
- Other Grants
- Potential Legislation
Phases of the Marketing Program with Design Media

• January – March 2021: New Legacy Business Registry website
• April 2021 – May 2022: Promotional strategy for Legacy Businesses and the Legacy Business Program, including enhancements to the Legacy website

Fueled by curiosity, governed by integrity, and led by our collective wisdom.
MARKETING

Additional Webpage Added to Website

www.legacybusiness.org
Installation of Bronze Plaques
Create an internal database for the Rent Stabilization Grant to efficiently manage the grant applications and payments.
The Office of Small Business is capable of administering grants to Legacy Businesses should funds be made available.

The Music and Entertainment Venue Recovery Fund is being administered by the Office of Small Business and includes grants for Legacy Businesses.
Prospects Legislation

Explore the concept of a business interruption insurance program that would provide coverage for Legacy Businesses during local emergencies not otherwise covered.

Explore the development of a property ownership program that would enable Legacy Businesses to purchase buildings or space needed for their businesses or organizations.

Proposed Neighborhood Anchor Business program.
THANK YOU
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Legacy Business Program
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