SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
GAVIN NEWSOM, MAYOR

SMALL BUSINESS COMMISSION
OFFICE OF SMALL BUSINESS
SMALL BUSINESS ASSISTANCE CENTER

STRATEGIC PLAN 2010

Mission: The mission of the Small Business Commission, The Office of Small Business and the Small Business Assistance Center is to foster, promote, and retain small businesses in the City and County of San Francisco.

Goals: Establishing a continuous improvement policy for reviewing and evaluating progress.

Maximize the Office of Small Business' outreach to the small business community.

Work to streamline the permitting process in the City and County of San Francisco

Proactive advocacy through involvement in policy and the legislative process.

Goal: **Establishing a continuous improvement policy for reviewing and evaluating progress.**

- Review client data and survey effectiveness of functions, programs and services by improving data collection and creating a two-tiered survey. (Budget Analyst Audit Recommendations: 1.2, 2.5, 2.6)
- To evaluate the performance of the office, the Commission will establish performance measures and track them. (Budget Analyst Audit Recommendations: 1.2, 2.1-2.3)
- The Office of Small Business staff will create and maintain a policies and procedures manual in order to maintain best practice procedures on a regular basis. (Budget Analyst Audit Recommendations: 1.2, 2.7)

Goal: **Maximize the Office of Small Business' outreach to the small business community.**

- Improve the Office of Small Business internet presence by incorporating more comprehensive pages and information on the OSB website. Technologically permitting, utilize Google Analytics or other software to collect site usage data. (Budget Analyst Audit Recommendations: 1.3, 1.4)
- Increase outreach on ADA related issues to help businesses be more aware of laws as well as programs to help them be more compliant.
- Continue to attend and expand presence at outreach events and programs such as Small Business Week, "Shop Local" campaigns and cross collaboration with other departments.

- Utilize media and merchant walks.
- Utilize partnerships with San Francisco's Neighborhood Economic Development Organization, Neighborhood Market Place managers, Merchant Associations and Small Business Organizations.

Goal: **Work to streamline the permitting process in the City and County of San Francisco**

- Reduce time and costs for small business permitting by working with other city departments to identify and implement opportunities to streamline the permitting processes. (Budget Analyst Audit Recommendation: 3.2)
- Complete the revitalization of the mobile catering and push cart food vendor permit process and program. (Budget Analyst Audit Recommendations: 3.1, 3.3-3.6)
- Collaborate with OEWD to accomplish Budget Analyst recommendations related to permitting, subject to funding. (Budget Analyst Audit Recommendations: 4.1-4.6)
- Assist businesses in mapping out the permit process by creating handouts which include fees and processes for the top four business sectors.

Goal: **Advocating for San Francisco small businesses though involvement in policy discussions and the legislative process**.

- Represent the interests of small businesses in interagency projects and task forces.
- Proactively represent small businesses by working with the Mayor, Board of Supervisors and departments on key legislation, both prior to introduction and throughout the legislative process.
- Continuously review department permit/license fees and the impact they have to small businesses.
- Evaluate and review impact fees and their potential economic consequences to small businesses.