

SAN FRANCISCO

2023-24 Annual Report



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

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For more information, go to oewd.org

Letter from our Executive Director

Allow us to introduce ourselves...The Office of Economic & Workforce Development (OEWD) is not a household name, but our work resonates throughout the City, touching a multitude of sectors. For all of OEWD's existence, we've supported businesses, communities, and residents towards economic self sufficiency and growth. In recent years, our office has been a driving force executing Mayor London N. Breed's plan for post-pandemic recovery, leading on key initiatives that are reinvigorating our Downtown and position San Francisco to be more resilient in the face of future challenges.

Fiscal Year 2023–2024 was momentous as we made significant headway on our recovery goals and countering the “doom loop” narrative with innovative initiatives and activations that are reenergizing Downtown.

This year also happened to be my first year leading the extraordinary and visionary OEWD staff who work hard every day on behalf of the City and County of San Francisco. I have learned so much in my short tenure, and this Annual Report provides a wonderful opportunity for some reflection on our great accomplishments.

But before we dive in, I want to share a little bit more about OEWD and our ongoing evolution, which is reflected in the priorities and achievements of this year. OEWD was established in the wake of the dot.com boom and bust, in recognition of the need for a more diverse and sustainable economic strategy. In the intervening years, San Francisco experienced economic growth, low unemployment rates, and increased investments in City services notwithstanding a few short disruptions. During these years, OEWD's work was primarily focused on addressing the impacts that momentum had on many of San Francisco's communities, chiefly affordability and displacement.

In 2020, the onset of the global pandemic flipped that script. The pace of growth we long took for granted disappeared, particularly in San Francisco's primary economic driver of Downtown. That change drove OEWD to broaden its everyday mission—today, as we strengthen communities and advance the futures of our most vulnerable communities and residents, we need to simultaneously revive the economic basis on which those futures rest.

In 2023, Mayor Breed introduced her Roadmap to San Francisco's Future, which is the blueprint for our current charge. This annual report reflects the progress we have made delivering on the Mayor's key initiatives. OEWD is positioning San Francisco for a new future: a future built upon a strong, diverse, and active Downtown driving economic growth that can reach back out to all of the City's other communities and neighborhoods; one that includes dynamic commercial corridors that support a thriving small business ecosystem; one that creates equitable access to good paying jobs in the industries that will advance our economic vibrancy, and reinforce our standing as a cultural and innovation capital of the world.

As you read the following pages, I hope you feel inspired and optimistic about San Francisco's future—we certainly are!



Sarah Dennis Phillips

Executive Director

Office of Economic & Workforce Development

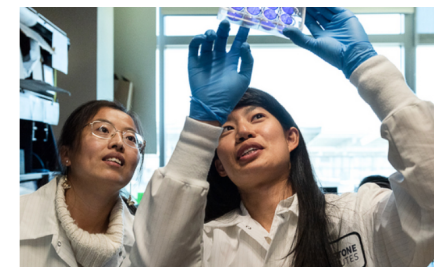
Introducing the Mayor's Roadmap to SF's Future

In response to the profound economic changes brought on by the pandemic, Mayor Breed launched a Roadmap to San Francisco's Future, a comprehensive plan to reinvigorate downtown and reaffirm San Francisco as a thriving global destination and the Bay Area's economic center. The Roadmap's nine core strategies respond to emerging economic trends and capitalize on the City's strengths by investing in key priority areas such as public safety, clean streets, workforce and business development, arts and culture, and transportation.

These are the key 9 strategies that make up the Roadmap to San Francisco's Future:



Ensure Downtown is clean, safe, and inviting



Attract and retain a diverse range of industries and employers



Facilitate new uses and flexibility in buildings



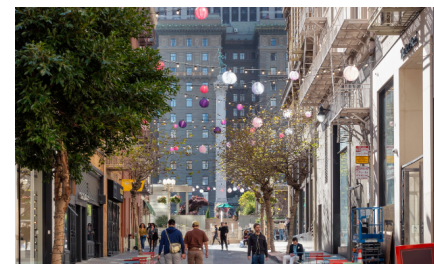
Make it easier to start and grow a business



Grow and prepare our workforce



Transform Downtown into a leading arts, culture, and nightlife destination



Enhance public spaces to showcase Downtown



Invest in transportation connections



Tell our story

2023-24 Budget and Highlights

Economic Development* \$85,100,000

Joint Development \$15,300,000

FilmSF \$1,600,000

Workforce Development \$52,300,000

Office of Small Business \$3,800,000

TOTAL \$158,100,000

347

Contracts with Community Based Organizations (CBO) grantees and other partners. Provide services to public & support economic recovery

\$114M

Total amount of funding to community in FY23-24

173

CBO Partners

*The Economic Development Budget includes the Programmatic Divisions of Business Development and Community Economic Development. It also includes operation expenses and administrative overhead expenses that support the entirety of OEWD’s operations.



Business Development

We help businesses in San Francisco start, stay and grow by providing specialized support to address the unique needs of businesses in a variety of key sectors including nonprofits, life sciences, information technology, clean technology, manufacturing, nightlife, and international commerce.

Key Achievements:

Secured \$60 million for San Francisco Nonprofits

The United States Treasury awarded \$50 million in tax credits to support local non-profit organizations and projects in historically underserved neighborhoods. This allocation helps move forward critical investments in San Francisco while also creating new economic activity and jobs as the City continues its economic recovery.

The New Markets Tax Credits (NMTCs) are distributed from the United States Treasury to the San Francisco Community Investment Fund (SFCIF), a nonprofit administered by OEWD Business Development staff that is tasked with helping to fund projects with substantial and sustainable community benefits in low-income neighborhoods. The NMTCs program creates a pathway for local businesses and nonprofits to activate underutilized buildings in San Francisco's most high-need neighborhoods, create local jobs, and provide lasting community services. Since 2010, the SFCIF has supported 12 projects across five neighborhoods that created more than 1,000 construction jobs and deployed \$163.6 million in NMTCs allocations.

In FY23-24, three SFCIF-funded projects celebrated their grand openings: Hamilton Families' new headquarters and Community Music Center's expanded facility in the Mission, as well as West Bay Pilipino Multi-Service Center's first permanent home in SoMa. SFCIF also closed an investment of \$21 million in NMTCs in United Playaz' new facility at 1044 Howard Street in SoMa, which broke ground in May 2024.

For more information on the San Francisco Community Investment Fund, visit sf.gov/sfcif.

The following highlights the Business Development team's successes delivering bold, new initiatives that support the Mayor's Roadmap to San Francisco's Future.



Roadmap Strategy: Make it easier to start and grow a business

Initiative: Vacant to Vibrant

Managed by OEWD, Vacant to Vibrant launched in 2023 in partnership with local nonprofit SF New Deal. The program helps small businesses, artists, entrepreneurs, and cultural organizations connect to local property owners to create pop-up activations and community spaces that help re-energize Downtown. Each activation spans three months with the potential for an extension.

The first phase of this program supported a group of 17 entrepreneurs, who launched in September 2023 in the Financial District. The second phase of the program included a cohort of 8 businesses located in the Financial District, SOMA, and the East Cut. Each recieved three months of free rent. From the original cohort program, 7 small business owners have signed long-term leases in Downtown and will receive additional grant funding and technical assistance from SF New Deal, made possible through Wells Fargo's \$1 million financial commitment to Vacant to Vibrant.

Roadmap Strategy: Transform Downtown into a leading arts, culture, and nightlife destination

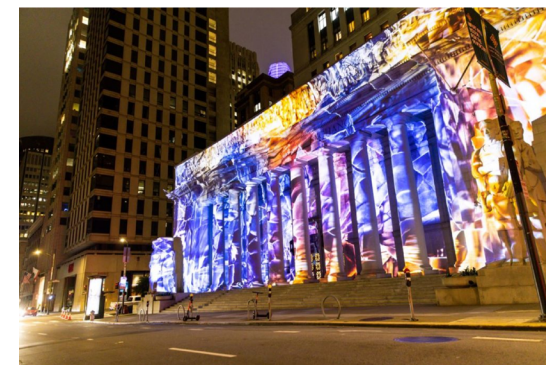
OEWD funded more than 200 events and activations that attracted more than 350,000 attendees and had more than \$11.7 million in estimated economic impact.*



Five Bhangra & Beats night markets that drew approximately 50,000 attendees.



The Crossing at East Cut, hosts ongoing outdoor movie nights and screenings, soccer and pickleball games, and features a variety of local food and beverage vendors.



Holiday seasonal programs like Union Square's Winter Walk and the annual Let's Glow SF holiday light art festival attracted nearly 70,000 people last December and generated \$8 million in economic impact.

*We estimated economic impact using the Arts & Economic Prosperity Calculator from Americans for the Arts, which is used widely by jurisdictions across the United States. Using San Francisco's population, total event funding (\$3,421,000), and estimated attendance (344,835) the calculator estimates a total economic impact of \$11,703,937, representing a roughly 240% return on investment.



Photos Courtesy of Mark Dabi at Films Mark

Initiative: SF Live

Launched in May 2024, SF Live brings arts and culture into our parks and plazas through free performances curated by live music and entertainment venues that showcase a variety of local, national, and international talent. The goals of the initiative are to showcase and support San Francisco's music and entertainment sector, boost neighborhood vitality, activate open spaces, and enhance the City's economic revitalization through arts and culture.

Each concert offers a diverse lineup of artists, ranging from rising indie bands to well-established jazz ensembles and high-energy pop acts. The SF Live concert series was produced in partnership with Illuminate, San Francisco Parks Alliance, Noise Pop, the Union Square Alliance, and Plinth Agency with a \$2.5 million investment through an allocation from the California State Legislature led by City Attorney David Chiu, when he was an Assemblymember. The funding covered the costs of producing the outdoor event series as well as stipends to participating entertainment venues that curated talent lineups and promote the performances.

SF Live series concerts popped up in iconic open spaces and locations such as the Golden Gate Park Bandshell, Jerry Garcia Amphitheater, Union Square Plaza, Civic Center Plaza, Crane Cove Park, Fulton Plaza, and Eagle Plaza. Participating entertainment and music venues include: Mr. Tipple's, The Great Northern, Monarch, Madrone Art Bar, Bottom of the Hill, El Rio, Neck of the Woods, Great American Music Hall, Rickshaw Stop, The EndUp, Pandora Karaoke, Kilowatt, Cafe Du Nord, The Chapel, and The SF Eagle.

Visit sflive.org for more information.

Initiative: Entertainment Zones



"Front Street Rendering" courtesy of Gensler

In June 2024, the Board of Supervisors approved Mayor Breed's legislation to make San Francisco the first city in the state to create new Entertainment Zones (Ez) Downtown and in neighborhoods across the City. The legislation is sanctioned under Senate Bill 76, authored by State Senator Scott Wiener.

Within the new Entertainment Zones, restaurants and bars will be permitted to sell alcoholic beverages for consumption during outdoor events and activations. In May 2024, Mayor Breed announced Front Street, between California and Sacramento streets, as the first Entertainment Zone to be designated in San Francisco.

The Board's approval expanded the pilot program to other neighborhoods. Businesses and organizations across San Francisco have expressed interest in establishing Entertainment Zones. Future Entertainment Zones are planned for in Union Square, Mid-Market, and Thrive City in Mission Bay.

Initiative: ENRG Grants

OEWD launched the new Entertainment & Nightlife Revitalization Grant (ENRG). The grant awards fourteen qualifying projects up to \$50,000 to produce live performances and creative outdoor events connected to businesses across Downtown, including Mid-Market, Civic Center, Tenderloin, SoMa, Financial District, Union Square, Yerba Buena, and the East Cut.

Eligible program expenses awardees are allowed to use for reimbursement include permitting costs, planning expenses, marketing material and design, event coordination, food & beverage, artists stipends, equipment, and on-site staff.

Community Economic Development

The Community Economic Development (CED) Division is committed to advancing racial equity, diversity, and inclusion in San Francisco’s local economy and meeting the needs of local residents by strengthening small businesses, supporting commercial districts, and building community capacity.

In pursuit of these objectives, CED offers programs that are designed to provide focused assistance that meets the specific needs of San Francisco’s neighborhood commercial corridors by leveraging existing programs from across multiple City departments and nonprofit partners.

In FY 23-24, CED grant awards totaled more than

\$12 million



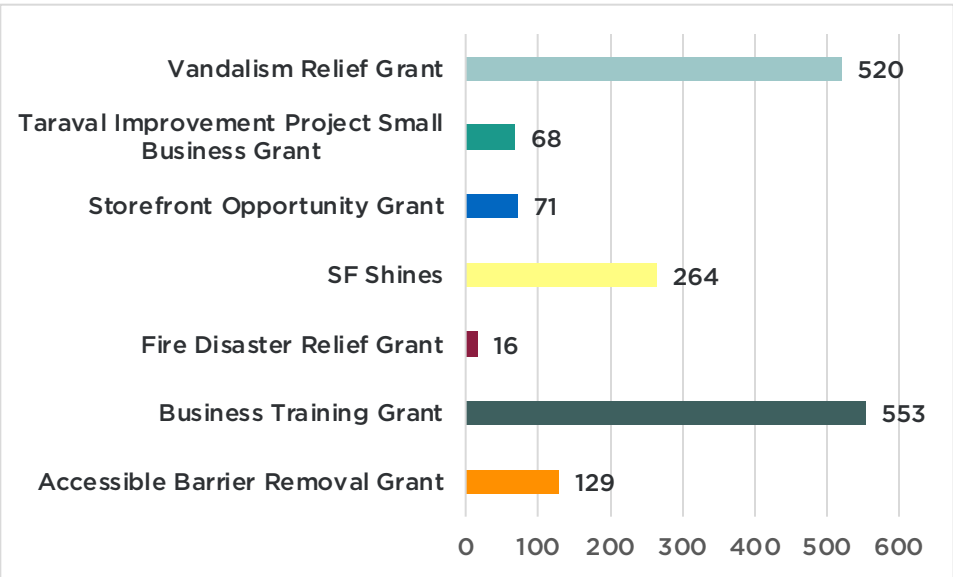
UNDSCVRD Block Parties that drew approximately 13,000 attendees.

Grants from CED

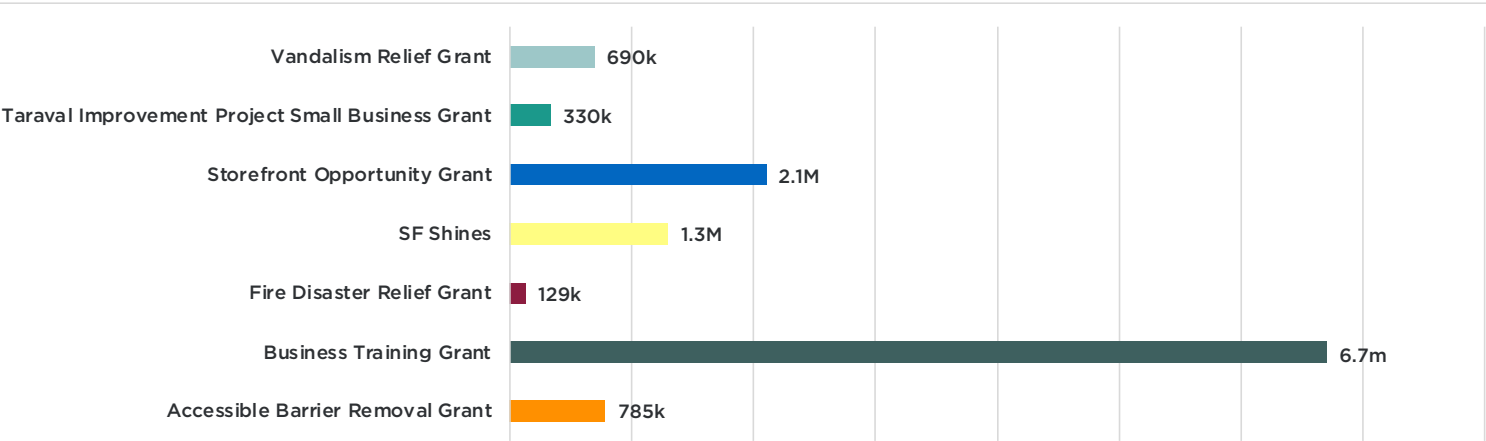
Grant Programs are designed to strengthen small businesses or support commercial districts. They are created in collaboration with community stakeholders, acting as guides for policy and program development and implementation, while also shaping investments, project grants, and initiatives to address neighborhood needs and objectives. Activities range from working with existing businesses and connecting them with available City resources, to activation of public spaces with events to attract people to the area, to neighborhood branding and marketing campaigns.

One of the sentence above was created with Chat GPT

Number of Grants Awarded



Amount Awarded



Community Benefit Districts

For nearly 25 years, neighborhoods across the city have been served by Community Benefit Districts. Each district is deeply unique and home to residents, small businesses, public spaces, and vast histories that forge one-of-a-kind identities.

CBDs (also known as BIDs or Business Improvement Districts in other areas) are formed when property owners vote to assess themselves, funding services like cleanliness, safety, marketing, and economic development that go beyond what the City provides.



Community Champions

This year, the Tenderloin Community Benefit District celebrated **15 years of its community-driven Safe Passage program**, in which local resident volunteers guide children to and from school while monitoring sidewalks and redirecting foot traffic away from negative activity.



Stewards of the Public Realm

Cleaning services that ensure safe navigability in the public right-of-way are the backbone of the CBD program. Common services covered include litter removal, power washing of sidewalks and streets, graffiti removal, and unique cleaning partnerships to address neighborhood-specific challenges. In FY 23-24, SOMA West CBD lead the way in litter removal averaging **62,194 total pounds** of garbage removed on a monthly basis.



Private-Public Partners at Work

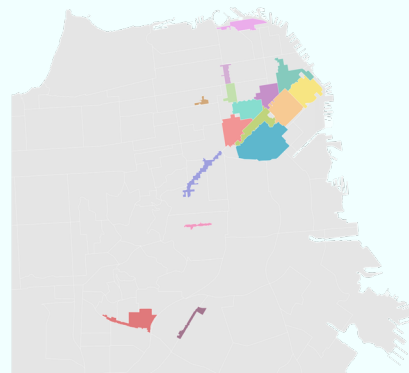
Alongside CBD leaders, Mayor Breed unveiled her HEART action plan to enliven the premier retail and hospitality districts of Union Square and Yerba Buena.

Partnerships like this between neighbors, civic organizations, and the City help to spur interest, economic activity and community well-being, including supporting the incredible array of arts, cultural and commercial attractions in Community Benefit Districts.

Get to know your local CBDs:

- Castro
- Civic Center
- Discover Polk
- Downtown
- The East Cut
- Excelsior**
- Fisherman's Wharf
- Japantown
- Lower Polk
- Mid-Market
- Noe Valley
- Ocean Avenue
- SOMA West
- Tenderloin
- Union Square
- Yerba Buena

In FY 23-24, San Francisco welcomed its newest CBD located in the Excelsior District



Spotlight: 2024 Storefront Grantees



Healing Cuts

With OEWD's grant support, Healing Cuts owner Ismeal De Luna is opening a new storefront space next door to his original location at 2350 Market Street.

"Thanks to Mayor London Breed's investment in the Storefront Opportunity Grant program and continuous help from the Office of Economic and Workforce Development, I was able to open a second location to expand my services for the community in the heart of the Castro and all of SF." - Ismeal De Luna owner of Healing Cuts



Sarap Shop

The Sarap Shop is proudly a family-owned, Bay Area-based cafe, caterer, and creative food studio. They specialize in inclusive first-gen Filipino comfort food, products, and experiences, featuring lots of vegan, vegetarian and gluten-free options. They are best known for their Sisig Carbonara, Halo Halo Milk Tea, Sea Salt Leche Flan Coffee, and Longanisa Dirty Dog. They are also the first to bring vegan Lumpia to market with Impossible Foods. They have a history making stand at the Golden State Warriors Chase Center Arena, and opened their new HQ in the SOMA Pilipinas Filipino Cultural District.

"We love that San Francisco has a large community of business owners who care as deeply about community and progressive systems change as they do about their craft and economic performance. We're proud to work alongside so many amazing business leaders who dare to change things for the better not just for themselves but for the collective." - Sarap Shop

Joint Development

The Joint Development Division of the Office of Economic and Workforce Development works on behalf of the Mayor and the City of San Francisco to manage large public and private real estate development projects, to advance financial tools that increase development, and to manage real estate policies and legislation.

The Joint Development Division is committed to fostering sustainable development and enhancing public benefits through strategic partnerships and effective project management. Our accomplishments this year demonstrate our dedication to making San Francisco a better place to live, work, and thrive. As we move into the next year, we will continue to build on our successes, seeking innovative solutions and new opportunities to serve the community. Our focus will remain on creating inclusive and sustainable developments that benefit all San Franciscans.

Key Achievements:

Proposition C Office-to-Housing Conversions Tax Waiver

Proposition C, which provides a tax waiver for office-to-housing conversions, received approval this year. The transfer tax exemption will apply to property owners who secure approval to convert commercial property to housing before 2030. This initiative aims to repurpose unused office space, particularly in Downtown, to address the housing shortage in San Francisco, promoting efficient land use and supporting the City’s housing goals.



Stonestown Development Agreement

The approved Stonestown development agreement will maintain the existing mall while transforming the surrounding parking lots. This project will add nearly 3,500 new homes, six acres of parks, plazas, and open spaces, as well as new childcare and senior center facilities. Additionally, it will improve parking and access for all users of the mall and neighborhood.



Power Station & Enhanced Infrastructure Financing District (EIFD)

We have established the San Francisco Enhanced Infrastructure Financing District (EIFD) No. 1 (Power Station) to finance public capital facilities and projects of communitywide significance related to the Potrero Power Station project. The EIFD will support infrastructure improvements and public amenities, enhancing the overall quality of life for residents and fostering economic growth in the area.



Treasure Island Legislation

The Treasure Island development project will include up to 8,000 homes, 140,000 square feet of new commercial and retail space, 100,000 square feet of new office space, a 500-room hotel, and 300 acres of parks and public open spaces. This transformative project also features a town center, a ferry terminal, a retail district, a plaza, and a 400-slip marina, ensuring a comprehensive and sustainable community development. Recent legislation led by Joint Development will advance public revenues into the project in order to maintain the transformative project’s construction momentum.

Film SF

Film SF and the San Francisco Film Commission champion filming in San Francisco to support a diversity of storytellers and our thriving production community. As a division of the Office of Economic Workforce Development, we strive to:

- Attract filmmakers to this cinematic city and support our local storytellers to foster filming in order to stimulate economic development
- Create jobs and promote local spending
- Share the beauty of the City with the rest of the world, which attracts tourism and strengthens our economy

Film and media production is an economic engine that drives job creation, economic stability and sustainability of the City and its residents.

Notable Productions in FY23-24:

Feature Films

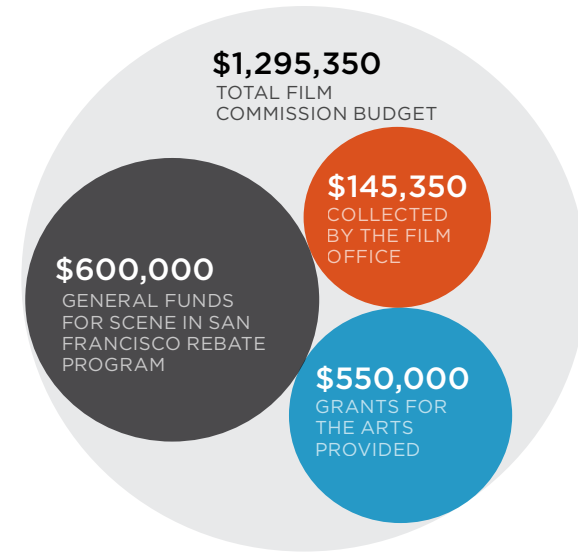
Dos Lados
Lady Champagne
Splash City
Project Brick Breaker
Josephine
A Classic Spy
Mr. Throwback
Amazing Train Journeys - California Coast
Mae Powell "Where Does Love Go"
Paris '59
Q Project

Commercials

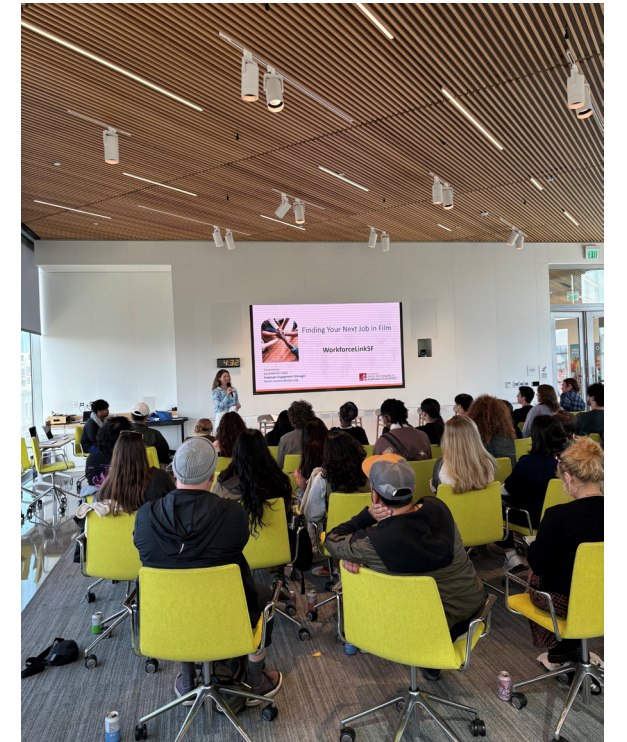
Airbnb
 Constant Contact
 Food Network
 Levi Strass & Co
 Visa

Web

APEC "Welcome Leaders"
 Escape from Alcatraz Triathlon
 SF Travel
 Visit CA



This fiscal year saw the highest number of projects use our incentive since 2013. The five features films combined shot 100 days in SF, hired more than 1450 SF locals, spent more than \$3.6 million on a wages with over \$7.2 million in direct spending in San Francisco, for a total of \$10.9 million of economic impact.



Co-presented by BAVC Media, BAYCAT, Film SF, and OEWD, this panel and workshop was geared towards up-and-coming film and media professionals interested in gaining hands-on experience in production.



Following the successful launch last year, San Francisco's film and media arts organizations hosted a second annual "Spotlight on SF" filmmakers' reception in Park City, Utah, during the esteemed Sundance Film Festival and Slamdance Film Festival.



Workforce Development

OEWD's Workforce Division trains and connects San Franciscans to sustainable jobs with career growth opportunities and promotes prosperity for all residents, including unemployed and underemployed residents. The Workforce division supports workers by:

7031

Enrolled into
Workforce Services

- **Designing programs and promoting services that respond to the needs of job seekers**
- **Coordinating, refining and maintaining city-wide strategies and policies to maximize hiring opportunities for all San Franciscans**
- **Engaging all stakeholders such as employers, educational institutions, and service providers to train residents in the skills needed to find and retain quality jobs**

Through a network of job centers and community organizations, Workforce provides zero-cost services and resources to job seekers, including job search help, career planning, job fairs and hiring events, free computer and internet access, and access to education and training.

Our Workforce Division also connects employers with skilled, local talent. The Employer Services team helps San Francisco employers attract, grow, and retain a diverse workforce through recruiting services, community partnerships.

Learn more at: oewd.org/workforce



Joint Job and Resource Fairs

OEWD's Workforce Division hosts several large-scale job and resource fairs. Through these job fairs, hundreds of job seekers are able to access direct employment opportunities with employers and community organizations.

The 2nd Annual Student Resources and Internship Career Fair at City Hall on January 30th was a partnership between OEWD and the Human Rights Commission's Opportunities for All program, the San Francisco Unified School District, and the Department of Children Youth and their Families. The fair featured OEWD Young Adult Services, youth friendly employers, public summer employment programs, and resume assistance stations. Students attended the fair from alternative high schools across San Francisco and signed up for Opportunities for All Internships.

The Workforce division also shared hospitality job opportunities through the Saluhall Hiring Event at the Goodwill Comprehensive Job Center on February 29th and the 3rd Annual Hospitality & Small Business Job Fair at the Ferry Building on May 8th.



Thank you OEWD for always putting behind valuable resources for our community. I've seen this program change lives, I've seen people get training, and people get careers. It is such a gift!

– Healthcare Academy graduate

Committee on City Workforce Alignment (CCWA)

OEWD's Workforce Division is charged with convening the Committee on City Workforce Alignment, a 17-member public body comprised of City employees, community members, and labor representatives to coordinate workforce development services across the City & County of San Francisco to make them the most effective for San Francisco residents. Members of CCWA include elected officials from the San Francisco Board of Supervisors, the Human Rights Commission (HRC), Human Services Agency of San Francisco (HSA), Department of Children, Youth and Their Families (DCYF), Department of Human Resources (DHR), Public Utilities Commission (PUC), Public Works (Public Works), Department of Public Health (DPH), Department of Homelessness and Supportive Housing (HSH), Adult Probation Department, Self-Help for the Elderly, Young Community Developers, Northern California District Council of Laborers, Hospitality House, Bay Area Community Resources, and San Francisco Building and Construction Trades. This year, CCWA created and published a five-year plan that catalogs the City's existing workforce development services, the City's anticipated workforce development needs, documents, partnerships, and mission alignment across the entire workforce development system. The plan also identifies benchmarks, goals, and strategies for all workforce development services in San Francisco.



CityBuild Recognized National Model

Cornell University's Climate Job Institute published a best practices report for construction apprenticeship readiness programs and featured CityBuild as a national model. CityBuild pre-apprenticeship construction cohorts served 160 trainees to be placed in construction trade apprenticeships this year, including in the CityBuild Pro/Construction Administration and Professional Services Academy (CAPSA). CAPSA places trainees into administrative positions with local construction companies. CityBuild also published the annual Local Hire for Construction Report, which highlighted 56 construction projects covered by San Francisco's Local Hire Policy. In 2023, local residents performed 49% of all reported apprentice work hours.

Office of Small Business

The Office of Small Business (OSB) is the City’s central point of information for small businesses located in San Francisco.

We provide high-quality direct services and programs, drive practical policy solutions, and serve as a champion for San Francisco’s diverse small business community.

Since expanding our services to include commercial leasing and permitting support in FY2022-23, the number of cases managed by the Office of Small Business has continued to increase. Between FY2022 to 2024, our office experienced 19.4% increase in the number of businesses we assisted.

Further detail about OSB’s successes can be found in its [Annual Report](#).

5799

of cases managed by Office of Small Business staff in FY23-24

1293

of cases managed by the Small Business Permitting team

207

of businesses provided leasing support, resulting in 37 signed leases

New Leasing Resource

In June 2024, we launched a new [online resource](#) for business owners to conduct their own initial search of available commercial spaces in San Francisco. Our Commercial Leasing Specialist supported 207 business owners in searching for spaces and advising on leasing review, resulting in 37 signed leases.

Permitting Improvements

Our office worked on legislation sponsored by Mayor Breed to adopt a package of over 100 changes to the Planning Code to streamline commercial permitting and allow for greater business flexibility. The legislation took effect January 2024. Subsequent legislation that took effect April 2024 allows Nighttime Entertainment Uses as principally permitted on the ground floor in the Polk Street Neighborhood Commercial District.



Legacy Business Passport

During Small Business Week (May 2024), we launched a Legacy Business Passport, encouraging residents and visitors to explore as many San Francisco Legacy Businesses as possible. Those who collect stamps from 25 businesses by December 20, 2024 can receive a goodie bag from our office.