



OFFICE OF ECONOMIC AND WORKFORCE DEVELOPMENT

ANNUAL REPORT

2024 / 2025

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Grand Opening of Junbi Matcha

OEWD

MISSION

The Office of Economic and Workforce Development advances equitable and shared prosperity for San Franciscans by growing sustainable jobs, supporting businesses of all sizes, creating great places to live and work, and helping everyone achieve economic self-sufficiency.

LETTER FROM OUR EXECUTIVE DIRECTOR

Stepping into this role has been both rewarding and energizing. I'm deeply grateful to OEWD staff who represent the strongest team I've ever worked with and set the highest bar for public service, our city partners, community organizations, small business owners, large employers, and residents who share the passion of growing San Francisco's economy. Over the past year, our team has remained focused on balancing immediate improvements with proactive, long-term investments that support a strong and welcoming downtown while ensuring communities throughout the city continue to thrive. This commitment to the communities we serve, measurable outcomes and impact continue to guide our work.

Across the department we advance the fundamentals of economic development. In FY 2024–2025, OEWD broadened access to quality careers through direct training, community partnerships and programs nationally recognized for apprenticeship readiness and innovation. Collaboration with neighborhood and business partners brought new energy into commercial corridors and helped business start, stay and grow. We strengthened San Francisco's creative economy—supporting local jobs, film production, and the cultural vibrancy that defines our city. And we moved forward on tax policies and initiatives that remove unnecessary barriers, leverage private investment for public good, supports adaptive reuse and accelerates housing citywide.

Looking ahead, our strategic goals build on this momentum – focusing workforce pathways aligned with both employer and job seeker needs; taking a deeper, citywide approach to corridor vitality that simplifies how businesses engage with the city; sustained investment in our evolving downtown paired with pro-housing policy work; streamlined permitting and direct investments in small business; and creative initiatives that keep San Francisco's cultural identity front and center. Together, we will keep creating the conditions for a diverse, inclusive economy in a city where people are excited to live, work, learn, shop, eat, and play.



Anne Taupier
Executive Director
Office of Economic & Workforce Development



BUDGET OVERVIEW

Economic Development	\$74,600,000
Joint Development	\$15,200,000
Film SF	\$900,000
Workforce Development	\$46,100,000
Office of Small Business	\$3,800,000
TOTAL	\$140,600,000

**Grants awarded to small businesses and entrepreneurs:
 \$7,919,830**





DOWNTOWN ON THE RISE

Downtown San Francisco generates 40% of the City’s tax revenue, making it central to the city’s comeback. Over the past year, OEWD advanced key investments to accelerate downtown’s recovery and set the stage for a vibrant, 24/7 neighborhood where people live, work, learn, and play.

IN THIS SECTION:

- STOREFRONT ACTIVATION
- NIGHTLIFE INITIATIVES
- VIBRANT STREET ACTIVATIONS
- MARKETING CAMPAIGN
- JUMPSTARTING CONSTRUCTION OF NEW DOWNTOWN HOUSING
- KEY PERFORMANCE INDICATORS

STOREFRONT ACTIVATION

Expansion of Vacant to Vibrant

The FY24–25 budget allocated \$3 million to support a two-year expansion of the popular Vacant to Vibrant program, a public-private partnership between OEWD and the nonprofit SF New Deal. Launched in 2023, the program connects small businesses, artists, entrepreneurs, and cultural organizations with property owners to transform vacant storefronts into pop-up activations and community spaces—bringing new energy to downtown.

This new funding expanded the program to Powell Street, activating a key visitor corridor with storefront beautification efforts and new tenants aimed at drawing long-term businesses.

In April 2025, **Mayor Daniel Lurie announced three new storefronts** joining the program:

- Al Pastor Papi, a beloved taco purveyor from chef Miguel Escobedo opened its first brick-and-mortar at 232 O’Farrell Street.
- Nooworks, a Mission-based, women-owned fashion brand known for its vibrant artist-designed prints, located at 236 Powell Street.
- Craftivity, a Bay Area arts studio offering hands-on creative experiences, is now open at 215 Fremont in the East Cut.

These businesses build on the success of the program’s first Powell Street pop-up, Taylor Jay, an Oakland-based, Black-woman-owned fashion brand that opened at 220 O’Farrell Street in December 2024. With the City’s multimillion-dollar investment, Vacant to Vibrant continues to bring storefronts to the Powell Street corridor and to other locations across downtown—signaling momentum in the city’s recovery.



Photos courtesy of SF New Deal



“Union Square has always been a vibrant part of San Francisco, and I’m honored to bring Al Pastor Papi to this iconic neighborhood. After taking time to focus on my health and family, I’m excited to share our beloved al pastor menu with the community once again. This pop-up represents a new chapter for us, and I can’t wait to welcome both longtime fans and new customers to our O’Farrell Street location.”

- Miguel Escobedo, Chef and Founder of Al Pastor Papi

“Union Square is such an iconic part of the city, and we’re excited to bring our colorful and creative energy to a new corner of San Francisco... This pop-up is a chance for new folks to discover the art, color, and community that define Nooworks.”

- Jen D’Angelo, Founder of Nooworks

“We believe that creativity brings people together—and that’s exactly what we hope to spark in the heart of San Francisco. Opening our doors at 215 Fremont through Vacant to Vibrant allows us to share the joy of making with even more teams, friends, and curious minds across the city,” “Whether you’re pouring concrete for a lamp, eco-dyeing with flowers, or creating texture art on canvas, Craftivity is here to help you reconnect, recharge, and rediscover the creative spark we all carry.”

- Mary Lee, Founder and Chief Craftivist at Craftivity



Downtown SF Vibrancy Loan Fund

In partnership with Main Street Launch and private funders, OEWD launched a new \$3.6 million loan and grant program to assist small businesses with filling vacant storefronts Downtown. **The program has led to the opening of 13 new storefronts in previously vacant spaces in downtown.**

These loans provide capital to those who experience barriers to accessing traditional banking services. Loan amounts are up to \$100,000 with a 4% interest rate for qualifying businesses. In addition, qualifying loan recipients also receive an Open Downtown Grant, that provides \$50,000 to support their launch.

Businesses were awarded \$1.3 million in city loan capital, and three businesses leveraged an additional \$300,000—bringing total loans for Downtown Vibrancy Loan Fund recipients to \$1.6 million. In addition, these businesses received \$600,000 in grants from OEWD, increasing the program’s overall impact to \$2.2 million.

Leasing Assistance

The city’s leasing team provided technical assistance to help 8 small businesses open new storefronts downtown.

NIGHTLIFE INITIATIVES

Entertainment Zones Take Off

State Senator Scott Wiener’s SB 76, signed into law in 2023, paved the way for San Francisco to establish the first entertainment zone in California. That vision became reality on September 20, 2024, when the Front Street Entertainment Zone officially launched with Oktoberfest on Front. The event was a huge success—drawing thousands of attendees, boosting participating businesses’ revenues by up to 1,500%, and setting a precedent for how entertainment zones could drive both economic recovery and community vibrancy.



Nightmare on Front Street. Courtesy of Anthony Presents



Participating establishments included Schroeder’s, Harrington’s Bar & Grill, and Royal Exchange. Building on that momentum, Front Street hosted Nightmare on Front Street and Let’s Glow SF, which together with Oktoberfest attracted more than 21,000 visitors. These events demonstrated the entertainment zone’s power to reimagine public space, support local bars and restaurants, and create a replicable model for similar activations across the city.

Capitalizing on the Front Street success, Supervisor Aaron Peskin introduced the Greater Downtown Community Benefit District Master Permitting for Entertainment Activation Program (File #240804) on July 30, 2024. The ordinance passed on October 11, 2024, designating a network of downtown corridors and alleys as entertainment zones. The new zones included:

- Annie Plaza (Annie Street between Market and Stevenson)
- Balance & Gold (Balance Street between Gold Street and Jackson Street; Gold Street between Sansome and Montgomery)
- Claude Lane (between Bush and Sutter)
- Front Street (between California and Sacramento)
- Harlan Place and Mark Lane (Harlan Place east of Stockton; Mark Lane between Harlan and Bush)
- Jessie Alleys (Jessie West between Mission and Fifth; Jessie East between Mission and Fourth)
- Landing at Leidesdorff (Leidesdorff Street between Sacramento and Clay; Commercial Street between Montgomery and Sansome)
- Maiden Lane (between Stockton and Kearny)
- Minna Alley (between Second and New Montgomery)
- Natoma Street (between Second and the Salesforce Transit Center)
- Second Street (between Market and Howard)

On September 3, 2024, former Mayor London Breed and Supervisor Matt Dorsey introduced additional legislation to expand entertainment zones to Mid-Market, Maiden Lane, Mark Lane/Harlan Place, and Thrive City, signaling the program's rapid growth. By December 2024, Mayor Breed and Supervisor Rafael Mandelman further extended the model into neighborhoods with the Cole Valley Entertainment Zone. In February 2025, Mandelman introduced the Castro Upper Market Entertainment Zone, the city's largest zone to date.

By mid-2025, entertainment zones had become a cornerstone of San Francisco's economic recovery. In May 2025, Mayor Daniel Lurie signed legislation establishing five new zones citywide: Valencia Street, Pier 39, Ellis Street, Folsom Street, and Yerba Buena Lane, bringing the total to 21 adopted or pending zones.

Expanding Nightlife Options



Photo courtesy of the Office of Mayor Daniel Lurie.

In February 2025, Senator Scott Wiener and Mayor Daniel Lurie announced SB 395, legislation aimed at revitalizing downtown San Francisco by encouraging new nightlife venues in Union Square and Yerba Buena. Bars, restaurants, and entertainment are key to diversifying these office-heavy neighborhoods and attracting more visitors.

California law had capped new liquor licenses at one on-sale general license per 2,000 residents per county. San Francisco reached that limit nearly 80 years ago, forcing new businesses to purchase costly licenses on the secondary market—often exceeding \$200,000—creating a barrier for small operators and those needing significant tenant improvements.

OEWD helped draft and advise on the legislation, ensuring it supported small businesses and the city's broader economic recovery goals. SB 395 authorizes the City and County of San Francisco to designate a hospitality zone within which the Department of Alcoholic Beverage Control (ABC) could issue up to 20 new on-sale general liquor licenses, helping diversify downtown offerings and accelerate economic growth.

Grants

OEWD in partnership with local nonprofit SF New Deal, launched the Entertainment & Nightlife Revitalization Grant (ENRG) program to help activate downtown and foster an arts and cultural hub. Fourteen local entertainment and nightlife businesses and neighborhood organizations received grants of up to \$50,000 to produce a diverse array of weekend and evening programming across downtown neighborhoods.

In SoMa and Yerba Buena, projects by The Stud, Buena Vida Cantina, 1015 Folsom, Oasis, The Foundry with the production "How to Find an SF Apartment in 30 Days", and Executive Order Bar + Lounge enlivened the neighborhoods with new performances, murals, and educational programs.



Photos courtesy of SF New Deal

In Mid-Market, Civic Center, Union Square and the Tenderloin, activations included Mr. Tipple's in collaboration with Dawn Club, Black Cat, Keys Jazz Bistro, 620 Jones, as well as Harlan Records and Iron Horse. They brought new music to the streets, created a 'jazz passport' to encourage audiences to explore live music venues, and supported the development of new entertainment zones.

In the Financial District and East Cut, projects by Noise Pop and Skylight Studios, Downtown SF Partnership and the Crossing at East Cut Community Benefit District activated new venues, funded the creation of the inaugural entertainment zone on Front Street, and supported theatrical and circus productions.

Participating businesses reported that ENRG grants enabled them to increase community programming while also building capacity. Grantees like Oasis Arts and The Foundry were able to offer expanded live productions, while The Stud and Harlan Records were able to enhance their offerings and develop new strategic partnerships.

VIBRANT STREET ACTIVATIONS

Spotlight: Union Square

OEWD contracted with Biederman Redevelopment Ventures Corporation (BRV), a leading placemaking consulting firm, to reimagine Union Square with 200 days of programming and activations. Credited for transforming Bryant Park in New York City and for overseeing successful activations at Salesforce Park, BRV works with local businesses, performers and groups to bring energy to Union Square, highlighting the diverse and exciting activities San Francisco and downtown have to offer. Programming varies from arts and crafts, lunchtime performances, and activities for people of all ages to enjoy together and will complement San Francisco's hallmark civic celebrations. BRV also surveyed a positive satisfaction rate of 99.3% as well as a 90% highest satisfaction rate during their surveying.

In its full 10-month pilot span the plaza saw:

- 796,000 total visits
- 3,207 average daily visits
- 246 days of programming
- 404 free programs provided
- 28,146 program attendees with 59% of that total being women and children
- 56 local vendors participated

“This another exciting development for Union Square and further proof that the ongoing renaissance of downtown San Francisco is set to continue. As shoppers and visitors return to our world-class retail spaces, they’ll enjoy a variety of free, fun, and captivating activities through the year. There’s something for everyone in Union Square.”

- Marisa Rodriguez CEO of the Union Square Alliance

S.F. plans for ‘200 days of programming’ in Union Square in 2025 | *San Francisco Examiner*

Union Square’s big year is getting even bigger | *San Francisco Examiner*

Other activations supported by OEWD in Union Square included:

- **Tulip Day**, a beloved event for visitors and residents alike, drew **50,000 attendees** on the day.
- **Union Square in Bloom**, ran from March to August, saw roughly **7 million visitors** in that timeframe enjoyed the beautiful blooms festooning buildings and bus stops and entertainment.
- **Winter Walk** (December 13–22) featuring holiday decor, vendors, activations, and performances and the Holiday Ornament Trail along Powell Street **drew more than 1 million people** during the holiday season, an increase of 104% compared to the rest of 2024.



Top row: photos courtesy of Union Square Alliance
Bottom row: photos courtesy of Biederman Redevelopment Ventures



Photos courtesy of Into the Streets

Bhangra & Beats Night Market

Launched in 2023, the Bhangra & Beats Night Market quickly established itself as a signature San Francisco event. The celebration returned in FY24–25 with free night markets on May 10, July 12, and September 13, culminating on November 15 with the City and County of San Francisco’s inaugural Diwali Celebration.

- The event drew more than 40,000 attendees to Downtown, generating over \$1.7 million in local spending.
- 44% of attendees surveyed reported patronizing downtown businesses before or after the event

“Vibrant cultural activations that boost the nightlife economy are paramount for San Francisco’s comeback and renaissance, reshaping the way people interact with public spaces while supporting our local businesses.”

- According to Robbie Silver, Executive Director of Downtown SF Partnership

“New Delhi Restaurant is the oldest Indian Restaurant in San Francisco. Along with being the first and only Indian restaurant to become a San Francisco Legacy Business, we have been in the business of educating people about the beauty and wonder of India. Finally seeing our Indian culture represented in the streets via Bhangra & Beats brings us such joy. This program has also lent us a hand to survive the ongoing effects of COVID. We’re excited to see people fill the streets once again.”

- Chef Ranjan Dey, owner of New Delhi Restaurant

Let’s Glow SF Holiday Celebration

OEWD and the Downtown SF Partnership partnered on the city’s fourth annual Let’s Glow SF, the largest holiday projection mapping show in the country.

With additional OEWD funding, the 2024 program expanded to seven iconic buildings, featuring large-scale animated light installations by 13 international artists and award-winning design studios, plus a new installation at the East Cut Crossing. The expanded footprint brought holiday projections to Yerba Buena and the East Cut—including Annie Alley and the PG&E Substation at 425 Folsom Street—while also lighting up landmarks like the Ferry Building and Salesforce Tower’s LED panel.

Running December 6–15, 2024, Let’s Glow SF offered nightly shows from 5:30–10 p.m. and featured an all-ages block party on December 13 at Front Street. Throughout the 10-night event, attendees could explore 16 participating bars and restaurants through the Let’s Glow SF crawl, with specials ranging from prix fixe menus to holiday-themed cocktails. Together, these activations drew tens of thousands of people downtown, creating a festival-like atmosphere that significantly boosted foot traffic and sales for participating businesses.



Photo courtesy of Downtown SF Partnership

The FY24–25 event series attracted 87,200 attendees who spent over \$13.2 million at downtown businesses.

“Let’s Glow SF is a shining example of how innovative programming can revitalize our streets and bring communities together. San Francisco has been on its way up, and events like this are the way forward in driving our city’s economic recovery and setting the stage for a vibrant future.”

- Robbie Silver, President and CEO of the Downtown SF Partnership

“Activations that highlight the strengths of Downtown—walkability, architecture, innovation, and people connecting with each other—are essential as we demonstrate all that downtown San Francisco can be.”

- Andrew Robinson, Executive Director, The East Cut Community Benefit District



Photos courtesy of SF New Deal

“Let’s Glow SF shines a bright light on how downtown is embracing creativity and a shared commitment to a thriving future by diversifying its attractions. This event is a testament to the power of public art in strengthening the City’s cultural and economic fabric.”

- Scott Rowitz, Executive Director, Yerba Buena Partnership

MARKETING CAMPAIGN

It’s Happening Downtown

In partnership with Johnny Hayes at Funandcheap.com, we launched a dedicated downtown events calendar, giving the public a trusted, centralized source for information. The beta page went live, along with a free submission portal for downtown venues, and Johnny offered to create customized portals for interested organizations. We encouraged partners to add their events and share the link in their newsletters, noting that the calendar’s value depended on strong content. Once the page was built out, OEWD launched a Muni campaign to get the word out and distributed postcards to downtown venues.

Live music, street parties, museums, theater and so much more. Take transit to the action.

FunCheap.com/DowntownSF

San Francisco Office of Economic & Workforce Development | FUNCHEAPSF | SFMTA

Revised by May 2025

Left to right: Front Street Entertainment Zone; UNSTAGED First Thursday Block Party; Alyse Paritz Photography / Market Street Arts; Front Street Entertainment Zone; Carlos Villa; Worlds in Collision, Asian Art Museum; Tulip Day in Union Square, courtesy of the Union Square Alliance

JUMPSTARTING CONSTRUCTION OF NEW HOUSING DOWNTOWN



OEWD is spearheading work to create more housing downtown in an effort to create a vibrant 24/7 neighborhood where people can live, work, and play. OEWD, in coordination with the Planning Department, has established a Commercial-to-Residential Adaptive Reuse Program that includes a package of financial and regulatory incentives focused on projects that will convert commercial office buildings into new housing. This initiative has the dual benefit of bringing residential uses downtown while also repositioning downtown’s older underutilized office stock.

In March 2024, San Francisco voters approved a ballot measure to waive real estate transfer taxes on the first transfer of a property after conversion from commercial to residential use, providing an early incentive for downtown revitalization. Building on this momentum, in September 2024, OEWD advanced new legislation co-sponsored by Supervisors Matt Dorsey and Danny Sauter, to waive development impact fees and inclusionary housing requirements for office-to-housing projects in downtown zoning districts. This legislation was passed in March 2025 and covers the first 7 million square feet of conversions. The proposal also called for the indefinite extension of the Commercial-to-Residential Adaptive Reuse Program—originally set to sunset in 2028—a package of zoning waivers and permit streamlining measures to encourage adaptive reuse.

This program also included an Adaptive Reuse Information Sheet clarifying Building and Fire Code requirements that was published by the Department of Building Inspection to outline alternative compliance methods for adaptive reuse projects, giving developers clearer guidance to move projects forward. OEWD led a working group of architects, engineers, developers and community stakeholders to advise DBI on this process.

In June 2025, OEWD advanced a final key financial incentive for conversion projects when Mayor Lurie signed legislation to initiate San Francisco’s first Downtown Revitalization Financing District. Enabled by Assembly Bill 2488, authored by Assemblymember Phil Ting and effective earlier that year, the new district provides an annual incentive payment to make office-to-housing conversions more feasible. AB 2488 authorizes San Francisco to reinvest incremental property tax revenue generated by residential conversions back into these projects—offsetting one of the largest recurring costs for building owners and helping to close the financing gap.

The initiating legislation, co-sponsored by Board President Rafael Mandelman and Supervisors Matt Dorsey, Danny Sauter, Bilal Mahmood, Stephen Sherrill, and Joel Engardio, was passed unanimously by the Board of Supervisors. The district includes the Market Street corridor from the waterfront to Civic Center, the Financial District, Union Square, and the East Cut, Rincon, and Yerba Buena neighborhoods.

“These office-to-housing conversions will get more homes downtown and more feet on the street. Amid already rising foot traffic in downtown San Francisco, this ordinance is one of the many reasons to be optimistic about San Francisco’s future.”

- Jim Wunderman, President and CEO of the Bay Area Council

“Combined with the city’s prior efforts to reduce impact fees and transfer taxes on conversions, we anticipate that the creation of this financing district will lead directly to the conversion of numerous downtown office buildings into much needed housing, which will bring energy and activation to the streets of downtown San Francisco.”

- Marc Babsin, President of the Emerald Fund

The Financing District that is expected to launch in early 2026. Preliminary analysis suggests there are approximately 50 buildings within the district—representing the potential for roughly 4,400 new homes—that are strong near-term candidates for conversion based on their size, age, condition, and vacancy rates.

San Francisco’s new financing district draws inspiration from New York City, where a similar tax-increment strategy in the late 1990s and early 2000s spurred the conversion of obsolete office space into more than 12,000 residential units in Lower Manhattan. Together, the collection of programs and incentives for office-to-housing projects represent a catalytic step toward transforming downtown San Francisco into a 24/7 neighborhood that combines jobs, housing, and vibrant public spaces.

“Our office has been laser-focused on finding creative ways to unlock the development pipeline in partnership with developers who are ready to invest big in San Francisco. The post-pandemic economy calls for new and innovative strategies to support our recovery, and this new financing district for commercial-to-residential conversions is the latest in a series of steps we’ve taken to achieve that. We’re already seeing our efforts paying off, and we’ll continue working to do even more.”

- Anne Taupier, Executive Director, OEWD

OEWD has also worked to support housing development Downtown from new construction projects as well. In April 2025, the Board of Supervisors passed legislation introduced by Mayor Lurie and co-sponsored by Supervisor Dorsey and led by OEWD and the Planning Department that significantly increased residential development capacity in the Central SOMA and Transbay plan areas. The legislation removed requirements for a minimum amount of commercial development in these areas to allow development projects to provide more residential units instead.

In October 2024, OEWD led the passage of another ordinance introduced by the Mayor and Supervisor Dorsey that reduced development impact fees for new housing projects in the Van Ness and Market Special Use District of the Market & Octavia Plan to support the development of nearly 3,000 stalled pipeline projects in the area.

DOWNTOWN’S COMEBACK BY THE NUMBERS

Downtown Foot Traffic

- Visitors up more than 5%
- Employees up by approximately 2%



Office Attendance Recovery Steady

- Attendance rebounded to the low 40% range of pre-pandemic levels.
- Hotel occupancy approached 2019 levels, reaching just below 80%



Public Transit

- MUNI ridership experienced a significant rebound, 75% of 2019 levels, reaching a total of 158 million passenger trips. Weekend trips were up 92% compared to 2019. (Source: Muni Matters: Ridership on the Rise | SFMTA)
- BART exits downtown reached a post-pandemic high at 40%



*Data courtesy of Office of the Controller

BUSINESS SUCCESS INITIATIVES



IN THIS SECTION:

- **CREATING OPPORTUNITY AND DRIVING GROWTH**
- **INVESTING IN SAN FRANCISCO'S SMALL BUSINESS SUCCESS CITYWIDE**
- **PERMITTING REFORM**
- **GRANT PROGRAMS**

CREATING OPPORTUNITY AND DRIVING GROWTH

OEWD's Business Development Division drives the city's strategy to attract, retain, and expand businesses across all sectors, supporting San Francisco's long-term economic competitiveness. In addition to leading downtown activations and the entertainment zone initiative, the division acts as a central point of contact for businesses of all sizes, focused on targeted sectors including tourism, hospitality, nightlife & entertainment, manufacturing, technology, life sciences, nonprofits, international business, and more.

As the central point of contact for companies considering locating or growing in San Francisco, the team provides customized guidance on permitting, site selection, incentives, workforce resources, and connections to community partners. This concierge approach has helped streamline the path from interest to investment.

OEWD's Community Economic Development Division provides tailored support to small businesses, nonprofits, and community organizations to strengthen San Francisco's neighborhood commercial corridors, public spaces, and business districts. Rooted in the communities they serve, the team offers a wide range of resources, including loans, grants, leasing assistance, technical expertise, and marketing support, in close collaboration with community partners.

The Office of Small Business (OSB), housed within OEWD, serves as San Francisco's central resource for small businesses and provides direct services to businesses at all stages, including business counseling, leasing support, and permitting assistance. In its mission to equitably support, preserve and protect small businesses, OSB spearheads policy and process changes to make it easier to start, run and grow a business in San Francisco.

INVESTING IN SAN FRANCISCO'S SMALL BUSINESS SUCCESS CITYWIDE

Investing in small businesses and commercial corridors is at the core of what we do. Last fiscal year, increased budget support for small businesses enabled us to expand our programs and reach.

Investment Overview

- 1,491 Grants to small businesses and entrepreneurs with a \$7.9 million total investment
- 5,988 businesses received Technical Assistance
- 1,412 Customer Attraction Events
- Hosted 75 international trade delegations

PERMITTING REFORM

PermitSF, an initiative stemming from Mayor Lurie's first Executive Directive, is reforming the City's permitting process to make it customer-centric, fast, predictable, transparent, and unified. The Office of Small Business is part of the leadership team that is driving meaningful reforms by making structural changes. To learn more: [Office of Small Business Annual Report](#).

PermitSF Reforms

- Eliminated permits and fees for sidewalk tables and chairs, and sidewalk merchandise displays
- Reduced permit processing timelines for entertainment uses by eliminating unnecessary steps in the permit review process
- Removed permit requirements and fees for many common business signs
- Eliminated minor encroachment permits for routine tenant improvements

OEWD and OSB provide business counseling, including permitting and leasing support to help owners start or expand a business. Leasing services include reviewing lease agreements, advising on Letters of Intent, and assisting with lease negotiations.

Through OSB's leasing services:

- 53 businesses signed leases
- Approximately 100,000 sq. ft. leased
- Estimated \$232,500 saved by business owners in lease review fees
- 1,350 hours provided to business owners on free consulting and negotiating services

GRANT PROGRAMS

SF Shines

Last year, \$5.9 million was allocated in the City’s budget to support new and existing small businesses with up to \$10,000 or up to \$20,000 in funds for physical improvements and design services with the goal of attracting more customers, enhancing operations, and ensuring compliance with City requirements.

SF Shines Provided

- \$3.1 Million in grants
- 563 Grants
- 419 Businesses Served



Storefront Opportunity Grant

This grant program helps small businesses open new storefronts by providing financial assistance. Last year, we focused on supporting Asian Pacific Islander small business owners and filled 19 vacant storefronts citywide, awarding \$475,000 in \$25,000 grants.



Expansion of Vandalism Grant and Fire Relief

The FY 24-25 budget included \$1.2 million to continue assisting small businesses with unexpected expenses caused by vandalism and fire.

The Vandalism Relief Grant provides up to \$2,000 grants for small business storefront damages. With the expanded funding, OEWD allowed businesses to apply for the vandalism relief grant up to three times per year. The City disbursed \$774,000 and 540 awards to businesses in the form of relief funding.

The Fire Disaster Relief Grant awards up to \$10,000 for businesses that are significantly damaged by a fire for which they were not at fault. Grant funds can help businesses replace inventory and equipment, relocation or repair costs, employee salaries, and other expenses. The City disbursed \$105,000 to 13 businesses.

“The fire collapsed ceilings and flooded our sewing equipment, tools, and fabrics,” said Michael Sanchez, owner of Venezia Upholstery and Drapery, which was one of several businesses impacted by a major fire in West Portal. “The support from the City helped us move only four doors down, begin to rebuild, and continue serving our customers and community.”

SF small businesses spot opportunities in the city’s real estate crash | *The San Francisco Standard*



DLX Skateshop opened in the Mission with support from an SF Shines grant



Holiday Market at San Francisco Centre



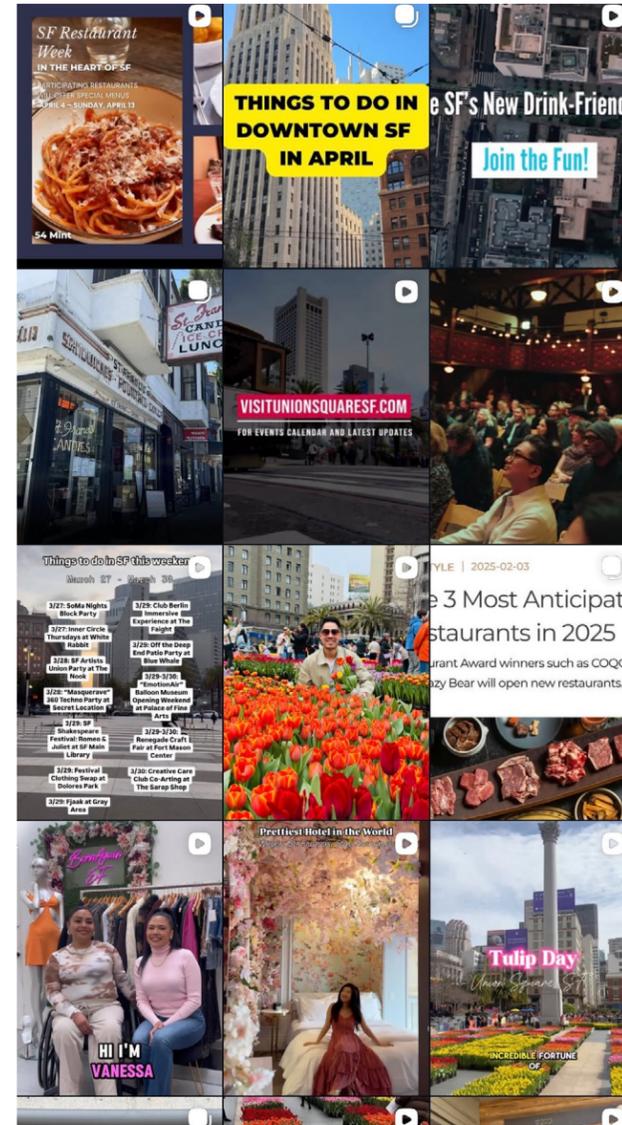
Shop Dine SF

Last fiscal year, we leveraged the Shop Dine SF marketing platform to run a series of campaigns tied to cultural celebration months—including Latino Heritage Month, Filipino American History Month, and Black History Month—spotlighting the entrepreneurs and neighborhoods that shape San Francisco’s cultural and economic landscape.

OEWD supported these efforts by promoting new Black-owned business openings, launching resource pages highlighting Black- and Latino-owned businesses and events, and partnering with SOMA Pilipinas, Kultivate Labs, and local merchants to elevate Filipino entrepreneurs. We created two new Perfect Days to complement the City’s All-Star Game resources, highlighting Mission Bay and Dogpatch—both neighborhoods located near Chase Center. Across these campaigns, residents were encouraged to attend free events, explore cultural districts, and support small businesses through Shop Dine SF.

To help revitalize activity at the struggling San Francisco Centre, the Office of Small Business organized a Shop Dine SF Holiday Pop-Up Market to draw visitors and support local vendors. In partnership with the Arts Commission, Mercadito, L&L, and the San Francisco Chamber, the Office transformed the entire fourth floor of the historic Dome into an immersive holiday marketplace filled with seasonal décor and activities. Visitors can enjoy lights, live music, DIY workshops by Diosa Blooms, and a coat and bag check hosted by Old Skool Cafe.

The pop-up also coincided with the launch of Let’s Glow SF—the nation’s largest holiday projection event—making it one of several festive stops for those visiting Downtown to experience the holiday spirit. The Market was featured on [ABC](#) and other local news outlets.



Perfect Day in Mission Bay



How to spend the perfect day in Mission Bay

Nestled along San Francisco’s waterfront, Mission Bay is a vibrant neighborhood where modern innovation meets laid-back coastal charm. Whether you’re a local seeking new adventures or a visitor eager to explore, this dynamic district offers something for everyone. From scenic waterfront strolls to trendy eateries and family-friendly activities, Mission Bay is the perfect destination for a day of discovery. In this guide, we’ll walk you through the ultimate way to spend a day in Mission Bay—packed with food, fun, and stunning Bay views.



Start your day off with a gourmet donuts at Magical Donuts!

Locally owned and operated by Tomoko and her husband Simon, Tomoko left the corporate world to follow her dream of connecting with the community through food.

When: Tuesdays-Sundays | 7AM - 2PM | 5PM-9PM

Get in the competitive spirit with Mini Golf!

[Slingshot Greens](#) is the only interactive 18-hole mini golf course in San Francisco. “Putt” your way through some of the city’s most iconic landmarks.

When: Sundays | 11:00AM - 6:00PM and Mondays - Saturdays | 11:00AM - 8:00PM

Where: [SPARK Social SF](#)

Fuel up with Fire Trail Pizza

Enjoy handcrafted, woodfired pizza with freshly made dough with classic and creative flavors.

When: Mondays-Sundays | 11AM - 3PM | 5PM-9PM

Where: [SPARK Social SF](#)
601 Mission Bay Blvd North, San Francisco, CA 94158

Perfect Day in Dogpatch

[Office of Economic and Workforce Development](#)



Spend a perfect day exploring this ‘industrial chic’ neighborhood full of art studios, trendy eateries and unique boutiques.

[Have more Perfect Days in San Francisco](#)



Start your morning with a trip to [Paper Son Coffee](#). This jewel of a coffee shop is sure to comfort your taste buds with their Asian-inspired roasts and drinks. With your coffee in hand, take a stroll to the newly renovated [Espirit Park](#). Find two beautiful new meadows (one off-leash dog play area), exercise equipment, and new site furnishings and plantings.

Grab a meal from [Giulliana’s Just For You Cafe](#) with their diverse New American-style menu featuring fresh-baked bread, locally sourced ingredients, and unforgettable beignets. Or [Breadbelly B12](#) for a mix of Asian and American culinary traditions with a California twist.

Unwind by the bay at [Crane Cove Park](#), a seven-acre waterfront gem, or enjoy the playground at [Woods Yard Park](#). Pack a picnic, dip your toes in the sand, or launch a kayak and soak in sweeping city views.

The Business Development Division also staffs the San Francisco Community Investment Fund (SFCIF), which creates community benefits in low-income San Francisco neighborhoods through the use of federal New Markets Tax Credits. Using NMTCs, SFCIF makes catalytic investments to unlock projects that will deliver significant positive impacts by generating good jobs, increasing local access to key services, supporting the arts, advancing environmental sustainability and creating accessible community spaces.

In FY24-25, SFCIF secured a \$60 million New Markets Tax Credit allocation, one of the largest awards in the country, and funded four projects using over \$43 million in NMTCs. Those investments, which supported vital organizations like Community Forward SF and the Friendship House Association of American Indians, have:

- Created 63 quality construction jobs
- Retained 212 permanent jobs and created 21 new jobs, with more projected over the coming years
- Created over 550 slots annually for after-school, summer programming and subsidized early childhood education for low-income families
- Expanded access to housing security, healthcare and recovery programming for over 300 participants annually, with significant expansions expected in the coming years as projects complete construction



Photo courtesy of MNC SF

Spotlight: Nonprofit Sector Support

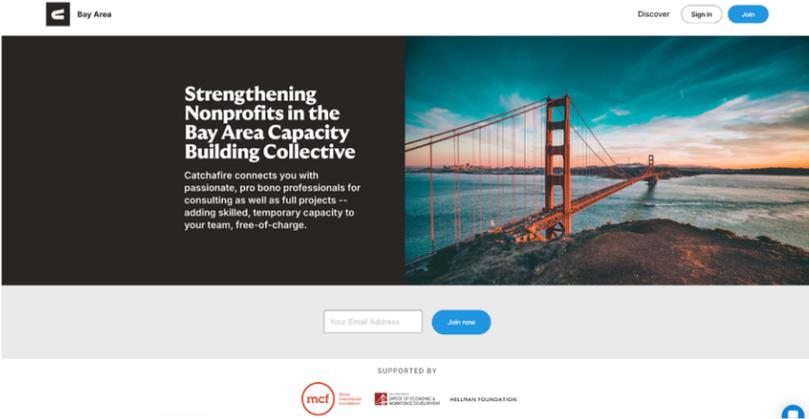
The Business Development team continues to deliver impactful professional development and capacity-building services to strengthen San Francisco’s nonprofit ecosystem. In 2025, the team launched targeted initiatives to support department grantees and smaller to midsize nonprofits with programs including the Fund Development Cohorts and access to the Catchafire capacity-building platform.

In partnership with the Felton Institute and Mission Neighborhood Centers, OEWD’s Fund Development Cohorts targeted grassroots organizations with annual budgets under \$500,000, delivering professional development, financial, and operational training, and tailored strategic support to participating nonprofits. Many participants shared that they had never received formal training in key areas such as budget development, strategic fundraising, and donor engagement. Post-cohort, organizations demonstrated:

- Increased fundraising and grant success, including \$200,000 secured by Re’Optima Family Resource Center and \$20,000 in new grants by the National Coalition of 100 Black Women, SF Chapter
- Stronger organizational capacity, with improved budgeting, financial management, strategic planning, and compliance practices
- Enhanced systems and networks, including better use of data and technology and expanded peer and funder relationships

OEWD also partnered with the San Francisco Public Library and the San Francisco Bar Association to host Leadership Learning sessions through the SFPL Small Business Center, connecting nonprofit leaders with industry experts on topics such as fiscal sponsorship, collaborative partnerships, and the use of AI in fundraising and mission delivery. Additional sessions planned for the coming year will focus on governance, earned revenue, funding resiliency, technology, and access to capital.

Finally, OEWD sponsored Catchafire memberships for all grantees, expanding access to skilled volunteer support. In 2025, 198 nonprofits used the platform, receiving over 3,075 hours of pro bono services to strengthen capacity in areas including board development, HR compliance, fundraising strategy, web development, and CRM implementation.



WORKFORCE OF THE FUTURE



IN THIS SECTION:

- **EMPOWERING CAREERS. FUELING SAN FRANCISCO TRAINING PROGRAMS AND SKILL-BUILDING INITIATIVES**
- **CONNECTING EMPLOYERS TO TALENT**

EMPOWERING CAREERS. FUELING SAN FRANCISCO

As the workforce strategist for San Francisco, the Workforce Development Division operates as the central authority aligning local talent with our evolving economy. A thriving, resilient city requires a comprehensive, citywide strategy to maximize economic opportunity. We go beyond simply filling immediate job openings; our approach is anchored in delivering measurable value and lasting structural outcomes. By convening key industries, educational institutions, and community service providers, we design future-ready training and coordinate labor policy that precisely matches San Francisco's talent with hiring employers. Our work ensures that as the city's economy grows—spanning construction, healthcare, technology, and hospitality—every neighborhood has the opportunity to actively contribute to, and benefit from, that success. Our teams go directly into neighborhoods to ensure that our programs and services are easy to access. The following is just a snapshot, to learn more go to sf.gov/workforce.

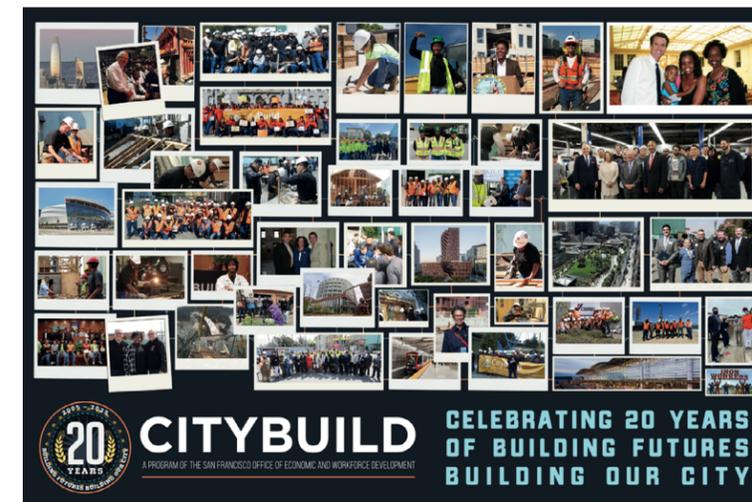
Investment Overview

- Enrolled in Job and Career Services: 6,257
- Placed in paid positions: 3,586

TRAINING PROGRAMS AND SKILL-BUILDING INITIATIVES

CityBuild

For 20 years, CityBuild has prepared residents to literally build our city's future. As San Francisco continues to invest in major infrastructure and housing, CityBuild trains the field-ready workforce that turns blueprints into reality and shapes our iconic skyline. Operating as a deeply integrated partner with trade unions, contractors, and educational institutions, we prepare residents for high-wage, union-represented careers across more than 26 skilled trades, as well as critical administrative and project management roles. By ensuring our curriculum meets the highest professional standards, we are equipping residents to build lifelong, sustaining careers—advancing from apprentices to foremen, superintendents, and independent contractors. [Read the 2025 Local Hire Report](#) which highlights how CityBuild's compliance and employment networking services teams secure employment for residents in local projects.



Healthcare Academy

The Healthcare Academy serves as San Francisco's frontline pipeline, delivering an urgent response to our city's public health needs. We know that a resilient city requires a highly trained, compassionate medical workforce. By partnering with major healthcare providers, we design accelerated, tuition-free training programs that equip residents for high-demand clinical, patient care, and administrative roles. From EMTs and Certified Nursing Assistants to Community Health Workers, our graduates step into the field possessing both the clinical precision and the deep empathy required to navigate complex care. These certifications serve as the vital first rung on a lifelong healthcare career ladder, allowing locals to save lives and improve community well-being while securing their own economic futures.



Read an article highlighting how our Homecare Provider program creates careers while providing critical care for our City's most vulnerable residents.

TechSF

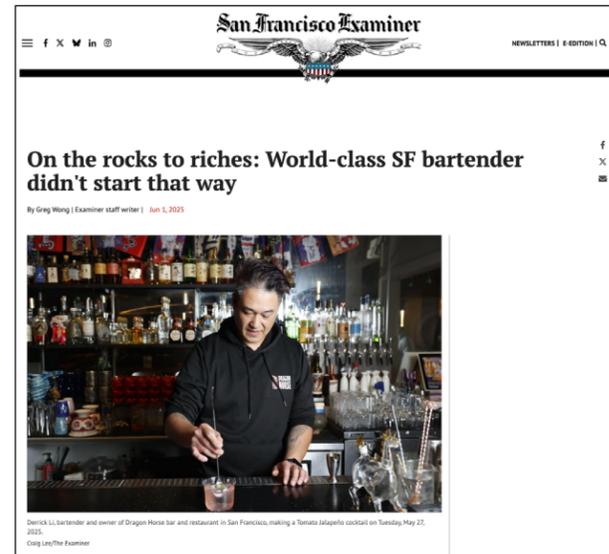
TechSF operates as the digital workforce catalyst for San Francisco, supplying critical technical talent to modernize businesses across every sector of our economy. Driven by a “skills-first” strategy, we provide tuition-free training and fast-paced, industry-aligned certifications—such as IT Support, coding, and digital media production—that allow talented residents to step directly into high-growth careers. Recognizing that the gap between the classroom and the workplace can be daunting, TechSF de-risks hiring for employers by facilitating paid, on-the-job training and apprenticeships. Our programs provide the foundational technical baseline residents need to launch their careers, paving the way for rapid advancement into specialized, high-demand roles throughout the city.

Hospitality Initiative

The Hospitality Initiative trains the professionals who uphold San Francisco’s renowned reputation as a world-class destination. Clean, welcoming spaces and exceptional dining define the quality of life for our residents and fuel a vibrant local culture. We partner with expert training providers to simulate real-world, high-standards environments, preparing graduates for dynamic careers in culinary arts, guest services, and facility management. Beyond training the next generation of talented cooks, baristas, bartenders and service professionals, this initiative serves as a launchpad for local entrepreneurial ambition with many of our grads becoming business owners after graduating from our programs. We equip residents with the precision skills and business foundation needed to build high-demand careers, empowering them to eventually advance into specialized leadership roles and power our city’s thriving hospitality sector.

Job Center Network

The Job Center Network is the welcoming front door to San Francisco’s workforce system. We believe that economic opportunity must be equitable and easily accessible, which is why our decentralized network operates directly within the neighborhoods where residents live. Embedded in trusted, deeply rooted community organizations, these centers are staffed by culturally competent guides who intimately understand their communities. We provide high-touch, one-on-one career coaching, interview preparation, and essential technology access to ensure everyone—including immigrants, veterans, and individuals with disabilities—can successfully navigate the economy. By meeting residents exactly where they are, we help turn local aspirations into tangible, sustaining career opportunities. Find more info about our [job centers for adults](#) and [job centers for young adults](#).



Workforce Impact

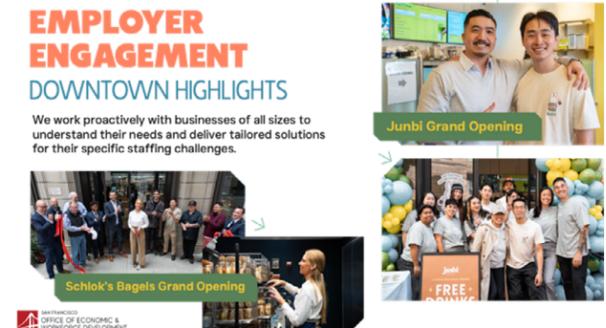
The Workforce Impact team serves as the strategic backbone of our division, operating behind the scenes to ensure that every workforce investment delivers meaningful career outcomes for residents and measurable economic returns for the city. As the stewards of our system’s data and policy, this team researches and validates the complex labor market trends that guide citywide hiring strategies. We architect comprehensive strategic plans, secure vital grant funding, and rigorously evaluate program performance. By vetting and certifying training providers to guarantee the highest quality standards, the Workforce Impact team synchronizes the goals of private industry, education, and government—ensuring our workforce ecosystem adapts seamlessly to a rapidly changing economy. The Workforce Impact team convenes The Committee on City Workforce Alignment as well as Workforce Investment San Francisco. It is also responsible for creating and publishing the [Citywide Workforce Development Plan](#) and the [Citywide Workforce Services Inventory Results](#).



CONNECTING EMPLOYERS TO TALENT

Employer Services

As the dedicated, business-forward face of the Workforce division, Employer Services acts as a specialized recruitment partner for San Francisco businesses of all sizes. We understand that a thriving local economy relies on employers having reliable access to loyal, skilled local talent. By removing the friction of the hiring process, Employer Services provides customized, no-cost recruitment assistance—from pre-screening motivated candidates to facilitating direct hiring events. Beyond simply filling open roles, our team actively guides businesses through First Source and local hiring compliance, while providing rapid response support during economic transitions. Employer Services bridges the gap between our city’s talent pool and our local businesses, ensuring stability and growth for both.



Employer Partners

Total: 662

- First Source: 416
- Non-First Source: 185
- Rapid Response: 61

Hiring Success

Total: 1,782

- First Source: 1,677
- Non-First Source: 105

BUILDING FORWARD

OEWD's Joint development Team led major initiatives to accelerate development across San Francisco, advancing legislation that creates powerful incentives to jumpstart construction and bring new projects online—so they can begin contributing to the City's economy and tax base.

IN THIS SECTION:

• INCREASED CAPACITY FOR HOUSING

INCREASING CAPACITY FOR HOUSING

In addition to Mayor Lurie's Family Zoning Plan, which opens the door for more family and workforce housing in well-resourced neighborhoods, OEWD's policy work has continued to expand San Francisco's housing capacity citywide.

In March, Mayor Lurie celebrated the Board of Supervisors' unanimous vote to approve legislation to allow for more housing development in the SOMA and East Cut neighborhoods. Sponsored by Mayor Lurie and District 6 Supervisor Matt Dorsey, the legislation recalibrated zoning requirements to reflect the current needs of San Francisco's downtown by removing requirements that previously mandated large developments to generally maintain a two-thirds commercial space to one-third residential space ratio. The legislation represents progress in the city's efforts to meet its housing production goals, and as of October 2025 there are now multiple residential projects seeking entitlement in these neighborhoods.

Projects Approved / Advanced:

- 2 major projects entitled (Stonestown, India Basin Phase 2)
- 1 Development Agreement introduced/advanced (530 Sansome)
- 1 project repositioned for construction + funding (Balboa Reservoir Phase 1)

Housing Units:

- 3,931 total residential units entitled or advanced
- 988 affordable units (including 290 units at 100% affordable)

Public Benefits / Open Space:

- 7 acres of new publicly accessible open space
- New childcare center and senior center (Stonestown)
- New fire station (530 Sansome)
- \$15M in funding toward affordable housing (Chinatown/D3)

5 major policy initiatives passed or introduced, including:

- Transfer Tax Waiver (Port ground leases)
- 1111 Sutter regulatory relief
- Conversions Impact Fee Waiver (7M sq ft / 7,000 units potential)
- Downtown Revitalization Financing District (approx. 4,400 units potential)
- Market & Octavia Impact Fee Waiver (2,700 units impacted)

Enhanced Infrastructure Financing District: Driving Investment and Development

Enhanced Infrastructure Financing Districts (EIFDs) are a powerful tool that San Francisco is using to help jump-start large development projects by reinvesting future property tax revenues into local infrastructure. Once an EIFD is established, a portion of the property tax growth generated within the district—known as tax increment—is set aside to fund public improvements that make development feasible, such as utilities, streets, open space, and transit access. By financing these upfront costs, EIFDs help unlock stalled or complex projects that require significant infrastructure investment before construction can begin.

OEWD began work with the Controller's Office in 2023 to establish policies for use of EIFDs with the primary goal of unlocking the significant housing, infrastructure, and neighborhood services promised within the city's largest development projects. As of 2025, the City has advanced EIFDs for three major master plan developments: 3333 & 3700 California, Potrero Power Station, and Stonestown. Together, these projects will deliver approximately 6,500 new housing units while also generating significant economic activity and growth of the tax base.

Treasure Island/Yerba Buena Development Project

The Treasure Island/Yerba Buena Island Development Project is creating a new San Francisco district that will ultimately contain 8,000 new residences, including homes offered at below-market rates, multiple public transportation connections, extensive parks and open space, public art, hotels, restaurants and more.



In May 2024, the Board of Supervisors unanimously approved legislation to update the Disposition and Development Agreement and authorize financing for Phase 2 of the project, which is expected to include 1,000 new homes, along with a variety of public amenities and parks.

OEWD, in partnership with Treasure Island Development Authority, developed an innovative funding strategy to maintain the development momentum of the project, which accelerates city-supported funding to advance Stage 2 infrastructure through front-loaded Certificates of Participation and milestone-based bond financing. In December of 2024, the Board approved the first financing package within this program, which enabled the project to begin infrastructure construction in Spring of 2025. The funding program also maintains the construction schedule for two 100% affordable housing projects (250 units total) and a 240-bed behavioral health facility.



Balboa Reservoir

The Balboa Reservoir project—a public-private partnership between the city and BRIDGE Housing—will transform a 17-acre parking lot next to City College of San Francisco into a vibrant, mixed-income community. The new neighborhood will feature a publicly accessible park, a childcare center, and direct access to multiple transit options.

After the project was delayed in the wake of the pandemic, OEWD worked in partnership with the Mayor’s Office of Housing and Community Development and with the support of Mayor Lurie and District 7 Supervisor Myrna Melgar to design a new approach to the project’s phasing, allowing the project to move forward.

With recent state grant awards (over \$100M), BRIDGE is proceeding with two 100% affordable housing buildings as the initial phase of the larger development. Building E, a seven-story building with 129 family units, will be the first affordable building to break ground in late 2025. Building A, a six-story building with 159 units, is expected to begin construction soon afterward.

Together, these projects mark a major step toward transforming an underused city-owned site into a thriving, inclusive neighborhood that expands access to housing, open space, and opportunity for San Francisco families.



Stonestown Development Project

In July 2024, the Board of Supervisors unanimously approved legislation to transform the parking lots surrounding Stonestown into a vibrant new town center featuring nearly 3,500 new homes, six acres of parks and open space, and new childcare and senior facilities.

The Stonestown Development Agreement, negotiated by OEWD between the City and Brookfield Properties, preserves the existing mall while reimagining its 30-acre surroundings into a mixed-use neighborhood designed for seniors, students, and families—with 20% of homes designated as affordable.

To help fund the infrastructure needed to support this large-scale redevelopment, OEWD drafted legislation to form an EIFD, allowing a portion of the added property tax revenues from the new development to be reinvested in the site’s infrastructure.

The result of five years of community outreach, the project will improve access, walkability, and safety through redesigned streets, new bikeways, and public pedestrian connections—creating a lively, connected hub on San Francisco’s west side.

“Stonestown is the ideal location to add more housing to the westside,” said Supervisor Myrna Melgar. “San Francisco should be proud of this comprehensive vision to build out Stonestown as a future town center that connects our neighborhoods while investing in union jobs, affordable housing, transit, infrastructure, and amenities such as childcare and senior services that benefit our entire community. “

VIBRANT SAN FRANCISCO



IN THIS SECTION:

- **STRENGTHENING THE BACKBONE OF OUR NEIGHBORHOODS**
- **GAME ON: SAN FRANCISCO SPORTS DRIVING ECONOMIC GROWTH**
- **ARTS AND CULTURE INITIATIVES OUR RACIAL EQUITY WORK CONTINUES**

STRENGTHENING THE BACKBONE OF OUR NEIGHBORHOODS

We invest in neighborhood partnerships that strengthen San Francisco’s cultural and economic vitality—supporting small business entrepreneurship, vibrant commercial corridors, and neighborhood identities that reflect the City’s rich heritage. In post-pandemic San Francisco, these corridors are finding renewed strength as local businesses, residents, and visitors return, driving inclusive growth and lasting opportunity across our communities.

Long-term Investment

Over the past decade, OEWD has made sustained investments in San Francisco’s neighborhood commercial corridors, supporting the small businesses through grants and technical assistance so that they thrive.

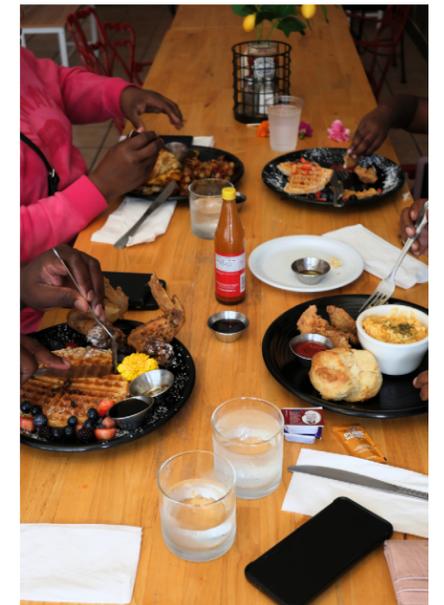
In addition to distributing funds through the agency’s various grant programs (see Business Success Initiatives), in FY24–25, OEWD partnered with 8 community serving organizations to provide Technical Assistance to 278 businesses located in neighborhood commercial corridors serving historically underserved communities: Bayview, Mission, Excelsior, Mid Market, Chinatown, Lower Fillmore and the Tenderloin.

Case Study: Bayview Commercial Corridor Economic Vitality

Through OEWD’s long-term partnership with Economic Development on Third (EDoT), more than \$8 million in public and community investment since 2016 has fueled entrepreneurship, cultural preservation, and job creation along the Third Street corridor—revitalizing long-vacant spaces such as Mi Rancho and most recently, Smoke Soul Kitchen.

Smoke Soul Kitchen (4618 Third Street) celebrated its grand opening on February 15. This woman-owned soul food restaurant partners with Bayview Makers Kitchen, a food manufacturing and incubator space that also supports other Black-owned businesses such as Yvonne’s Southern Sweets and Gumbo Social. Together, they are bringing new energy and flavor to Third Street, serving as a testament to years of sustained investment and community collaboration.

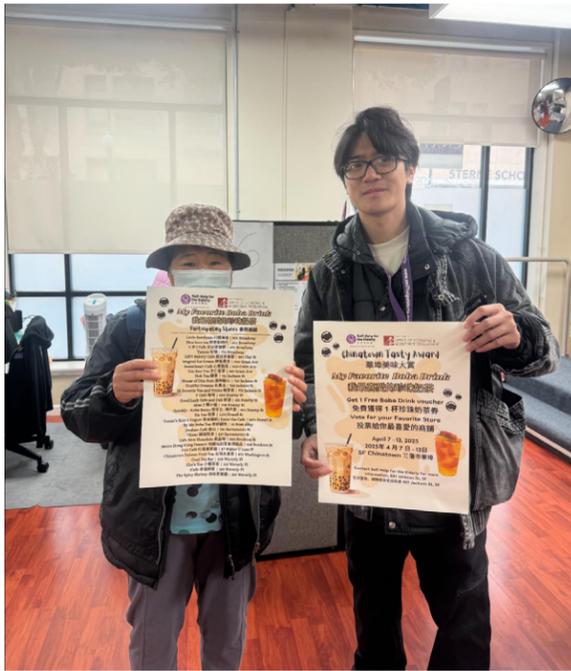
“Opening of Smoke Soul Kitchen and new addition to 3rd Street corridor which has benefited from long-term investment” - Mario Cortez | *San Francisco Chronicle*



Community Benefit Districts

OEWD partners with 16 Community Benefit Districts across San Francisco—public-private partnerships that keep neighborhood corridors clean, safe, and vibrant. Together, they drive local economic growth through small business support, community events, and public space improvements.

- OEWD distributed \$3.3 million to CBDs for activations as part of \$9 million in overall grant awards.
- Downtown SF Partnership, Yerba Buena Partnership, Union Square Alliance, and Castro CBD launched new entertainment zones with CBD/City-supported events.
- CBDs removed over 4.5 million pounds of trash



Marketing Campaigns

To drive foot traffic, OEWD engaged Mission Lotería to host guided and self-guided Taco Tours of the Mission. The event was designed to highlight and drive traffic to some of the small businesses that are the beating heart of the Mission District and Latino food scene.

The Chinatown Tasty Awards brought a community-driven twist to celebrating local food, inviting residents to taste, vote, and honor their favorite neighborhood bites.

In partnership with local nonprofits, thousands of residents participated using free food vouchers that doubled as ballots—ensuring the results reflected genuine community favorites. Each round highlighted a different local staple: Yummy Bakery won the pineapple bun contest with 896 of 1,698 votes, followed by rounds featuring siu mai dumplings and boba tea, each distributing 3,000 vouchers.

The campaign culminated at the Chinatown Springtime Festival on April 12 at Waverly Place, where winning vendors were featured and residents celebrated Chinatown’s small businesses and vibrant culinary culture.

Press Spotlights:

[Popular downtown SF pop-up park The Crossing gets top awards | San Francisco Examiner](#)

[Downtown SF attractions for children abound and increasing | San Francisco Examiner](#)

[After years of struggles, this section of downtown San Francisco is thriving | Food | SF Gate](#)

[Mission District to Host First-Ever Taco Tour | San Francisco Examiner](#)

GAME ON: SAN FRANCISCO SPORTS DRIVING ECONOMIC GROWTH

Bay FC Training Facility on Treasure Island

In August 2024, Bay FC and the Treasure Island Development Authority (TIDA) signed a letter of intent to establish a new training facility, complementing the island’s ongoing redevelopment led by the master developer Treasure Island Community Development.

By December 2024, the City authorized legislation drafted by OEWD for a 25-year lease with Bay FC, securing Treasure Island as the team’s future home and allowing plans to proceed for the privately financed training complex. The facility will include three training fields and related amenities across 8.5 acres, adjacent to 40 acres already designated for sports use.

Once completed, the facility will expand community sports programming and join a growing network of athletic organizations on Treasure Island, including the YMCA, San Francisco Junior Glens, San Francisco Little League, and the San Francisco Gaelic Athletic Association. This investment underscores San Francisco’s growing reputation as a world-class sports city—driving economic growth, community pride, and a new era of athletic excellence.

“With the approval of our proposed lease, we are able to take the next step towards our vision of becoming a global sports franchise with having our own world-class training facility specifically created for our incredible athletes, and have it located in an iconic location in the center of the Bay,” said former Bay FC CEO Brady Stewart. “I want to thank the City and County of San Francisco and the Office of Economic and Workforce Development, in addition to the Treasure Island Development Authority and our community partners on Treasure Island in helping to get us to this point.”

ARTS AND CULTURE INITIATIVES

San Francisco's comeback is being powered by creativity. OEWD investments in artists, cultural organizations, and creative entrepreneurs are revitalizing neighborhoods, supporting small businesses, and cementing the city's reputation as a global hub of culture and innovation.

Cultural Affirming Neighborhood Activations

OEWD helped bring cultural celebrations to neighborhoods across the city—events that lifted local businesses, showcased San Francisco's diversity, and strengthened its standing as a center of arts and culture.

In FY 24–25, OEWD supported 38 neighborhood activations, including several multi-event program series, which collectively drew more than 700,000 attendees.



Parol Festival



Craving Chinatown event 2024



Fillmore Holiday celebration 2024.



Unstaged June 2025, Photo by Jezrel White, REELxpore.



Unstaged October 2024, Photo by Alyse Panitz Photography. Courtesy of the Mid Market Foundation.



Unstaged June 2025, Photo by Jezrel White, REELxpore. Courtesy of the Mid Market Foundation.



SF Live and SF Music Week



At the start of FY 24–25, OEWD concluded SF Live, an initiative that brought free concerts by local music and arts producers to public spaces across San Francisco. Supported by the City and a \$2.5 million investment from the California State Legislature—led by then-Assemblymember David Chiu—SF Live showcased the city’s music scene, supported venues, and culture.

Funding covered event production and stipends for participating venues to curate and promote performances at locations including Golden Gate Park Bandshell, Union Square Plaza, Civic Center Plaza, Crane Cove Park, Fulton Plaza, and others—leaving a lasting impact on San Francisco’s public and nightlife spaces.

In January 2025, Mayor Lurie announced the inaugural SF Music Week, a collaboration between OEWD, SF Live, and Noise Pop. Held February 24–March 2, the citywide celebration highlighted San Francisco’s music past, present, and future through panels, workshops, venue and studio tours, and live performances. The program included a free Industry Summit on February 28 at the Swedish American Hall, featuring Grammy-nominated producer David Katznelson, journalist Emma Silvers, and other leaders in discussions on the city’s evolving music landscape and the intersection of music and technology.

Film SF – San Francisco Film Commission

Film SF, also known as the San Francisco Film Commission, is the City’s official film office within OEWD. It supports and promotes film, television, commercial, and digital media production in San Francisco by providing hands-on concierge service inclusive of issuing permits, facilitating partnerships, coordinating logistics, and serving as a liaison between productions, city agencies, and local communities. Through its *Scene in San Francisco* Rebate Program and other initiatives, Film SF attracts productions that create local jobs, boost economic activity, and showcase San Francisco’s distinct character on screen. The mayor-appointed Film Commission provides policy guidance and oversight for these efforts.



On set of Toast commercial. Photo courtesy of Bonfire Labs.

To learn more about their impact in FY 24–25, see [their Annual Report](#).



On set at Transamerica Building. Photo courtesy of Westy Productions.

ADVANCING RACIAL EQUITY



OEWD continues to foster inclusion and a sense of belonging through activities, events, and celebrations aligned with various heritage months. Events included a speaker series featuring experts discussing each month's theme, such as Women's History Month, Black History Month, and Filipino American History Month. Additional activities included collaborations with local businesses and neighborhood visits that contributed to vibrancy across San Francisco.

In 2025, OEWD advanced its commitment to racial equity through a series of expanded programming, strengthened training initiatives, and ongoing efforts to foster inclusion and belonging across the department. Building on the Racial Equity Action Plan, the Racial Equity CORE Advisory Team continued creating opportunities for equity with the following programming:

Climate Survey

2024-2025 marked the 5th year of the racial equity climate survey. The survey was created as part of the legislated Racial Equity Action Plan at OEWD. Each year staff has an opportunity to provide feedback on racial equity across OEWD, including ways to create more inclusion and ideas on involvement of staff/leadership throughout the year.

Mentorship Program

The OEWD mentorship program, in its first year, brought together staff who were each paired with a seasoned mentor for the 6-month program. The program helped create structured avenues for learning and relationship-building for mentees navigating career development. Through regular 1-on-1 coaching and support, the program helped reduce barriers for the mentees as they continued their growth in city government.

Racial Equity Foundations Training

In its 5th year, the racial equity foundations training has provided training on the fundamentals of racial equity, understanding the various levels of racism and tools to create inclusion and equity from an individual to institutional level.



Heritage Months

OEWD continues to create inclusion and a sense of belonging for staff through activities, events and celebrations centered on the various heritage months. Events included a speaker's series where experts shared their knowledge and advice related to each month's theme. Themes included "Women's History Month, Black History Month, and Filipino-American History Month. Additional events included collaboration with local businesses and neighborhood visits and contribute to vibrancy across San Francisco.

Black 2 SF Internship Program

OEWD hosted an intern through the Human Rights Commission in which a rising HBCU students from across the country came to San Francisco for a 6-week internship opportunity. Students were able to work hand in hand with city employees on projects designed to enhance skills and prepare them to enter the workforce upon graduation.

Clowee Jones, a rising junior at the University of San Francisco, worked closely with the communications team to develop web and social media content that promoted small businesses throughout the city.

