

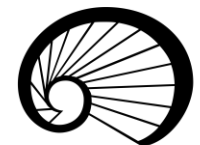


San Francisco Public Library's Small Business Center

Supporting San Francisco's Entrepreneurs & Creative Economy

Julianne Randolph

Small Business Librarian



San Francisco Public Library

Who We Serve

Free, citywide support for:

- New and aspiring entrepreneurs
- Small business owners
- Creatives, makers & freelancers
- Nonprofits and community groups



What We Offer



Advising & Expertise

Monthly 1:1 advising sessions, covering:

- Business planning support
- Access to capital guidance
- Marketing strategies
- Spanish-language support



Tools & Data

Business databases

- Market heat maps
- Demographics & competitors
- Industry reports & insights



Monthly Skill-building workshops

- Taxes, legal issues, & entity formation
- Marketing & digital tools
- AI & emerging technology
- Direct navigation to City resources

Programs That Build Community



Small Business Strolls

Quarterly corridor walks spotlighting local business owners, strengthening merchant visibility and neighborhood storytelling



Small Business Spotlights & Events

Talks and panels featuring local business owners



Marketplaces & Vendor Showcases

Opportunities for local makers and entrepreneurs to gain exposure, build customer relationships, and drive sales

A Mobile Economic Incubator



The Library extends beyond its walls to:

→ **Activate commercial corridors**

Bringing energy and foot traffic to local business districts

→ **Connect entrepreneurs directly**

Free resources delivered where business owners need them most

→ **Elevate local stories**

Celebrating cultural assets and diverse entrepreneurial voices

→ **Cultivate resilience**

Building community and economic strength together

We meet business owners where they are — in our local branches, online, and in their own neighborhoods.

Supporting the City's Small Business Priorities

The Small Business Center advances the Office of Small Business's strategic goals:

→ **Support small business retention and growth**

Free resources, expert advising, and skills training help entrepreneurs sustain and scale

→ **Attract new small businesses**

No-cost tools and multilingual support lower barriers for entrepreneurs opening in SF

→ **Strengthen economic vibrancy in commercial corridors**

Neighborhood-based programming activates business districts and builds merchant connections

2025 Impact Snapshot

44

Workshops Hosted

2,188

Community members engaged

1,333 people served *in person*

855 people served *virtually*

3

Corridor Activations

17 businesses highlighted;
engaged 295 participants

129

1:1 Advising Appointments

New advising model launching January 2026

What we're hearing:



- Increased visibility for businesses
- Stronger connections among merchants
- Clearer pathways to resources & capital

How We Can Collaborate

01

Share SFPL resources

02

Connect entrepreneurs

03

Partner on activations

04

Provide feedback on barriers constituents face



Thank You



SFPL's Small Business Center

Main Library (100 Larkin St.), 4th Floor

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