



San Francisco Public Library's Small Business Center

Supporting San Francisco's Entrepreneurs & Creative Economy

Julieanne 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

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