



THE

ROAD

TO

VIBRANT

SF NEW DEAL

Impact Report
2023

TABLE OF CONTENTS



01 →	LETTER FROM THE EXECUTIVE DIRECTOR
02 →	MISSION, VISION AND VALUES
03 →	IMPACT CITYWIDE 2023
04 →	OUR APPROACH TO IMPACT
05 →	SUPPORTING SMALL BUSINESS SUCCESS
06 →	SMALL BUSINESS SUCCESS BY THE NUMBERS
07 →	IMPACT SPOTLIGHT
	HUNGRY CAFE
	MAPLE RESTAURANT
	WEST COAST MAINTENANCE SERVICES
14 →	INCREASING NEIGHBORHOOD VIBRANCY
17 →	IMPACT SPOTLIGHT
	SF EAGLE BAR
	GCS AGENCY & GALLERY
	DEVIL'S TEETH BAKING COMPANY
24 →	SF NEW DEAL ON A NEW STAGE
25 →	APPRECIATION
27 →	FINANCIALS
28 →	TEAM AND BOARD

LETTER FROM THE EXECUTIVE DIRECTOR



As we reflect on the past year, I am filled with pride and gratitude for the incredible strides our organization has made in supporting small businesses and enhancing the vibrancy of our neighborhoods. In 2023, we created SF New Deal's first strategic plan that focused our work into two initiatives: supporting small business success, and increasing neighborhood vibrancy. Bringing the plan into action, we launched new programs like Vacant to Vibrant, creating new opportunities for small businesses, and dialogue, locally and across the country, about the critical role they play in the cultural and economic revitalization of San Francisco.

Small businesses are the lifeblood of our communities, and in 2023, we witnessed their hallmark determination and creativity in the face of ongoing challenges rooted in rising costs, labor shortages, and a profoundly altered post-pandemic landscape. With your partnership and generous support, we launched new pilot programs, delivered culturally responsive and multilingual technical assistance, and honed our process to rapidly deploy needed financial resources to hundreds of

diverse entrepreneurs. Our programs equip business owners with the resources, opportunities and support they need to adapt, innovate, and sustain so that they can prosper, and continue to serve as cultural anchors in their communities.

Beyond supporting individual businesses, our work in 2023 focused on improving the operating environment small businesses need to succeed. When faced with a pervasive doom loop narrative, we forged a new road head. We invested in restoring vibrancy and connection in neighborhoods citywide, with a new focus toward Downtown. From enlivening neighborhood corridors with markets, art and music to fostering new vibrant spaces for community gathering Downtown, we have seen firsthand how strong, successful businesses can transform neighborhoods into thriving hubs of activity, culture, and opportunity. This positive ripple demonstrates the power of collective action, trusted collaboration, and the impact that your continued partnership makes possible.

In the year ahead and beyond, we will remain committed to our mission of strengthening neighborhoods by making it

easier for under-resourced small business owners to succeed. We will continue to invest in Downtown Revitalization, expanding Vacant to Vibrant and pursuing other vibrancy focused efforts that foster a unique identity for Downtown that celebrates it as a hub for arts, culture, and nightlife.

Real transformation takes time and in many senses, the road is just beginning. Together, we are laying a foundation that will be felt for generations to come.



With deep appreciation,

Simon Bertrang
Executive Director
SF New Deal

MISSION, VISION AND VALUES

The **MISSION** of SF New Deal is to strengthen neighborhoods by making it easier for under-resourced small business owners to succeed.

We **ENVISION** a vibrant San Francisco with diverse and thriving small businesses.

These are our **VALUES** that guide our work:



Curiosity

We approach our work with a desire to learn and improve.



Accountability

We do the things we say we will do, and we are transparent with our stakeholders when we can't meet a commitment.



Empathy

We listen and work to understand the perspectives of our stakeholders.



Proactive Problem-Solving

We work with urgency to find and implement solutions to emerging and entrenched challenges.



Centering the Community

We prioritize the experience and needs of the communities that we serve. They guide our approach and the work we do.

SMALL BUSINESSES SUPPORTED - 604
TOTAL DOLLARS DISBURSED - \$8,483,869

Impact CITYWIDE 2023

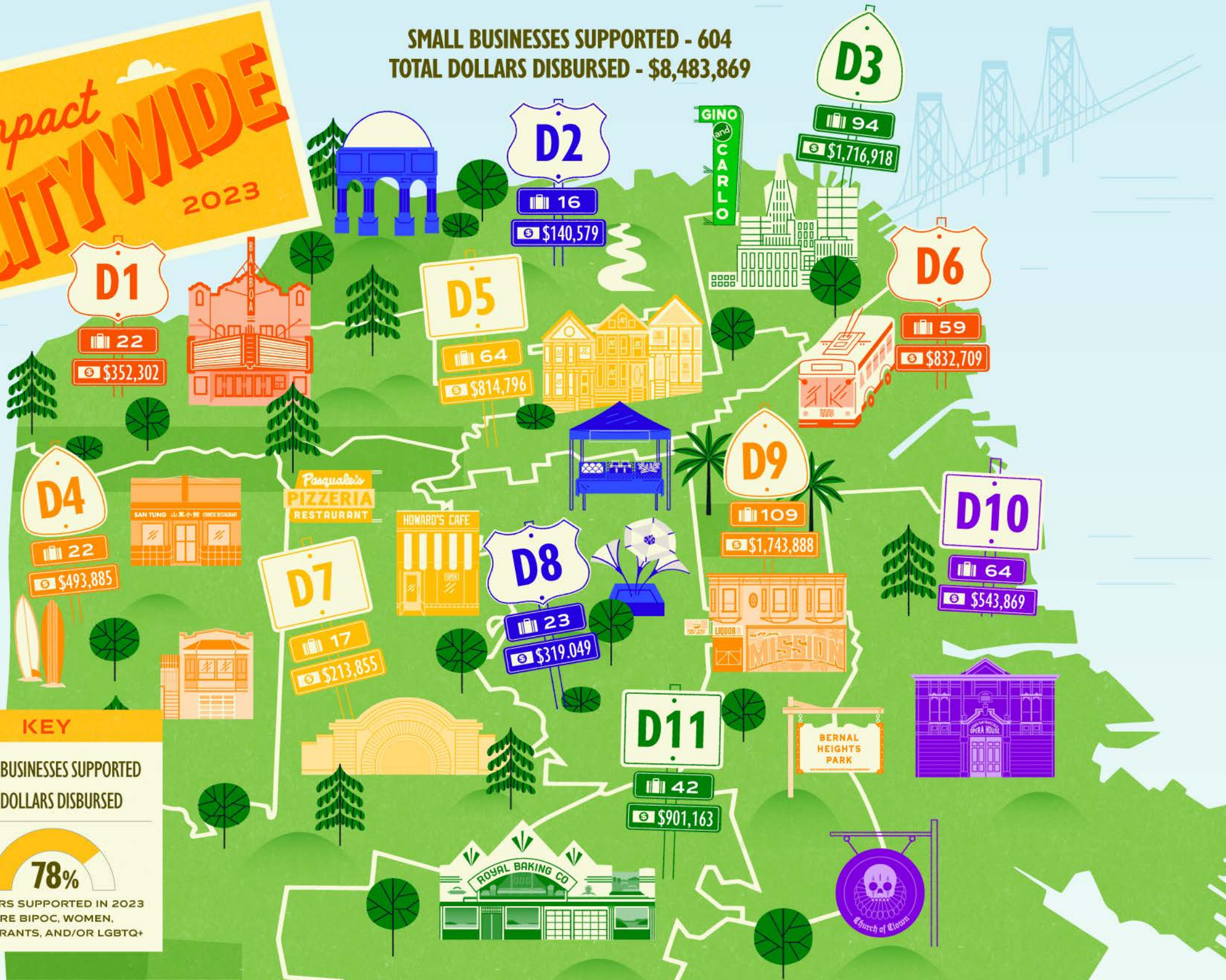
KEY

BUSINESSES SUPPORTED

DOLLARS DISBURSED

78%

OWNERS SUPPORTED IN 2023
ARE BIPOC, WOMEN,
IMMIGRANTS, AND/OR LGBTQ+



OUR APPROACH TO IMPACT

At the heart of San Francisco's tapestry of diverse businesses is a shared journey filled with unique challenges and opportunities. We understand that each entrepreneurial path is distinct, shaped by cultural nuances and individual aspirations. That's why our team connects with small business partners one on one, and offers support in Spanish, Cantonese, Mandarin, English, and, when needed, Vietnamese and Arabic. We engage through phone, email, text, and in-person visits to ensure that our programs not only reach those who need them most, but do so with impact and intention.

Our open feedback loops place the voices of small business owners at the forefront of our work, guiding our program design and service enhancements.

We aspire for our programs to not only be effective, but to resonate with, and be responsive to the communities we serve. We assess our impact through the unique lenses of our distinct programs. In our grant-making work, we provide vital technical assistance that empowers

businesses to streamline their operations, and measure our success through the speed and efficiency of our payment processes. Our success means funds flow quickly and more equitably where they are needed most, fueling small business growth and resilience.

In Vacant to Vibrant, we're building an innovative and inclusive future for Downtown—one that embraces new communities and fosters connections across the city. We work hand in hand with small business owners, artists and cultural organizations as they establish themselves in vacancies Downtown. To understand our impact and success, we track our ability to support tenants in navigating the complexities of insurance, inspection, permitting and lease negotiation, and monitor the number of storefronts activated and the conversion rate to long-term leases. .

We're committed to transparent and accountable impact. Across our portfolio, we're providing critical support to small businesses, turning aspiration into reality, and creating new opportunities to make our neighborhoods more vibrant.

SUPPORTING SMALL BUSINESS SUCCESS

SF New Deal's work advances two strategic initiatives: supporting small business success, and increasing neighborhood vibrancy. Small businesses make San Francisco a unique and special place; their success is vital for the health and wellbeing of the city. But operating a successful small business in San Francisco is extremely difficult. SF

New Deal provides technical assistance, supportive services, and direct financial resources. Our programs seek to address some of the acute and foundational challenges small businesses face accessing capital, information, and networks of support.

In 2023 our Small Business Success programs included:



We disbursed grants between \$2,500 – \$50,000 to fund construction projects, equipment purchases, building signage, hiring and staffing, training and other operational and capacity-building needs. Supported with funding from the City of San Francisco's Office of Economic and Workforce Development and private funders.



Recurring revenue for restaurants making culturally aware meals for San Franciscans experiencing food insecurity. Supported with funding from the City of San Francisco's Human Services Agency and private funders.



Free late night and early morning rides to hospitality workers citywide in partnership with Cruise.



Prebates and technical assistance for small businesses replacing disposable plates, cups, and cutlery with reusable foodware. Supported with funding from the City of San Francisco's Environment Department.

2023 SMALL BUSINESS SUCCESS BY THE NUMBERS





IMPACT
SPOTLIGHT

SAN FRANCISCO, CA

Small Business SUCCESS

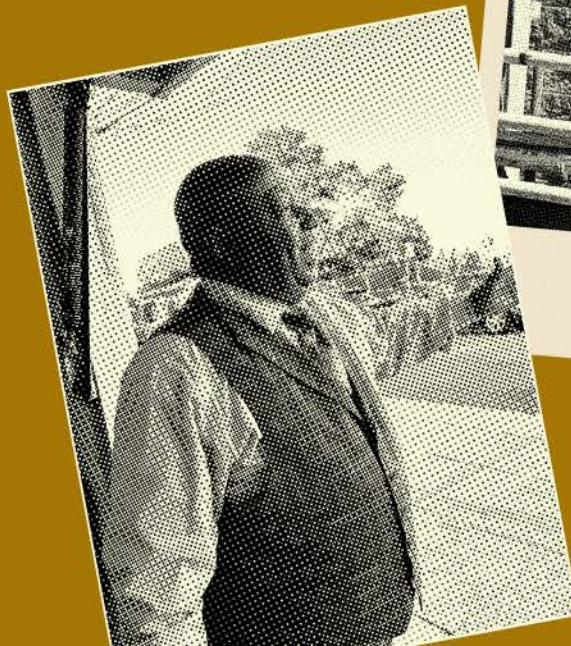
SF NEW DEAL
IMPACT REPORT
2023

DISCOVER & SUPPORT
SMALL BUSINESSES
IN SAN FRANCISCO

WE STRENGTHEN NEIGHBORHOODS BY MAKING IT EASIER FOR
UNDER-RESOURCED SMALL BUSINESS OWNERS TO SUCCEED.

SF NEW DEAL

Impact Spotlight



*Impact Spotlight*

HUNGRY CAFE

Mohamed Ali “Mo” Abdelmaguid

Mohamed Ali “Mo” Abdelmaguid is the owner of Hungry Cafe in the Bayview. In 2023, SF New Deal partnered with Mo in three programs supporting his small business’ success. Hungry Cafe received capacity-building financial resources and technical assistance from SF New Deal that increased revenue, enabled infrastructure improvements, and supported long term sustainability so Mo could deepen his investment in the Bayview’s social and cultural fabric.

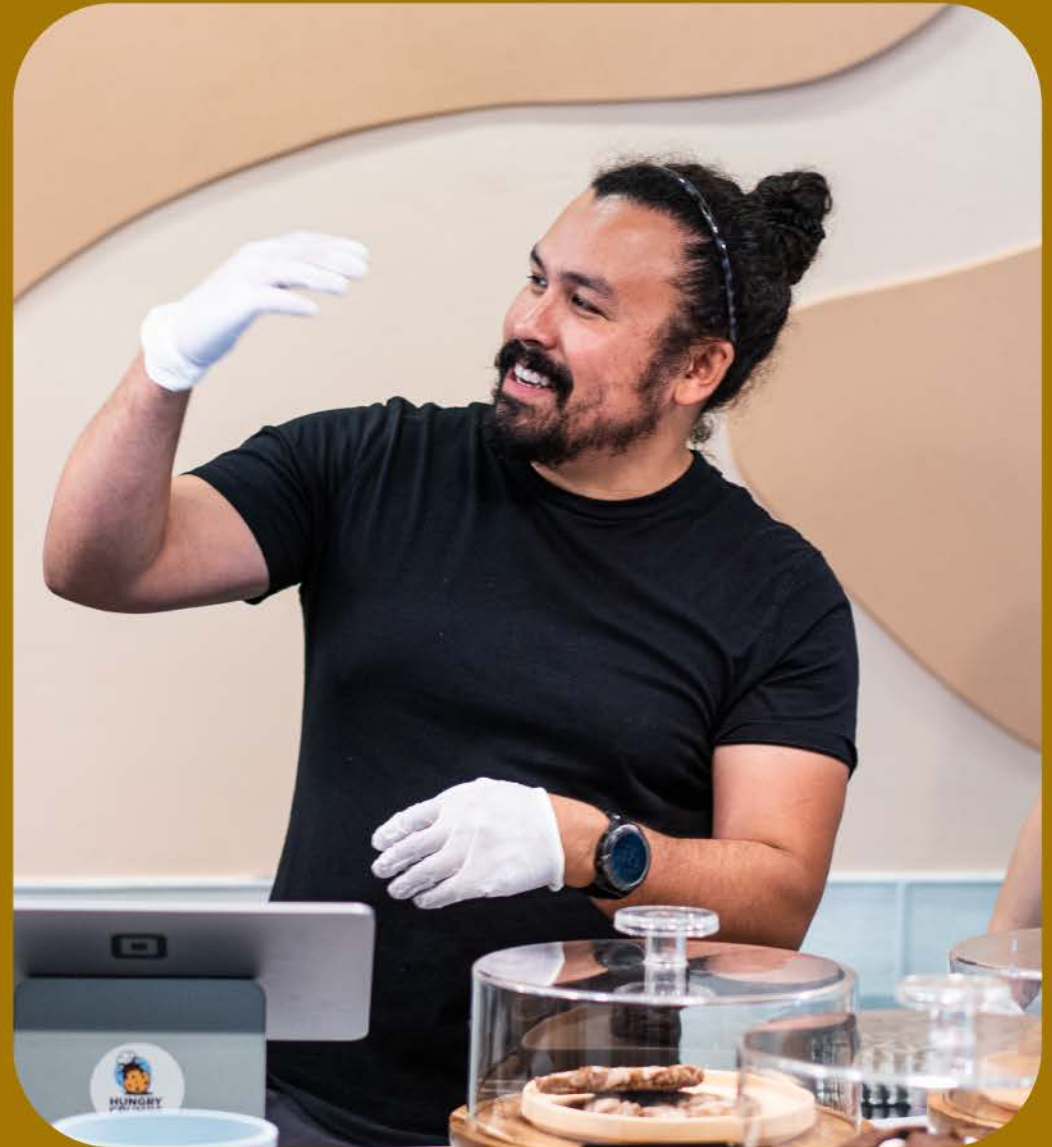
“

A lot of our food is vegan + vegetarian because we want to be considerate about the people around us and also it's environmentally friendly and we've tried to reduce our environmental impact.

Through SF New Deal's Zero Waste program we were able to purchase beautiful glassware and cutlery that helped our business elevate our service and reduce our waste and carbon footprint. SF New Deal also helped us through the Family Meal Pack program by bringing more customers to our space.

As a result of this program, we've had repeat customers and increased visibility into what we're doing here in the Bayview.

”



Mohamed Ali "Mo" Abdelmaguid

Owner, Hungry Cafe

Small Business Grant Recipient

Zero Waste Technical Assistance

and Community Meals Provider



MAPLE RESTAURANT

Shuijing Liang Liang

Since 2020, we've partnered with local restaurants in community feeding efforts as a way to foster their engagement in community-strengthening solutions and as a means to sustain their operations with diversified and recurring revenue.

Maple Restaurant is a family-owned business in the Excelsior that has been making community meals in partnership with SF New Deal since 2022. In 2022 and 2023, Maple Restaurant provided more than 8,700 meals for San Franciscans experiencing food insecurity.



Shuijing Liang Liang
Co-Owner, Maple Restaurant
Community Meals Provider

“

This program has helped us a lot. Now that prices have risen sharply, wages are high, and rents are expensive, it is difficult for our restaurant industry to maintain.

Fortunately, with the help of your Family Meal Pack program, we can alleviate our financial difficulties. Let's stay open and keep finding ways to run business!

Thank you very much!

”

吳小姐，你好！这个活动对我们帮助很大，现在物价大幅上涨，工人工资高，租金又贵，对我们餐馆业来讲很难维持，好在有你们的家庭餐活动帮助，让我们得以缓解财务上的困境。希望我们可以继续营业，多想方法维持经营！非常感谢你们！



Impact Spotlight

WEST COAST MAINTENANCE SERVICES

Bob Wade

Bob Wade is the owner of West Coast Maintenance Services originally founded in 1979, that provides professional janitorial services and creates workforce opportunity pathways for the community. Mr. Wade had to shut down his business for several years as his wife battled cancer. In 2023, he reopened it and through our small business training grant program we were proud to support Mr. Wade with direct financial resources as he got the business going again, and continued uplifting the community.



“

I always believed in helping people.

A lot of people would come to West Coast Maintenance Services because we would give them an opportunity to work. I took a lot of pride in helping people with my janitorial company and I still do today. When you start all over again, it's really difficult. It's a blessing to be able to get some assistance from SF New Deal. I'm really determined and I'm really grateful.

”



Bob Wade

Owner, West Coast Maintenance Services
Small Business Grant Recipient

INCREASING NEIGHBORHOOD VIBRANCY

SF New Deal's work advances two strategic initiatives: supporting small business success, and increasing neighborhood vibrancy. We invest in arts, culture, and neighborhood activations citywide to

activate and energize commercial corridors and create the conditions small businesses depend on: foot traffic, activity, community engagement, and connection.

Vacant to Vibrant



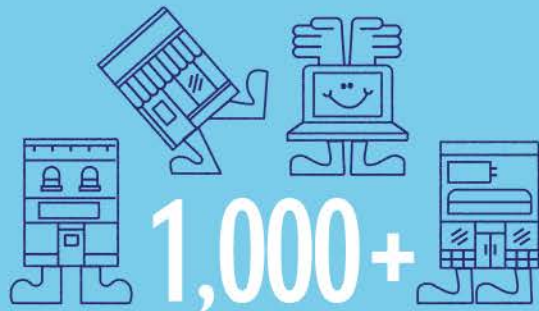
We assist small businesses, artists and cultural organizations to collaborate with local property owners to create pop-up experiences and community spaces in downtown San Francisco. This program is operated in partnership with the City of San Francisco and is supported through public and private funds.

Shared Spaces

We support businesses and organizations to bring their Shared Spaces into permanent compliance as well as activate them and their surrounding corridors with arts and cultural activities. This work is funded through a partnership with the City of San Francisco.



INCREASING NEIGHBORHOOD VIBRANCY VACANT TO VIBRANT BY THE NUMBERS



APPLICATIONS SUBMITTED BY PROSPECTIVE
POP-UP ACTIVATORS AND PROPERTY OWNERS



BY SMALL BUSINESSES, CULTURAL
ORGANIZATIONS AND CREATIVES.



SUCCESSFULLY SIGNED LONG-TERM LEASES
FOLLOWING THEIR POP-UP TENANCY.

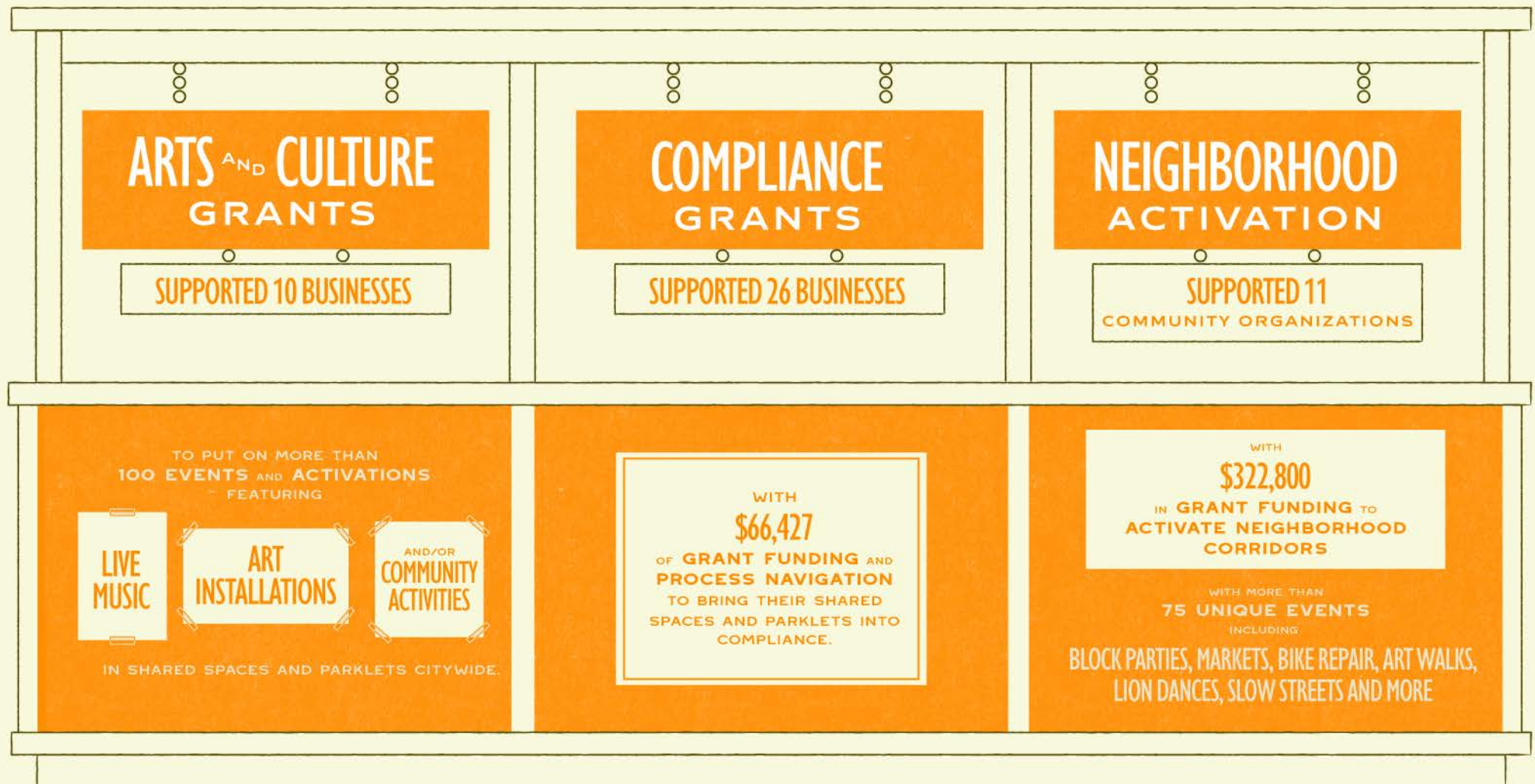
LEARN MORE AT
VIBRANTSF.ORG

Pop-ups cumulatively received **\$108,000**
in grant funding and hundreds of hours of
technical assistance.

The SF New Deal team authored a new
standard lease and license agreement to
make the process more streamlined and
accessible to all parties.



INCREASING NEIGHBORHOOD VIBRANCY SHARED SPACES BY THE NUMBERS



Impact
Spotlight

INCREASING
NEIGHBORHOOD
Vibrancy

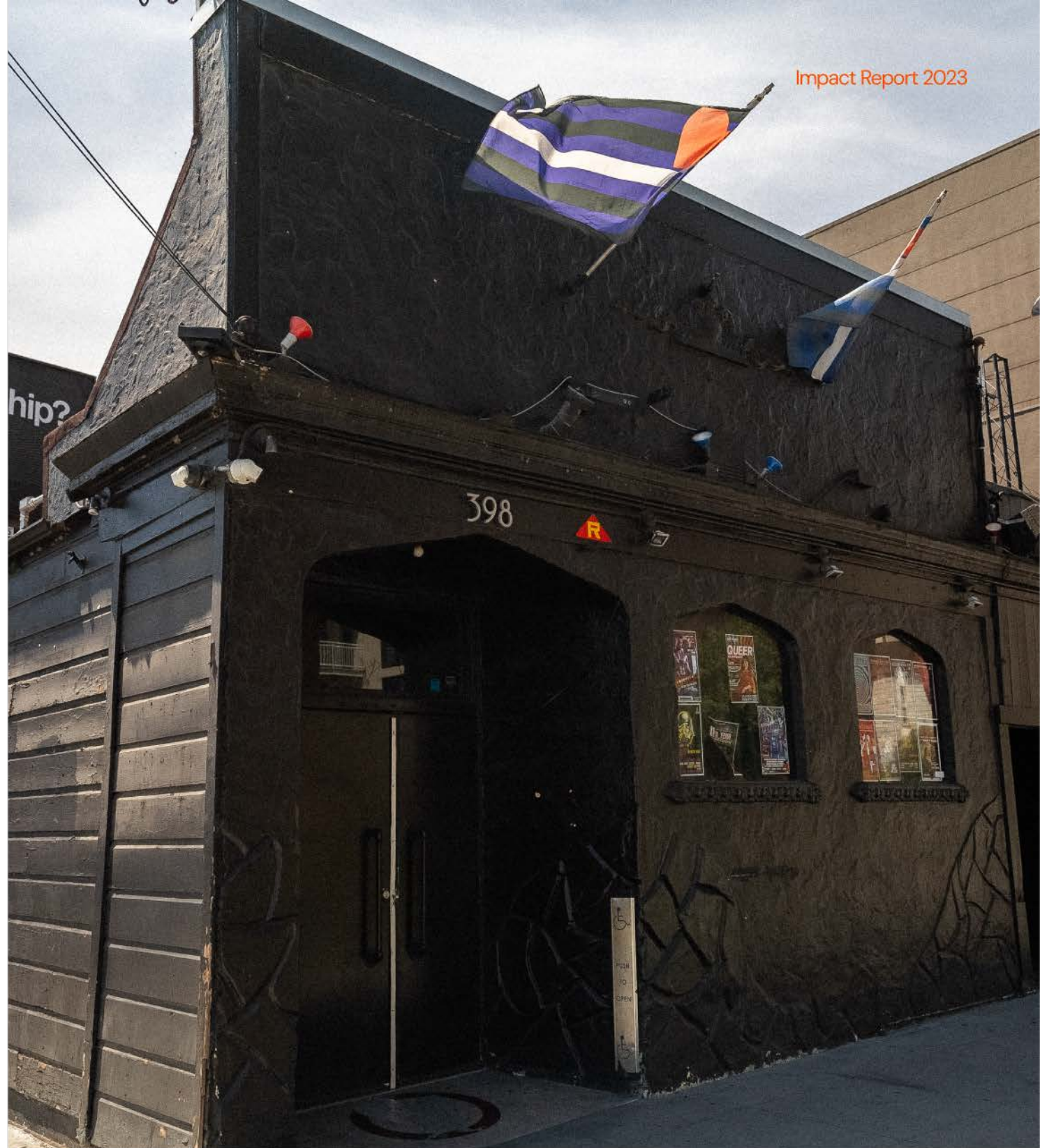


Impact Spotlight

SF EAGLE BAR

Lex Montiel

Established in 1981 as one of the first “leather” bars, the SF Eagle in West SOMA caters to the local LGBTQ+ community. Owner Lex Montiel took over in 2012 and continues to carry forward the spirit and tradition of the beloved business. SF New Deal provided grant funding through our Shared Spaces Arts + Culture program so that the SF Eagle could put on a series of events during Leather Week.



“

We have always supported the arts, entertainment and the artists.

We're very proud and we'll be using these funds for that, to continue to pay entertainers. That's what we do, we bring the entertainment and we support our community.

”



Lex Montiel
Owner, SF Eagle Bar
Shared Spaces Arts and Culture
Grant Recipient

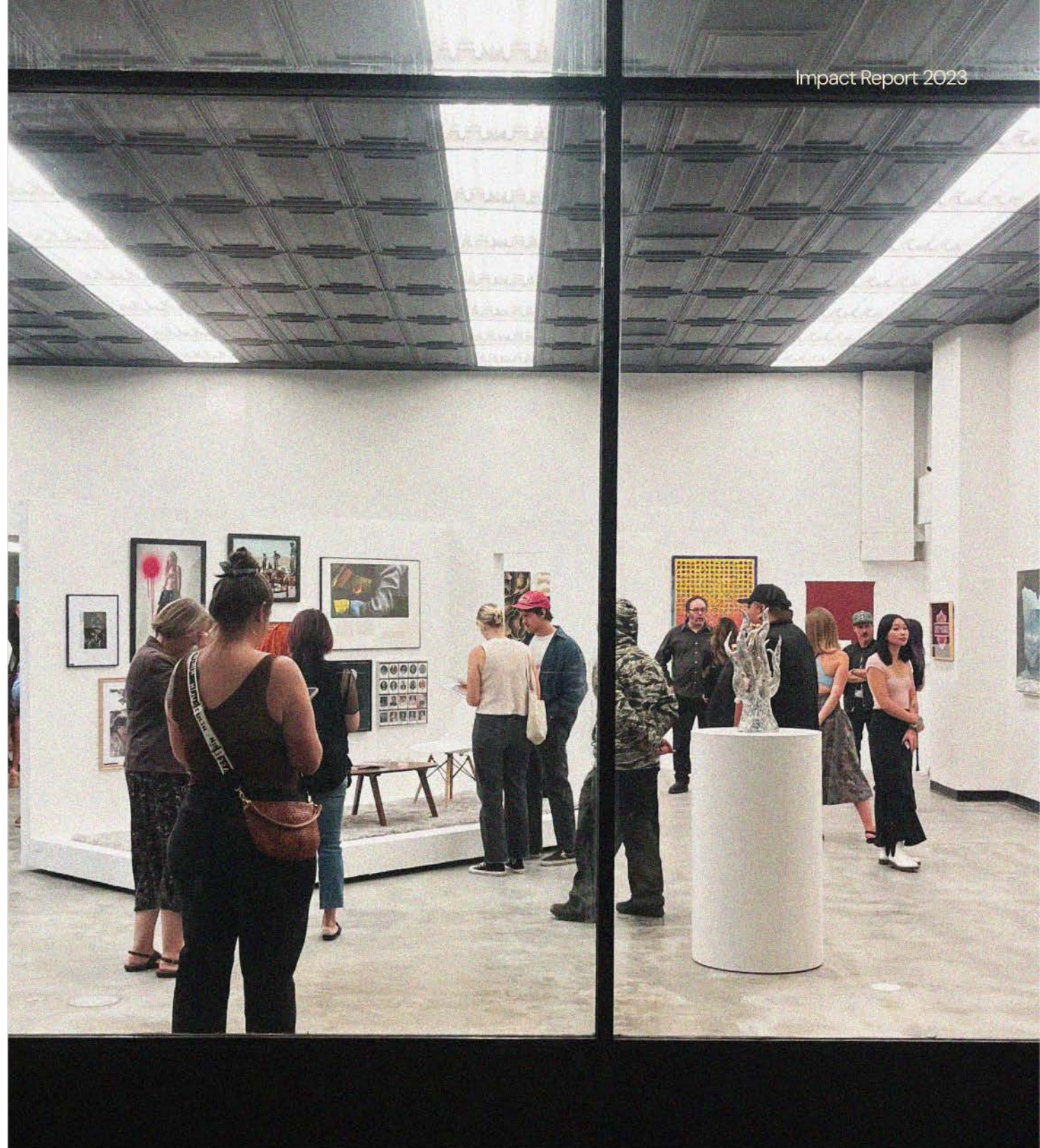


Impact Spotlight

GCS AGENCY & GALLERY

Victor Gonzalez

Victor Gonzalez' GCS Agency was selected among the first class of Vacant to Vibrant pop-up activators. Victor's multi-media agency and gallery showcases diverse artists and creates cultural events that foster community connection. SF New Deal supported Victor by matching him with a storefront in Jackson Square, provided grant funding for the buildout of the gallery space, technical assistance with insurance, permitting, inspections, and event promotion.





“

I never thought it would be attainable for me to have a business downtown. San Francisco is a globally recognized city, so for someone like me to pop-up in a space it validates the concepts that I have and gives me the opportunity to grow within that. It's a huge opportunity.

”

At the end of his pop-up term, Victor successfully negotiated a long-term lease.

Victor Gonzalez

Owner, GCS Agency & Gallery
Vacant to Vibrant Pop-Up Activator

Impact Spotlight

DEVIL'S TEETH BAKING COMPANY

Hilary Passman

Before 2020, Hilary aspired to bring Devil's Teeth's beloved breakfast sandwiches and baked goods to a new outpost downtown, expanding beyond her two locations on the West side of the city. But she found the cost and property owner dynamics downtown challenging. Selected as one of the first group of grantees in the Vacant to Vibrant program, we helped Hilary find and open Devil's Teeth's third location in One Embarcadero Center.



Millie Marcelin, General Manager
Devil's Teeth Baking Co.

“

The future of San Francisco is really bright, and I want to be a part of the revitalization. This has been an awesome opportunity to get our foot in the door.

Vacant to Vibrant got us into a space that we never could have gotten into pre-pandemic, and has brought many new and diverse businesses Downtown.

”

At the end of her pop-up term, Hilary successfully negotiated a long-term lease.

Hilary Passman

Owner, Devil's Teeth Bakery
Vacant to Vibrant Pop-Up Activator



Photo Credit New York Times

SF New Deal

ON A NEW STAGE

In 2023, SF New Deal's work launching Vacant to Vibrant and contributing to a vision for the future of downtown San Francisco was featured in more than 130 press pieces locally and nationally. This coverage amounted to more than 400,000,000 impressions and

catalyzed conversations with other cities confronting similar challenges that were interested in our solution-building approach.



What Happened to San Francisco, Really?

THE NEW YORKER



'Pop-up' businesses could soon breathe life into downtown S.F. Retail pop-ups have arrived in S.F.'s Financial District

San Francisco Chronicle

The New York Times



San Francisco's Montgomery Street Could Signal a Downtown Revival

SFGATE



The results are in: Here's how San Francisco pop-ups are doing

abc 7

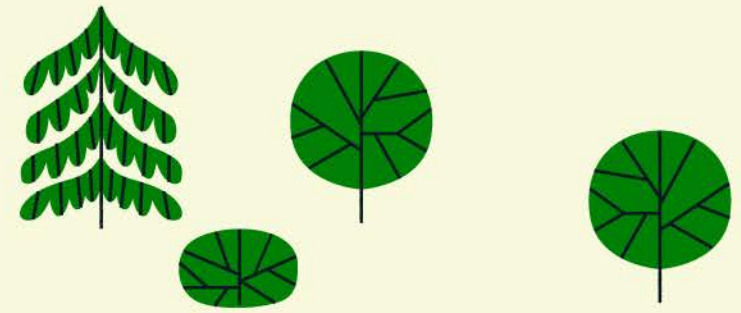


Downtown SF's 17 new pop-up shops defy the doom loop narrative



WITH APPRECIATION

The work we do is only possible with your partnership. Thank you for supporting and investing in SF New Deal, the future of our city's neighborhoods, and our beloved small businesses.



Achel Johnson
Alex Edelstein
Andrew Wasserman
Anita Crotty
Anonymous (21)
Ashley Springer
Bernice Bindman
Bridget Watson Payne
Bruce Colman
Paul Burns of the Burns Klein
Revocable Trust
Carole Silvestri
Caroline Orsi
Cathie A Staley
Charles Crandon
Charles Hudgins
Chenchen Hu
Chris Keene
Claire Murphy
Cynthia P Villamizar
Daniel Betten
David and Susan Tunnell
David Min Kim
Dean Feliciano
Debbie Morris
Deborah Grabien
Dee Dee Nguyen
Deirdre Hockett
Destino Fund

Diana Wynne
Eddie Savino
Eleni Toubanos
Emerald Yeh
Eric Wooley
Erin Duncan
Fahmeeta Yahiya
Gary Liu
Gershon M. Bialer
Guillot Wilson Family Fund
Hilary Heuer
Jack Eidson
Jack Schlabach
Jacob Topper
Jason Chow
Jenais Zarin
Joan Field
Jonathan R Bass
Joseph Lind
Karen Konecky
Karen Weiss
Kat Lee
Katherine Huang
Kelsey Wordeman
Kenneth Shear
Kimball-Hogan WRK Fund
Kristen Collins
Lauren Keyser
Leah Edwards

Lenore A Estrada
Lindsay Stripling
Maarten Vanhorenbeeck
Maddy Cimino
Maggie Chao
Maya Kotas
Melissa Fondakowski
Michael Bickford
Molly Rosenthal
Mr. and Mrs. Richard G. Wollack
Nathaniel Fruchter
Nicole Poweleit
Oba McMillan
Pam Lin
Pamela Armstead
Patricia Murphy
Paul Wermer
Richard Champion
Roxanne Webber
Ryan Cahoon
Saad Jamal
Sam and Bonnie Steinhardt
Sam Dodge
Sandeep Menon
Sarah K Morris
Sean Hewens
Shirley Cao
Sima Talai
Simon Bertrang

Simon Smundak
Steve Guilliams
Teresa Hoffman
The R and T Horrigan
Charitable Fund
The Storm Taylor Fund
Thomas and Susan Newmeyer
Tiffany Charoenying
Wendy Weiden Giving Fund
Whitcomb Schrage Family Fund

Foundations and Donor-Advised Funds

AmazonSmile Foundation
American Online Giving Foundation, Inc.
Charity Navigator Giving Basket
Cox-Vadakan Foundation
Fidelity Charitable
GiveLively Foundation
Jewish Community Federation and Endowment Fund
Paypal Giving Fund
Schwab Charitable
The Blackburn Giving Fund
The James Irvine Foundation
The Marin Community Foundation
The San Francisco Foundation
Vanguard Charitable

Corporations and Employee-Matched Giving

Adobe, Inc.
Apple, Inc.
Autodesk Foundation
Block, Inc.
Credit Karma
Cruise LLC
Facebook
Google, Inc.
Intel Foundation
Intuit
JPMorgan Chase & Co.
Okta
Survey Monkey
VISA
Waymo LLC
Wells Fargo

In-Kind and Discounted Goods & Services

1Password
Adobe, Inc
AirTable
Anonymous
Dropbox
Fort Point Beer Company
Google.org
Grammarly
GrantStation
JuneShine
LinkedIn
LucidChart
Mailchimp
Microsoft for Nonprofits
MonkeyBrains
Nilo Batle
NordVPN
Notion
Quickbooks by Intuit
Salesforce
Slack
Squarespace
Stripe, Inc.
VHIO
Yerba Buena Center for the Arts
Zapier
Zellerbach Foundation
Zoom, Inc

City and Community Partners

SF New Deal relies on committed collaborators, our partners at these City departments and community organizations were critical to our work and success in 2023.

City Partners

Office of Mayor London N. Breed
SF Recreation & Parks Department
SF Arts Commission
SF Department of Building Inspection
SF Department of Environment
SF Department of Public Health
SF Entertainment Commission
SF Fire Department
SF Human Services Agency
SF Municipal Transportation Agency
SF Office of Economic and Workforce Development
SF Office of Small Business
SF Planning Department
SF Public Library
SF Public Works

Community Partners

BeChinatown
Calle 24 Latino Cultural District
Chibi Chan
Chinatown Community Development Center
Clecha
Excelsior Action Group
Family Connections
Good Samaritan Family Resource Center
Gum Moon
Holy Family Day
Homeless Prenatal Program
Kai Ming
Mission Economic Development Agency
Mission Neighborhood Centers
New Community Leadership Foundation
Real Options for City Kids
Richmond Neighborhood Center
Self Help for the Elderly
Sunset Youth Services
Tenderloin Community & Arab Families Program
Wu Yee Children's Services

FINANCIALS

January 1, 2023 – December 31, 2023

How SF New Deal is funded:

Funds come in through a combination of private contributions from individuals and corporate philanthropy along with City contracts.

CHARITABLE CONTRIBUTIONS :

\$474,430 (4.2%)

OEWD CONTRACTS:
\$8,247,179 (73.7%)

HSA CONTRACTS:
\$2,015,487 (18%)

SFE CONTRACTS:
\$27,792 (.2%)

OTHER INCOME:
\$429,067 (3.8%)

TOTAL REVENUE:
\$11,193,955



How SF New Deal spends funds:

The majority of the output of our funds is through rapid redeployment of financial resources directly to small businesses and through technical assistance and supportive services provided in our programs.

ADMINISTRATION & FUNDRAISING:

\$781,996 (6.7%)

SMALL BUSINESS GRANTMAKING:

\$6,986,566 (59.9%)

COMMUNITY FEEDING:

\$1,834,709 (15.8%)

WORKER TRANSPORT PILOT:

\$26,994 (0.2%)

ZERO WASTE:

\$29,976 (0.3%)

PARKLETS, STREET ACTIVATIONS, ART AND CULTURAL EVENTS:

\$953,503 (8.2%)

DOWNTOWN RECOVERY PLANNING:

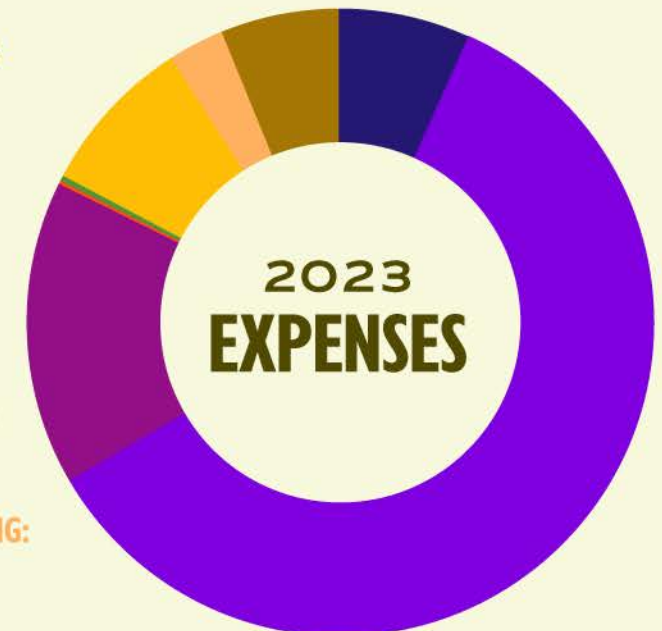
\$343,619 (2.9%)

VACANT TO VIBRANT:

\$712,477 (6.1%)

TOTAL EXPENSES:

\$11,669,840



SF NEW DEAL 2023 TEAM & BOARD

Team

Alison Chang
Areeba Yasin
Bo-Lai Ng
Brittney Ison
Candace Hsu
Dee Dee Nguyen
Diego Garza Villalpando
Fahmeeta Yahiya
Hoh Chen
Jacob Bindman
Ja'Neene Harness
Jenais Zarin
Kate Yachuk
Kayla Marquez Velloso
Kelsey Wordeman
Matthew Bickford
Melody Lan
Paul Barrera
Sarah Morris
Simon Bertrang
Yma Airaghi

Board of Directors

Jonathan Bass
Katherine Lee
Lenore Estrada
Maggie Chao
Paul Burns
Simileoluwa Adebajo





THANK YOU

from.

SF NEW DEAL

I ♥ SF

For the most up to date information
about our programs and impact,
please visit sfnewdeal.org

HI@SFNEWDEAL.ORG
60 29TH ST #310, SAN FRANCISCO, CA 94110
415-480-1185