

A stylized illustration of a city street scene. On the left, a blue building with a dome and arched windows is partially visible. In the center, a row of green trees with dark outlines stands along a sidewalk. To the right, a tall, modern building with a grid-like facade is visible. The background is a light blue sky. The overall style is graphic and illustrative.

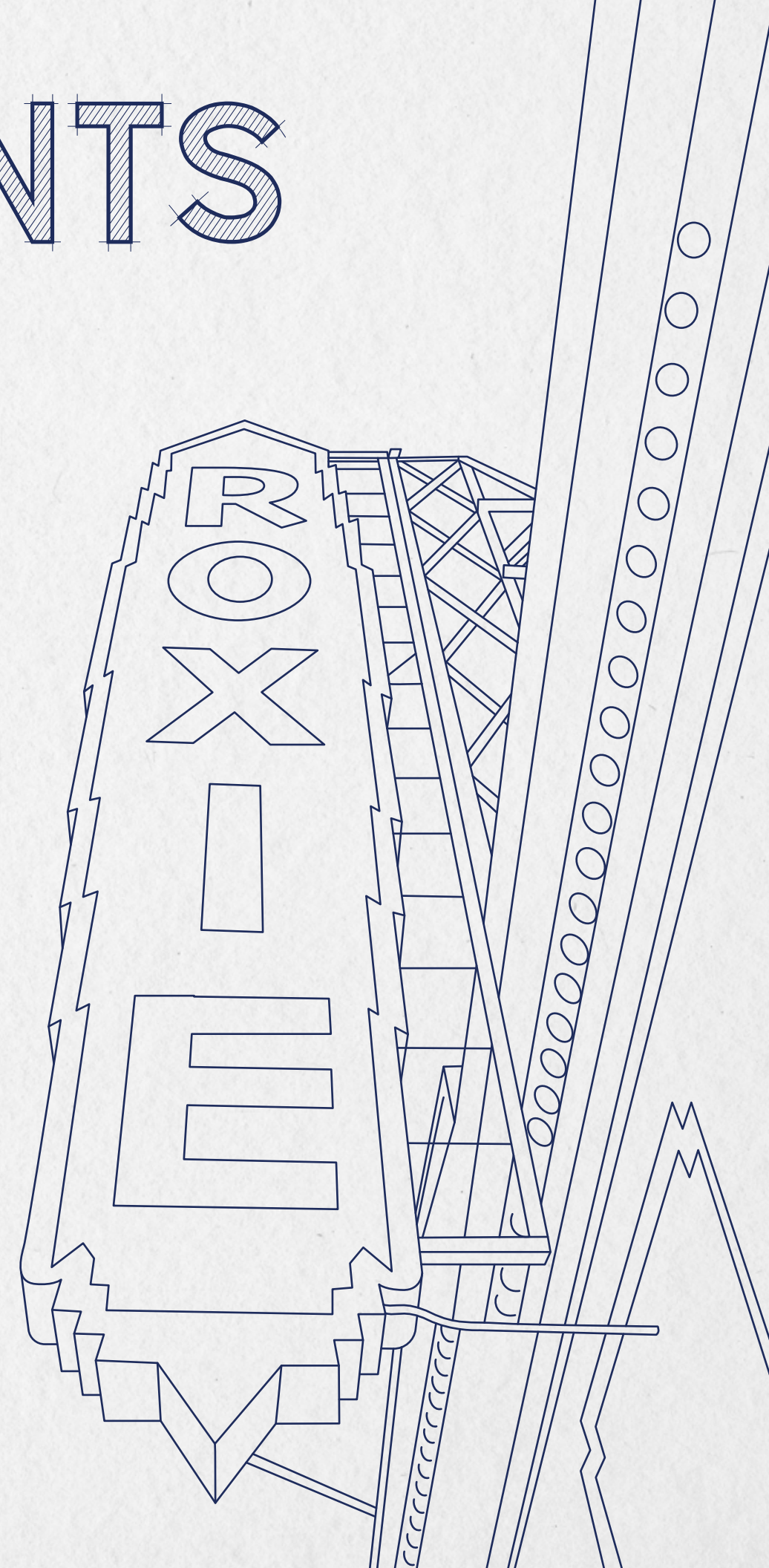
FROM THE GROUND FLOOR

SF NEW DEAL

2024 IMPACT REPORT

TABLE OF CONTENTS

2	LETTER FROM THE EXECUTIVE DIRECTOR
3	MISSION, VISION & VALUES
4	IMPACT CITYWIDE
5	PROGRAMS AT A GLANCE
6	DOWNTOWN REVITALIZATION IMPACT SPOTLIGHTS: TAYLOR JAY, OASIS
14	CITYWIDE CRITICAL RESPONSE IMPACT SPOTLIGHTS: THE SPICY SHRIMP, YVONNE'S SOUTHERN SWEETS
23	SF NEW DEAL: BREAKING NEW GROUND
24	REMEMBERING BO-LAI NG
25	APPRECIATION FOR OUR SUPPORTERS
27	FINANCIALS
28	TEAM & BOARD



LETTER FROM THE EXECUTIVE DIRECTOR

As SF New Deal arrives at its 5th anniversary, we're reflecting on our evolution from a rapid relief organization to a steadfast advocate for small businesses. As our programs and service work have grown, our commitment to community-centered responsiveness is unwavering. We believe small businesses are the heart of San Francisco, and their success is essential to the city's future.

Yet, owning a small business in San Francisco is increasingly difficult. High costs, challenging street conditions, and complex regulations create significant barriers. Without targeted support, many small businesses won't survive, weakening the city's cultural and economic fabric. SF New Deal is dedicated to addressing these challenges by providing resources, advocacy, and technical assistance to help businesses thrive.

In 2024, we helped small businesses navigate a landscape of uncertainty. We

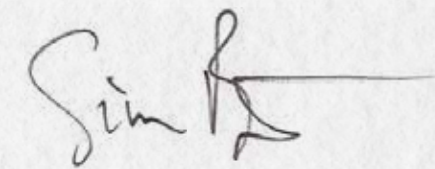
supported hundreds of events that enlivened neighborhoods. We helped small business owners improve their storefronts. We invested in new downtown revitalization initiatives, expanded Vacant to Vibrant, and increased support to those business owners that were able to stay permanently. With Building Blocks, we introduced a novel evolution to the Shared Spaces and Parklet program, and we funded restaurants to provide meals to over 1,000 families with young children.

We tackled challenges from all angles, developed solutions *from the ground floor* — working directly alongside small business owners and community stakeholders to build a stronger, more resilient San Francisco.

New funders and supporters joined our mission, reinforcing that small businesses are not just part of the economy—they are its very foundation. Our impact report is an invitation to see what we're working on, and to join us as we create a blueprint for a more vibrant city.

San Francisco's future depends on a thriving small business ecosystem. In the year ahead, we are launching a new fund to respond to critical small business needs, we will deepen our investment in downtown revitalization, and we will use our expertise to make critical policy recommendations. We'll continue building the momentum that has powered us since 2020, and that will usher us into our next five years of impact.

Thanks for being alongside us.



Simon Bertrang



SF NEW DEAL MISSION VISION & VALUES

OUR **MISSION** 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 THE **VALUES** THAT GUIDE OUR WORK:



ACCOUNTABILITY

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



CURIOSITY

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



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 we serve. They
guide our approach and the work we do.



2024

IMPACT CITYWIDE

701*

Small Businesses Supported

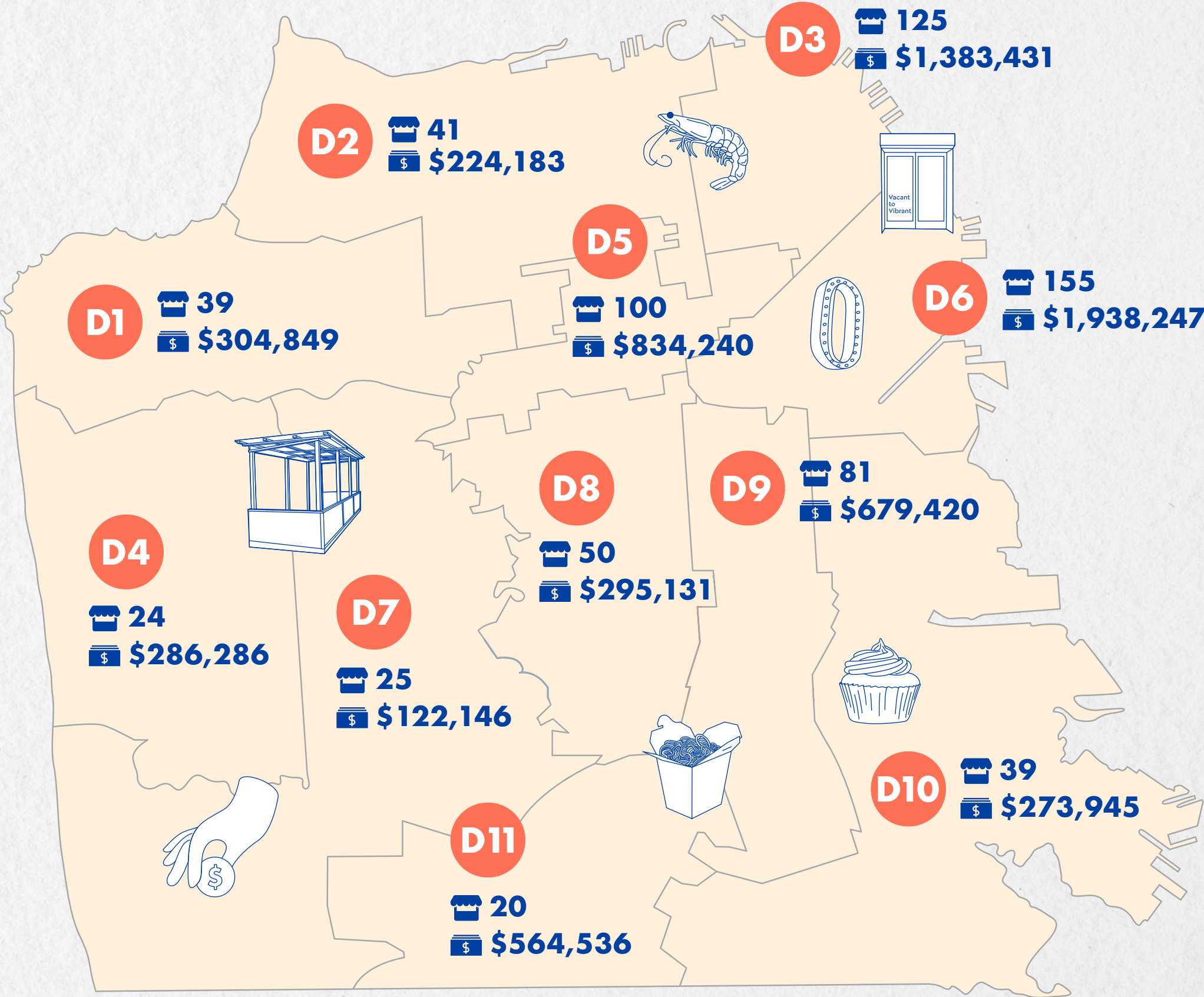
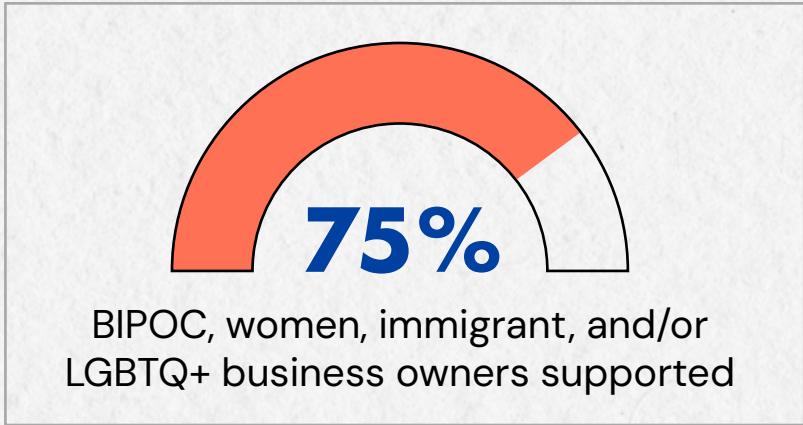
\$6,929,915*

Total Dollars Disbursed

KEY

 BUSINESSES SUPPORTED

 DOLLARS DISBURSED

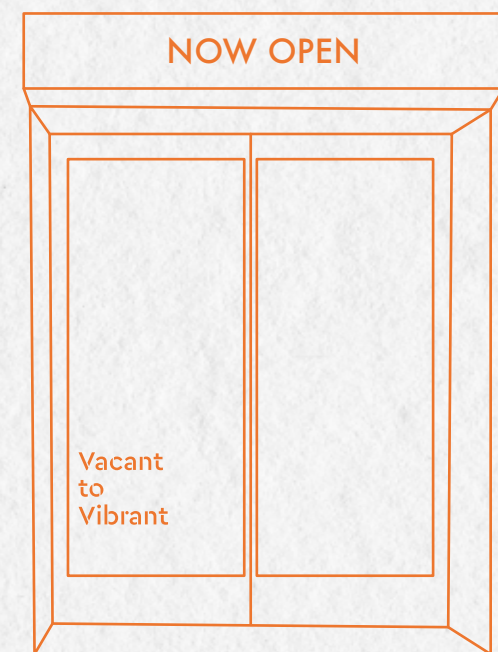


*These totals capture the activity of the year. Some dollars disbursed and businesses supported are not captured on the map due to a small number of edge cases where we supported a single organization doing work in more than one district or if the registered business address was outside of San Francisco.

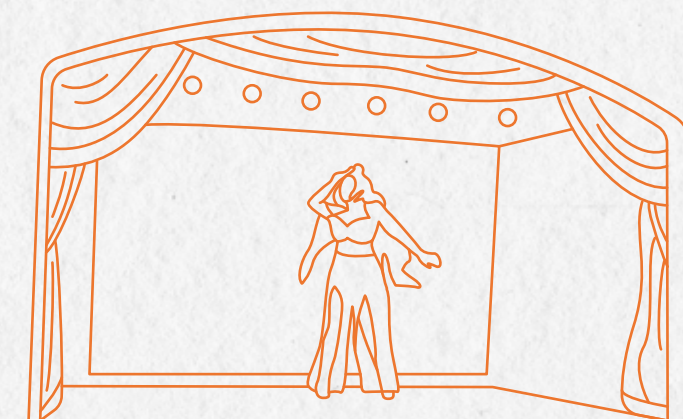
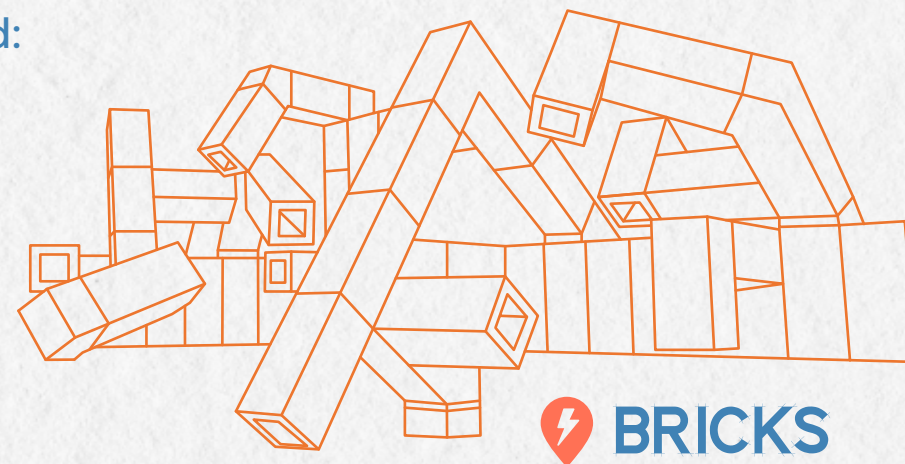
2024 PROGRAMS AT A GLANCE

Each of our programs advances one or both of our strategic initiatives:
Supporting Small Business Success and Increasing Neighborhood Vibrancy.
Each program sits within our portfolio areas of Downtown Revitalization and
Citywide Critical Response.

Our 2024 **DOWNTOWN REVITALIZATION**
program portfolio included:

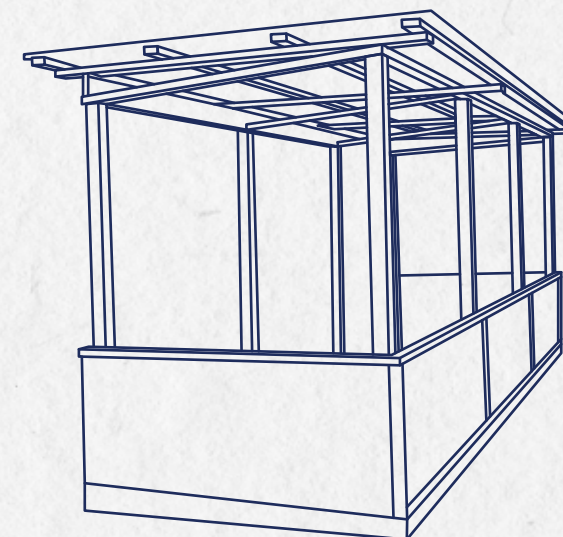


  **VACANT TO VIBRANT**



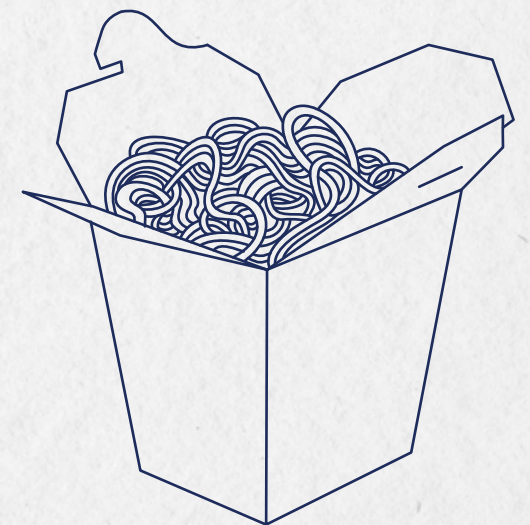
  **DOWNTOWN ENRG**

Our 2024 **CITYWIDE CRITICAL RESPONSE**
portfolio included:



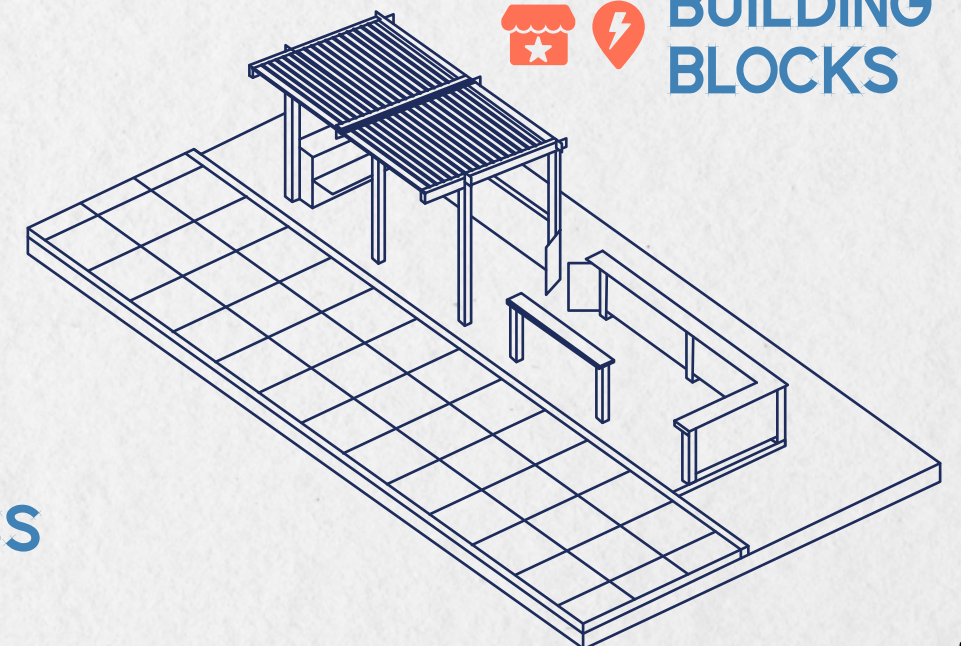
 **SHARED SPACES**

 **FAMILY MEALS**



 **SMALL BUSINESS GRANTMAKING**

  **BUILDING BLOCKS**



KEY



SMALL BUSINESS SUCCESS



INCREASING
NEIGHBORHOOD VIBRANCY



DOWNTOWN REVITALIZATION

Our Downtown Revitalization initiatives are possible with support from the Mayor's Office, the Office of Economic and Workforce Development, and private partners.

DOWNTOWN REVITALIZATION



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 storefronts.



We support arts, culture, and entertainment activities, that attract locals and visitors to the city center. We're building the long-term capacity of Downtown's nightlife and entertainment businesses, allowing them to sustain and grow their operations into the future.



We activated and celebrated the cultural and civic history of a landmark plaza by infusing it with fresh programming that realized the space's full potential.



Vacant to Vibrant

BY THE NUMBERS

Building on the momentum of our 2023 program launch, we expanded our impact in 2024 by opening a second class of pop-up activators, further extending the program's reach. We also secured support from the City and private partners to bring Vacant to Vibrant to Union Square. With funding from Wells Fargo, we introduced a new program track—Pop-Up to Permanent—designed for business owners who successfully transition to long-term leases. Since its launch, Vacant to Vibrant has achieved an impressive 60% long-term lease conversion rate.

POP-UP ACCELERATOR

9 DOWNTOWN
STOREFRONTS

WERE ACTIVATED
BY

12 POP-UPS

BY SMALL BUSINESSES, CULTURAL
ORGANIZATIONS, AND CREATIVES

Pop-ups cumulatively received \$147,000 in grant funding and hundreds of hours of technical assistance with inspections, permitting, insurance, and tenant improvements.

POP-UP TO PERMANENT

NEW!

4 BUSINESSES
SUPPORTED

WITH \$50,000 IN GRANT FUNDING
AND WILL CONTINUE TO RECEIVE
TECHNICAL ASSISTANCE SUPPORT

10 OF 17
STOREFRONTS

HAVE SIGNED LONG-TERM LEASES





13 SMALL BUSINESSES

SUPPORTED
WITH

\$305,863
IN GRANT FUNDING

SF New Deal supported nightlife and entertainment businesses and cultural organizations downtown with grant funding and technical assistance to produce an array of diverse programming from concert pop-ups and theater, to drag performances and street parties in newly created Entertainment Zones.



BRICKS

AT EMBARCADERO PLAZA

SF New Deal launched BRICKS at Embarcadero Plaza, a 12 week pilot program to provide a glimpse of an active and community-engaged Embarcadero Plaza during a key moment in the unfolding downtown revitalization conversation. We added potted olive trees, picnic tables, and colorful cafe tables and chairs to enliven the plaza's bricks.

SF New Deal partnered with Into the Streets to activate Bricks with recurring weekly activities and events including trivia, morning yoga, family day, dancing, live music, professional networking, and more.

While our pilot program was short, we are encouraged that in 2025, other groups including the Embarcadero Center property owner BXP are advancing large scale investment plans for Embarcadero Plaza.



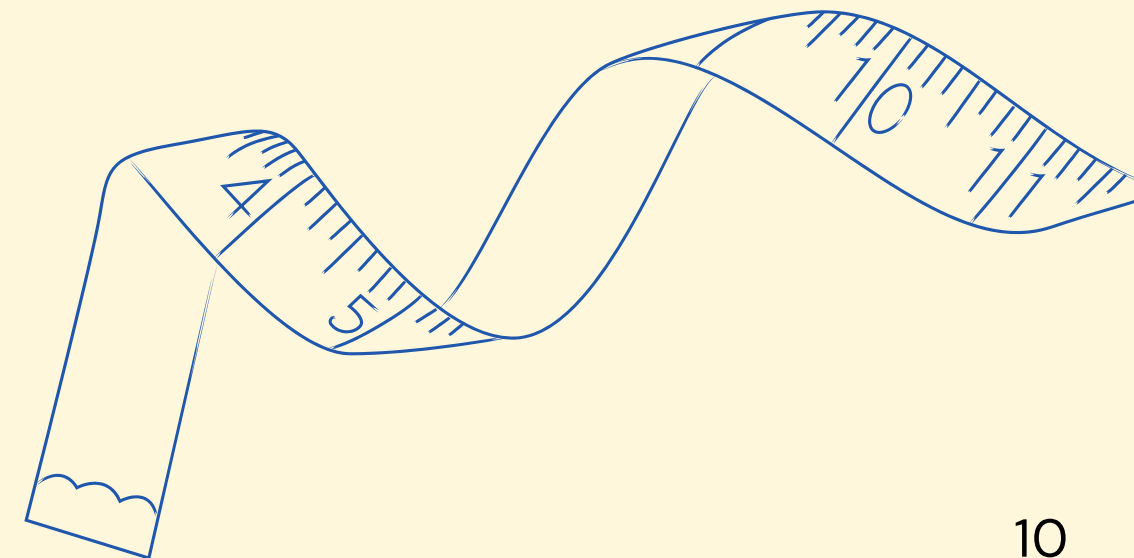


— Vacant to Vibrant Impact Spotlight —

TAYLOR JAY COLLECTION

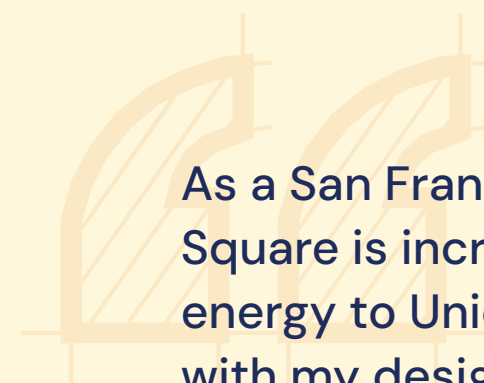
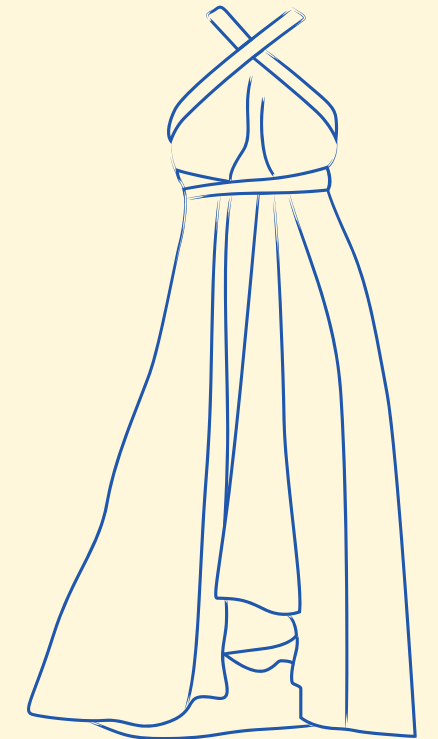
TAYLOR JAY

Taylor Jay is the owner of the fashion line and boutiques by the same name. She creates sustainable luxury basics, designed with every woman in mind, offering a wide range of standard and adaptable sizes. Each piece is made locally at an ethically sourced fair labor practicing factory in Oakland, CA to produce environmentally safe garments from certified eco-friendly textiles. As the Vacant to Vibrant program expanded to Union Square, we selected Taylor Jay as the first pop-up and supported her with grant funding and technical assistance to open her location on O'Farrell Street. This opening represents an expansion for her business that includes a successful storefront in Oakland.

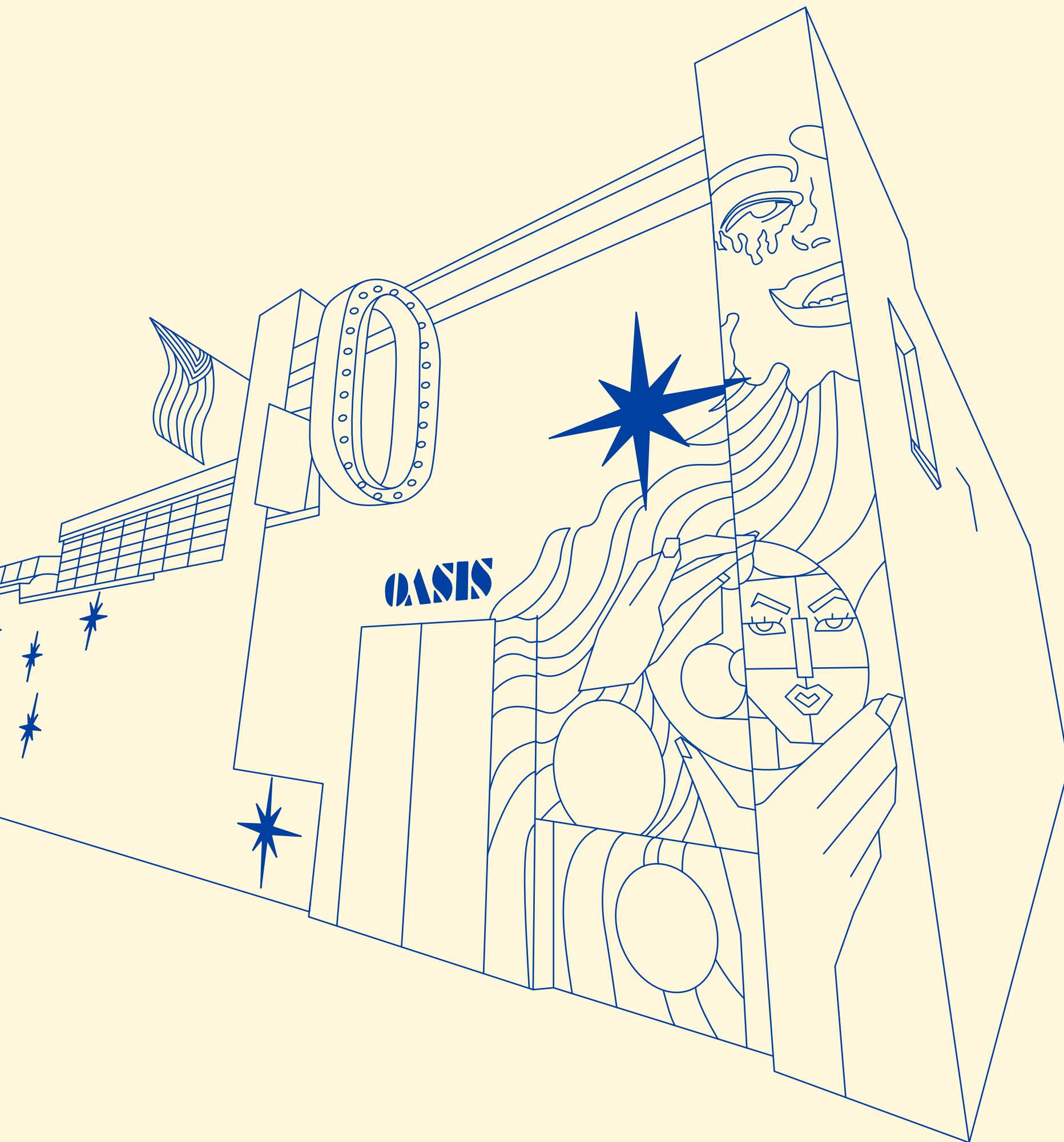




TAYLOR JAY
 Owner, Taylor Jay Collection
Vacant to Vibrant Union Square
 pop-up activator



As a San Francisco native, bringing my brand to Union Square is incredibly meaningful. I'm thrilled to bring fresh energy to Union Square. I hope to inspire people not just with my designs, but with the welcoming and inclusive space we're creating. Vacant to Vibrant is more than an initiative to support local small businesses like mine; it's a movement that shows what's possible when creativity and opportunity collide. This feels like the perfect alignment for my vision and values, and I'm grateful to be part of such a forward-thinking initiative.



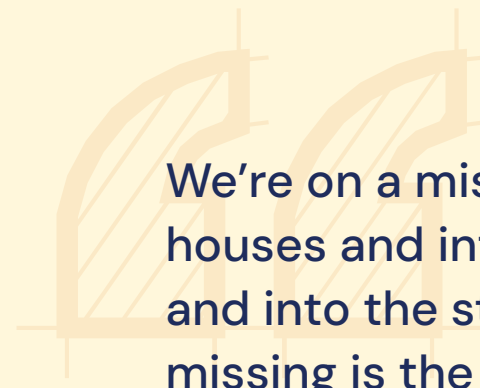
Downtown ENRG Impact Spotlight

OASIS

D'ARCY DROLLINGER

Oasis is a queer-owned nightclub, cabaret and theater located in the heart of SOMA. Now in its 10th year of operation, Oasis has produced over 32 theatrical productions. It is home to drag shows, cabaret, and community events. We awarded Oasis a Downtown ENRG grant to produce three shows including *Star Trek Live!*, *The Rocky Horror Show*, and *The Nanny Live!*





We're on a mission to bring people out of their houses and into the clubs, bars, restaurants, and into the streets. I think what's been missing is the kind of entertainment and experience you can only have out of your home. We don't have the resources to create these larger experiences and performances by ourselves. This really does embrace a lot of people and brings a lot of people in.

It feels really exciting and like it's supporting the ecosystem of the neighborhood. Thank you for the Downtown ENRG grant, we could not be creating these amazing experiences without you.

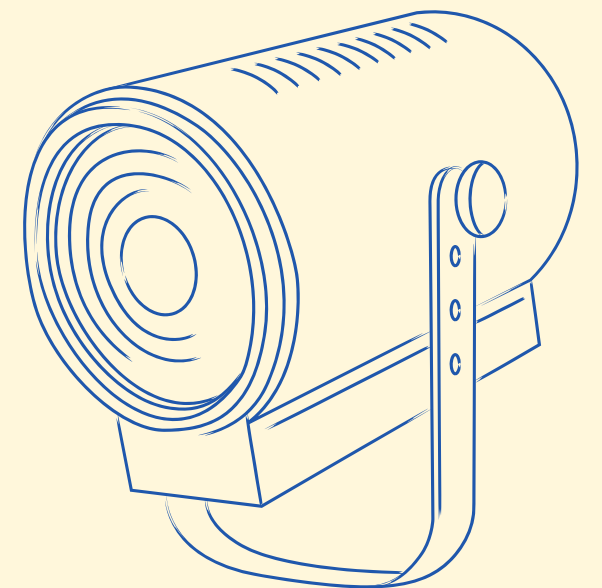


D'ARCY DROLLINGER

Owner, Oasis

San Francisco's Drag Laureate

Downtown ENRG Grant Recipient



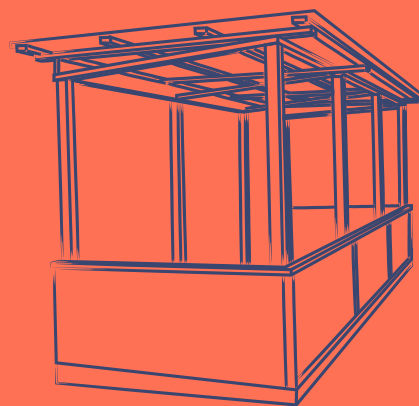


Our Citywide Critical Response initiatives are possible with support from the City's Office of Economic and Workforce Development, Human Services Agency, and private partners.

CITYWIDE CRITICAL RESPONSE

CITYWIDE CRITICAL RESPONSE

SHARED SPACES



We provided grant funding and technical assistance to support small businesses and community groups to bring their Shared Spaces into permanent compliance as well as activate them and surrounding streets with arts and cultural activities.



FAMILY MEALS



Through this community feeding program, we support restaurants with recurring revenue to provide free meals to families with young children.



SMALL BUSINESS GRANTS

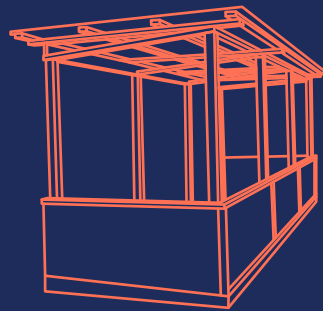


We distribute grants ranging from \$2,500 – \$50,000 to fund construction projects, equipment purchases, new signs, hiring and staffing, and other operational and capacity-building needs.



SHARED SPACES

BY THE NUMBERS



ARTS + CULTURE GRANTS



NEIGHBORHOOD ACTIVATION



COMPLIANCE GRANTS

30+ BUSINESSES, CULTURAL
& NEIGHBORHOOD ORGS

SUPPORTED
WITH

\$263,291

IN FINANCIAL RESOURCES

TO PRODUCE

200+ EVENTS

IN SHARED SPACES AND PARKLETS CITYWIDE
INCLUDING LIVE MUSIC, ART INSTALLATIONS,
AND DANCE PERFORMANCES

7 BUSINESSES &
CULTURAL ORGANIZATIONS

SUPPORTED
WITH

\$99,737

IN FINANCIAL RESOURCES

TO PRODUCE

48 EVENTS

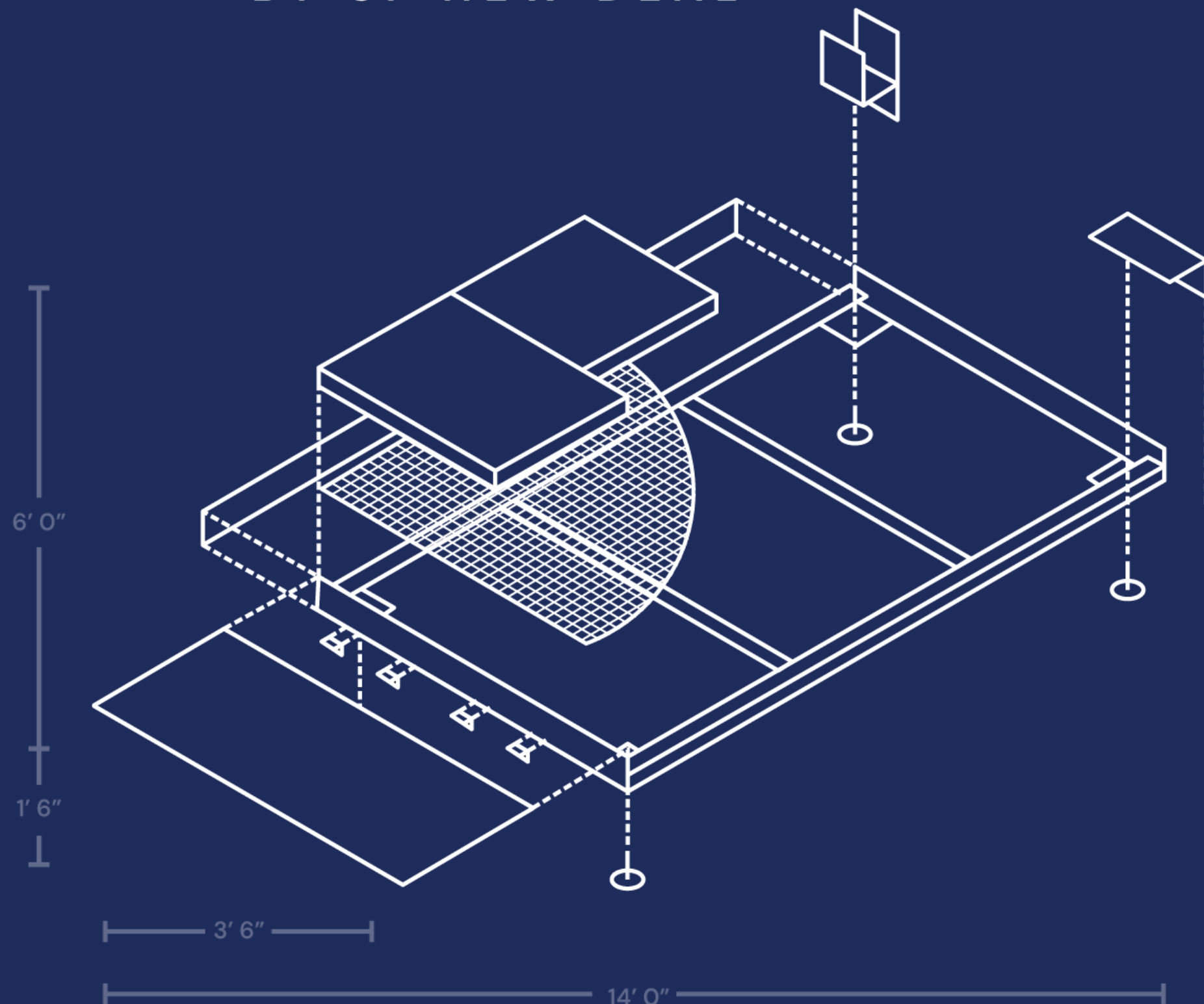
ON SIDEWALKS, CLOSED STREETS,
AND IN VACANT LOTS

193+ BUSINESSES

SUPPORTED
WITH

\$689,987

IN GRANT FUNDING AND PROCESS
NAVIGATION TO BRING THEIR SHARED
SPACES AND PARKLETS INTO COMPLIANCE



A NEW VISION FOR SHARED SPACES

Adapting the lessons we learned through our work as a partner in the City's Shared Spaces program, we launched Building Blocks, an innovative model to demonstrate how public and commercial curb space can be designed, constructed, and maintained to lower the burden on small business owners and increase street level vibrancy. We created the brand identity, prototype of our first model, and identified our pilot location. The first installation is scheduled for spring 2025.

FAMILY MEAL PACK PROGRAM

BY THE NUMBERS



\$1,411,010

IN RECURRING REVENUE TO BUSINESSES

35 BUSINESSES SUPPORTED

109,536 MEALS PROVIDED

1,010 FAMILIES SUPPORTED

Community feeding is how we got our start as an organization and we know that supporting restaurants to provide meals strengthens the fabric of our neighborhoods and advances dignity for San Franciscans experiencing food insecurity.



SMALL BUSINESS GRANTMAKING

BY THE NUMBERS



\$3,963,028

DISBURSED TO

451 BUSINESSES



For many small businesses, accessing grant funding is daunting. Our team provides high-touch, multilingual assistance to ensure that businesses know how to apply, understand all eligibility requirements, and are set up to receive digital payments. Our grantmaking process reduces friction to accessing capital and significantly lowers time to payout, ensuring funds reach small businesses efficiently and equitably.

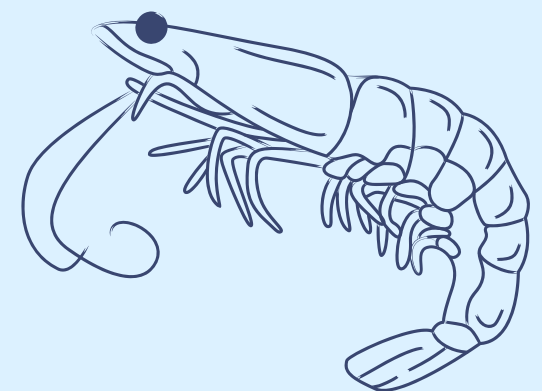


Family Meals & Shared Spaces Impact Spotlight

THE SPICY SHRIMP

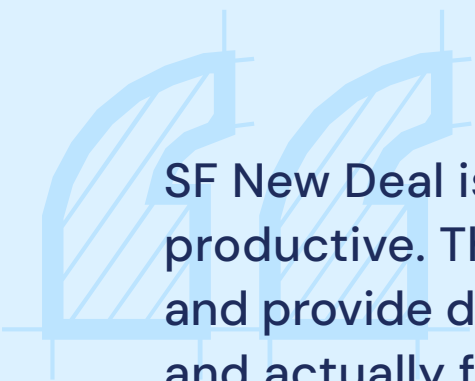
YAN HUA LI

The Spicy Shrimp has partnered with SF New Deal as a community meals provider since 2021, providing thousands of meals to food insecure San Franciscans. In 2024, we supported The Spicy Shrimp to bring their Shared Space for outdoor dining into compliance and beautify it with a colorful mural by SF artist Jess Tse. SF New Deal connected Jess with The Spicy Shrimp's owners, Yan Hua Li and Zhen Hong, and provided language support, grant funding, and technical assistance for the project.





Co-owners Yan Hua Li (center) and Zhen Hong (right) with Jess Tse (left), the artist who painted the mural on their shared space



SF New Deal is passionate, responsible, and productive. They reach out to me proactively and provide direct services. They're responsive and actually follow up — some organizations don't follow up for a few years.

YAN HUA LI
Co-Owner, The Spicy Shrimp
Community Meals Provider
Shared Spaces Grant Recipient

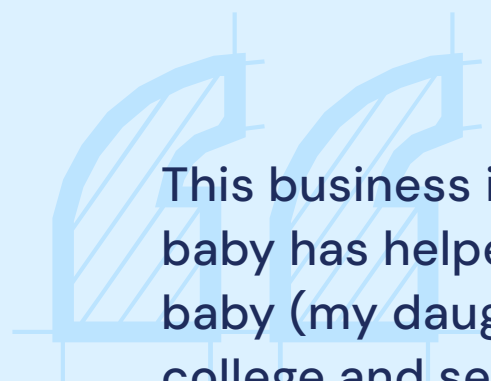


YVONNE'S SOUTHERN SWEETS

YVONNE HINES

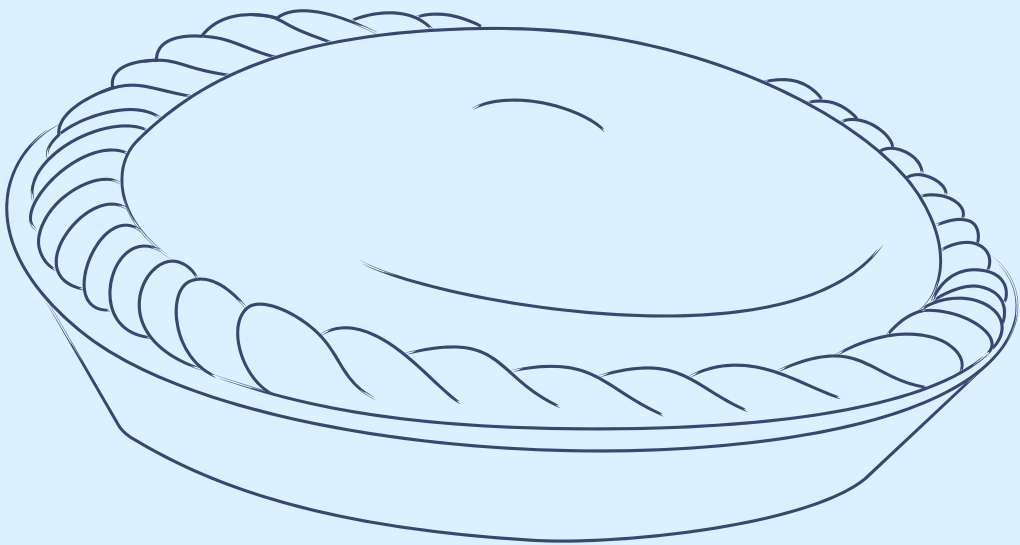
An 18-year old institution in the Bayview, owner Yvonne makes pies, pralines, and cookies out of her 400-square-foot shop. Her business is a neighborhood favorite and the economic propeller for her family. We supported Yvonne with a new computer, helped her apply for grant funding, and got her set up to receive a small business grant so she could purchase a new mixer, baking pans, and make other critical storefront upgrades.





This business is my baby, and this baby has helped me raise my other baby (my daughter), who is a senior in college and senior class president.

YVONNE HINES
Owner, Yvonne's Southern Sweets
Small Business Grant Recipient



2024

SF NEW DEAL

BREAKING NEW GROUND

In 2024, our programs and downtown revitalization work appeared in 179 press pieces locally and nationally. The coverage amounted to more than 450,000,000 impressions.



The New York Times
CAN FREE RENT REVIVE
DOWNTOWN SAN FRANCISCO?



San Francisco Examiner
SF COMMITS \$3M TO GET SMALL
BUSINESSES IN UNION SQUARE,
DOWNTOWN



San Francisco Chronicle
S.F.'S SURGE IN FREE ARTS EVENTS
AIMS TO COMBAT DOOM LOOP
NARRATIVES, FOSTER COMMUNITY



The World Economic Forum recognized our work in partnership with the City on Vacant to Vibrant, awarding us an Honorable Mention in Public-Private Collaboration at their Urban Transformation Summit. We additionally presented about Vacant to Vibrant in Baltimore at the Project for Public Spaces International Placemaking Week Conference.



SF New Deal Executive Director, Simon Bertrang with the City's OEWD Director of Business Development, Laurel Arvanitidis at the World Economic Forum's Urban Transformation Summit.

REMEMBERING BO-LAI NG

In October 2024, our dear friend and team member Bo-Lai Ng passed away.

Bo-Lai was an early arrival to the SF New Deal team, joining in the summer of 2020. She dove headfirst into a role only loosely defined by a pressing community need, when we were a fledgling nonprofit mere months into existence. From the moment she arrived, our organization was profoundly changed by her presence.

She quickly jumped into our nascent call center – a post that would become a staple of her time at SF New Deal. She established our designated lines for Mandarin and Cantonese speakers and recorded warm messages to greet callers – wishing them fortune for the Lunar New Year, or simply a wonderful day. In those first couple of years, our phone line was active 12 hours a day, 7 days a week, and Bo-Lai personally fielded thousands of calls. In Bo-Lai we had not only an interpreter, but a crucial (and heartfelt) community champion. Our approach to cultural responsiveness is modeled on her example.

Bo-Lai's warmth and light were radiant and this loss is a painful one. Her passion and commitment to serving the community will forever guide our team and work, just as it did from the moment we met her. We will miss her beyond measure.



WITH APPRECIATION

FOR OUR SUPPORTERS

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

Every effort is made to ensure the accuracy of this list. If your name has been inadvertently omitted or listed inaccurately, please accept our apologies and contact us at giving@sfnewdeal.org.

INDIVIDUALS

Achel Johnson
Alex Edelstein
Andrew Wasserman
Anisa Anuar
Anonymous (15)
Bridget Watson Payne
Bruce Colman
Carole Silvestri
Caroline Orsi
Cathie A Staley
Charles Crandon
Charles Hudgins
Chiara Manodori
Claire Murphy
Colby Josey
Daniel Betten
Dee Dee Nguyen
Deirdre Hockett
Eleni Toubanos
Ellyn Farrelly
Emerald Yeh
Eric Wooley
Erin Duncan
Francesca Arrigoni
Herbert Lee
Hilary Heuer
Ian Storm Taylor

Janet Beckerman
Janine Guillot &
Shannon Wilson
Jenais Zarlin
Jennifer Wong Sharp
Joan Field
Jonathan R Bass
Jordan Lind & Mark Vis
Karen Weiss
Kat Lee
Katie Hazard
Kelsey Wordeman
Kenneth Shear
Kevin Kawashita
Kristen Collins
Laurel Arvanitidis
Lenore A Estrada
Maggie Chao
Marc Straka
Maxwell Kramer
Meaghan Shepherd
Melissa Lau
Michael Bickford
Morgan Fabian
Nathaniel Fruchter
Pamela Armstead
Pamela Lin

Patricia Murphy
Paul Burns
Paul Wermer
Pierre Lagarde
Rachel Lam
Rex and Lillian Chien Fund
Rick Champion
Robert Lee
Rodney and Penny Bertrang
Roxanne Webber
Ryan Cahoon
Sandeep Menon
Simon Bertrang
Susan Birnbaum
Teresa Hoffman
Mrs. Theresa and Dr. Richard
W. Horrigan
Wai Ling Chai
Wendy Weiden Giving Fund
of Fidelity Charitable
Yunjie Li

FOUNDATIONS & DONOR-ADVISED FUND SPONSORING ORGANIZATIONS

American Online Giving
Foundation, Inc.
Anonymous Fund (5)
Battery Powered SF
Blackbaud Giving Fund by
its Agent YourCause
Cox-Vadakan Foundation
Fidelity Charitable
Hellman Foundation
JPMorgan Chase
JPMorgan Chase Securities
Charitable Gift Fund
Marin Community
Foundation
Marlati Family Fund
The San Francisco
Foundation
Schwab Charitable
UK Online Giving
Foundation
Vanguard Charitable

CORPORATIONS

Adobe, Inc.
Apple, Inc.
Autodesk
Block, Inc.
Cruise LLC
Google, Inc.
Intuit
JPMorganChase
Okta
Pfizer
Salesforce
Survey Monkey
VISA
Waymo LLC
Wells Fargo
Zoox

IN-KIND & DISCOUNTED
GOODS & SERVICES

1Password
Adobe, Inc
AirTable
Canva
Dropbox
GiveLively
Google.org
Golden State Warriors
GrantStation
Human-I-T
LinkedIn
LucidChart
Mailchimp
Microsoft for Nonprofits
MonkeyBrains
NordVPN
Notion
Quickbooks by Intuit
Salesforce
Slack
Squarespace
Stripe, Inc.
VHIO
Yerba Buena Center for the Arts
Zapier
Zellerbach Foundation
Zoom, Inc

CITY & COMMUNITY PARTNERS

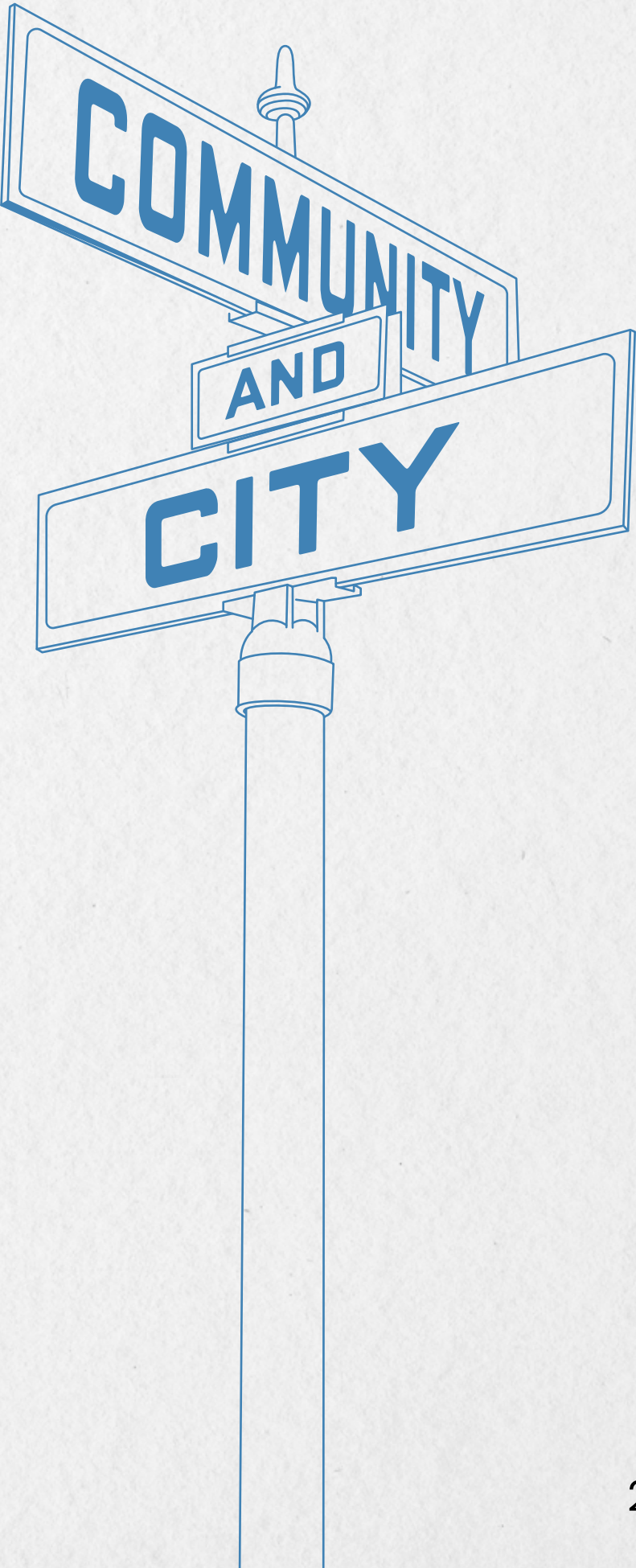
SF New Deal depends on committed collaborators; our partners at these City departments and community organizations were critical to our work and success in 2024.

CITY PARTNERS

Office of Mayor London N. Breed
SF Arts Commission
SF Board of Supervisors
SF Department of Building Inspection
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
SF Recreation & Parks Department
SF Small Business Commission

COMMUNITY PARTNERS

BeChinatown
Calle 24
Chinatown Community Development Center
Clecha
Downtown SF Partnership
East Cut Community Benefit District
Into the Streets
La Cocina
Main Street Launch
MEDA
Mid Market Business Association
Mid Market Foundation
New Community Leadership Foundation
Renaissance Entrepreneurship Center
Richmond Neighborhood Center
Self Help for the Elderly
SF Black Wall Street
SF Chamber of Commerce
SPUR
Tenderloin Community Benefit District
Yerba Buena Partnership



2024 FINANCIALS

JANUARY 1 - DECEMBER 31

HOW SF NEW DEAL IS FUNDED:

We receive funding through a combination of private contributions from individuals and corporate philanthropy along with City contracts.

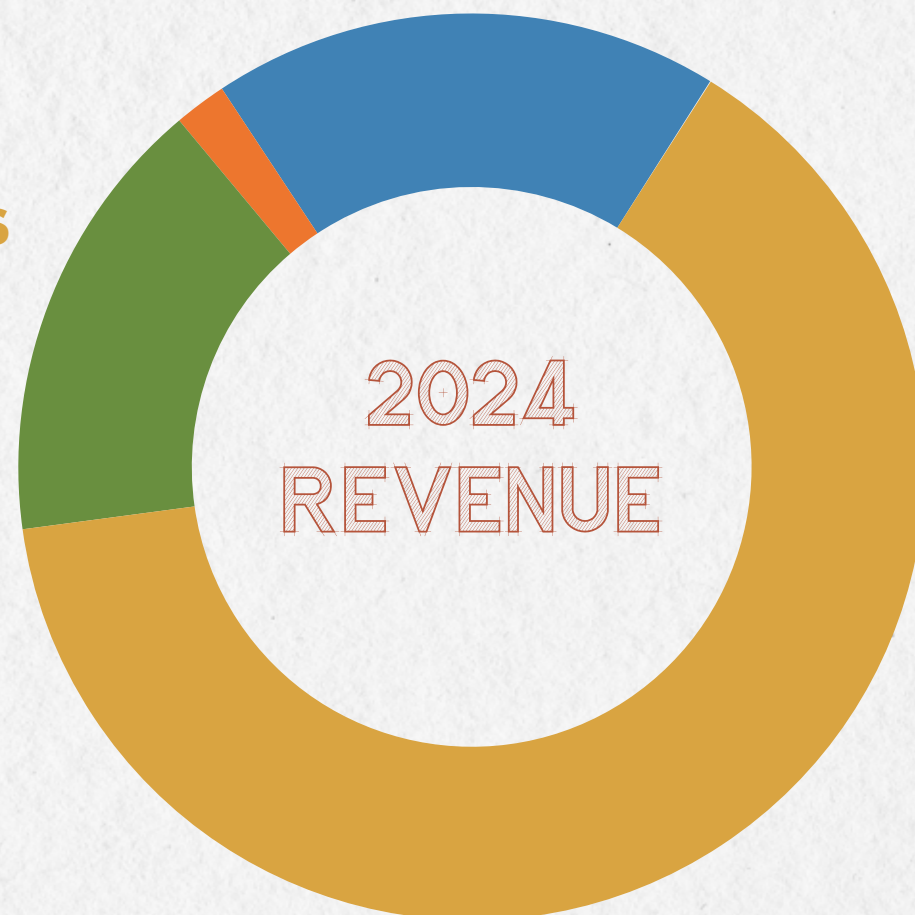
CHARITABLE CONTRIBUTIONS
\$2,091,519 (18%)

OEWD CONTRACTS
\$7,393,307 (64%)

HSA CONTRACTS
\$1,845,778 (16%)

OTHER INCOME
\$217,586 (2%)

TOTAL REVENUE
\$11,548,190



HOW SF NEW DEAL SPENDS FUNDS:

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

ADMIN & FUNDRAISING
\$1,124,401 (10.6%)

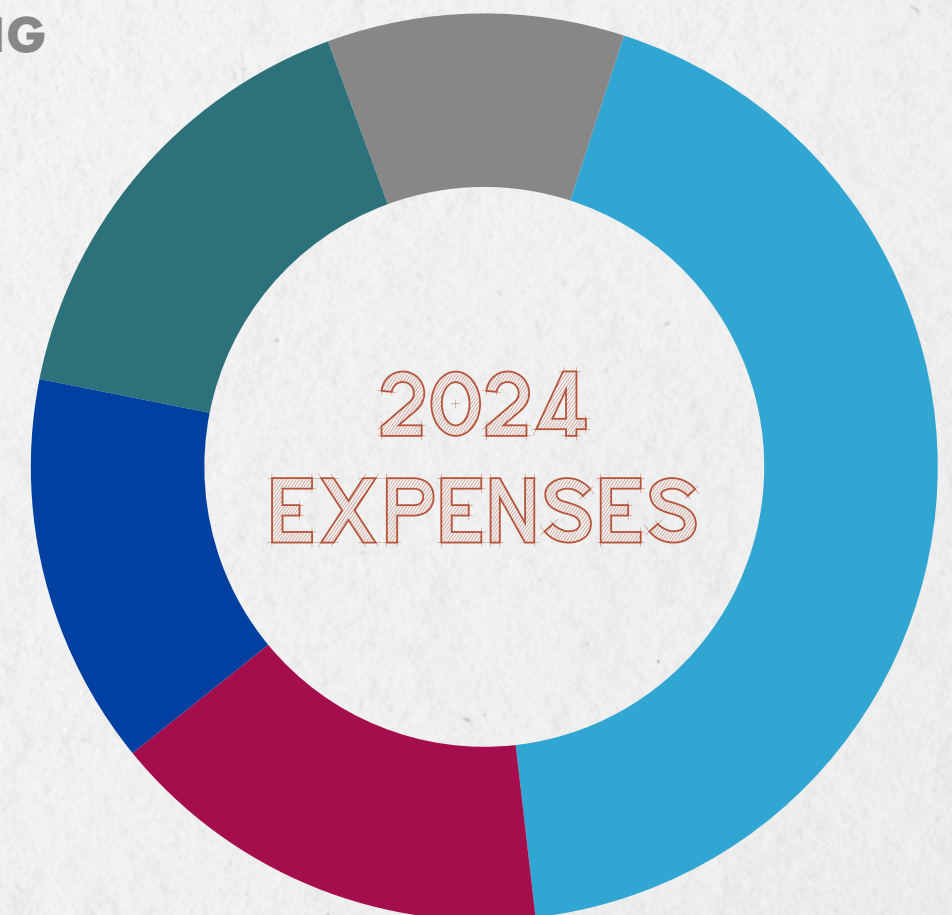
SMALL BUSINESS GRANTMAKING
\$4,585,373 (43.2%)

COMMUNITY FEEDING
\$1,695,223 (16%)

SHARED SPACES AND BUILDING BLOCKS
\$1,473,769 (13.9%)

VACANT TO VIBRANT AND DOWNTOWN REVITALIZATION
\$1,739,678 (16.4%)

TOTAL EXPENSES
\$10,618,444



2024 SF NEW DEAL

TEAM

Ace Ty

Alisa Damaso

Alison Chang

Areeba Yasin

Bo-Lai Ng

Brittney Ison

Candace Hsu

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