



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

Storefront Opportunity Grant Business Plan

The Storefront Opportunity Grant helps businesses negotiate new lease agreements for commercial storefronts in San Francisco. The goal of this program is to fill commercial storefront vacancies in San Francisco and help businesses secure sustainable lease agreements.

Your answers should be **at least 100 words** unless the question asks for a list. You will be **DISQUALIFIED** if your answers are too short, lack detail, or if you leave questions blank.

Client/Business Information

Business name:

Business owner name:

Business phone:

Business email:

Business address:

1. About the Business

- a. Please provide a brief summary of your business. What made you decide to start this business? (100 words minimum)
- b. What is your experience in this industry. Describe any formal training, mentorship, or education you received. (100 words minimum)
- c. Describe your customer base. How do you plan to grow your customer base? (100 words minimum)
- d. Describe your products and/or services. (100 words minimum)

2. Growth Plan

- a. If you receive the funding, what are the key dates and milestones for your business in the next year? Please build out your timeline. (100 words minimum)

- b. Where do you see your business in the next three years? (100 words minimum)

- c. What type of licenses or permits are required for your business? Explain where you are in the process of getting them? (100 words minimum)

3. Storefront

- a. Describe the renovations needed to get your new storefront ready for opening. (100 words minimum)

- b. What is the total anticipated cost to open your new storefront? What resources will you leverage to make the expansion successful and sustainable? (100 words minimum)

4. Existing or Anticipated Challenges

- a. What challenges do you anticipate may arise once you move into your new commercial storefront? Please list at least three challenges and explain how you plan to overcome them. What resources/strategies will you leverage? (100 words minimum)

- i. Challenge: (100 words minimum)

- ii. Challenge: (100 words minimum)

- iii. Challenge: (100 words minimum)

5. Competition

- a. Who are your biggest competitors and why? How is your product or service different from what your competitors offer? (100 words minimum)

6. Operations

- a. Who is/are the owner(s) and employees? Please describe their responsibilities and job duties. (100 words minimum)

- b. What hours/days of the week will your business be open? Do you have plans to change or expand these hours/days after opening a new commercial storefront? (100 words minimum)

7. Marketing Strategy

- a. Describe your advertising and marketing ideas. How will you promote your new storefront? Include examples of marketing strategies you plan to use such as mailing lists, print advertisements, social media, events, etc. (100 words minimum)

8. How do you plan to use your grant award?

Please fill out the table below detailing how you plan to use your grant award. Use dollar amounts (ex: \$1,200).

Business Expense	How much of your anticipated grant award will you spend on this business expense?	Please describe your anticipated expense in more detail (a list or sentence is fine)
Accounting		
Employee Wages		
Equipment/supplies		
Insurance		
Licenses/Permits		
Marketing/Advertising		
Merchandise/Inventory		
Rent for storefront		
Tenant improvements (ex: repairs, construction, move-in costs)		
Utilities		

Other:		
Other:		
Total		

