

**MAIN STREET**  
LAUNCH

POWERING DREAMS. TRANSFORMING COMMUNITIES.

# ORGANIZATIONAL REPORT

AS OF JUNE 2018



Dear Friends,

Main Street Launch is proud to celebrate our 39th year of supporting small business owners as they realize their entrepreneurial dreams. We invest in small businesses and entrepreneurs to help accelerate a city's economic development goals. Entrepreneurship creates a powerful ripple effect, bringing economic vitality to entrepreneurs and their families and extending beyond the small business owner to share that prosperity with workers and our communities.

This vitality is supported through community partnerships. Through collaborative alliances and our collaborations with other community organizations, we help connect small businesses to the right resources at the right time to help them achieve their business goals. Nite Yun, owner of Nyum Bai in Oakland's Fruitvale District, was able to grow her business from La Cocina's commercial kitchen into a brick and mortar through the support of organizations that helped prepare her and fund her expansion.

This year has highlighted the importance of legacy. Legacy businesses like Yuet Lee owned by Sam Yu, operating in San Francisco's Chinatown for more than 40 years, are important anchor institutions in neighborhoods. As we prepare to celebrate 40 years of Main Street Launch in 2019, we reflect on the value that legacy institutions provide to communities and the opportunity that exists to strengthen and grow the services they offer.

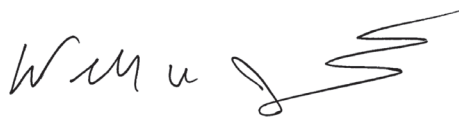
This year reflects significant growth for Main Street Launch. We have expanded in all areas of the organization: expanding our work in Oakland with an outreach field team, expanding the team dedicated to serving San Francisco small businesses, and opening an office in San Diego to support veteran entrepreneurs in Southern California like Ryen Farnworth and his father James, owners of Bootstrap Kombucha. This growth is enabling our teams to better serve entrepreneurs at all stages, to ensure they get the help they need when they need it.

As a nonprofit community-based organization, we work in partnership with people like you. Together, we can empower small business owners to succeed. We invite you to help us further our reach and impact. Stay connected by signing up for our newsletter, refer aspiring and existing entrepreneurs to our services, and most importantly shop with Main Street Launch clients.

Thank you for your support, and we look forward to continuing to build inclusive prosperity in our communities.



Jacob Singer, President & CEO



Wendell W. Jones II, Chairman of the Board



Photo credit of Nyum Bai on cover: Oriana Koren.

Background photo on cover: Visit Oakland, Joshua Winzeler.





**TYLER**  
**TYTANIUM IDEAS**  
**ROCKLIN, CA**

### **ENTREPRENEURSHIP STRENGTHENED BY GRIT**

Tyler Campbell, Air Force veteran, wanted to start his own marketing firm to be able to make decisions on his own terms. “I wanted to benefit from my own hard work and provide jobs for others,” Tyler explains. In 2010 he launched Tytanium Ideas, a full-service digital marketing firm devoted to client service and educating and delighting their community with strategies that produce results. “The loan gave us the ability to launch a new service faster and with more peace of mind,” says Tyler. “Working capital gave us more flexibility, so we could make the best long-term decisions for our business.” Tyler’s military experience has helped him as an entrepreneur: “Because of our training, veterans have the discipline to keep going and the mental fortitude and grit to take on challenges,” Tyler reflects.

## **TABLE OF CONTENTS**

<b>Letter From Our Leadership .....</b>	<b>2</b>
<b>Our Mission And Values.....</b>	<b>4</b>
<b>How We Help .....</b>	<b>5</b>
<b>Impact Of Our Work .....</b>	<b>6</b>
<b>Oakland Launch .....</b>	<b>8</b>
<b>Flexible Capital: Oakland .....</b>	<b>10</b>
<b>Alameda County SBDC.....</b>	<b>12</b>
<b>African American Entrepreneurs..</b>	<b>14</b>
<b>San Francisco Launch .....</b>	<b>16</b>
<b>SF Invest In Neighborhoods .....</b>	<b>18</b>
<b>Small Business Directories.....</b>	<b>20</b>
<b>Veteran Launch .....</b>	<b>22</b>
<b>Veteran Launch Expands.....</b>	<b>24</b>
<b>Our Team .....</b>	<b>26</b>
<b>Our Supporters.....</b>	<b>27</b>



# OUR MISSION & VALUES

## MISSION

Our mission is to create economic opportunity by empowering entrepreneurs.

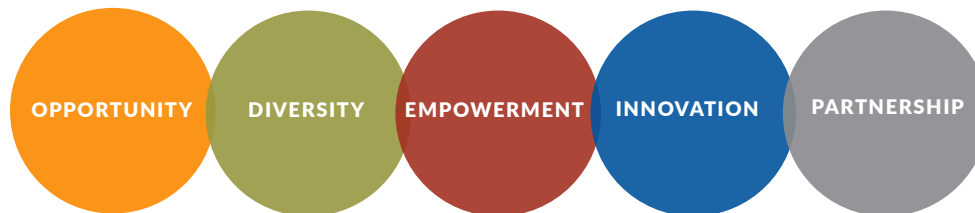
Through innovative partnerships we provide business owners with the capital, education, and relationships that allow them to flourish. Our collaborative approach helps our clients create jobs and stimulates economic development in low-to-moderate income communities.

## VISION

Our vision is to empower small business owners to succeed, transforming their lives, and helping our communities thrive.

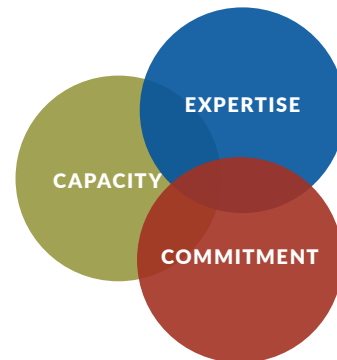
## CORE VALUES

For the last 39 years, Main Street Launch has embodied core values that guide our strategy, daily work, and relationships with our clients, partners, and the community.



## STRENGTHS

We complement our core values with capabilities that combine to make Main Street uniquely equipped to meet the needs of our communities:





# HOW WE HELP

Accelerating small business growth results in increased economic opportunities like more local jobs for residents, increased economic activity, and more access to goods and services. Investment in small businesses creates wealth for the business owner, income for employees, and vitality for the community.

## CAPITAL

We offer affordable loans up to \$250,000 to small businesses in Oakland and San Francisco, and to veteran-owned and military family-owned businesses in California.

## EDUCATION & RELATIONSHIPS

In addition to lending services, Main Street Launch provides no-cost business development services to help our clients become loan-ready, operate profitable businesses, and create jobs. We are continuously developing a robust pipeline of partner organizations who can help our clients and other business owners get the help they need to start or grow their businesses.

We are grateful to our community partners for their support, including but not limited to:

Alliance for Community Development  
Anew America  
Centro Community Partners  
City of Oakland Business Assistance Center  
Community Reinvestment Fund  
Gusto  
Hack the Hood  
ICA Fund Good Jobs  
Kiva  
La Cocina  
Localwise  
Marble Bridge  
Mason Tillman  
Mission Asset Fund  
Mission Economic Development Agency (MEDA)  
National Veterans Transition Services (REBOOT)  
Northern California Community Loan Fund  
Oakland African American Chamber of Commerce  
One Hundred Black Women of the Bay Area  
Opportunity Fund

Pacific Community Ventures  
Renaissance Entrepreneurship Center  
Rosie Network  
Runway Project  
San Francisco African American Chamber of Commerce  
San Francisco Economic Development Alliance  
San Francisco Office of Small Business  
SCORE  
SFMade  
Small Business Administration  
Small Business Development Centers  
Small Business Majority  
Start Small Think Big!  
The SF LGBT Center  
TownSquared  
Uptima Business Bootcamp  
Veteran Business Outreach Centers  
Women Veterans Alliance  
Women's Business Centers  
Working Solutions



**RICHARD**  
**LUXURIOUS NAIL**  
**BOUTIQUE**  
**SAN FRANCISCO**

## INSPIRATION BECOMES INNOVATION

Richard Washington worked in his uncle's business when he was young. "I watched him do the books, be his own boss, and I was pulled toward that," he remembers. After seeing a show featuring a nail salon with a lot of cultural diversity located on the East Coast, Richard began to explore bringing something like that to his neighborhood in San Francisco's Bayview District. Richard opened Luxurious Nail Boutique in January 2017 and now has three employees. Richard used his loan from Main Street Launch for rent and equipment. "The loan was the catalyst to my success," says Richard. "Going through the loan process made me do the work that helped me learn how to successfully make decisions for my business. The loan helped me get open and helped me get ready for success."

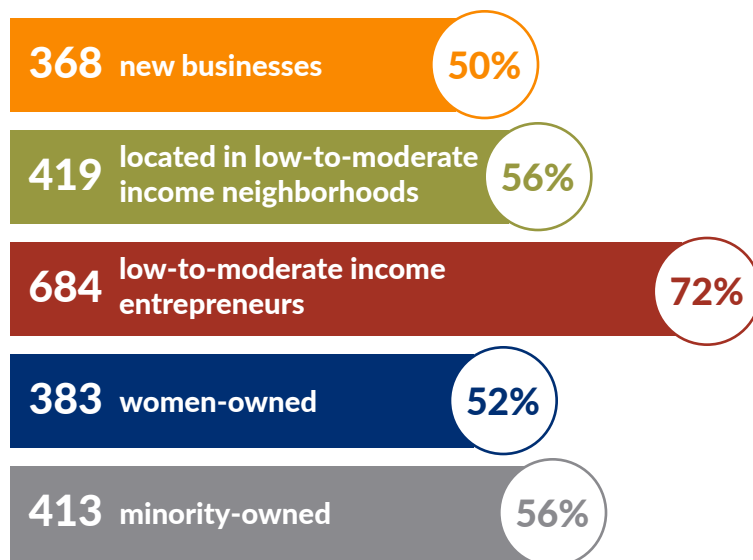


# THE IMPACT OF OUR WORK

Empowering entrepreneurs and employees at a local level creates a lasting, positive community impact. Small businesses make up the backbone of city economies, providing jobs and goods and services within neighborhoods, thus creating a safer and more liveable place for everyone. Our work helps to build self-sustaining, vibrant local economies.

..... IN THE LAST 10 YEARS .....  
MAIN STREET INVESTED **\$63.6 MILLION** INTO **742** BUSINESSES.  
.....

These loans supported:

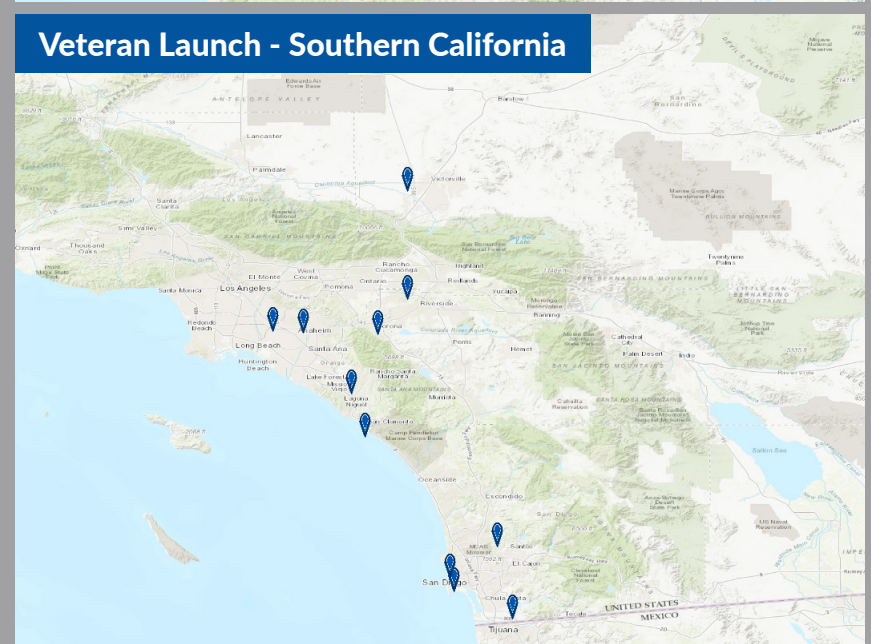
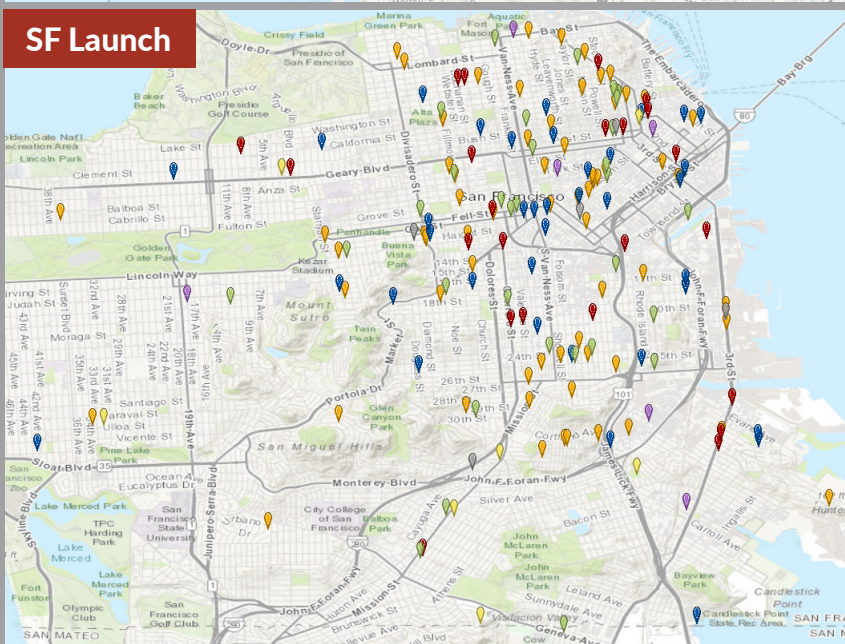
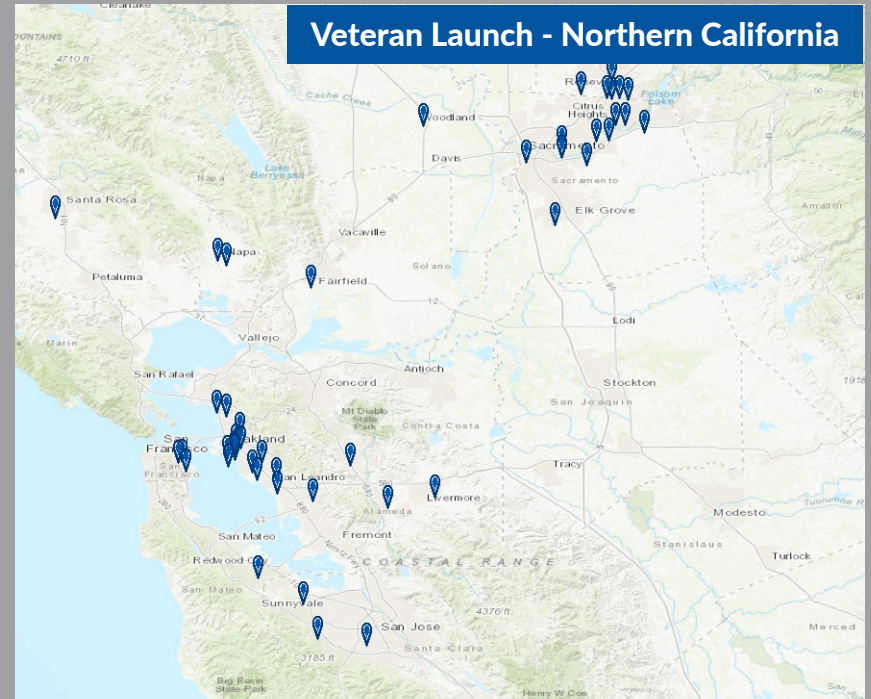
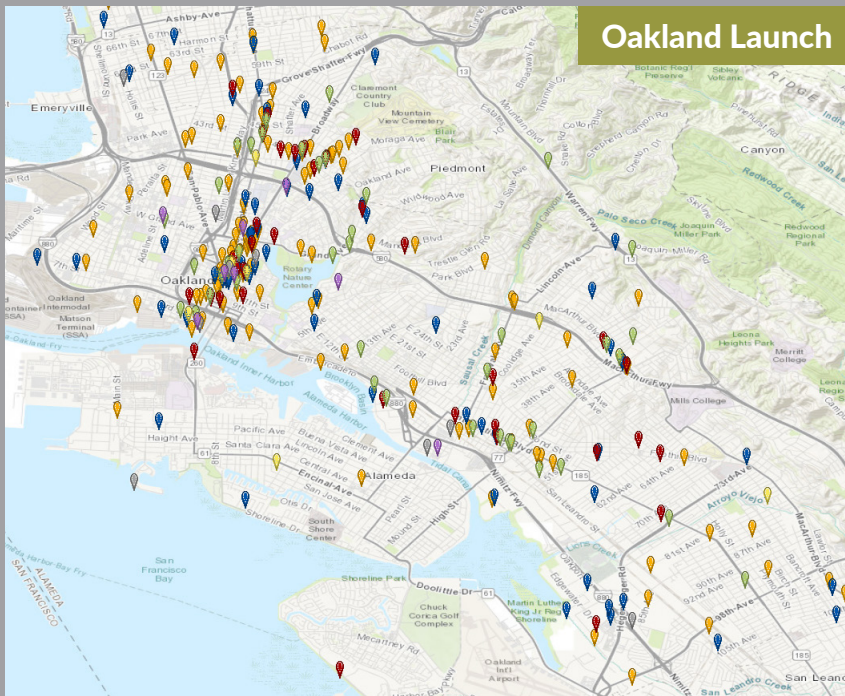


Our clients have created and sustained **5,400 jobs** in the last ten years.



- Food & Beverage
- Professional Services
- Retail
- Health & Beauty
- Arts & Entertainment
- Education
- Manufacturing

## MAPS OF OUR CLIENTS







CALVIN  
LENA'S SOUL  
FOOD RESTAURANT  
OAKLAND

### SHARING FAMILY TRADITIONS

Calvin Andrews, owner of Lena's Soul Food Restaurant, opened his business in 2013. Lena's is named after Calvin's mother, who taught Calvin and his four older siblings to cook. "Eating at restaurants, I always felt like I could do it better. I really wanted to own a restaurant to share the cooking I grew up on," explains Calvin. "I opened my first restaurant with a loan from Main Street Launch, and without that loan I could have never gotten open," remembers Calvin. "I needed to finish the build out, purchase some equipment, and I also used the loan for some working capital. Most folks don't just have that kind of money laying around, so the loan was really important for me to get started. Working with Main Street Launch was better than I could have expected. It wasn't formal or bank-like. They worked with me to restructure my first loan when my business was going through a tough time. It made me more comfortable that it was a partnership, a service for the community," says Calvin.

## OAKLAND LAUNCH



## RESPONDING TO CHALLENGES, MAKING IMPACTS: INVESTING IN OAKLANDERS

### CHALLENGE

While Oakland is rapidly changing, the Town is still made up of mostly low- and moderate-income neighborhoods, despite the rising cost of living and the influx of new residents and businesses.

Without thriving business districts, people shop outside of Oakland, decreasing tax revenue for city services. Vacant stores across town increase public safety concerns and create blight.

Oakland is one of the most diverse cities in the United States, but many women and entrepreneurs of color continue to struggle in accessing the capital and business support they need to grow successful companies.

### IMPACT

In 2017, Main Street Launch's newly-funded businesses in Oakland created and sustained 320 jobs, 67% of which are filled by Oaklanders.

Main Street Launch drives capital into struggling business districts to help entrepreneurs start and grow their businesses. Main Street Launch has funded 442 loans totaling \$27 million in the last ten years in Oakland. In the last year, 42% of Oakland loans were to businesses operating in Oakland's Community Development Districts.

Main Street Launch has a distinguished track record of providing loans and business support services to small business owners that reflect the communities in which we operate. Last fiscal year 71% of our Oakland borrowers were people of color.

“Oakland is an example of how small businesses are the backbone of this country's economy. In Oakland, our innovative partnerships have enabled us to answer to the demand of our market. We will continue to support small business owners that create jobs and foster economic equality in Oakland.”

FLOR DE MARIA MELARA  
Senior Vice President - Relationship Manager  
Oakland Launch

..... LAST YEAR .....

**71%** OF OUR OAKLAND BORROWERS WERE  
**PEOPLE OF COLOR.**

.....



## RESPONDING TO COMMUNITY NEEDS: FLEXIBLE CAPITAL IN OAKLAND

As Oakland continues to grow and change, it has become clear that historic residents need access to capital that aligns with their needs in order to sustain their small businesses in Oakland. As a result, Main Street Launch has been raising strategic capital that aligns with our values to help support Oakland residents to thrive.

### INNOVATION

In order to meet the needs of small business owners across Oakland, we have developed flexible loan products with low interest rates, designed to support small businesses operating in underinvested neighborhoods. This creative approach to lending has also led to the development of a number of new programs and services designed to support businesses in neighborhoods across Oakland.

### PARTNERSHIP

Communities need significant support in order to thrive, and Main Street Launch relies on our partnerships to amplify the impact we can have in Oakland. Through support from JPMorgan Chase's Pro Neighborhoods initiative, Northern California Community Loan Fund (NCCLF) and Main Street Launch formed PRO Oakland, a collaboration to serve Central and East Oakland nonprofits and small businesses with funding and operational support. Main Street Launch will support about 35 businesses with \$1.5 million of low-interest, flexible loan capital through the PRO Oakland program and support dozens more with business advising. To learn more about this partnership, follow our YouTube channel: Main Street Launch.

### EMPOWERMENT

Supporting small businesses creates jobs for the owner and for members of our community. Through our funding from HHS Community Economic Development (CED) Program, Main Street Launch will use our low-interest, flexible loan product for small businesses committed to creating new full-time jobs. We've already invested \$928,000 of our \$1.5 million in CED funds to capitalize 21 companies who have created 46 full-time jobs, the majority of which are filled by Oaklanders.

### DIVERSITY

Main Street Launch is a proud SBA Lender, and our work has enabled more borrowers of color in our communities to access SBA loan products. For example, in the last five years, 53% of our SBA Micro borrowers in Oakland have been entrepreneurs of color. These companies have created and sustained 68 jobs in Oakland. Many of these companies have also received significant post-loan business advising services, thanks in part to the financial support the SBA provides through the Microloan program.

### OPPORTUNITY

Main Street Launch brings our services directly to small businesses where they operate. Through our field work, which began in 2015 and has since expanded across Oakland, our staff are able to meet small businesses, learn about their needs, and offer customized services. This outreach effort is deepening our impact with existing small businesses and ensuring more equitable access to services across town.

Photo credit of Nite: Oriana Koren.



NITE  
NYUM BAI  
OAKLAND

## CELEBRATING CULTURE WITH FOOD

Coming to the United States as a refugee from Cambodia, Nite Yun opened Nyum Bai to commemorate her parents as well as celebrate Cambodian food and culture. “Nyum Bai is a place for everyone to hang and jam out to 60s Cambodian rock music,” says Nite. When asked why she opened her business in the Fruitvale district, Nite explains, “Fruitvale is one of the areas in Oakland where it’s still untapped. The culture is alive here and rather than changing it, I want to be part of it.” Nite came to Main Street Launch through a referral from La Cocina, a nonprofit that provides entrepreneurs with affordable commercial kitchen space. Nite used the loan from Main Street Launch as starting capital, to buy equipment, and pay her employees. “Working with Main Street Launch was accessible, transparent, and timely. The employees are very responsive to emails and because of its location in Oakland, it is easy to come to the office,” says Nite.





NOHEMI  
JUICE JOINT  
OAKLAND

## INVESTING IN GROWTH

Open since 2003, Juice Joint is a long-established breakfast and lunch restaurant serving Downtown Oakland. Nohemi Perez, owner, needed funding to upgrade equipment and remodel her space. Because she needed a detailed proposal with financial projections to show how the loan funds would be spent and the benefits the funding would provide to the business, Nohemi requested assistance from the Alameda County SBDC. Nohemi worked with Mari Lovalvo, an SBDC Spanish speaking advisor, and together they built the business description and financial projections to support the loan proposal. Within a month of receiving Nohemi's proposal, Main Street Launch closed a \$50,000 loan and the upgrades were underway.



## RESPONDING TO CHALLENGES, MAKING IMPACTS: PARTNERING TO SERVE ALAMEDA COUNTY

### CHALLENGE

### IMPACT

The Bay Area boasts many business consultants with expert advice, but it can be challenging for entrepreneurs to find reliable, affordable, and trustworthy advisors.

The Alameda County SBDC (ACSBDC) has 16 expert consultants who have been vetted and who offer demonstrable results. These consultants' diverse and impressive backgrounds help ACSBDC clients to pursue their business development with trustworthy information and resources. Over the last five years, the ACSBDC advised 2,826 clients and served 8,829 business owners through seminars and workshops.

The Bay Area has many sources of capital for entrepreneurs, but it is challenging to know what kind of capital is right for your business.

The ACSBDC helps their clients access capital. Over the last five years, ACSBDC clients have raised \$131 million in capital, generated \$129 million in new sales, and created 2,100 new jobs.

Different business industries present unique challenges to small business owners. Finding advice and support specific to an industry can be challenging.

The Alameda County SBDC has customized industry-specific programming to best serve their clients by industry. These programs include an award-winning program for food businesses and the Tech Futures group, supporting tech entrepreneurs.

**“** By hosting the Alameda County SBDC, Main Street Launch was able to serve entrepreneurs outside of Oakland who need support to access capital. These entrepreneurs reflect what's great about our county -- they are collaborative, community-oriented, and passionate about their businesses. **”**

JACOB SINGER  
President & CEO  
Main Street Launch





## RESPONDING TO CHALLENGES, MAKING IMPACTS: INVESTING IN AFRICAN AMERICAN ENTREPRENEURS

### CHALLENGE

Small business ownership can be an effective strategy in building familial and community wealth, and an effective strategy for addressing the wealth gap faced by the African American community. However, there are few resources available to help business owners with succession planning, to ensure the value of their business continues to benefit future generations.

The small business support ecosystem that serves African American entrepreneurs lacks formal coordination and collaboration. As a result, entrepreneurs have a hard time finding the right resources, securing comprehensive business advice, and getting support from other African American small business owners.

There is a lack of data and study about African American entrepreneurship, making it hard to find research and evidence to spur deep investment in this community.

### IMPACT

In partnership with the San Francisco African American Chamber of Commerce, Main Street Launch has established a Succession Planning Workshop Series, providing tools to small business owners to develop strategies for transferring wealth from their businesses to their families. Over the long-term, successful wealth transfer will build assets, create income, and improve credit readiness for the next generation of African American business owners. This program has served 30 African American business owners so far.

With support from Wells Fargo's Diverse Community Capital program, Main Street Launch has invested significantly in bringing together the ecosystem of support providers to build a robust system for service delivery. In collaboration with the San Francisco African American Chamber of Commerce, the Oakland African American Chamber of Commerce, One Hundred Black Men, and One Hundred Black Women, we will continue to strengthen and organize the resources available to African American entrepreneurs.

With support from Citi Foundation, Main Street Launch is developing an Institute to conduct research on African American entrepreneurship. This Institute will help advance study in this area and provide data and research to support and guide programs that are serving African American-owned small businesses.

“Main Street Launch has made an intentional choice to commit and invest in both financial and business development services for African American entrepreneurs. That is unique in the CDFI space. Committing to bringing together service providers already serving the community is important, and I'm proud to have a role in this work.”

ROBERT LATTIMORE  
Senior Vice President - Diverse Markets  
Main Street Launch

## CREATING OPPORTUNITIES AND CAREERS

In 2012 Christopher McMichael and Maurion Gaines launched Threadz Culture + Fashion, a retail store featuring the best streetwear and urban clothing styles in Oakland. In 2017 they joined Main Street Launch's Entrepreneur-in-Residence program to grow their knowledge and expertise on the business part of their business. "We jumped in head first when we opened the store, learning the ins and outs as we went. Now we have a better understanding about why things work and how to take advantage of resources, focusing on longevity," explains Maurion. Chris adds, "The Entrepreneur-in-Residence program is a real program, and Main Street Launch genuinely cares about our business. We now have resources and more insight into our business, and everyone here is personable and available to help."



CHRIS & MAURION  
THREADZ CULTURE  
+ FASHION  
OAKLAND



RON & RHONDA  
CHEF RON'S  
PASTRIES  
OAKLAND

## CREATING A FAMILY LEGACY

Brother and sister Ron and Rhonda Persons decided to launch Chef Ron's Pastries as a way to build a legacy for their family. "Our grandparents set the foundation," explains Ron. "We want to honor their legacy and build something that can benefit our future generations." Chef Ron's Pastries incorporates dozens of unique recipes that combine Ron's French culinary background with their family recipes, creating a delectable and unique dessert experience. Rhonda says, "It feels like we got a masters degree in our business through the Entrepreneur-in-Residence program." Chef Ron's Pastries is getting ready to fully launch into their first brick and mortar in 2019. "The resources this program offers seem unlimited. Everyone is able to help, and Main Street staff have their doors open all the way to the top of the organization. This new support system we've developed feels like family," says Ron.





SETH  
INSIDE-OUT BAR  
SAN FRANCISCO

### INVESTING IN SECOND CHANCES

Seth Sundberg, owner of Inside-Out Bar, has always been entrepreneurial. He played professional basketball, worked in real estate, and had several other professional roles that allowed him to pursue his entrepreneurial spirit. Seth started Inside-Out Bar in May 2015 after serving five years in prison. While serving his time, Seth created a new food product that was healthy and could serve as a meal supplement to give his peers and himself a better option than the meals available. Now Inside-Out Bar is a mission-driven nutrition bar company with a social impact that helps their customers fuel their bodies with a powerful food that supports good health from the inside out. Seth used his loan from Main Street Launch to take Inside-Out Bar to market. “Without the funding, we would not have been able to create the new products and establish our new brand,” remembers Seth. “I was grateful to find a lender who was willing to work with me. Because of my time in prison, it’s hard to know if that will impact a lender’s decision. The funding from Main Street Launch allowed us to get our products to our customers.”

## SAN FRANCISCO LAUNCH



## RESPONDING TO CHALLENGES, MAKING IMPACTS: EMPOWERING SAN FRANCISCO'S ENTREPRENEURS

### CHALLENGE

### IMPACT

Small businesses in San Francisco make up 97% of businesses and employ 63% of workers in the City. They are a vital element in keeping San Francisco diverse and livable. Yet, businesses need access to capital and expertise to be part of San Francisco's prosperity.

Main Street Launch has funded 155 loans totalling \$19 million in San Francisco in the last five years. Main Street Launch continues to administer both the City of San Francisco's Revolving Loan Fund and Emerging Business Loan Fund, offering loans up to \$250,000 citywide.

Despite the City's economic achievements, many neighborhoods, especially those in low-to-moderate income neighborhoods, continue to struggle with rising prices and demographic changes.

Main Street Launch has focused our outreach and work into the City's 25 Invest In Neighborhoods, with an in-depth focus on Bayview, Lower Fillmore, Tenderloin, Excelsior, and Chinatown. So far, we have served 52 companies in the Invest In Neighborhoods.

Despite the City's low unemployment rate, access to jobs for low-to-moderate income people who lack education or training continues to be a challenge.

Last year, San Francisco companies supported by Main Street Launch have created or sustained 264 jobs in San Francisco. Of these, 62% of these jobs are filled by San Franciscans.

“San Francisco has such an eclectic mix of businesses. My favorite part is that each neighborhood has its own unique feel. The small businesses are what give so many neighborhoods their special flare.”

KARLA DE LEON  
Vice President - Economic & Business Development  
San Francisco Launch

..... LAST YEAR .....  
**62%** OF JOBS CREATED BY COMPANIES FUNDED BY MAIN STREET  
**WERE FILLED BY SAN FRANCISCANS**  
.....

# RESPONDING TO COMMUNITY NEEDS:

## SAN FRANCISCO'S INVEST IN NEIGHBORHOODS

Entrepreneurs' experiences continue to inform our work as Main Street Launch develops programs and services that meet the needs of our communities in San Francisco.

### SMALL BUSINESS LENDING

The City of San Francisco has designated 25 business districts as Invest In Neighborhoods, with the goal of creating economically thriving, safe, resilient, sustainable neighborhoods that meet the needs of local residents. In 2017 Main Street Launch partnered with the City of San Francisco to administer their Revolving Loan Fund (RLF) and to create a low-interest, flexible loan product to meet the needs of business owners operating in the Invest In Neighborhoods. We have an initial in-depth focus on Bayview, Lower Fillmore, Tenderloin, Excelsior, and Chinatown. So far, using several different loan products we've funded 52 companies that operate in the Invest In Neighborhoods with \$7.3 million in loans.

### SMALL BUSINESS ADVISING

In addition to lending, Main Street Launch partnered with the City of San Francisco and was awarded the Community WINS grant to deepen our investment in Chinatown. This funding enabled our work in two areas. First, to develop Shop Chinatown, an online directory of small businesses operating in the neighborhood with the goal of increasing their exposure to new customers and attracting visitors to Chinatown. Second, to offer intensive business advising services to five legacy Chinatown businesses, supporting their growth and helping them to thrive under challenging operating conditions and in a high-cost environment.

### SAN FRANCISCO EXPANSION

To support our growing work in San Francisco, we moved our office to Chinatown, offering our staff a larger space to work from and grow into. We also expanded our team, enabling Main Street Launch to serve more clients through San Francisco Launch. This expansion and growth in San Francisco is informed by the needs of entrepreneurs and the City's economic development goals.

..... IN THE LAST 10 YEARS .....

MAIN STREET **52 COMPANIES**  
FUNDED IN THE INVEST IN NEIGHBORHOODS.

.....





SAM  
YUET LEE  
SAN FRANCISCO

### STRENGTHENING LEGACY BUSINESSES

Yuet Lee is a legacy business. Open since 1976, Yuet Lee Seafood has become one of the most famous restaurants in San Francisco's Chinatown. Yuet Lee Seafood Restaurant is the go-to place for Hong Kong-style food, especially seafood. Owner Sam Yu's father was an experienced chef, and he started the restaurant 42 years ago. Sam's father named his restaurant Yuet Lee, the same name as the restaurant he owned in Hong Kong. Sam has carried on their family business, building its brand as a must-visit location. The restaurant features a wall of all the celebrities who have dined there. In 2018, Sam used a loan from Main Street Launch to support cash flow and update the restaurant space, ensuring that Yuet Lee will serve Chinatown for decades to come.

## Daily Fresh Roses Shop



Daily Fresh Roses

This business speaks English and Spanish.

Manuel Espinoza opened Daily Fresh Roses Shop almost a decade ago, and he loves his business.

At Daily Fresh Roses you can purchase all kinds of flowers and different styles of arrangements. If you are on the go, stop by and pick up a freshly made bouquet or arrangement. You can get bouquets for as little as \$10. However, they also do amazing customized floral arrangements. If you wish, you can place your custom order and share your vision with Manuel. He will carefully craft it so that the final creation reflects your wishes perfectly.

In addition to all things flowers, Manuel offers small gifts. This is a great and quick place to pick up birthday, anniversary, or holiday gifts. They also have a large selection of vases at the shop that will fit any size bouquet that you leave with.

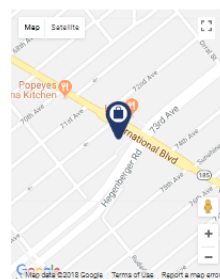
Daily Fresh Roses has prepared arrangements for weddings, funerals, and many more special occasions. The staff is very friendly and knowledgeable, so they will definitely take your color preferences and budget into account to create something beautiful for you.

Located on 73rd Avenue and International Boulevard, there is available parking nearby on the side streets. Come pick up some flowers and a beautiful arrangement for yourself and your loved ones to make anyone's day brighter.

### Business Details

(510) 228-5789  
7223 International Blvd, Oakland, California 94621  
Website  
Yelp  
Facebook

### Map Location



Get Directions



Food + Drink



Health + Beauty



Shopping



Services



Grocery



Arts + Culture

### Welcome to Shop Chinatown!

San Francisco Chinatown is the oldest and largest Chinatown in North America. A top tourist destination in San Francisco, Chinatown features hundreds of local small businesses ready to make your visit incredible.

Shop Chinatown can help you discover new and exciting businesses in San Francisco's Chinatown. We hope you'll explore our neighborhood and find the many treasures it has to offer.

Whether you're looking for a new outfit, a great piece of art, or the perfect meal, find it at Shop Chinatown.

### Recent Places

Aroma Tea Shop  
845 Washington Street, San Francisco, California 94108

Zen & Taste  
812 Washington Street, San Francisco, California 94108

Lukfook Jewelry - Grant  
843 Grant Avenue, San Francisco, California 94108

Bou Coeng Hong Trading Inc.  
837-839 Washington St, San Francisco, California 94108

Fashion Salon  
872 Washington Street, San Francisco, California 94108

### Featured Businesses



**Jen's Gems**  
(415) 956-8661  
805 Grant Ave, San Francisco, California 94108



**Jumbo Trading Company**  
(415) 986-8812  
614 Kearny St, San Francisco, California 94108



**Dragon House Antiques**  
(415) 421-3693  
455 Grant Ave, San Francisco, California 94108

## RESPONDING TO COMMUNITY NEEDS: STRENGTHENING SMALL BUSINESSES' ONLINE PRESENCE

### ONLINE PRESENCE FOR SMALL BUSINESSES

Main Street Launch has developed two online business directories: Shop Oakland Now and Shop Chinatown. The idea for these directories was born from the fact that many small businesses are operating in our cities without an online presence. At the same time, we know that more than 97% of customers use the internet to find places to shop, and this number has only grown since smartphones have become more and more common. We are developing these business directories to give small businesses a free landing page that features the most important information about their business, including location, hours of operation, photos, and how to contact them. We also include a description about what's great about the business, providing the small business owner a place to tell their story and reach new customers. So far, there are 4,200 businesses listed between the two directories, 560 of which have full profiles completed.

### CONNECTING BUSINESSES WITH RESOURCES

Our Business Outreach team goes door-to-door to identify businesses operating in Oakland and in San Francisco's Chinatown. This team also offers business owners access to free resources and connections to our partner organizations, helping to connect entrepreneurs with the resources they need to support their business.

### GETTING A BUSINESS LISTED

By strengthening a business' online presence, we believe they will experience more customer acquisition, which will provide revenue growth over time. These directories are managed by Main Street Launch staff, and our directory team is available to entrepreneurs to help answer questions and provide services and referrals for whatever their business needs. Business owners can request a listing by emailing [updates@mainstreetlaunch.org](mailto:updates@mainstreetlaunch.org). Please visit our directories, and share any feedback with our team: [shopoaklandnow.org](http://shopoaklandnow.org) and [shopchinatown.org](http://shopchinatown.org).

.....  
**97%** OF CUSTOMERS USE THE INTERNET  
TO FIND PLACES TO SHOP  
.....



## RESPONDING TO CHALLENGES, MAKING IMPACTS: PARTNERING WITH AND FOR VETERANS



CHALLENGE	IMPACT
Fewer veterans are starting businesses today than in previous generations: 50% of World War II veterans and 40% of Korean War veterans started businesses compared to only 4.5% of Post-9/11 veterans.	California is home to 250,000 veteran-owned businesses. Now located in the Sacramento area, the Bay Area, and San Diego, Veteran Launch is able to identify and connect with both existing military family-owned companies and aspiring veteran entrepreneurs across California to support their businesses as they start and grow.
Veterans lack access to capital for their businesses. Business loans account for only 9.8% of business capital acquired by veterans, and only 3.7% of SBA microloan recipients identify as veterans.	So far Veteran Launch has already invested \$9.3 million into 68 veteran-owned companies. Since 2016, the Veteran Launch portfolio has grown 150%.
There are many resources available for veterans, but veteran entrepreneurs are not always aware of the support available to their businesses.	We work to connect veteran entrepreneurs to our partner organizations to expand the network of services available to them. We collaborate with organizations across the state, ensuring that veteran entrepreneurs can get the right support where they are.

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THE VETERAN LAUNCH **150%** SINCE  
PORTFOLIO HAS GROWN 2016.

.....

“One in ten small businesses are owned by a veteran, so there is a huge number of small businesses that we can assist. As an Air Force veteran myself, I especially love to give back to my fellow vets after they served the U.S.A.”

MIKE MCGRANE  
Vice President - Northern California Lending Director  
Veteran Launch

## CREATING SOLUTIONS FROM CHALLENGES

Air Force veteran Laura Renner, owner of Freedom Makers, shifted her recruiting business into what is now Freedom Makers in 2015. "My brother is in the Air Force, and my sister-in-law and I were having a familiar conversation about what she was going to do for work. As a brat and in the military I have many friends who have faced the same challenge when their spouse is transferred, so I developed Freedom Makers to try and develop more opportunities within my community," explains Laura. Freedom Makers provides virtual assistant services to small business owners, with the services performed by military spouses. "Working with Veteran Launch was great. It was the first time I felt heard when talking to a financial institution, and they understood what I was trying to do. I trusted their advice, and everything they suggested was realistic. They offered me more understanding and education about my business in a way that was optimistic and never condescending. Those services have been incredibly helpful," says Laura.



LAURA  
FREEDOM MAKERS  
OAKLAND



SUSAN & JAMES  
BOOTSTRAP  
KOMBUCHA  
SAN DIEGO

## BUILDING A FAMILY BUSINESS

Bootstrap Kombucha employs three people: Chef Susan McMillion, James Farnworth, and James' son Ryen, a U.S. Coast Guard veteran. James knew he wanted his next entrepreneurial endeavor to be centered around kombucha, and he also wanted to open a business in which his family can work together. What they created is a company that truly brings benefits to others through the combination of education and a great product. Bootstrap Kombucha's loan was for working capital, which allowed them to, in part, cover operating expenses. Their team had already invested a lot into the company by the time they received their loan, but James reflects, "The loan really put us over the top. The process of completing the permitting process and getting the doors open took longer than we thought. The additional capital made it easier when it came time to open."



## RESPONDING TO COMMUNITY NEEDS: GROWING SUPPORT FOR VETERAN ENTREPRENEURS

### CALIFORNIA'S PERSISTENT POVERTY COUNTIES

In 2017, Main Street Launch was awarded a grant from the CDFI Fund to expand our work with veterans with a focus in California's three Persistent Poverty Counties: Fresno, Imperial, and Tulare Counties. Persistent Poverty Counties are defined as any county that has had 20% or more of its population living in poverty over the last 30 years. We have begun to establish partnerships and do outreach targeting veterans living and operating businesses in these three counties.

### EXPANDING TO SERVE SOUTHERN CALIFORNIA

In 2018, Main Street Launch opened an office in San Diego, and Lending Director Darius Mahajer relocated, transitioning from managing our San Francisco program to leading our Southern California expansion for Veteran Launch. So far, we have funded 10 companies in Southern California, supporting them with \$1.3 million in loans. Operating in San Diego will allow us to strengthen local partnerships and better serve veteran-owned businesses operating in Southern California.

### EXPANDING NATIONAL PARTNERSHIPS

Main Street Launch is proud to collaborate on national projects aimed at serving veteran entrepreneurs across the United States. JPMorgan Chase's Small Business Forward program invested \$4.2 million in three organizations: Main Street Launch (serving California), Carolina Small Business Development Fund (serving North Carolina, South Carolina, and Florida), and PeopleFund (serving Texas). This investment helped support our Southern California expansion and our lending efforts across the state. Bank of America created their Veteran Entrepreneur Lending Program, investing \$20 million into five organizations: Main Street Launch (serving California), Carolina Small Business Development Fund (serving North Carolina, South Carolina, and Florida), PeopleFund (serving Texas), Colorado Enterprise Fund (serving Colorado), and Excelsior Growth Fund (serving New York). These programs have invited more collaboration, helping to strengthen all of our work in serving veteran entrepreneurs.

..... VETERAN LAUNCH HAS FUNDED .....

**10** BUSINESSES IN SOUTHERN CA WITH **\$1.3 MILLION.**

.....

# OUR TEAM



**Adrian Gomez Zavala**  
Assistant Vice President -  
Relationship Manager



**Andrea Ramirez**  
Business Outreach Manager



**Brooke Solomon**  
Loan Servicing Manager



**Bruce Jobson, SPHR**  
Human Resources



**Darius Mahajer**  
Senior Vice President -  
Southern California  
Lending Director,  
Veteran Launch



**Debra Peace**  
Office Manager



**Diane Lewis**  
Business Outreach Manager



**Flor de Maria Melara**  
Senior Vice President -  
Relationship Manager



**Guillermo Barajas**  
Assistant Vice President -  
Accounting



**Jackie Maxwell**  
Vice President -  
Accounting/Controller



**Jacob Singer, PhD**  
President & CEO



**Jen Leybovich**  
Executive Vice President -  
Strategy & Development



**Joshua Marquez**  
Program Manager -  
Veteran Launch



**Joyce Windross**  
Senior Vice President -  
Operations



**Karla De Leon**  
Vice President -  
Economic & Business  
Development



**Karolyn Wong**  
Assistant Vice President -  
San Francisco Relationship  
Manager



**Kathia Kacic**  
Vice President -  
Loan Closing & Compliance



**Katie Taylor**  
Vice President -  
Marketing & Executive Projects



**Mike McGrane**  
Vice President -  
Northern California  
Lending Director,  
Veteran Launch



**Prabh Nijjar**  
Loan Servicing Manager



**Rachel Aoanan**  
Senior Vice President -  
Loan Closing & Compliance



**Robert Lattimore**  
Senior Vice President -  
Diverse Markets



**Rodney Clayton**  
Assistant Vice President -  
Loan Servicing



**Scott Lewis**  
Chief Financial Officer



**Yaowen Shi**  
Business Outreach Manager

“Our team and organization have grown considerably over the past few years. The talented people that work at Main Street Launch bring creativity, innovation, and a deep care for our work and the communities we serve.”

JACOB SINGER  
President & CEO

## MAIN STREET LAUNCH BOARD OF DIRECTORS



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Kaiser Permanente

## SUPPORTERS

Main Street is pleased to offer a community investment note that allows accredited investors to directly fund our small business clients. To learn more, please email [invest@mainstreetlaunch.org](mailto:invest@mainstreetlaunch.org).

For a copy of Main Street Launch's audited financial statements, please contact us at [updates@mainstreetlaunch.org](mailto:updates@mainstreetlaunch.org).

### With Financial Support From:

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