



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JULY 19, 2017

| | | | |
|--------------------------|---|---------------------|---------------------------------|
| <i>Filing Date:</i> | June 22, 2017 | <i>Reception:</i> | 1650 Mission St. Suite 400 |
| <i>Case No.:</i> | 2017-008057LBR | <i>Fax:</i> | San Francisco, CA 94103-2479 |
| <i>Business Name:</i> | Cinderella Bakery and Café | <i>Planning</i> | |
| <i>Business Address:</i> | 436 Balboa Street | <i>Information:</i> | |
| <i>Zoning:</i> | NC-2 (Neighborhood Commercial, Small Scale)/ 40-X Height and Bulk District | 415.558.6377 | |
| <i>Block/Lot:</i> | 1548/027 | | |
| <i>Applicant:</i> | Mike Fishman, Owner 436 Balboa Street San Francisco, CA 94118 | | |
| <i>Nominated By:</i> | Supervisor Eric Mar, District 1 | | |
| <i>Staff Contact:</i> | Stephanie Cisneros - (415) 575-9186 stephanie.cisneros@sfgov.org | | |
| <i>Reviewed By:</i> | Tim Frye - (415) 575-6822 tim.frye @sfgov.org | | |

BUSINESS DESCRIPTION

Cinderella Bakery and Café is a local Russian bakery, deli and restaurant located in and serving the Richmond District. Opened in 1953, Cinderella is the oldest authentic, home-style Russian bakery in the Bay Area. The founders of this Richmond District establishment were two sisters, Lydia Repin and Eugenia Belonogoff, who relocated to San Francisco from Harbin, China. The café has been serving home style, traditional Russian pastries and specialties since opening and has become a treasured neighborhood café, known for its time-honored, authentic recipes handed down through generations. Their signature prioshkis, pelmeni, beef stroganoff, and loaves of freshly baked Russian bread have become favorites among the neighborhood and have contributed to the café's strong cultural and culinary presence in the Richmond.

Cinderella Bakery and Café is located in an area of the Richmond District that is known as "Little Russia," which extends from 17th Avenue to 27th Avenue around Geary Boulevard. This area is home to many Russian restaurants, shops, bakeries and Russian Orthodox Churches. Cinderella Bakery and Café contributes to Russian heritage in the area by continuing the culinary and cultural traditions that were started when the restaurant opened over 60 years ago. Not only does Cinderella Bakery and Café help continue Russian culinary heritage but also the restaurant remains dedicated to the community that has been welcoming since it opened. The restaurant sponsors the annual 3-day Russian Festival as well as donates to the many Russian Orthodox churches and synagogues and associated schools throughout San Francisco.

STAFF ANALYSIS

Review Criteria

- 1. When was business founded?**

1953

- 2. Does the business qualify for listing on the Legacy Business Registry? If so, how?**

Yes, Cinderella Bakery and Café qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Cinderella Bakery and Café has operated for 64 years.
- ii. Cinderella Bakery and Café has contributed to the Richmond District's history and identity by continuing Russian cultural and culinary traditions that have helped shaped the area in which the café resides.
- iii. Cinderella Bakery and Café is committed to maintaining the physical features and culinary traditions that define its significance among the Russian community of the Richmond District.

- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?**

The business is associated with traditional Russian dishes and goods such as kvass, piroshky, kulich, paskha, and vareniki.

- 4. Is the business or its building associated with significant events, persons, and/or architecture?**

No. The 1915 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

- 5. Is the property associated with the business listed on a local, state, or federal historic resource registry?**

No.

- 6. Is the business mentioned in a local historic context statement?**

No.

- 7. Has the business been cited in published literature, newspapers, journals, etc.?**

Yes. Richmond District Blog, 4/28/2011, "Cinderella Bakery is the belle of the ball after a face lift," by Sarah B.; SF Chronicle, 12/29/2016, "In the Richmond, a bounty of Russian food and community," by Anna Roth; SF Chronicle, 9/25/2011, "Culinary highlights of SF's 49 square miles."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 436 Balboa Street

Recommended by Applicant

- Traditional Russian recipes passed down since the opening of the café
- Business logo that features a Russian nesting doll
- The name “Cinderella Bakery and Café”

Additional Recommended by Staff

- Location in the Richmond District

Filing Date: June 22, 2017
Case No.: 2017-008059LBR
Business Name: Donaldina Cameron House
Business Address: 920 Sacramento Street
Zoning: RM-4 (Residential-Mixed, High Density)/
65-A Height and Bulk District
Block/Lot: 0224/008
Applicant: Donaldina Cameron House
920 Sacramento Street
San Francisco, CA 94110
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye @sfgov.org

BUSINESS DESCRIPTION

The Donaldina Cameron House (“Cameron House”) is a 501(c)(3) non-profit family resource center located in the (AREA) neighborhood. Founded in 1874, the Cameron House provides services such as youth activities, food distribution, leadership training, meals, and social services to the Chinese American community. The origins of the Cameron House can be traced back to the opening of the Occidental Mission Home for Girls in 1874, a home founded by a local Presbyterian Church whose purpose was to intervene on behalf of vulnerable young Asian women that were smuggled into the country and sold as commodities during the “Yellow Slave Trade.” The Occidental Mission Home for Girls rescued these young girls and women and taught them life skills and faith. In 1895, Donaldina Cameron, a 23 year old sewing teacher, arrived at the home to teach and eventually became the superintendent two years later. She continued to uphold the home’s mission to rescue and educate girls victimized by violence and abuse despite receiving ongoing threats by those whose “profits” were hampered by her success. In 1942, the home was renamed the Donaldina Cameron House and by the time of Donaldina’s death in 1968, the organization had become a “national icon” and was credited with rescuing and helping over 3,000 girls escape brutal enslavement. The work that the home and Donaldina have carried out has often been referred to as “the only foreign mission enterprise ever carried on in the United States” by contemporary sources.

The Cameron House began to take on a new role and provide new services to the community after the repeal of the Chinese Exclusion Act in 1943, when the needs of the Chinatown community began changing. The organization expanded to now include faith-based programs for youth in addition to social services for women. The organization also offers counseling, domestic violence intervention, food distribution, adult ESL, and youth afterschool and summer programs, among other services. For over 100 years, the Donaldina Cameron House has continually served and provided support to low-income and immigrant Asian youth, women and their families.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

1874

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes, the Donaldina Cameron House qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The Donaldina Cameron House has operated for 143 years.
- ii. The Donaldina Cameron House has contributed to the Chinatown community's history and identity through its rich history as a rescue agency for young girls during the "Yellow Slave Trade" and by adapting to and providing services for the changing needs of the community.
- iii. The Donaldina Cameron House is committed to maintaining the physical features and traditions that define its role as a historically significant service agency and humanitarian organization in Chinatown.

3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with offering services to low-income and immigrant Asian youth and families in Chinatown.

4. Is the business or its building associated with significant events, persons, and/or architecture?

Yes. The 1908 property has been previously evaluated by the Planning Department for potential historical significance. The property has been designated an Article 10 City Landmark (Landmark Number 44) and is considered a "Category A Property."

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

Yes. The property is listed as City Landmark Number 44.

6. Is the business mentioned in a local historic context statement?

No.

7. Has the business been cited in published literature, newspapers, journals, etc.?

The business has been cited in a number of publications including but not limited to: The Examiner, 12/19/2013, "Chinatown alleyways renamed in honor of community members," by Jessica Kwong; SF Examiner, 7/6/2017, "Cameron House to hold annual carnival for Chinatown kids."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 920 Sacramento Street

Recommended by Applicant

- Commitment to offering community services to low-income and immigrant Asian youth and families
- Exterior clinker bricks
- Gas lamps that were used in the early 1900s
- Tunnels running through the basement from a time when Donaldina used to hide the first from local Chinese gangs

Additional Recommended by Staff

- Location in Chinatown
- Staff recommends that all interior and exterior features outlined in the landmark designation be included.

Filing Date: June 22, 2017
Case No.: 2017-008060LBR
Business Name: Elite Sport Soccer
Business Address: 2637 Mission Street
Zoning: NCT (Mission Street Neighborhood Commercial Transit)/
65-B Height and Bulk District
Block/Lot: 3637/027
Applicant: Jorge and Astrid Lopez, Owners
2637 Mission Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye @sfgov.org

BUSINESS DESCRIPTION

Elite Sport Soccer is a local, family-owned, bilingual (Spanish/English) retail business specializing in soccer equipment, footwear, cleats, uniforms and fan gear. Located in the Mission District on Mission Street, Elite Sport Soccer was opened in 1989 and has become an integral part of the neighborhood, serving the Latino community in San Francisco as well as the larger soccer communities of the Bay Area. The business was originally located at 3182 21st Street in the Mission District but relocated to its current location in 1995, where it has remained since. When Elite Sport Soccer was founded, the neighborhood had a concentrated Latino community with soccer having always been a significant cultural component of Latino identity and opening a bilingual shop helped to bind the business to the community both culturally and linguistically.

The store carries a large selection of jackets and jerseys from national and professional teams from around the world as well as a selection of national flags and has become an important fixture of the community of soccer players, fans and aficionados. Apart from selling soccer gear and memorabilia, the business has also given back to the community by supporting local high school and City College teams and the construction of local soccer fields (i.e. at Dolores Park). Additionally, the owners, Jorge and Astrid Lopez, have provided work opportunities to over 600 bilingual young people over the span of their 27 year history, which they feel is their most significant contribution to the community. Elite Sport Soccer has continued to show its commitment to the community both in the merchandise that it sells and in its dedication to working in cooperation with schools that teach soccer and with local soccer leagues that sponsor amateur adult soccer teams in the Bay Area.

The business' Mission Street location's lease expired on June 30, 2017. The building was sold in 2014 and again in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing and may be contingent upon Elite Sport Soccer receiving Legacy Business status. Should the business not be considered for designated as a Legacy Business, it may be forced to close or relocate out of San Francisco, which may have detrimental effects on its employees, the neighborhood, or the business itself.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1989

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Elite Sport Soccer qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Though Elite Sport Soccer has only been in operation for 27 years, it faces a significant risk of displacement.
- ii. Elite Sport Soccer has contributed to the Mission District community's history and identity by supporting a significant aspect of Latino culture – soccer – through its merchandise, its commitment to supporting local efforts to promote and teach soccer, its efforts to employ local youth and its continued bilingual atmosphere.
- iii. Elite Sport Soccer is committed to maintaining the physical features and traditions that define its role as a bilingual supporter of local soccer fans and players.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the Latino tradition and craft of soccer.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. The 1910 property has been previously evaluated by the Planning Department for potential historical significance as part of the South Mission Historic Resource Survey. The property is considered a "Category A Property" and is eligible for listing in the California Register under Criterion 1 for its association with the historic events of the post-1906 rebuilding and recovery in the Mission District.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. El Mensajero, 12/8/1993, "Latino business comes true, then struggles," by Margarita Millar; reSource/RenCenter.org, "Astrid Lopez: A Journey of Financial Empowerment," by Lucero DeLeon; MEDA, 9/12/2015, "New Owner Has Goal to Displace Elite Sports Soccer from Long-Term Space in Mission."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2637 Mission Street

Recommended by Applicant

- Tradition of being a bilingual business
- Variety of soccer merchandise including equipment and fan gear
- Commitment to supporting local institutions and organizations that promote and teach soccer both in San Francisco and the greater Bay Area
- Commitment to employing local youth
- Location in the Mission District

Additional Recommended by Staff

- Exterior features including massing, rooflines, and architectural details visible from the public-right-of-way

PROJECT DESCRIPTION

The Applicants have been nominated as "Legacy Businesses" by a member of the Board of Supervisors or the Mayor.

OTHER ACTIONS REQUIRED

Per Administrative Code Section 2A.242, the subject nomination requires review and approval by the Small Business Commission at a public hearing in order to be added to the Legacy Business Registry.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received letters of support for Elite Sport Soccer, which are included in the application packet.

ENVIRONMENTAL REVIEW STATUS

Nomination to the Legacy Business Registry does not constitute a "project" requiring environmental review per the California Environmental Quality Act (CEQA). The nomination act would not result in any physical alteration to the subject property and could not have an effect on the environment.

PLANNING DEPARTMENT RECOMMENDATION

Staff recommends that the Historic Preservation Commission find that the above businesses qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution
Legacy Business Application

SC: XXXX



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE JULY 19, 2017

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2017-008057LBR
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)/
40-X Height and Bulk District
Block/Lot: 1548/027
Applicant: Mike Fishman, Owner
436 Balboa Street
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CINDERELLA BAKERY AND CAFÉ, CURRENTLY LOCATED AT 436 BALBOA STREET (BLOCK/LOT 1548/027).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Richmond District neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 19, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Cinderella Bakery and Café qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Cinderella Bakery and Café

Location (if applicable)

- 436 Balboa Street

Physical Features or Traditions that Define the Business

- Traditional Russian recipes passed down since the opening of the café
- Business logo that features a Russian nesting doll
- The name "Cinderella Bakery and Café"
- Location in the Richmond District

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-008057LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE JULY 19, 2017

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2017-008059LBR
Business Name: Donaldina Cameron House
Business Address: 920 Sacramento Street
Zoning: RM-4 (Residential-Mixed, High Density)/
65-A Height and Bulk District
Block/Lot: 0224/008
Applicant: Donaldina Cameron House
920 Sacramento Street
San Francisco, CA 94110
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE DONALDINA CAMERON HOUSE ("CAMERON HOUSE"), CURRENTLY LOCATED AT 920 SACRAMENTO STREET (BLOCK/LOT 0224/008).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Chinatown neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 19, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the Donaldina Cameron House qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for the Donaldina Cameron House

Location (if applicable)

- 920 Sacramento Street

Physical Features or Traditions that Define the Business

- Commitment to offering community services to low-income and immigrant Asian youth and families
- Exterior clinker bricks
- Gas lamps that were used in the early 1900s
- Tunnels running through the basement from a time when Donaldina used to hide the first from local Chinese gangs
- Location in Chinatown
- Staff recommends that all interior and exterior features outlined in the landmark designation be included.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-008059LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

Resolution XXXXXX
July 19, 2017

CASE NO. 2017-008059LBR
920 Sacramento Street

ADOPTED:

DRAFT



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE JULY 19, 2017

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2017-008060LBR
Business Name: Elite Sport Soccer
Business Address: 2637 Mission Street
Zoning: NCT (Mission Street Neighborhood Commercial Transit)/
65-B Height and Bulk District
Block/Lot: 3637/027
Applicant: Jorge and Astrid Lopez, Owners
2637 Mission Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Desiree Smith - (415) 575-9093
Desiree.Smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ELITE SPORT SOCCER, CURRENTLY LOCATED AT 2637 MISSION STREET (BLOCK/LOT 3637/027).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the Mission District neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 19, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Elite Sport Soccer qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Elite Sport Soccer

Location (if applicable)

- 2637 Mission Street

Physical Features or Traditions that Define the Business

- Tradition of being a bilingual business
- Variety of soccer merchandise including equipment and fan gear
- Commitment to supporting local institutions and organizations that promote and teach soccer both in San Francisco and the greater Bay Area
- Commitment to employing local youth
- Location in the Mission District
- Exterior features including massing, rooflines, and architectural details visible from the public-right-of-way

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-008060LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



SAN FRANCISCO
OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-053
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
District: District 1
Applicant: Mike Fishman, Owner
Nomination Date: December 26, 2016
Nominated By: Supervisor Eric Mar

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes No

436 Balboa Street from 1953 to Present (64 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: NA

DELIVERY DATE TO HPC: June 22, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San
Francisco

ERIC MAR

December 26, 2016

Regina Dick-Endrizzi
Office of Small Business
Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Re: Nomination of Cinderella Bakery and Café to Legacy Business Registry

Dear Director Dick-Endrizzi,

I am writing to nominate Cinderella Bakery and Cafe to the Legacy Business Registry. Cinderella is a gem of an establishment that is a bakery, deli and restaurant that has been serving homestyle, traditional Russian pastries and specialties since 1953.

Cinderella is a neighborhood favorite that serves not only the Richmond District but is also treasured in the Russian American community. Known for their authentic recipes and traditional flavors, the business has served as a place where generations of families come to enjoy quality eats and treats including their signature piroshkis, beef stroganoff and loaves of fresh baked Russian bread. Cinderella has preserved food traditions and is an asset in the community.

I am proud to nominate Cinderella Bakery and Cafe for the Legacy Business Registry and hope for their continued success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Eric Mar".

Eric Mar

Section One:

Business / Applicant Information.

Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

| | | |
|--|-----------------------|----------------------------|
| NAME OF BUSINESS: | | |
| Cinderella Bakery and Cafe | | |
| BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business) | | |
| Mike Fishman | | |
| CURRENT BUSINESS ADDRESS: | | TELEPHONE: |
| 436 Balboa Street SF CA 94118 | | 415-751-9690 |
| | | EMAIL: |
| | | mishaf@pacbell.net |
| WEBSITE: | FACEBOOK PAGE: | YELP PAGE |
| www.cinderellabakery.com | | cinderella bakery and cafe |

| | | |
|--|--|--------------------|
| APPLICANT'S NAME | | |
| Mike Fishman | | |
| APPLICANT'S TITLE | | |
| Owner | | |
| APPLICANT'S ADDRESS: | | TELEPHONE: |
| 436 Balboa Street San Francisco, CA 94118 | | (415) 265-7725 |
| | | EMAIL: |
| | | mishaf@pacbell.net |

| | |
|---|--|
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | SECRETARY OF STATE ENTITY NUMBER (if applicable): |
| 446 105 | |

| | |
|---|----------------------------|
| OFFICIAL USE: Completed by OSB Staff | |
| NAME OF NOMINATOR: | DATE OF NOMINATION: |
| | |

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

| | | |
|--|------------------------|---|
| ORIGINAL SAN FRANCISCO ADDRESS: 436 Balboa Street | ZIP CODE: 94118 | START DATE OF BUSINESS 1953 |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? | | DATES OF OPERATION AT THIS LOCATON |
| <input type="radio"/> No <input checked="" type="radio"/> Yes | | Since 1953 |
| OTHER ADDRESSES (if applicable): | | ZIP CODE: |
| | | Start: |
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Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

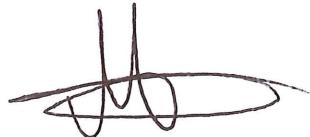
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Mike Fishman

2/8/17



Name (Print):

Date:

Signature:

CINDERELLA BAKERY

Section 4: Written Historical Narrative

CRITERION 1

- a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Established in 1953 and patronized by both the Russian community and anyone who loves Russian food, Cinderella Bakery and Café is the oldest authentic, home-style Russian bakery in the Bay Area.

The bakery is a San Francisco institution and serves foods prepared with time-honored recipes handed down through generations such as piroshki, pelmeni (Siberian meat-filled dumplings served with sour cream), pastries, Russian bread and entrees such as borscht and chicken kiev. Cinderella Bakery is also one of the only places in the Bay Area to get homemade kvas, a fermented grain drink with a distinctive, tangy, sour flavor.

The original owners of the business were two sisters, Lydia Repin and Eugenia Belonogoff. They came to San Francisco from Harbin, China.

In the late 1980s, Lydia and Eugenia wanted to retire and were looking to sell the business. Semyon Fishman was a businessman and part of the food industry in the Soviet Union. Semyon saw this as the perfect business opportunity for his wife Tatiana Fishman and son Mike Fishman. They acquired the business and recipes, and were provided training from Lydia and Eugenia.

Mike Fishman began working with his mother Tatiana at Cinderella Bakery from day one. When Tatiana retired in 2004, Elena Mironova bought her share and worked there for a few years.

In 2008, Mike and his wife Marika Fishman bought out Elena. Mike and Marika have since been sole owners of the business. They renovated and updated Cinderella Bakery and Café to incorporate new with old. The goal was to preserve the authenticity and give it a modern facelift. They wanted to attract new people to the neighborhood while keeping tradition and authenticity.

The goal is for Cinderella Bakery and Café to stay in this location for many years to come and to keep the recipes authentic. Maybe one day the third generation of Fishmans will continue the business.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Not applicable.

c. Is the business a family-owned business? If so, give the generational history of the business.

Cinderella Bakery is a family-owned business presently owned and operated by Mike and Marika Fishman. The original owners, Lydia Repin and Eugenia Belonogoff, were unrelated to the Fishman family.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Following is the ownership history of Cinderella Bakery and Café:

1953 to 1988: Lydia Repin and Eugenia Belonogoff
1988 to 2004: Tatiana Fishman and Mike Fishman
2004 to 2008: Mike Fishman and Elena Mironova
2008 to Present: Mike Fishman and Marika Fishman

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The Legacy Business Registry application includes documentation demonstrating the business has been in existence since 1953.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The location at 436 Balboa Street is considered a “Category B Building” by the Planning Department. Further consultation and review will be required to determine whether the property is an historical resource.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

San Francisco's Richmond district contains a neighborhood along Geary Boulevard known as "Little Russia," which extends from 17th and Geary, near the Russian Renaissance Restaurant, to the golden domes of the Russian Orthodox Church at 27th and Geary. This stretch is home to many Russian restaurants, shops and bakeries.¹

Beyond Little Russia, there has long been a Russian presence throughout much of the Richmond district, including neighboring Clement and Balboa streets. Cinderella Bakery and Café, located at 436 Balboa Street, is a prime example of this neighborhood heritage. The business contributes to the diversity of food and culture that is valued by San Franciscans, and it offers people a feeling of nostalgia.

Cinderella Bakery is patronized by both the Russian community and anyone who loves Russian food. It serves the local Richmond community and has also become a destination place, bringing people into the neighborhood from throughout the Bay Area. Russians who grew up in the Richmond district and now live elsewhere visit frequently.

The business is so well-connected to, and representative of, San Francisco that its menu was displayed at San Francisco International Airport as a "unique San Francisco business" alongside many other popular restaurants and businesses in the city.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Cinderella Bakery and Café sponsors the annual Russian Festival. The 3-day event takes place at the Russian Center on Sutter Street. Cinderella Bakery provides 99% of the food at the festival, which is also heavily discounted.

Aside from participation in the Russian Festival, Cinderella Bakery also donates to the many Russian Orthodox churches and synagogues throughout San Francisco as well as schools associated with these religious institutions as well as the SF Ballet once a year.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Cinderella Bakery was featured in an article by the San Francisco Chronicle on September 25, 2011, titled "Culinary highlights of SF's 49 square miles" (<http://www.sfgate.com/restaurants/article/Culinary-highlights-of-S-F-s-49-square-miles-2308294.php>). In the special issue, the San Francisco Chronicle food and wine staff scoured the 49-square-mile city in search of the most interesting places to eat, buy and cook food in each of square miles on the grid. Cinderella Bakery was the main highlighted business for Square 16.

¹<https://archives.sfweekly.com/sanfrancisco/little-russia-from-russia-with-love/Slideshow/2728547>

Cinderella Bakery was included in a book called "Images of American Russian San Francisco." This book tells the history of the Richmond district and businesses that are part of the Russian culture.

Cinderella Bakery has been mentioned in other publications, as well, such as Lonely Planet.

d. Is the business associated with a significant or historical person?

Unknown.

e. How does the business demonstrate its commitment to the community?

Cinderella Bakery and Café supports local libraries, schools and religious places, including Jewish, Russian Orthodox and Catholic. This support comes in the form of food and donations, with a \$5,000 donation to the Richmond District Library, which is commemorated on a placard on a bench on the property.

Cinderella Bakery also donates to the Richmond district schools and Russian Children's Welfare Society in the form of food and monetary donations and supported Russian Day in Union Square, donate to local schools, and clients who ask for support for charities. Some examples are the Dianne Feinstein Middle School, George Washington High School, McCoppin Elementary School and Little Star Elementary School, to which Cinderella Bakery donates gift cards for auctions held by the Parent-Teacher Associations of these schools.

Cinderella Bakery aims to stay affordable and have very reasonable prices even with many improvements, investment into the business and ongoing costs of doing business in San Francisco.

f. Provide a description of the community the business serves.

Cinderella Bakery and Café is committed to the neighborhood and the Richmond district. The bakery is a big part of the community and popular among numerous cultures. Aside from Russian-Americans, many patrons hail from the local Asian community. Tourists also patronize the business. Cinderella Bakery was mentioned in the Lonely Planet Guidebook for San Francisco as one of the unique places to visit near Golden Gate Park.

Being in the same location as well as continually updating with the trends and incorporating the new with the old keeps attracting people and newer generations. The business has a diverse group of customers, which is what makes San Francisco great.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

No.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

There are not that many small businesses that have been in the same location for as many years as Cinderella Bakery and Café. If the business were to shut down, the clients would miss the food and experience. It brings back memories, and there is no place with authentic food in this style or environment in San Francisco. Cinderella Bakery is a unique business in San Francisco as it sells many goods that are not as widely available in the Bay Area. Some of these Russian-specific goods are kvass, piroshki, honey cookies, kulich (Easter bread), paskha, pelmeni and vareniki (Russian dumplings), borscht, kompot, kharcho soup, shuba (herring salad) and other Russian goods that are “made from scratch” and unique to the bakery.

CRITERION 3

a. Describe the business and the essential features that define its character.

The bakery is a local draw and is usually a popular weekend destination. The parklet and outside seating area make for a friendly and neighborhood space that people can visit and grab a bite to eat and take in the weather (if it is not foggy, which is characteristic of the neighborhood at times). The Inner Richmond is generally a quiet neighborhood; however, morning and lunch rushes on Friday, Saturday and Sunday make Cinderella Bakery a local gathering place, as well as destination for tourists visiting San Francisco. Also, with their “neighborly prices” as described by Lonely Planet, the business has long been a draw because of its quality products and affordability.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Cinderella Bakery has a menu that is authentic and uses locally-sourced ingredients. The recipes are the same and everything is handmade the way it has always been.

Popular among all cultures for both American and Russian Easter are piroshki, blini and dumplings, as well as the Easter bread kulich and specialty breads that can also be purchased in from Eastern European stores throughout the Bay Area. The dark bread recipes were handed down from Russia. These recipes have been passed down and maintained. Easter bread and paskha are Cinderella’s specialties. They are handmade by Mike Fishman every Easter for both the American and Russian Easter. It is a secret recipe. The process takes 16 hours for one batch. It also takes shaping and a slow fermentation to make such a unique kulich. Special pans are used. These pans were handed down from the original owners. The paskha is made using special shaped molds.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Since 2008, the business logo has featured a Russian nesting doll. The logo is on the exterior awning and on all packaging. It is familiar and easy to recognize. It is also on the delivery trucks.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Since 1953, the business at 436 Balboa Street has always been a bakery named Cinderella. The business has been owned by Russian-Americans since its inception, and the recipes were passed on to the current owners and the bakers trained by the former bakers. This has helped the business maintain its connection to the neighborhood, city and culture from which it came, and has largely remained an institution in the Richmond district.



(Old awning)

LEBNON & CHIABELLA RUSSIAN BAKERY AND CAFE

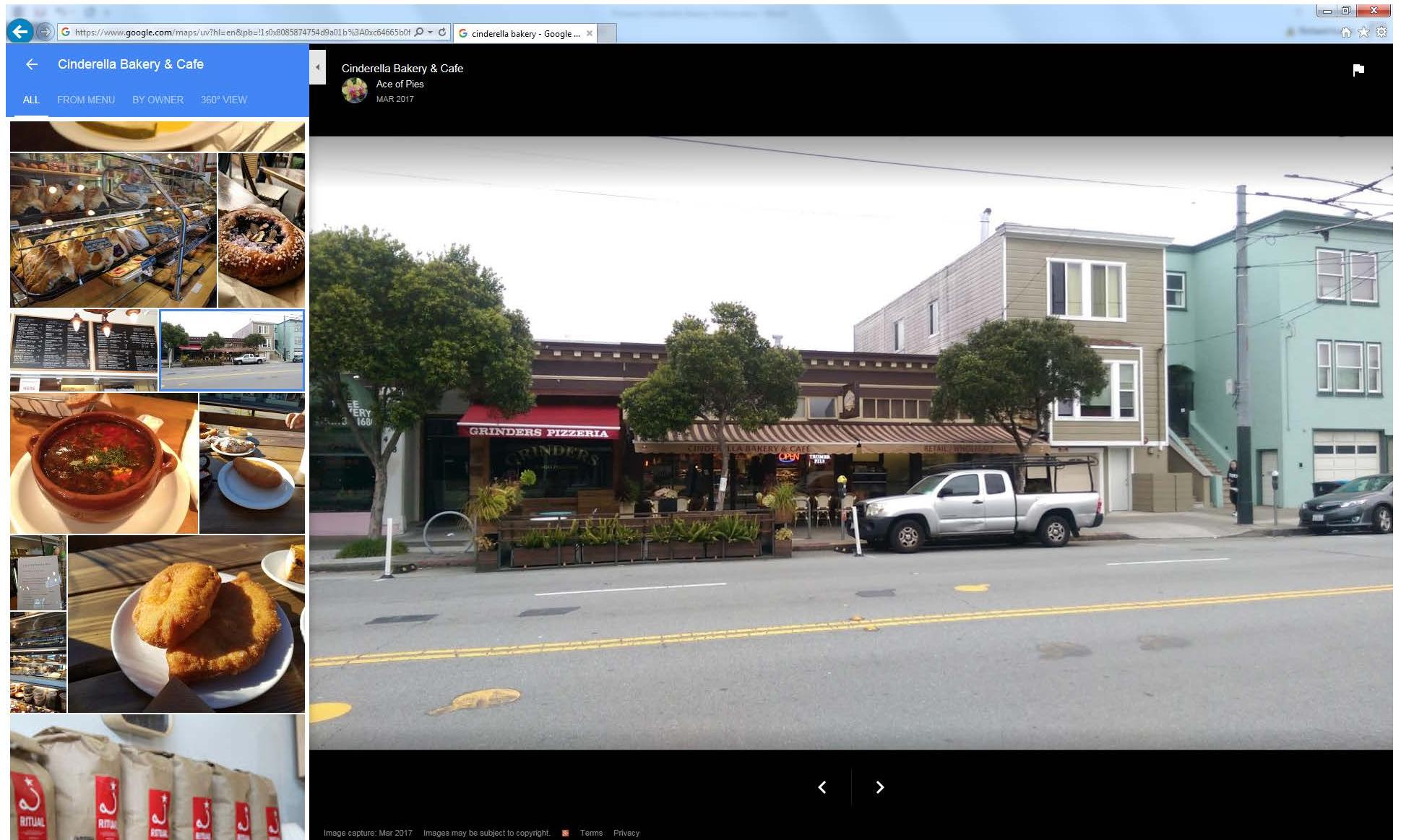


(old interior)



(old interior)





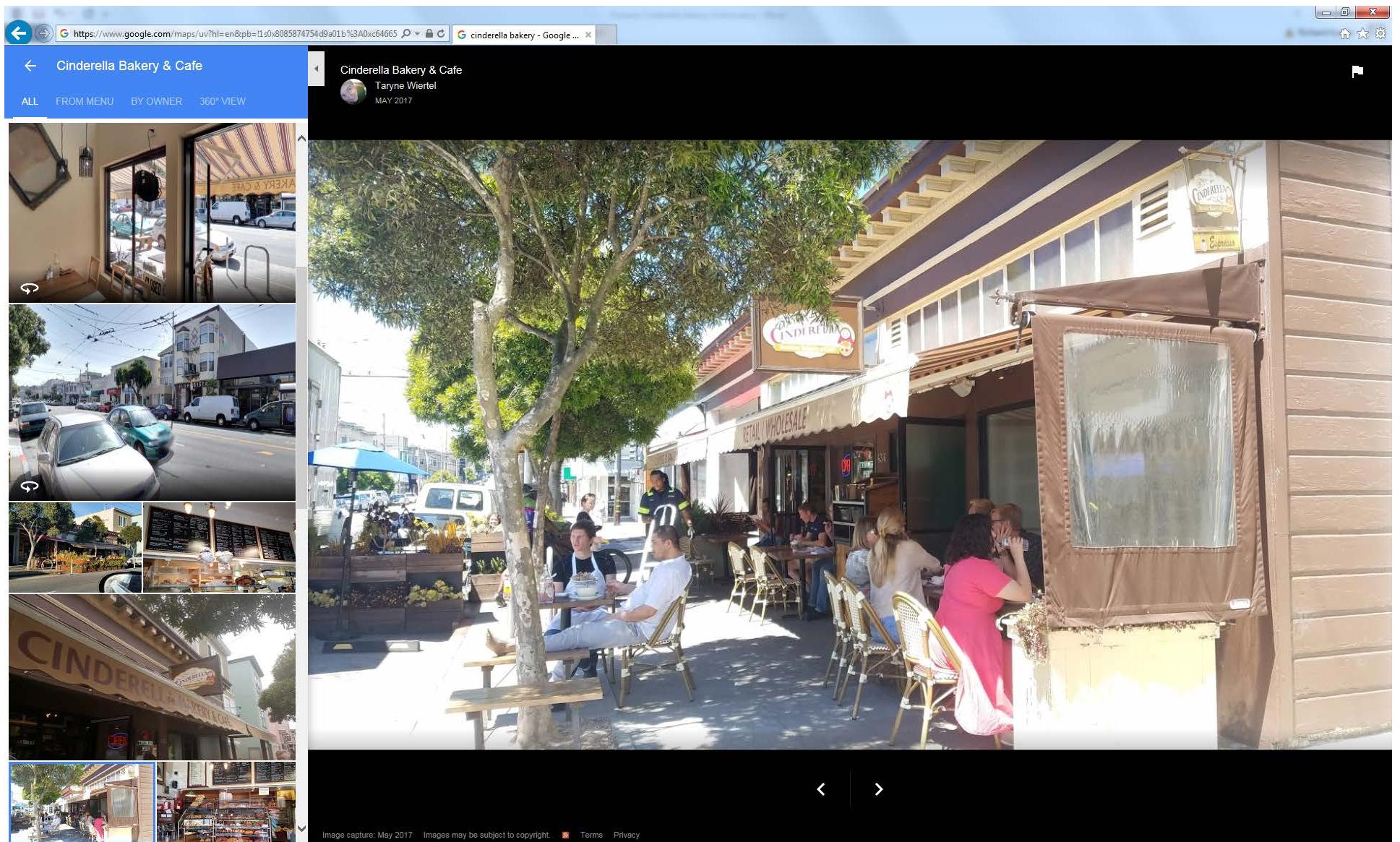


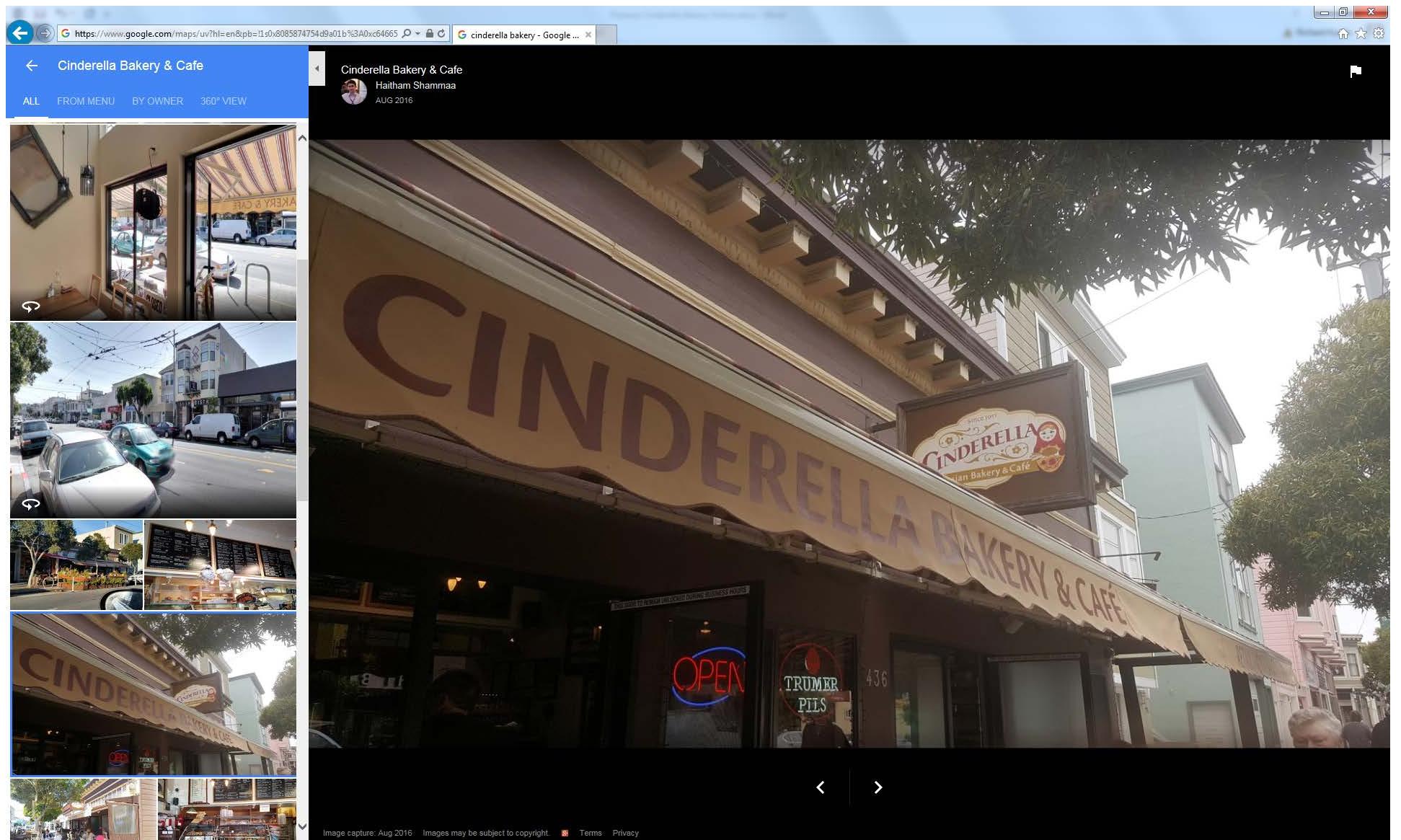
CINDERELLA BAKERY & CAFÉ

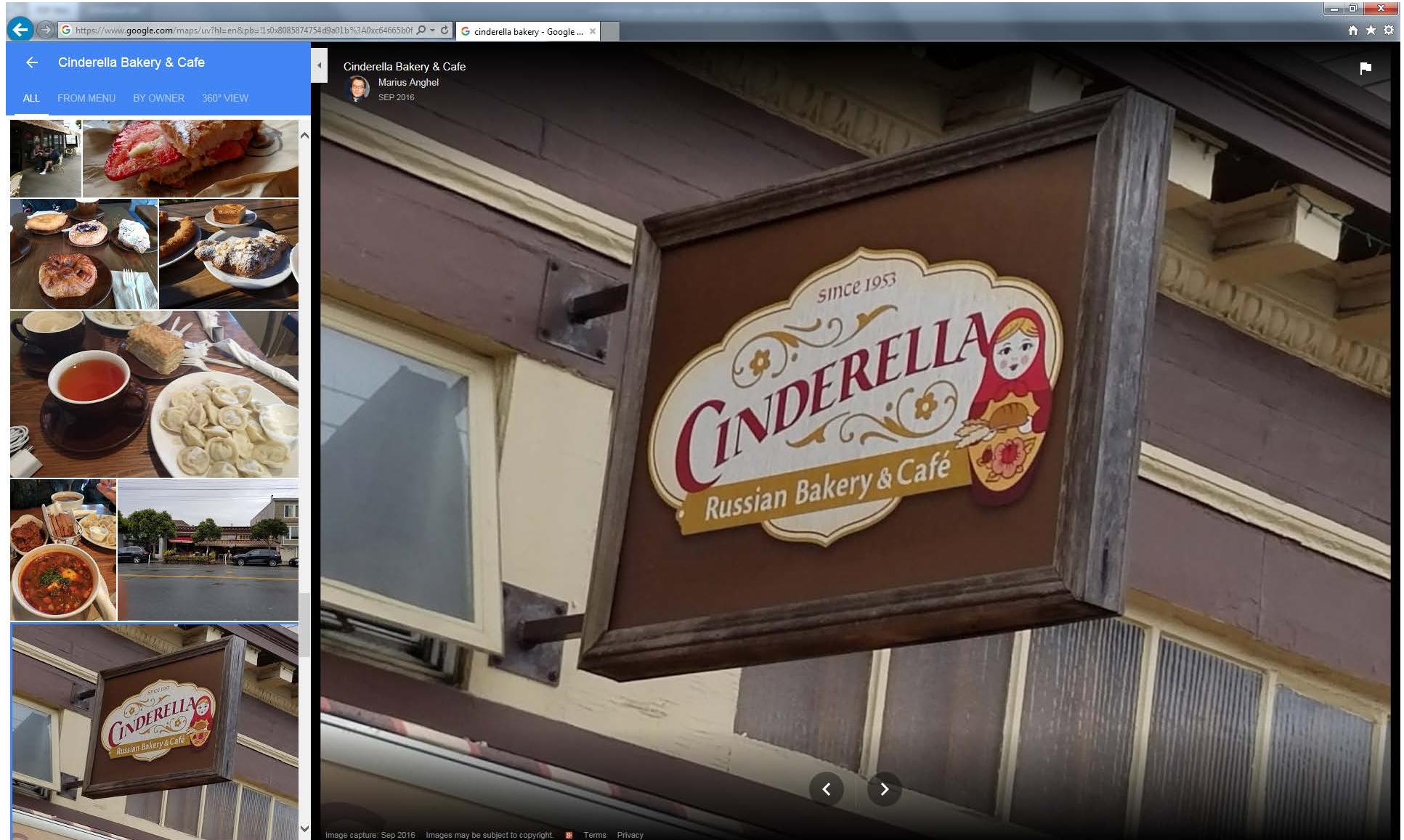
OPEN

436









MUFFIN
CAFFOLINE
LATTE
MOCCHA
MACCHIATO
AMERICANO
ICE COFFEE
Drip 1.75
Cappuccino
Hot Chocolate
ICE TEA
TEA



AMERICANO \$1.50
CAFFÈ LATTE \$1.50
MACHA \$1.50
ESPRESSO \$1.50
AMERICANO \$1.50
ICE COFFEE \$1.50
DRINK \$1.50
CARAMEL \$1.50
HOT CHOCOLATE \$1.50
ICE TEA \$1.50
TEA \$1.50

BLINNICKI'S
KULAKOVSKIY DUMPLINGS
POTATO Vareniki \$1.75
CHEESE Vareniki \$1.75
CHERRY Vareniki \$1.75
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BLINNICKI'S
BLINNICKI'S BLINNICKI'S

Housemade Beverages
KVAS A EASTERN EUROPEAN BEVERAGE MADE FROM YEAST AND GRAIN. IT IS TASTED AS A LIGHT BURNT SWEETNESS. 2-3 GLASSES \$2.50

KOMPOT

IF A KOMPOT IS A SOFT DRINK, THEN A KOMPOT IS A SOFT DRINK. IT IS A SOFT DRINK.

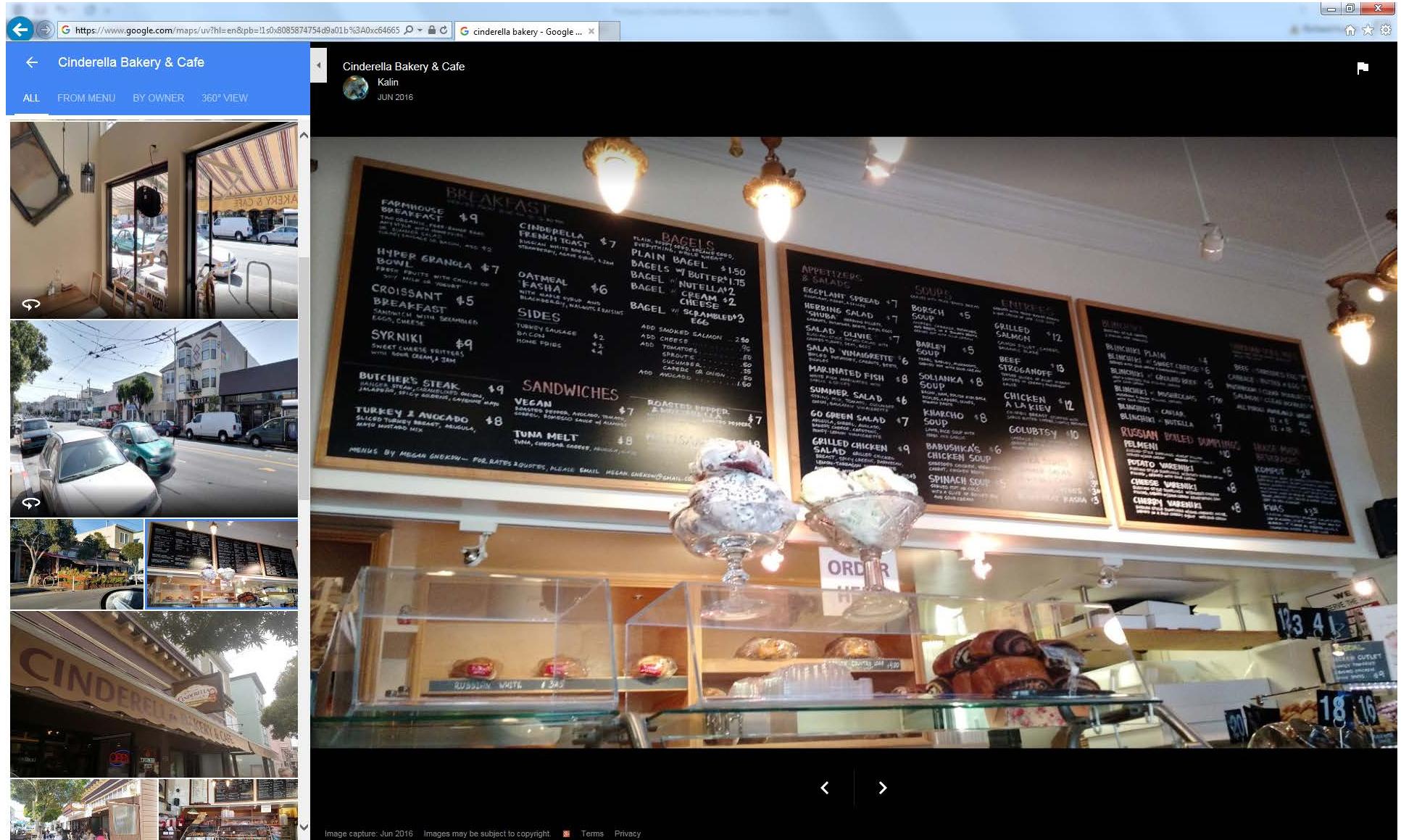
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CHICKEN CUTLET
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CORNISH HEN TA
PASTRIES WITH SOUR CREAM
\$7.50-\$10.00

SPECI
SOUP: \$6
CHICKEN W/ VERMICELLI 20
PASTRIES: \$6
PASTRIES: \$6
PASTRIES: \$6

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<https://www.google.com/maps/uv?hl=en&pb=1!s0x8085874754d9a01b%3A0xc64665>

Cinderella Bakery & Cafe

Taryne Wiertel
MAY 2017

ALL FROM MENU BY OWNER 360° VIEW

DRINKS

- ESPRESSO 2.50
- AMERICANO 3.00
- MACHIATO 3.00
- CAPPUCCINO 3.00
- TEA 3.00
- LATTÉ 3.50
- CAFFÉ AU LAIT 3.00
- HOT CHOCOLATE 3.00
- ICE TEA 1.50
- ICED COFFEE 2.50
- ICED LATTÉ 2.50

ALMOND MILK now available

MEALS

- CROISSANT + BREAKFAST** \$5.00
- HEAL ASIA** \$6.00
- BAGEL + CREAM CHEESE** \$2.00
- BAGEL w/ SPINACH & EGG** \$3.00
- SIDES**
 - TOASTED SALMON 2.50
 - ADD CHEESE 1.00
 - ADD TOMATOES 1.00
 - ADD SUGAR & CARAMEL 1.00
 - ADD MASCARPONE 1.50
- SANDWICHES**
 - BUTCHER'S STEAK** \$9.00
 - VEGAN** \$7.00
 - TURKEY & AVOCADO** \$8.00
 - ROASTED PEPPER & MOZZARELLA** \$7.00
 - TUNA MELT** \$8.00
 - FILLED CHICKEN** \$8.00
- DESSERTS**
 - BAKED ALFOLIO** \$7.00
 - BAGEL & SOUP** \$6.00
 - SALAD OLIVIE** \$6.00
 - SALAD VINAGRETTE** \$6.00
 - BILBO IMPERIAL** \$6.00
 - MARINATED FISH** \$8.00
 - SUMMER SALAD** \$6.00
 - KHARCHO** \$8.00
 - GO GREEN SALAD** \$7.00
 - GRILLED CHICKEN** \$9.00
 - CHICKEN SALAD** \$8.00
 - BABUSHKA'S CHICKEN SOUP** \$6.00
 - SPINACH SOUP** \$5.00
 - EXTRA SIDES**
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 - CRISPY POTATOES** \$3.00
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DESSERTS

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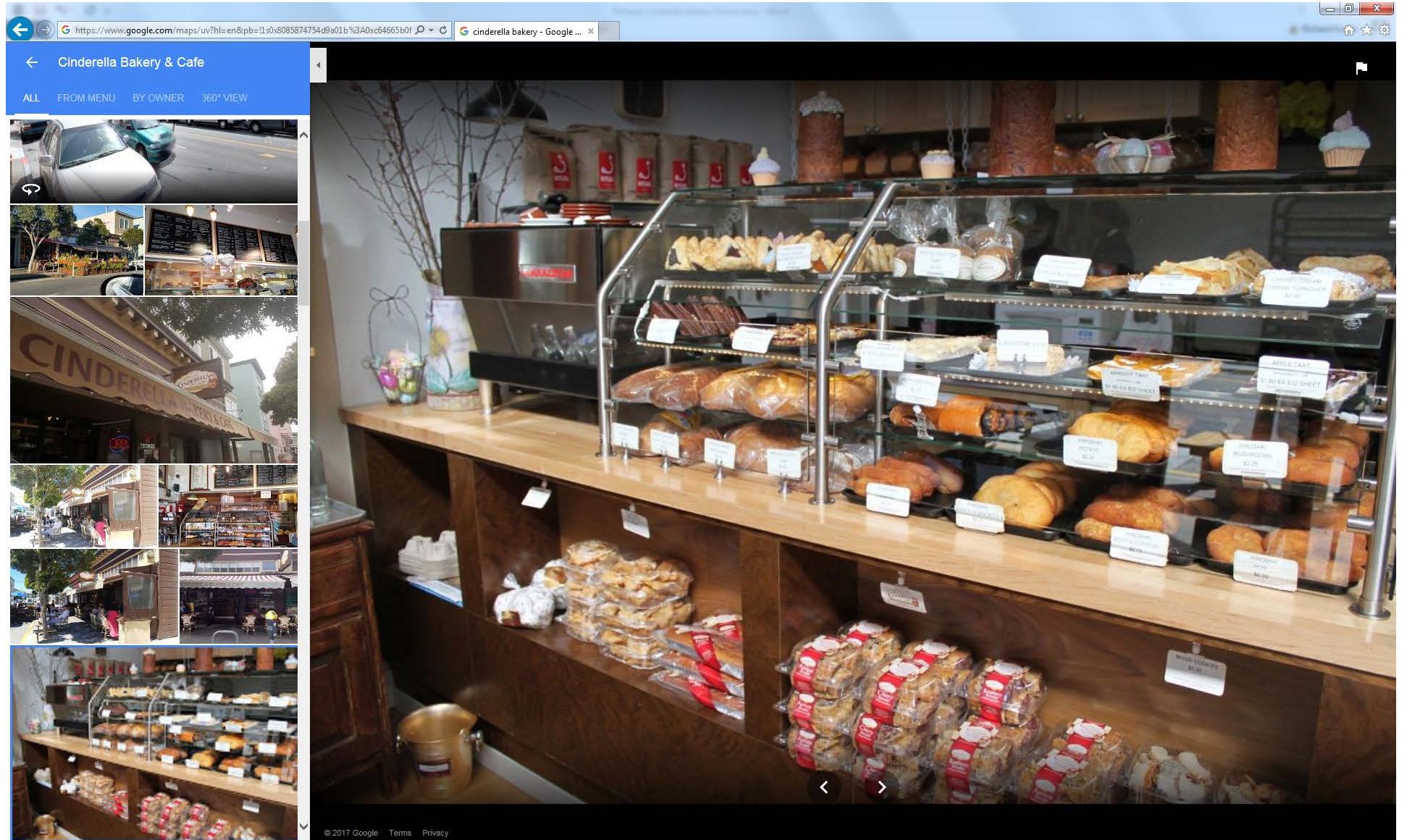
BUTCHER'S STEAK
CHOPPED STEAK, SPINACH, ONIONS,
CUCUMBERS, HERBS, ROASTED TOMATOES
TURKEY & AVOCADO \$8
Sliced Turkey, Avocado,
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Pork Shoulder, Roasted, Pulled
Served with Tomato, Lettuce, Pickles
MEADS BY MEGAN SKEKAN - FOR LATER COURSES, PLEASE EMAIL MECHAN.GREASWOOD@GMAIL.COM OR CALL: 833-346-6226

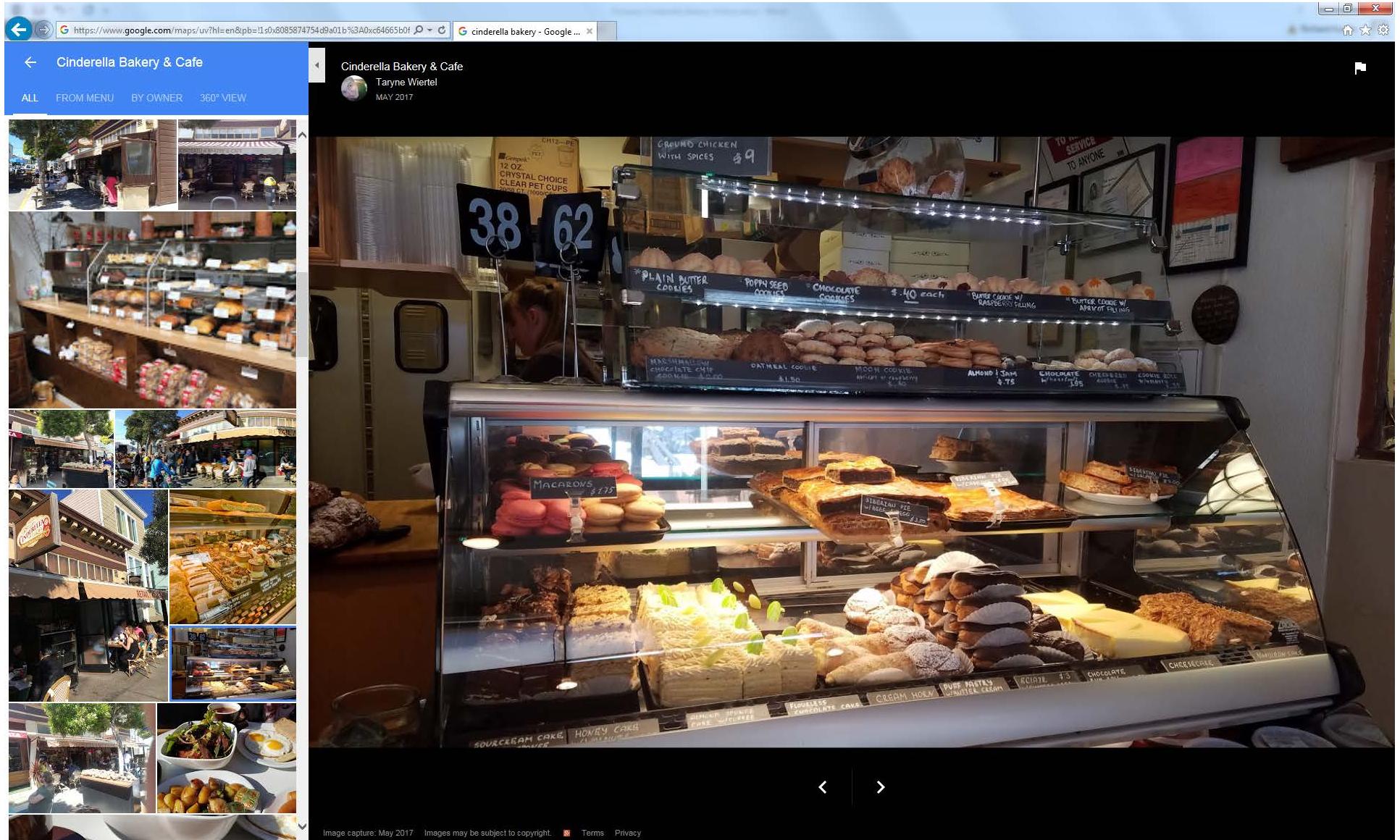
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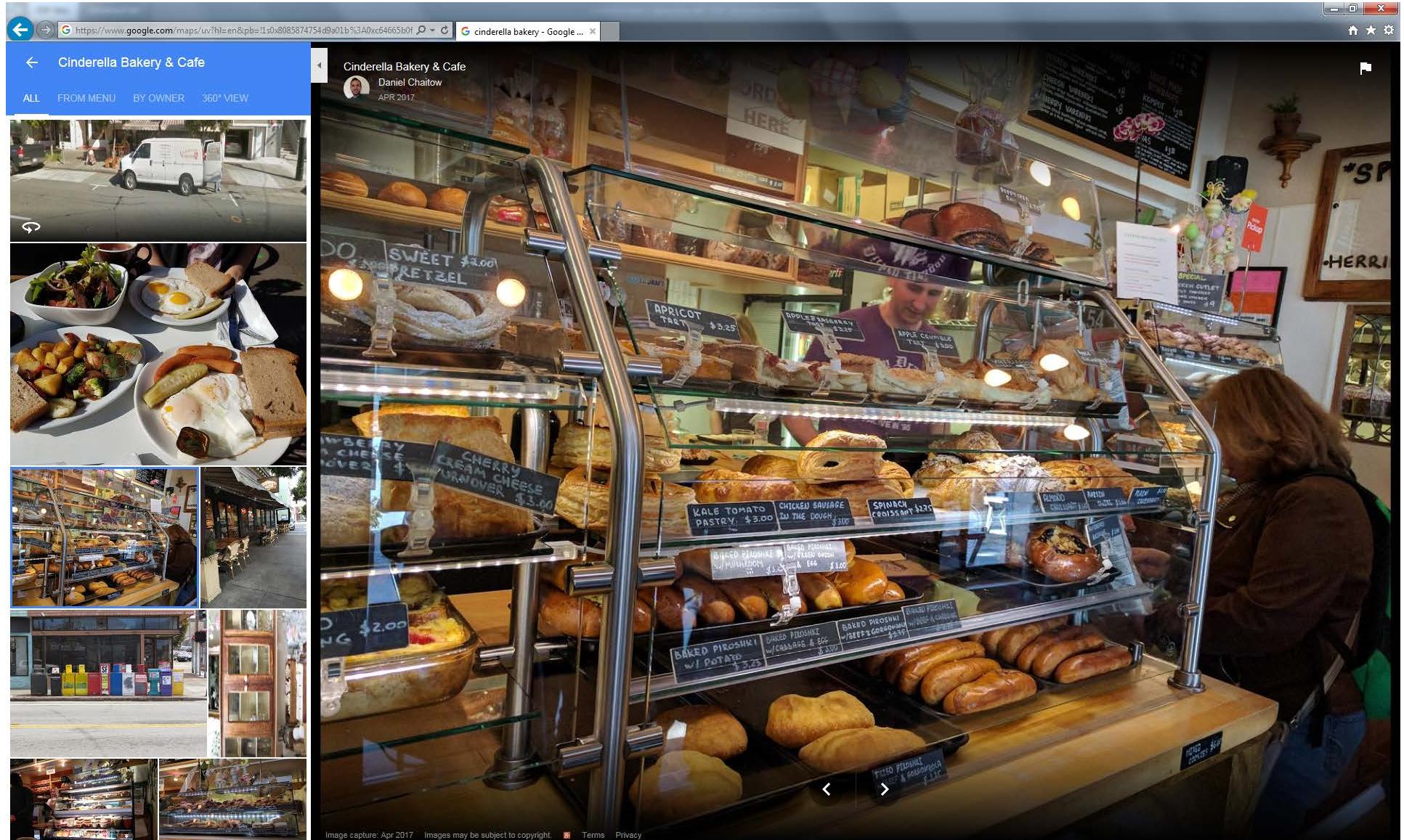


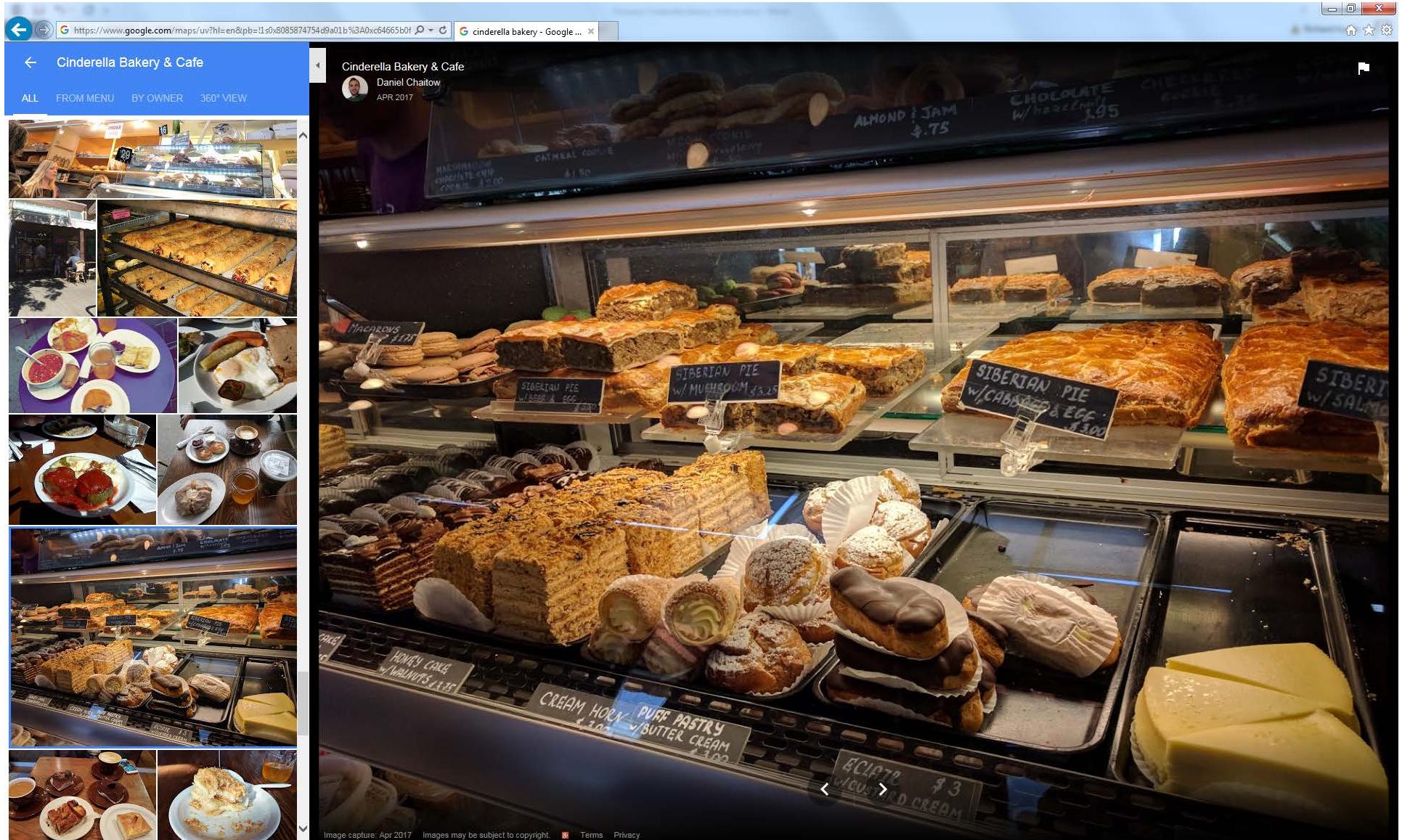






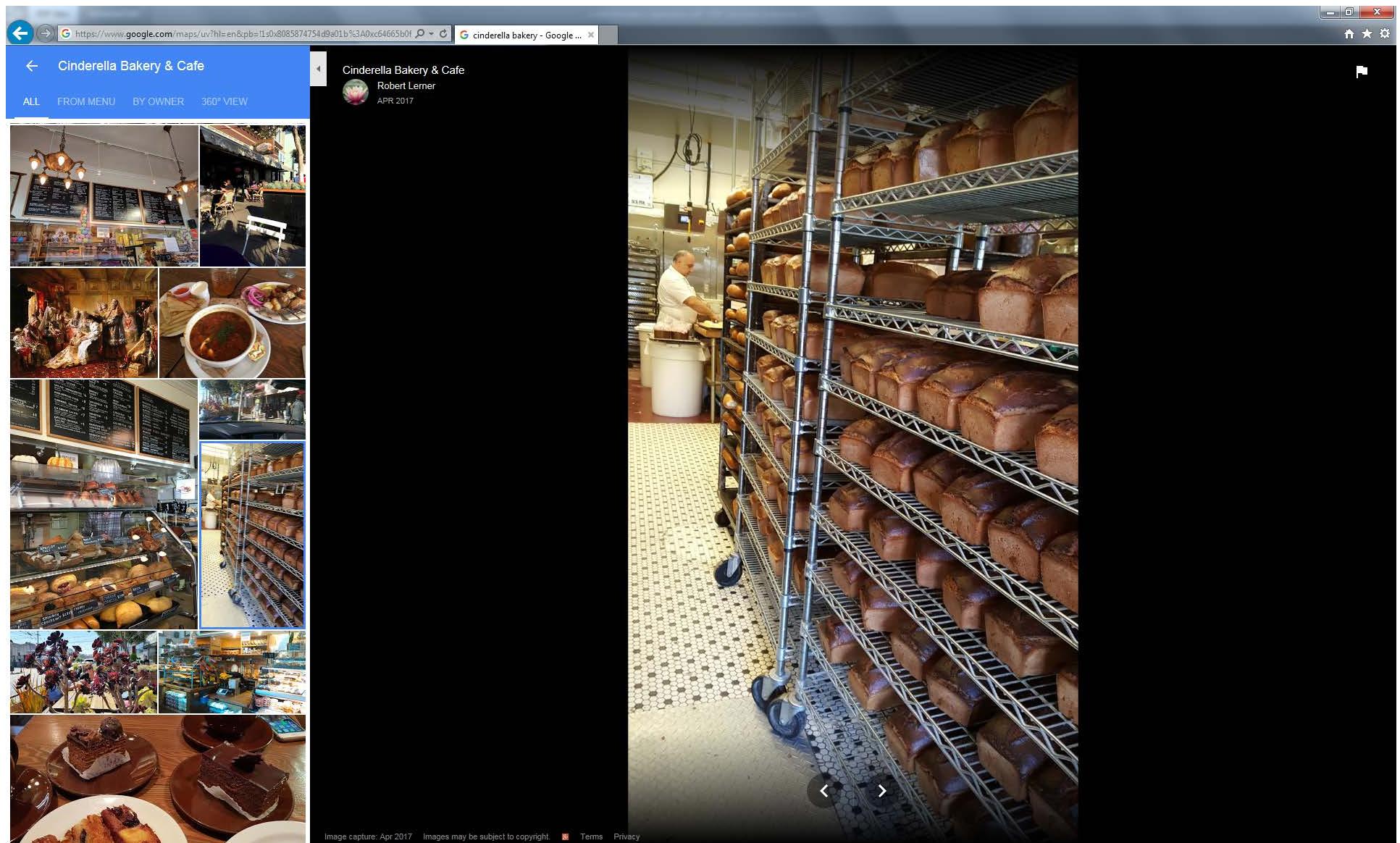












since 1953

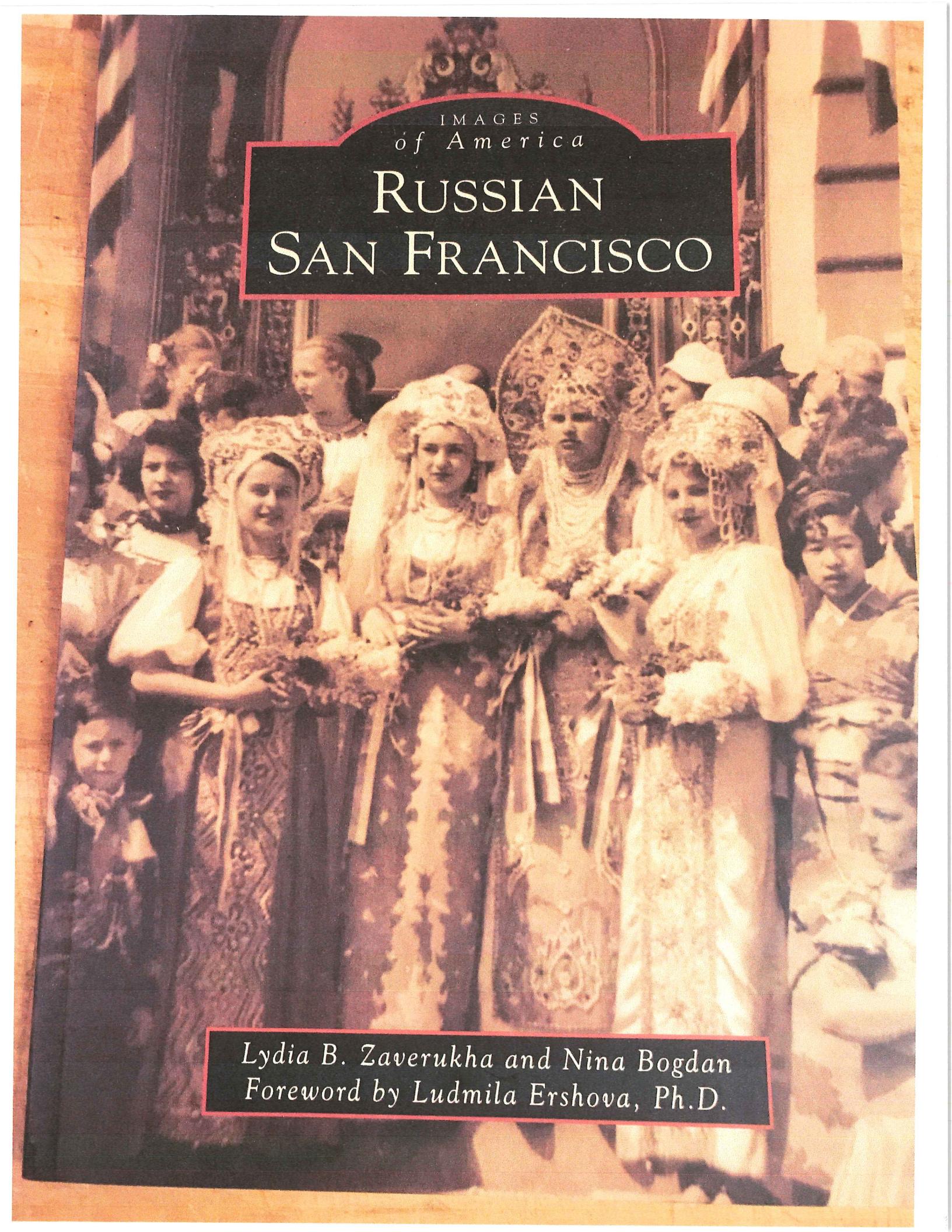
CINDERELLA

Russian Bakery & Café



CINDERELLA BAKERY & CAFÉ

phone (415) 751-9690 • fax (415) 751-6723



IMAGES
of America

RUSSIAN SAN FRANCISCO

Lydia B. Zaverukha and Nina Bogdan
Foreword by Ludmila Ershova, Ph.D.

Since 1953

CINDERELLA

Russian Bakery & Café



CINDERELLA BAKERY & CAFÉ

phone (415) 751-9690 • fax (415) 751-6723

In operation for more than 50 years and patronized by both the Russian community and anyone who loves authentic Russian food, the Cinderella Bakery and Café is located at 436 Balboa Street. Lydia Repin and her family opened the shop in 1953 and owned it for more than 20 years. Since 1992, the bakery has been owned by Michael Fishman, whose parents had purchased it from the Repin family. The bakery is now a San Francisco institution and still serves foods prepared with recipes handed down through generations, such as piroshki, pastries, and, most importantly, authentic Russian bread. Gastronom (below), a Russian deli and food store, is part of the strip of Geary Boulevard stretching from approximately Sixteenth to Twenty-sixth Avenues that includes a variety of businesses catering to the Russian community, many of which were opened by third-wave Russian Jewish immigrants. (Both, courtesy Nina Bogdan.)

From the
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Russian
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RICHMOND DISTRICT BLOG

Cinderella Bakery is the belle of the ball after a face lift

Posted on April 28, 2011 by Sarah B.



The fresh new facade of Cinderella Russian Bakery & Cafe

Cinderella Russian Bakery & Cafe at 436 Balboa must have gotten an invitation to the ball recently, because she's all dolled up!

The cafe underwent an exterior face lift and added a new awning, tables, chairs and window coverings, giving the cafe a fresh new look.

The cafe was established in 1953 and is a neighborhood favorite for its authentic Russian pastries, meat pies and selection of entrees, soups and specialties.

According to their website, they are also now offering hot and cold sandwiches, and salads. You can even email or call ahead for curbside pickup.

Take that wicked stepsisters! Cinderella is stepping out.

Sarah B.



Inset: the before shot of the cafe's exterior.

Culinary highlights of S.F.'s 49 square miles

SPECIAL ISSUE City boasts culinary gems in each and every square mile

on September 25, 2011



The San Francisco Chronicle food and wine staff scoured their 49-square-mile city in search of the most interesting places to eat, buy and cook food in each of square miles on the grid. Enjoy!

11. Swan Oyster Depot

12. Tadich Grill

13. Java House

14. Beach Chalet/Park Chalet

15. Han Il Kwan

16. Cinderella Bakery & Cafe

17. Nopa/Nopalito

18. Hayes Valley temporary projects: Proxy, Hayes Valley Farm

19. Rainbow Grocery

20. Distillery 209

21. Thanh Long

16. Most of the restaurants in this square, which encompasses part of the Inner Richmond and a chunk of Golden Gate Park, lie on Balboa Street: Sushi Bistro and Namu represent the new wave, with Cinderella Bakery and Katia's holding down San Francisco's old-school Russian demographic.

We contemplated including the park's Japanese Tea Garden, which was built in 1894, but ultimately decided it was less notable for its food than its design and age. At Cinderella, which opened in 1953, there's history and good food to boot. Babushkas chat in Russian over handmade piroshki, borscht and pelmeni, as they have for decades and, we hope, will do for many more.

Cinderella Bakery, 436 Balboa St. (near Fifth Avenue); (415) 751-9690 or cinderellabakery.com. Open Tuesday-Sunday.

In the Richmond, a bounty of Russian food and community

By Anna Roth | December 29, 2016 | Updated: December 29, 2016 5:28pm

1



Photo: Gabrielle Lurie, The Chronicle

A plate of dumplings, known as pelmeni, at Cinderella Bakery.

Mike Fishman arrives at the table with a bowl piled high with *pelmeni*. These juicy, pork-

filled Russian dumplings fall somewhere between a wonton and tortellini; you eat them either in broth or dipped in white vinegar or sour cream. Here, at the Inner Richmond's Cinderella Bakery, they're worthy rivals to the famous xiao long bao at Shanghai Dumpling King a few dozen avenues west.

The pelmeni join a table already laden with other Russian foods. There are *zakuski*, "little snacks" such as salt-cured cucumbers and fermented tomatoes, meant to whet the appetite while drinking. There are beet-red bowls of warm borscht anointed with a dollop of sour cream; thin, crepe-like blini smeared thickly with sour cream and fish eggs; and baked piroshki, shiny with egg wash and bursting with fillings of mushrooms, caramelized onions and shredded cabbage.

Everything is washed down with glasses of *kvass*, a sweet, mildly alcoholic beverage made from fermented dark bread, kombucha-like in its flavor and effervescence.

This would be an epic meal in many circumstances, but today, it's just lunch. "This is a typical Russian meal," says restaurateur Boris Nemchenok, 36, who is showing me around the neighborhood. "It was always hard as a kid growing up and staying overnight at my American friends' houses. Breakfast would be, like, scrambled eggs. And I'd be used to a feast."

MORE BY ANNA ROTH



The Middle Sunset's vibrant food scene captures a slice of San Francisco

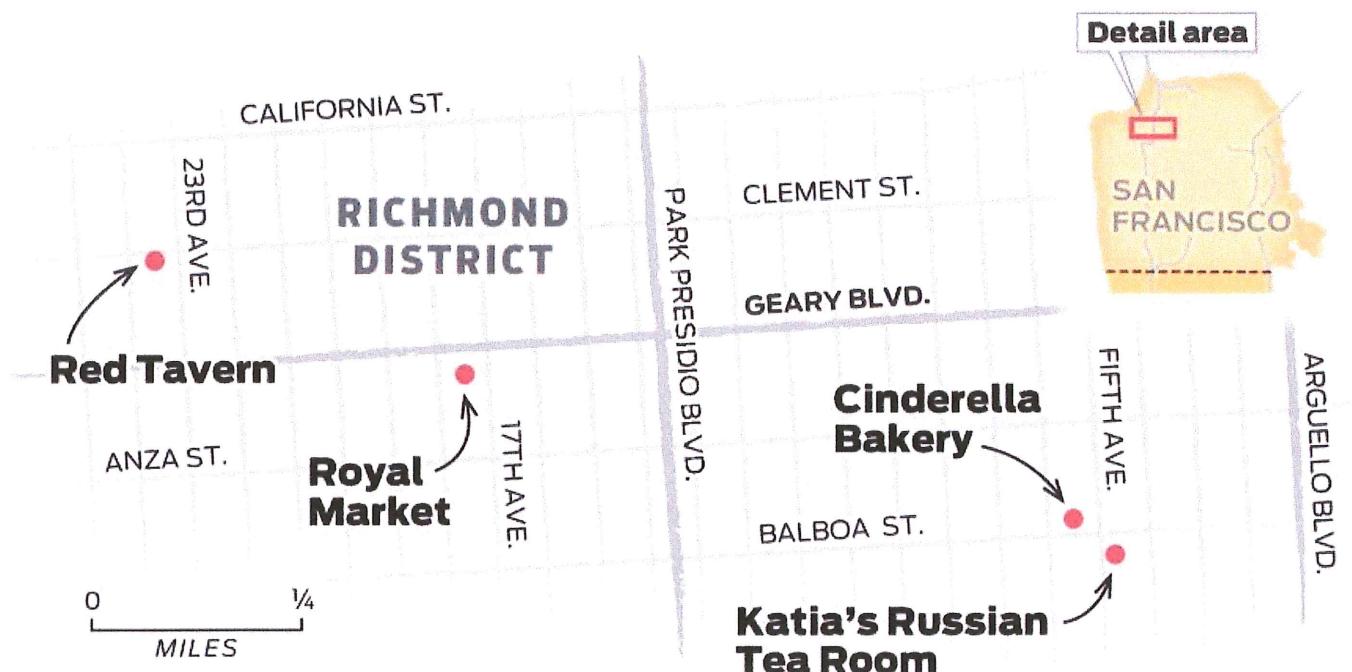


St. Francis Fountain an indelible part of San Francisco



Burritos, remixed: When a San Francisco classic gets a new look

After his family immigrated from the Soviet Union in 1982 when he was three years old, Nemchenok grew up in the Russian community that still thrives in the Richmond District. Now he's a managing partner and director of operations at the Italian restaurant Fiorella, which opened last year on Clement Street not far from where he went to grade school. His family still lives in the Avenues, though now across the park in the Sunset. Cinderella Bakery's Fishman, another Russian émigré, is Nemchenok's cousin by marriage.



Todd Trumbull / The Chronicle

Russians have been in San Francisco since before the Gold Rush — those early explorers, fur traders, merchants and holdouts from the North Coast's Fort Ross were buried in a small cemetery on what's now named Russian Hill. But the community swelled in the 20th century as waves of Russians immigrated to the United States in the wake of the political upheavals of the Bolshevik Revolution, World War II, perestroika and the collapse of the Soviet Union.

Many went to New York, but some landed in San Francisco on recommendations from friends and family members who had already made the journey.



Photo: Gabrielle Lurie, The Chronicle

Uria Av prepares beef and cheddar piroshki at Cinderella Bakery.

They're still following those well-worn trails today. In the Richmond, Russian immigrants old and new still shop in their community's stores, attend the Orthodox churches and Jewish temples, and eat in the restaurants that remain.

You can put together a makeshift feast from the a la carte menus at places like Cinderella, Red Tavern and Katia's Russian Tea Room — though Katia Troosh, who operates her namesake restaurant, hints that retirement may be close. In that scenario, the city would lose one of its most reliable sources for blini, pelmeni and lavish Russian desserts.



Photo: Gabrielle Lurie, The Chronicle

At Cinderella Bakery, zakuski are little snacks, like fermented tomatoes and pickled vegetables, that are meant to whet the appetite while drinking

At these restaurants, the real action is often in back banquet rooms, where a mostly Russian crowd gathers for meals that span several courses and hours. “Russians love banquets. They all want to eat family-style like the Chinese or the Italians,” says Irina Litvak, who co-owns Red Tavern and immigrated from Russia herself in 1988. “It’s very much a traditional Russian thing to eat while you sit at the table and talk and talk and talk.”

All the usual suspects are present on these tables: pelmeni, piroshki, smoked fish, pickled vegetables and herring with onions, all consumed with wine, vodka or Russian beer. At \$45 to \$65 per person, the feasts are not an everyday indulgence, but they’re more affordable than most prix-fixe menus around town, and can be a nice break from the self-seriousness that so often accompanies farm-to-table dining.



All One Map

< >

4 Cinderella Bakery & Café

The Outer Richmond's Russian community constantly filters through this cheerful Geary bakery and cafe, which peddles everything from freshly baked rye loaves and Ritual Coffee, to entrees like borscht and chicken kiev. Don't sleep on the pelmeni (Russian boiled meat dumplings in broth), or the blinchiki (rolled crepes filled with sweet cheese, mushrooms, ground beef, caviar or Nutella). Cinderella is also one of the only places in the Bay Area to get housemade kvas, a sweet, vaguely alcoholic-tasting, bubbly concoction made from fermented rye bread.





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Bakeries, Eastern European, and Russian Restaurant

Cinderella Bakery, Delicatessen & Restaurant

This charming Richmond district institution turns out memorable old-fashioned home cooking at Eisenhower-era prices.

436 Balboa St
San Francisco, CA 94118-3938
Phone: (415) 751-9690

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Avg. user rating: (1 review)
[\(what our ratings mean\)](#)

Restaurant Review

Opened in the mid '50s by Russians from Harbin, China, the Cinderella has changed little since its early days. New owners have been at the helm for the past few years, but the piroshki, pelmeni (Siberian meat-filled dumplings served with sour cream) and pirogi (house-made savory pies of meat, fish or cabbage) remain first-rate. Both the borscht, topped with sour cream and a sprinkling of dill, and the rassolnik, tiny bits of beef kidney, vegetables and pickles in a clear broth, are recommended, as is a plate of pickled herring and potatoes or an order of sirniki, cheese fritters with, yes, more sour cream.

Vareniki, large dumplings filled with cheese or potatoes, is stick-to-your-ribs

SPONSORED BY



Deal of the Day



Restaurant Info

MEAL TYPE

Light Meal
Lunch
Dinner
Breakfast

HOURS

Tue-Sat 9am-9pm
Sun 9am-7pm

PAYMENT INFO

MasterCard
Visa

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Early 90's menu

Entrees

Served with fries, kasha or new potatoes
along with freshly baked Russian bread

| | |
|--|---------|
| Beef Stroganoff (tender beef slices in a delicately flavored sauce with mushrooms & onions, topped with sour cream)..... | \$ 7.95 |
| Bitochki (Russian style) | \$ 7.95 |
| Leg of lamb | \$ 7.95 |
| Chicken cutlet a la Kiev (chicken breast inside butter)..... | \$ 7.95 |
| Beef cutlet | \$ 5.95 |
| Chicken cutlet | \$ 5.95 |
| Fish cutlet | \$ 5.95 |
| Golubtsy (cabbage rolls with beef and rice)..... | \$ 5.95 |
| Stuffed bell peppers (stuffed with beef and rice or vegetables)..... | \$ 5.95 |

Homemade Pasta

| | |
|-------------------------------------|---------|
| Pelmeni (dumplings with meat) | \$ 5.95 |
| Vareniki with potatoes | \$ 6.25 |
| Vareniki with cheese | \$ 6.40 |
| Vareniki with sour cherries | \$ 6.95 |
| Syrniki (cheese fritters) | \$ 5.90 |

Blinchiki

| | |
|--------------|---------|
| Cheese | \$ 3.95 |
| Meat | \$ 3.95 |

Beverages

| | |
|-------------------------------------|---------|
| Coffee | \$ 1.20 |
| Tea | \$ 0.90 |
| Milk | \$ 0.90 |
| Hot chocolate | \$ 0.90 |
| Juice (orange, tomato, apple) | \$ 1.20 |
| Soft drinks (Coke, 7UP) | \$ 0.90 |
| Homemade iced tea | \$ 0.90 |
| Mineral water | \$ 0.90 |
| Kvas | \$ 1.75 |
| Beer (Budweiser, Bud Light) | \$ 1.95 |
| Beer (Heineken, Corona) | \$ 2.50 |
| House wine (white, rosé, red) | \$ 2.50 |

No pipe or cigar smoking, please.
Not responsible for lost or stolen goods.

Breakfast

| | |
|------------------------------------|---------|
| Eggs, any style | \$ 3.25 |
| Eggs with ham | \$ 3.80 |
| Cheese omelet | \$ 3.80 |
| Cheese omelet with mushrooms | \$ 4.25 |

Sandwiches

| | |
|--------------------|---------|
| Salami | \$ 3.25 |
| Ham | \$ 3.25 |
| Cheese | \$ 3.25 |
| Hamburger | \$ 3.60 |
| Cheeseburger | \$ 3.80 |

Soups

| | Large | Small |
|-----------------|---------|---------|
| Borsch | \$ 2.95 | \$ 2.00 |
| Barley | \$ 2.95 | \$ 2.00 |
| Spinach | \$ 2.95 | \$ 2.00 |
| Rassolnik | \$ 2.95 | \$ 2.00 |

Appetizers & Salads

| | |
|--|---------|
| Pickled vegetables | \$ 4.50 |
| Marinated mushrooms | \$ 3.95 |
| Smoked salmon | \$ 5.95 |
| Assorted fish (salmon, sturgeon) | \$ 6.95 |
| Herring with boiled potatoes | \$ 4.50 |
| Assorted meat | \$ 5.50 |
| Headcheese | \$ 4.50 |
| Egg-plant paste | \$ 3.75 |
| Egg-plant "Sote" | \$ 3.95 |
| Russian salad "Olivie" | \$ 3.95 |
| Vinaigrette (beets salad) | \$ 3.95 |
| Summer salad | \$ 2.95 |

Piroshki (fried or baked)

| | |
|-----------------------|---------|
| Meat or cabbage | \$ 1.95 |
|-----------------------|---------|

Pirogi (Russian pies)

| | |
|---------------------------------|---------|
| Meat, cabbage or mushroom | \$ 2.10 |
| Fish | \$ 2.20 |

Long before there was glasnost — “maybe 40 years, who remembers?” a babushka tells us — there was the *Cinderella Bakery and Restaurant*.

A line stretched out the Balboa Street door when we arrived at noon on Saturday. Half a dozen people were patiently waiting for one of the nine tables that fill a small room adjacent to the shop where baked goods are sold. A low murmuring in Russian rose from the dining area. Near the window, a gray-bearded man with Tolstoy dignity gazed into his teacup, and at the far wall, two turbaned women who might have walked Nevsky Prospekt with Diaghilev whispered in deep, conspiratorial tones over *kotletki* and *borscht*.

We linger over this portrait because Cinderella is nearly the last of a breed we once took for granted, and a certain atmosphere has much to do with its charm. After the Second World War, San Francisco was an important center of Eastern European exile culture. Well into the 1960s, the Richmond District was especially rich in its nuances, and little bakery-restaurants like “Cinderella”, “Miniature” and “Park Presidio Bakery” lent a note of old Moscow cafedom to the westside scene.

In fact, as the soy-sauce bottles on Cinderella’s tables illustrate, the note was doubly distant. San Francisco’s Russians came largely from Shanghai and from Harbin, and Manchuria, remnants of a community that had fled Europe once and Asia later. The soy sauce, however, is just a Chinese accent, to be drizzled cautiously onto piroshki. The language of Cinderella’s kitchen is as warmly Russian as a bear hug and the samovar.

It’s imperative to order *pelmeni* here. The wheat-growing plains of Siberia, Byelorussia, and the Ukraine engendered the world’s most pronounced affection for the dumpling, and *pelmeni* are its favorite objects. At Cinderella they are walnut-sized, delicate morsels, stuffed to bursting, seasoned with minced beef. A couple dozen come to the order, immersed in a light chicken broth.

The problem is that a bowl of *pelmeni* leaves scant appetite for the menu’s other attractions: Lamb with kasha (buckwheat groats), the cheese-filled dumplings called *vareniki*; stuffed peppers and cabbage; cutlets of chicken, fish or beef; and a quartet of heavy soups — spinach, barley or rassolnik, if you aren’t in the mood for *borscht*.

Sirniki are a Russophile’s reverie. Second to wheat in the food pantheon of the steppes is dairy and dairy is what this dish is all about. Essentially, it is a plate of cottage cheese fritters, shaped into oval patties before frying, then served with as much sour cream as you care to ladle on.

Incidentally, the breads — both whole wheat and white — are fresh from the oven and irresistible.

What brought us back to Cinderella in the first place should be fairly obvious: After eight years of listening to Washington’s ravings on the evil empire, we Americans have suddenly declared the Eastern Block acceptable — even fashionable. Glasnost is where it’s at and hopefully, will still be when you read this.



SAN FRANCISCO
OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-059
Business Name: Donaldina Cameron House
Business Address: 920 Sacramento Street
District: District 3
Applicant: Donaldina Cameron House
Nomination Date: January 20, 2017
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes No

920 Sacramento Street from 1874 to Present (143 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: NA

DELIVERY DATE TO HPC: June 22, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金市參事

January 20, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Cameron House for inclusion on the Legacy Business Registry.

Cameron House, a nonprofit family resource center located at 920 Sacramento Street, has provided youth activities, food distribution, leadership training, meals, and social services to the Chinese-American community since 1874. This vital, life-changing community hub has served as a gateway to has empower generations of Chinese-American individuals and their families to fully participate in and create a healthy society.

Cameron House would benefit greatly from being added to the Legacy Business Registry, and I look forward to its inclusion.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin

Section One:

Business / Applicant Information.

Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

| | | |
|--|-----------------------|--|
| NAME OF BUSINESS: | | |
| Donaldina Cameron House | | |
| BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business) | | |
| Non - Profit : Board of Directors | | |
| CURRENT BUSINESS ADDRESS: | | TELEPHONE: |
| 920 Sacramento St. San Francisco, CA 94108 | | (415) 781-0401 |
| | | EMAIL: |
| | | bill@cameronhouse.org |
| WEBSITE: | FACEBOOK PAGE: | YELP PAGE: |
| www.cameronhouse.org | Cameron House | |
| APPLICANT'S NAME | | |
| <input checked="" type="checkbox"/> Same as Business | | |
| APPLICANT'S TITLE | | |
| APPLICANT'S ADDRESS: | | TELEPHONE: |
| | | () |
| | | EMAIL: |
| | | |
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | | SECRETARY OF STATE ENTITY NUMBER (if applicable): |
| 0347442 | | |
| OFFICIAL USE: Completed by OSB Staff | | |
| NAME OF NOMINATOR: | | DATE OF NOMINATION: |
| | | |

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

| | | |
|---|-----------|------------------------------------|
| ORIGINAL SAN FRANCISCO ADDRESS: | ZIP CODE: | START DATE OF BUSINESS |
| 920 Sacramento St | 94108 | 1874 |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? | | DATES OF OPERATION AT THIS LOCATON |
| <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes | | |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| | | Start: |
| | | End: |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
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| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
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| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| | | Start: |
| | | End: |

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

William Vigna
Name (Print):

2-7-17

Date:

William Vigna J
Signature:

DONALDINA CAMERON HOUSE

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

1874 — Occidental Mission Home for Girls

Founded in 1874 by the Presbyterian Church as the Occidental Mission Home for Girls, the home's initial purpose was to intervene on behalf of vulnerable young Asian immigrants. Forbidden from legally entering the United States by the Chinese Exclusion Act, these girls and women were smuggled into the country and sold as commodities in what came to be known as the "Yellow Slave Trade." Sold into slavery, often by their own families, and trapped into bogus "contracts" that made it impossible to buy their freedom, many thousands of immigrant women died as prostitutes and domestic servants in San Francisco.

The Occidental Mission Home for Girls, the "Home" as it was known then, rescued these girls and taught them skills and faith.

1895 — Donaldina Cameron

At the tender age of 23, Donaldina arrived at the Occidental Mission Home for Girls as a sewing teacher. Two years later, without any prior experience, she became the superintendent. Little did she realize that the next 40 years would find her dashing through alleys and across rooftops to save thousands of Chinese girls from indentured servitude and human trafficking. Although her life was threatened by those whose profits were hampered by her success, she continued rescuing and educating the girls victimized by violence and abuse.

A great challenge for the Home came on April 18, 1906, when the great San Francisco earthquake and fire woke the girls in the early morning. Although the Home withstood the initial shaking, it was ultimately destroyed by dynamite as the city attempted to stop the fire from spreading. Donaldina and all the girls found safety in the East Bay while the Home was rebuilt in the same location at 920 Sacramento Street, where it still stands today.

Donaldina retired from the Home in 1934, and in 1942 it was renamed the Donaldina Cameron House.

By the time of her death in 1968, Donaldina had become a "national icon" and is credited with helping 3,000 girls escape brutal enslavement.

1940s — Chinatown Families

With the repeal of the Chinese Exclusion Act in 1943 and the falling numbers of girls being rescued throughout the late 1930s, the needs of the Chinatown community were changing. In response to the growing number of families needing support and a safe place away from the racism of greater San Francisco, Cameron House began expanding its services to offer faith-based programs for youth in addition to social services for women.

Continuing Mission —Adapting to the Needs of Chinese American Families

The mission of Cameron House services has evolved over the years resulting in the comprehensive family service organization it is today. Thanks to thousands of volunteers, devoted staff, committed Board members and enthusiastic supporters, Cameron House provides a wide variety of programs to Asian youth and families. As part of Donaldina's heritage, we are proud to offer services like: counseling; domestic violence intervention; food distribution; adult ESL (English as a Second Language) and computer classes; support groups; youth afterschool and summer programs; sports, arts and camping experiences; leadership development; and volunteer opportunities. Today we serve over 1,000 low-income immigrant children and families.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Business ceased operations in San Francisco for one or two years after the 1906 earthquake and fire as the building was being rebuilt.

c. Is the business a family-owned business? If so, give the generational history of the business.

Not applicable.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Donaldina Cameron House has been a nonprofit organization since its founding.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building that houses Donaldina Cameron House is a registered landmark by the City of San Francisco: Landmark #44. It was constructed in 1907 after the original building was destroyed in the 1906 earthquake and fire. The building is also on the historic registry with the Presbytery USA.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Donaldina Cameron House is a faith-based organization that has provided support to Asian women and their families for 143 years. Started by the Presbyterian Church as the Occidental Mission Home for Girls in 1874, its initial purpose was to intervene on behalf of young, Asian, immigrant females (some younger than the age of 10) who had become vulnerable and disenfranchised upon arrival into the United States. These women and girls were smuggled into the United States thereby circumventing immigration laws that excluded them. Asian women were commodities that were bought and sold (by their own families in many cases) as property in a system that became known as the "Yellow Slave Trade." Bogus "contracts" were created to enforce this system of slavery in which Asian women became domestics or prostitutes. The contractual conditions specified insurmountable recourse for women to purchase their own freedom. The number of Asian immigrant women who died in enslaved conditions in San Francisco was in the thousands. Miss Donaldina Cameron came to the Occidental Mission Home as a sewing teacher; she stayed 40 years devoting her life as a missionary creating a foundation and tradition of competency assisting Asian women who were victimized by violence and racial discrimination. Throughout the century, the mission of "... serving urban youth, adults and families through leadership, development peer group counseling, group support, crises intervention, education and advocacy" has continued without interruption.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Cameron House has been a part of the Chinatown fabric through its social services work for 143 years. In its very early history, Cameron House and Donaldina Cameron were part of helping young girls out of the slave trade of Chinese girls.

The organization is a survivor of the 1906 earthquake and fire. The original building was destroyed but Cameron House was rebuilt at its current location at 920 Sacramento Street. Clinker bricks that were used back in that era are very noticeable today.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

There are numerous works about Donaldina Cameron and Donaldina Cameron House, including the following publications:

1. Gloria G. Harris and Hannah S. Cohen (2012) "Women Trailblazers of California: Pioneers to the Present (Donaldina Cameron (1869–1968), Angry Angel of Chinatown)." (<https://www.arcadiapublishing.com/Products/9781609496753>)
2. Laurene Wu McClaine (1983). "Donaldina Cameron: A Reappraisal." *Pacific Historian*. 27: 24–35.
3. Kirsten Twelbeck (2012). "Chinatowns in a Transnational World: Myths and Realities of an Urban Phenomenon (The Donaldina Cameron Myth and the Rescue of America, 1910–2012)." Routledge. pp. 135–163. (<https://books.google.com/books?id=FbisAgAAQBAJ>)
4. Mildred Crowl Martin (1977). "Chinatown's Angry Angel: The Story of Donaldina Cameron." (https://sfpl.bibliocommons.com/item/show/1171866093_chinatowns_angry_angel)

Other texts:

- "Ming Quong: a History of Rescuing Chinese American Girls." EMQ FamiliesFirst. Retrieved 22 April 2016. (<http://upliftfs.org/ming-quong-a-history-of-rescuing-chinese-american/>).
- Carol Green Wilson: *Chinatown Quest*, (Stanford, California, Stanford University Press, 1931 and 1950).
- Pascoe, Peggy. (1990). *Relations of Rescue: The Search for Female Moral Authority in the American West, 1874-1939*. New York: Oxford University Press.
- Kristin and Kathryn Wong: "Fierce Compassion, The Life of Abolitionist Donaldina Cameron" (Saline, Michigan by New Earth Enterprises, 2012).
- Hasley, Karen J.: "Gold Mountain" (Denver, CO: Outskirts Press, 2012) character in work of fiction.

d. Is the business associated with a significant or historical person?

Yes, Donaldina Cameron.

The youngest of seven children, Donaldina was born in New Zealand and moved with her family to California when she was two. During her childhood, Donaldina had very little contact and experience with immigrant populations. Family friend Mary P.D. Browne - the former president of the Women's Occidental Board of Foreign Missionaries - took Donaldina to the Presbyterian Home in an effort to expose Donaldina to the world around her. At the home, Donaldina met Margaret Culbertson and became a sewing teacher. Culbertson and the Presbyterian Home acted as a place of refuge for freed indentured female Chinese servants, where they could be safe from the outside world and get an education. Together, Culbertson and Cameron worked to rescue Chinese immigrants until Culbertson's death in 1897.

Two years after Culbertson's death in 1897, Donaldina Cameron became superintendent of the Presbyterian Home at the young age of 25. She continued the mission of the Home, saving young Chinese immigrant women from indentured service. Contemporary sources referred to this work as "the only foreign mission enterprise ever carried on in the United States."

Many friends and relatives of these girls would leave secret messages for Donaldina at the Presbyterian Home indicating the house where a girl was held captive. Often, the Tongs, which nicknamed her "Jesus Woman," would threaten Cameron and the home. She once even spent a night in a San Jose jail while seeking the release of a Chinese woman. However, Cameron continued her mission. She was often dubbed the "Angry Angel of Chinatown," which would later become the title for a biography.

In April 1906, the great San Francisco earthquake and fire forced the evacuation of the Presbyterian Home. Donaldina was able to save records that gave her guardianship over the girls at the home, thus ensuring their safety from being forced back into servitude or prostitution. The Home itself was destroyed in the earthquake. It was rebuilt in 1907 at 920 Sacramento Street, where it still stands today.

Cameron also wrote extensively, seeking to gain financial support for her mission, in publications like Women and Missions and a pamphlet titled "The Yellow Slave Traffic." This writing often furthered orientalist depictions of Chinese women, but also challenged popular preconceptions that such women were incapable of integrating into American society.

Donaldina also founded two homes for Chinese children. Many of these children were orphans or the children of the rescued women. The Chung Mei Home served young boys, while the Ming Quong Home was for girls. The former Chung Mei house is today part of the Windrush School in El Cerrito, California, and the Ming Quong Home is now a part of Mills College in Oakland, California. In 1935, a third Ming Quong home--the "baby house"--was founded in Los Gatos, California. Younger Chinese American girls were taken care of here until they were old enough (age 13) to move to Oakland. That home today is part of nonprofit EMQ FamiliesFirst.

e. How does the business demonstrate its commitment to the community?

The mission of Cameron House services has evolved over the years resulting in the comprehensive family service organization it is today. Cameron House serves the needs of low-income and immigrant Asian youth and families in San Francisco. Thanks to thousands of faithful volunteers, devoted staff, committed Board members and enthusiastic supporters, Cameron House provides a wide variety of programs to Asian youth and families. As part of Donaldina's heritage, we offer services like: counseling; domestic violence intervention; food distribution; adult ESL and computer classes; support groups; youth afterschool and summer programs; sports, arts, and camping experiences; leadership development; and volunteer opportunities. Today we serve over 1,000 low-income immigrant children and families.

f. Provide a description of the community the business serves.

Cameron House serves low-income and immigrant Asian youth in San Francisco. Many of our participants are in Chinatown, but we serve all San Franciscans.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

Yes, 920 Sacramento Street is Landmark 44 in the San Francisco historic registry. The building was built right after the 1906 earthquake. The site has housed many girls escaping the indentured servitude in Chinatown.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If the organization were to shut down, many families would be left without low-cost after school services and domestic violence counseling and case management. This would diminish the quality of life for this neighborhood and city. Losing a space for low income, non-English-speaking community members would diminish their quality of life.

CRITERION 3

a. Describe the business and the essential features that define its character.

We are a nonprofit organization located in Chinatown. Our youth and social services have been a part of the fabric of this neighborhood for over 100 years. The historical rescues by Donaldina Cameron have resonated with the generations of families of the rescued. They give to Donaldina Cameron House and provide for a lasting legacy. The actual building itself, made of clinker bricks right after the great 1906 earthquake, remind the community of the long lasting legacy this nonprofit work has provided.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Our commitment to this part of San Francisco to provide social services and meet the needs of the community dates back to when Donaldina Cameron saved her first child from slavery in the late 1800s. We honor that by providing domestic violence counseling for women. We also provide programs that meet the needs of today's community in the spirit of the work that has been done in our over-100-year history.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The main physical feature is our clinker bricks on the outside of the building. We also still have gas lamps that were used back in the early 1900s. They are not in use, of course, but are still visible. We have tunnels running through our basement from a time where Donaldina used to hide the girls from local tongs (Chinese gangs).

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The building owner, Presbytery of San Francisco, has owned the building since it was constructed in 1907. Presbytery of San Francisco owned the previous building as well, prior to the 1906 earthquake, where they did mission work.

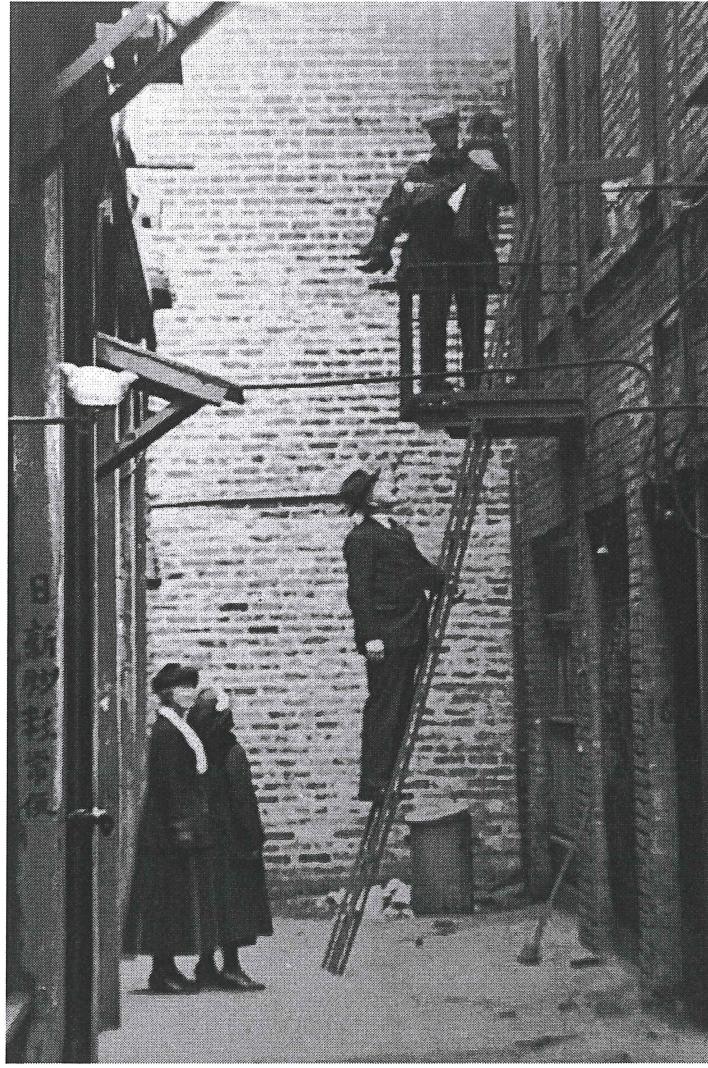






Donaldina Cameron with Mission
Home girl. Standing on what
is Joice Alley today. Building
to the left.





Ms. Cameron helping rescue a
girl, on what is now an alley
in Chinatown ~~was~~ named after her.

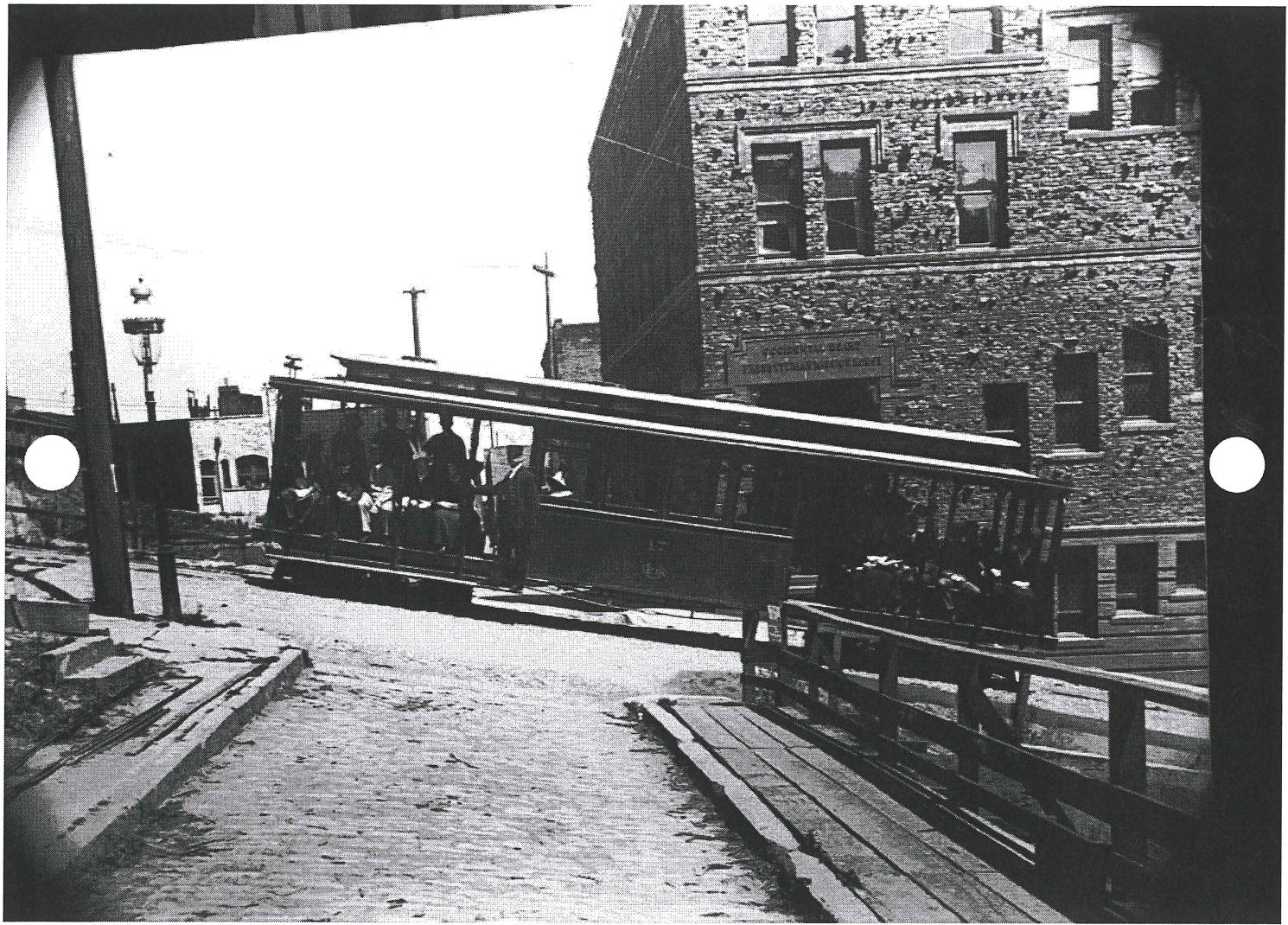


日新炒衫常便



Ms. Cameron with community
members on the front steps of
Cameron House.





Cable Car going up Sacramento Street.

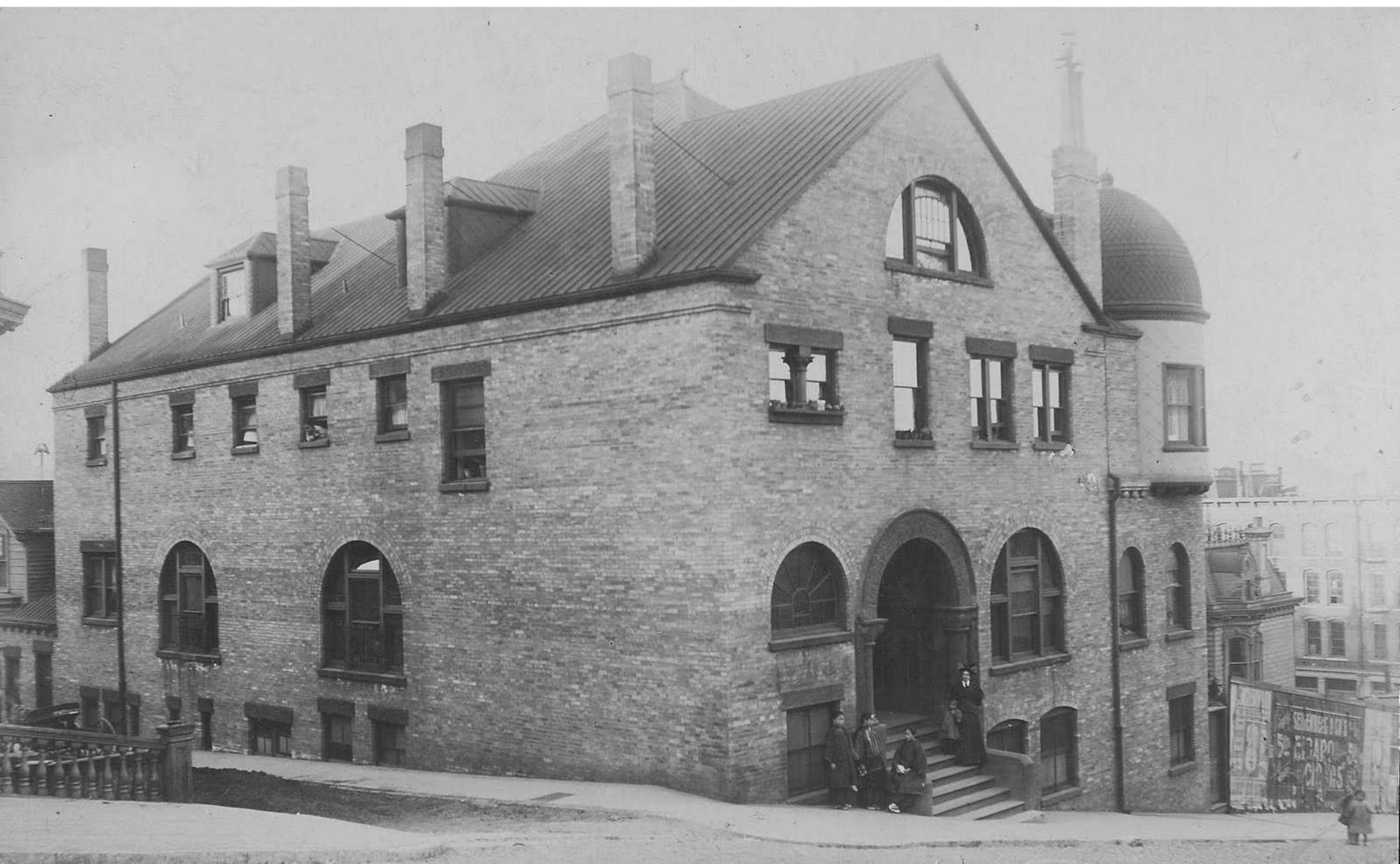
Cameron House is the clinker brick building
in the background. Photo taken across
Sacramento on what is now Joice Alley.





30 Miss Cameron made a visit to Chicago to see some of the girls
who had come from the mission.

1920-1930







OCCIDENTAL BOARD
OF EDUCATION

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ENTER



DO NOT
ENTER

100



金美倫堂

DONALDINA CAMERON HOUSE

920 SACRAMENTO STREET
SAN FRANCISCO, CA 94108

EST. 1874
PRESBYTERIAN MISSION HOME
於1874年建立為“長老會使命基地”

MONDAY - FRIDAY : 9AM - 12NOON, 1PM - 5PM

HANDICAP ACCESSIBLE ENTRANCE ON JOICE ALLEY
殘障人士入口處
www.cameronhouse.org



OPEN

920





IN THE LIGHT

we have prepared for many years
and now we are complete.
the world gather in harmony,
clad in white robes,
radiant and glowing.
In our love
Once the Angels came
and the world rejoiced.
And the Angels said
that
they had prepared us
and with love from God provide
us with
the world's needs
Meeting behind her roof plate,
And the Community
Drew near.

By Silence, in Silence, 2014 Silvana

Works of silence with

Works of Silence, with

Works of Silence, with

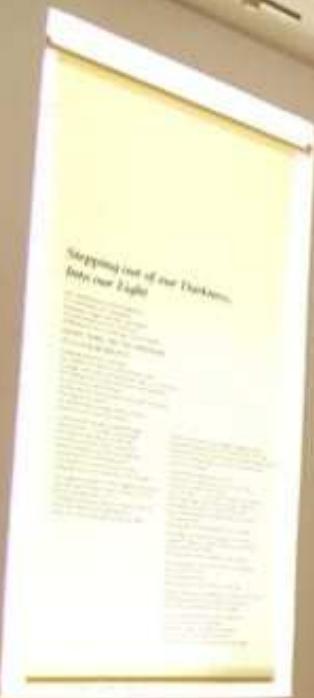
Works of Silence, with

Our Community friends.

One more word of warning our friends !
We must not speak our tongue !
Arabid... Mind... People and I
Thank the Angels,
thoughtfully calm to us,
and the Community
Meeting behind her roof plate,
And the Community
Drew near.

DR. FARAJI





Stepping out of our Darkness
into our Light

Worship
Prayer
Contemplation
Scripture
Music
Silence



Worship
Prayer
Contemplation



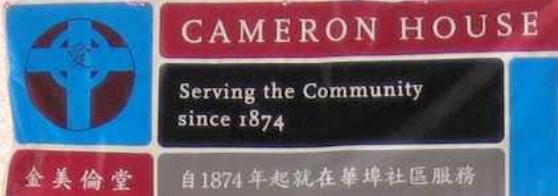




三藩市華埠男青年會
Chinatown YMCA
San Francisco

Y
We build strong kids, strong families,
strong communities.

我們造就健全的青少年
建立健全的家庭及社區



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San Francisco Landmarks



17 February 2004
(Click Photo to Zoom)

San Francisco Landmark #44
Donaldina Cameron House
920 Sacramento Street at
Joice
Built 1908

In 1873, the Presbyterian Church opened the Occidental Mission House at 920 Sacramento Street to rescue Chinese girls and women from prostitution, sweatshops and domestic service. The Chinese Exclusion Act of 1882, which prohibited Chinese men from sending for their families or marrying a non-Chinese woman, resulted in a huge imbalance between men and women in Chinatown.

In 1895, the young Donaldina Cameron from New Zealand began to teach sewing at the Mission Home. She soon learned to rescue girls in nighttime raids assisted by policemen with axes and sledgehammers and to provide them physical and legal protection from the Tongs who considered the girls to be their property. By 1900, Cameron

was superintendent of Mission Home. To the Tongs she is *Fahn Quai* (white devil) and to her girls, *Lo Mo* (old mother).

As Chinatown burned following the 1906 Earthquake, fireman dynamited the mission house in an unsuccessful effort to create a fire break. The building was rebuilt in 1908 in the same location using bricks salvaged from the original building. [Julia Morgan](#) was the architect.

Cameron continued to defend the rights of Chinese immigrants until her retirement in 1934, but Congress did not repeal the Chinese Exclusionary Acts until 1943.

That same year, all San Franciscans of Japanese ancestry were transported to remote internment camps such as [Manzanar](#) and [Tule Lake](#).

Cameron died in Palo Alto in 1968.

Cameron House continues to serve Asian communities in the San Francisco Bay Area. You can read more about Donaldina Cameron and Cameron House at cameronhouse.org.



Serving San Francisco's Asian Community for 142 years

Donaldina Cameron House empowers generations of Chinese American individuals and their families to fully participate in and contribute positively toward a healthy society. We put our Christian faith in action to help people learn, heal, and thrive.

CURRENT PROGRAMS

Asian Domestic Violence assistance is provided to Asian women and children who find themselves victims of batterers. Services include case management, counseling, advocacy, resources and referrals.

Bilingual Afterschool Program (BAP) is a mentoring program that offers academic tutoring, help with social and emotional development, and enrichment activities. Program provides children from the 1st to 8th grades a safe and fun environment to complete homework and learn new things. It features 1 hour of school based enrichment classes to help further the learning of our youth. BAP includes: daily snacks, outdoor recreation, Kitchen Medicine (cooking for mind, body, and soul), arts and crafts, computer access for study and research, and special holiday events.

Branches Youth Program (BYP) is an educational and recreational summer program for 1st through 5th grade youth with a focus on academic subjects such as Math, English, Science, Cultural Studies, and Physical Education. We also include enrichment activities, including arts and crafts, music, cooking, and cooperative games that help children make new friends. Participants will go on field trips to get better acquainted with the City and to supplement enrichment activities. Through every activity, children learn the importance and value of self-esteem, friendship, teamwork, and community.

Cameron Ventures is a summer day camp program that offers outdoors recreational activities for 1st through 5th grade youth. Youth are challenged to increase their physical, mental, spiritual, and social skills through games, songs, field trips, devotions, cookouts, arts and crafts, and other educational and recreational activities.

Cantonese Women's Support Group offers emotional and spiritual support, friendship and networking tailored to the needs of women who are domestic violence survivors.

Chinese Cancer Support Group meets 2nd and 4th Saturday from 1:30pm to 3:30pm offering support services in Mandarin and Cantonese to cancer survivors and their families. A group of trained volunteers known as the *Friends of Ai* makes home and hospital visits to members of the Chinese Cancer Support Group to offer emotional support.

Community Education is provided through the Chinese Current and the Chinese media. Staff provides training and education about our services to community service agencies and schools.

Community Resources and Adult Education Program offers small group beginner's level ESL classes and Computer classes for adults to improve their English proficiency and Computer skills and use them as a daily life skill. Support services are offered to individuals and families to navigate and access community resources.

Counseling Services in Cantonese, Mandarin, and English is provided to individuals, couples or families. Clients come seek help with spousal problems, intergenerational issues, relationship issues, etc.

Food Pantry Distribution provides food distribution for low-income families who need this assistance.

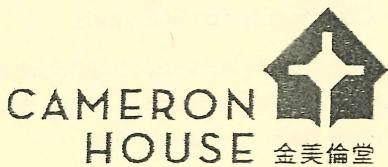
Friday Night Club Program is a year-round program that nurtures middle and high school youth to grow mentally, physically, socially and spiritually. It offers youth an experience in Christian community and leadership that teaches youth to be responsible for themselves and for their community. Participation in mission trips, basketball leagues, music, and film are activities also open to active participants.

Interactive Parent-Child Workshop for Chinese Families is an 8-session workshop for parents and their children to learn skills and tools to build better relationship and communication with each other. Facilitated in Cantonese.

Solid Ground is a summer program which helps middle school youth build a strong foundation upon which they can learn and grow into healthy teenagers. In addition to cookouts, field trips, camping trips, and other educational and recreational activities, this program emphasizes leadership development and community service.

Summer Leadership Development Program is a summer program open to all high school students interested in youth work and leadership development. It provides the opportunity to develop leadership and life skills in a safe and nurturing environment. Summer Leaders will engage in daily planning and leading of activities such as games, songs, and crafts for 1st-8th grade youth while they gain confidence and build community with their peers.

Westminster Woods Youth Camp is a week-long camp experience at the end of summer for middle and high school youth. Participants get away from city life and enjoy the gift of community in the beauty of God's creation through outdoor activities, campfire, Bible study, small group discussions, skits, hiking, singing, archery, sports, swimming, and more!



服務三藩市亞裔社區一百四十二年

金美倫堂賦予歷代美國華人和其家庭積極貢獻及全面參與建立一個健康的社會。我們活出基督信仰的原則來幫助人們學習、復愈和茁壯成長。

服務項目

亞裔反家庭暴力服務 為受家庭暴力的亞裔婦女及兒童提供個案處理、輔導及法律與庇護轉介服務。

雙語課餘補習班 (BAP) 為一至八年級學生輔導學業、協助社交與情緒上的發展和提供一小時教育活動。給孩童一個安全和樂趣的環境來完成功課和學習新事物。補習班活動包括：茶點、戶外遊戲、藥膳與有機食物栽培計劃（心身靈健康烹飪）、勞作、電腦和特別節日慶祝等。

金美倫堂兒童暑期班 (BYP) 為一至五年級學童而設既好玩又有教育意義的暑期計劃。重點學科，如數學、英語、科學、文化研究和體育。計劃還包括手工藝、音樂、烹飪和促進孩子結交新朋友的合作遊戲。參加學童將會實地考察熟悉城市的環境和參與教育活動。通過各種活動，孩子學會自信、友誼、團隊精神和社會的價值和重要性。

金美倫探索者夏令營 (Cameron Ventures) 為一至五年級學童而設的戶外暑期計劃。透過遊戲、唱歌、旅行、靈修、野餐、勞作、和教育及戶外活動，提升青少年體能、智能、靈性及交際技巧。

粵語婦女互助組 為受家庭暴力的亞裔婦女的小組聚會。提供情緒及精神上的支持，建立友誼及知悉社區資源。

華語癌症互助組 每月逢第二及第四個星期六，下午一時半至三時半活動。為華語癌友及家人提供精神支持和幫助。副有“友愛之音”義工小組，對互訪組成員進行家居關懷或醫院探訪。

社區教育 透過〈金美倫堂通訊〉及中文傳播媒介，向社區機構和學校提供訓練及教育講解金美倫堂的服務項目。

社區資源服務及成人教育

包括幫助個人及家庭瞭解社區提供的支援服務。成人日常英語班，為提高初學者日常生活的英語水平。電腦班，課程幫助個人學習基本電腦知識，使他們能夠應用在日常生活中。

輔導服務 為粵語、普通話及英語的個人、夫婦及家庭提供婚姻、代溝和感情問題等輔導服務。

分發糧食服務 金美倫堂向低收入及有需要的家庭定期分發食物。

星期五晚俱樂部 一個長年為培養初高中青少年智能、體能、社交與靈性上成長的計劃。給青少年體驗基督教團體活動及領導才能，教導青少年為自己及社區負責。團員可參與短宣旅遊、ACBA 籃球隊、音樂及制片等活動。

親子學堂 為家長和兒女共同參與而設的八節研習班。親子之間將學習建立良好關係與交流技巧。用粵語進行。

盤石初中生夏令營 為六至八年級學生開設的暑期計劃。除野外烹飪、旅行、露營等富有教育意義和創作性活動，此計劃注重領導才能發展和社區服務。

暑期計劃義工培訓 為九年級或以上學生而設。經全面訓練後，使義工在金美倫的暑期計劃 (BYP, Cameron Ventures, Solid Ground) 中領導小學及初中孩童進行各項活動。請於五月初遞交申請表。

西敏森林青少年營 為初、高中青少年而設的為期一週的暑假尾端夏令營。團員離開大城市來到上帝創造的美好大自然中享受戶外活動，營火晚會，查經，小組討論，短劇，爬山，歌唱，射箭，運動，游泳和更多！

DONATE

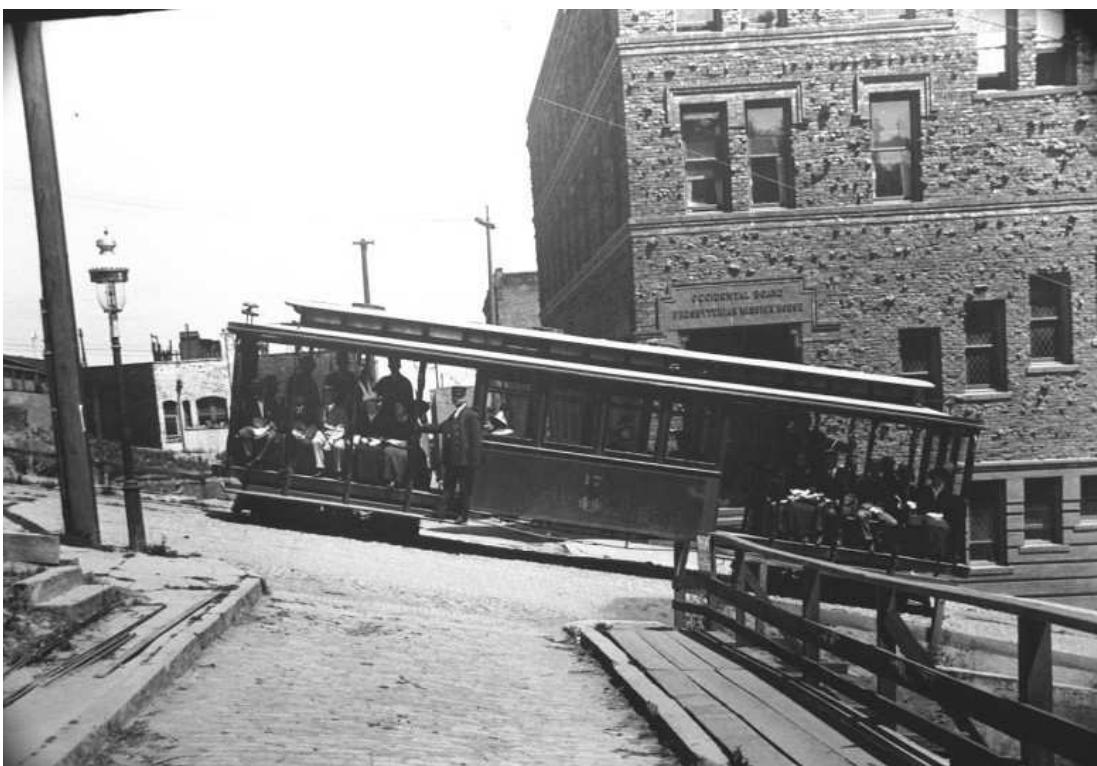
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Mission & History

WE'RE ON A MISSION

To empower generations of Chinese-American individuals and their families to fully participate in and contribute positively toward a healthy society. We put our Christian faith into action to help people learn, heal, and thrive.

Founded in 1874, Cameron House has a unique place in the heart of San Francisco's Chinatown, where we have served the changing needs of individuals and families in the community for generations.



OUR ROOTS ARE DEEP

[expand all](#) [collapse all](#)

1874 - OCCIDENTAL MISSION HOME FOR GIRLS

Founded in 1874 by the Presbyterian Church as the Occidental Mission Home for Girls, the home's initial purpose was to intervene on behalf of vulnerable young Asian immigrants. Forbidden from legally entering the United States by the Chinese Exclusion Act, these girls and women were smuggled into the country and sold as commodities in what came to be known as the "Yellow Slave Trade".



Sold into slavery, often by their own families, and trapped into bogus "contracts" that made it impossible to buy their freedom, many thousands of immigrant women died as prostitutes and domestic servants in San Francisco.

The Occidental Mission Home for Girls, the "Home" as it was known then, rescued these girls and taught them skills and faith.

1895 - DONALDINA CAMERON

At the tender age of 23, Donaldina arrived at the Occidental Mission Home for Girls as a sewing teacher. Two years later, without any prior experience, she became the superintendent. Little did she realize that the next forty years would find her dashing through alleys and across rooftops to save thousands of Chinese girls from indentured servitude and human trafficking. Although her life was threatened by those whose profits were hampered by her success, she continued rescuing and educating the girls victimized by violence and abuse.



A great challenge for the Home came on April 18th, 1906, when the great San Francisco earthquake and fire woke the girls in the early morning. Although the Home withstood the initial shaking, it was ultimately destroyed by dynamite as the city attempted to stop the fire from spreading. Donaldina and all the girls found safety in the East Bay while the Home was rebuilt in the same location at 920 Sacramento Street, where it still stands today.

Donaldina retired from the Home in 1934, and in 1942 it was renamed the Donaldina Cameron House. By the time of her death in 1968, Donaldina had become a “national icon” and is credited with helping 3,000 girls escape brutal enslavement.

1940'S - CHINATOWN FAMILIES

With the repeal of the Chinese Exclusion Act in 1943 and the falling numbers of girls being rescued throughout the late 1930s, the needs of the Chinatown community were changing. In response to the growing number of families needing support and a safe place away from the racism of greater San Francisco, Cameron House began expanding its services to offer faith-based programs for youth in addition to social services for women.



CONTINUING MISSION - ADAPTING TO THE NEEDS OF CHINESE AMERICAN FAMILIES

The mission of Cameron House services has evolved over the years resulting in the comprehensive family service organization it is today. Cameron House serves the needs of low-income and immigrant Asian youth and families in San Francisco.. Thanks to thousands of faithful volunteers, devoted staff, committed Board members, and enthusiastic supporters like you, Cameron House provides a wide variety of programs to Asian youth and families. As part of Donaldina's heritage, we are proud to offer services like: counseling; domestic violence intervention; food distribution; adult ESL and computer classes; support groups; youth afterschool and summer programs; sports, arts, and camping experiences; leadership development; and volunteer opportunities. Today we serve over 1,000 low-income immigrant children and families.



FAITH STATEMENT

Rooted in the Christian faith and our Presbyterian heritage, we believe that God calls us to be an empowering presence in the community. We provide a safe place, are a trusted friend and advocate, meet people where they are, and walk with them as they fulfill their lives. We are a resource for people to explore faith and spirituality, and we believe and share Christian principles:

Our work is a manifestation of God's love—we demonstrate God's loving kindness through our service and stewardship.

All people are welcomed. Every person is worthy of love and respect and will be treated as such.

We promote justice for all.

VALUES STATEMENT

Our values guide our behavior toward each other and the people we serve. They embrace our demonstration of God's love through acts of kindness and sensitivity in all that we do and say:

Community. We value our shared legacy with the Chinese immigrant community, with the Cameron House community, and our partnerships in the greater community.

Authenticity. We are honest and genuine; we respectfully speak the truth with compassion and loving kindness that affirms and enriches each individual and our community as a whole.

Servant leadership. Our leadership approach is geared to advancing the common good. In order to lead, we must also follow, contribute as peers, and serve in our communities.

Accountability. We hold ourselves and each other accountable in the work we do and the communities we serve. We evaluate, learn and apply the knowledge gained to strengthen our impact and advance our mission.

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June 12 - July 28, 2017



Summer Programs Start June 12!



Cameron House empowers generations of Chinese American individuals and their families to fully participate in and contribute positively toward a healthy society. We put our Christian faith in action to help people learn, heal, and thrive.

Contact Us →

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San Francisco, CA 94108

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info@cameronhouse.org

English

Thursday July 06, 2017

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Cameron House to hold annual carnival for Chinatown kids



Kelsey Wong and Cameron House youth set up screen guards Thursday for the annual Cameron Carnival. (Emma Chiang/Special to S.F. Examiner)

By Examiner Staff on May 6, 2016 1:00 am



The Donaldina Cameron House in Chinatown is hosting its annual carnival Saturday to help fund youth programs for kids from low-income neighborhoods in The City.

The Annual Cameron Carnival — which started in the 1950s — will feature live music, a Dragon Dance at noon, games, food and drinks at the Donaldina Cameron House.

All of the proceeds from the carnival are slated to support the charity's youth programs. Cameron House primarily serves immigrant families and youths in the neighborhood, as well as the Excelsior and Visitacion Valley.

While the graduation rate for students who live in Chinatown is about 37 percent below the rate of San Francisco as a whole, almost all the of the kids who participate in Cameron House programs graduate from high school, according to the charity.

More than 89 percent of the students involved in the bilingual after school program are considered low-income or extremely low-income, according to the charity, which last year "provided \$105,381 in financial aid to families in need for youth-related services and programs."

The charity was named after Donaldina Cameron, a Presbyterian missionary who freed more than 3,000 Chinese immigrant girls and women from indentured servitude, and housed and educated them in Christianity in the early 1900s.

Cameron also helped women who were victims of discrimination and violence, and created two homes for orphaned children before retiring in 1934.

In late 2013, the Board of Supervisors passed a resolution adding the name Donaldina Cameron Alley to Old Chinatown Lane, a small alley off Washington Street in Chinatown.

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Chinatown alleyways renamed in honor of community members

By Jessica Kwong @JessicaGKwong



click to enlarge

Several Chinatown alleyways are receiving new names.

Three Chinatown alleyways will receive honorary renaming as a tribute to some community members whose contributions are deeply rooted in the past.

While the official postal addresses won't change, Bartol Street will have Enid Ng Lim Alley added in honor of a community activist who, among other contributions, fought to prevent a building from being converted into office spaces but rather a senior care center, where she eventually passed away.

"Someone was evicting all the tenants there. It was kind of like the Ellis Act today," said Norman Fong, executive director of the Chinatown Community Development Center.

Old Chinatown Lane will soon also be known as it formerly was — Donaldina Cameron Alley — after a Presbyterian missionary who rescued and educated more than 3,000 girls and women from the 1890s to 1930s. The Donaldina Cameron House situated in that alley serves immigrant families and youths in Chinatown.

"Donaldina had done rescues in that very alley of Chinese girls from human trafficking, and that was partly why it was originally named that after her," said May Leong, executive director of Donaldina Cameron House.

Merchant Street will also get signage for Harold "Bud" Moose Lane after the man who oversaw the building of the 27-story Hilton Hotel on Kearny Street, which houses the Chinese Cultural Center.

Unlike an honorary renaming, an official postal renaming is a much lengthier process and requires approval from the U.S. Postal Service, said Amy Chan, legislative aide for Board of Supervisors President David Chiu, who sponsored legislation for the three renamed alleys, which the board adopted Tuesday.

RELATED STORIES

[Chinatown alley slated to be spruced up in green project](#)

By Jessica Kwong



SAN FRANCISCO
OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-088
Business Name: Elite Sport Soccer
Business Address: 2637 Mission Street
District: District 9
Applicant: Jorge and Astrid Lopez, Owners
Nomination Date: April 30, 2017
Nominated By: Supervisor Hillary Ronen

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes X No

3182 21st Street from 1989 to 1996 (7 years).

2637 Mission Street from 1995 to Present (22 years).

1773 Haight Street from 2010 to Present (7 years).

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: Elite Sport Soccer's existing Mission Street lease expires on June 30, 2017. The building was sold in 2014 and re-sold in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing. There is a real risk that Elite may be forced to close or relocate out of San Francisco, which could disrupt or destroy the business and possibly result in the loss of jobs and livelihood for its employees.

DELIVERY DATE TO HPC: June 22, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo
Legacy Business Program
Office of Economic and Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102

April 30, 2017

RE: Nomination of Elite Sport Soccer

Dear Mr. Kurylo:

It is with great pleasure that I nominate to the Legacy Business Registry – Elite Sport Soccer, a family-owned and bilingual (Spanish/English) retail business that was established in 1989 at 3182 21st Street. Elite Sport Soccer sells soccer equipment, footwear, cleats, uniforms, and fan gear (team jackets, jerseys, national flags, etc.). Elite has been an integral part of the Mission District, serving not only the Latino community in San Francisco, but the larger soccer communities of the Bay Area, including European and U.S. Nationals.

Elite Sport Soccer is a keystone to the economic success of the businesses that exalt the cultural values of the Mission District. That is why, it is my distinct honor to nominate Elite Sport Soccer to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen
San Francisco Board of Supervisors

Section One:

Business / Applicant Information.

Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

| |
|-------------------|
| NAME OF BUSINESS: |
|-------------------|

Elite Sport Soccer, Inc.

| |
|---|
| BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business) |
|---|

Jorge Lopez
Astrid C. Acero Lopez

| | | |
|---|--------------------------------|---|
| CURRENT BUSINESS ADDRESS: | TELEPHONE: | |
| 2637 Mission Street San Francisco, CA 94110 | ((415))648-6007 | |
| | EMAIL: | |
| | info@elitesportsoccer.com | |
| WEBSITE: | FACEBOOK PAGE: | YELP PAGE |
| http://www.elitesportsoccer.com | @EliteSportsSoccerSanFrancisco | https://www.yelp.com/biz/elite-sports-san-francisco |

| | |
|--|---|
| APPLICANT'S NAME | |
| Jorge and Astrid Lopez | <input type="checkbox"/> Same as Business |
| APPLICANT'S TITLE | |
| Owners | |
| APPLICANT'S ADDRESS: | TELEPHONE: |
| 2637 Mission Street San Francisco, CA 94110 | ((415))648-6007 |
| | EMAIL: |
| | info@elitesportsoccer.com |

| | |
|--|---|
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | SECRETARY OF STATE ENTITY NUMBER (if applicable): |
| 0467348 | C3442800 |

| | |
|--------------------------------------|---------------------|
| OFFICIAL USE: Completed by OSB Staff | |
| NAME OF NOMINATOR: | DATE OF NOMINATION: |
| | |

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

| | | |
|---|-----------|--|
| ORIGINAL SAN FRANCISCO ADDRESS: | ZIP CODE: | START DATE OF BUSINESS |
| 3182 21st Street, San Francisco, CA | 94110 | November, 1989 |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? | | DATES OF OPERATION AT THIS LOCATON |
| <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes | | Nov. 1989 - Dec. 1996 |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| 2637 Mission Street | 94110 | Start: September, 1995 End: present |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| 1773 Haight Street | 94117 | Start: April, 2010 End: present |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| n/a | | Start: End: |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| | | Start: End: |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| | | Start: End: |
| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
| | | Start: End: |

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Jorge Lopez May 16, 2017 Jorge Lopez
Name (Print): Date: Signature:
Astrid Acero-Lopez May 16, 2017 Astrid Acero Lopez

ELITE SPORT SOCCER, INC.
Section 4: Written Historical Narrative

CRITERION 1

- a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Elite Sport Soccer has been in business for a little more than 27 years, and at its present location on Mission Street for more than 22 of those years. It is a family-owned and family-operated bilingual (Spanish-English) retail business founded in November 1989, shortly after its founders, Jorge Lopez and Astrid Acero Lopez, emigrated from Colombia to the United States with their two children. Their children, who are now grown, worked in the business before they went to college and now work in the stores occasionally when coverage is needed.

When it began, the business was located in a storefront at 3182 21st Street. It relocated around the corner in 1995 to its current location at 2637 Mission Street. A second store, at 1773 Haight Street, opened in 2010.

Both Elite stores sell soccer equipment, footwear, cleats, team uniforms, and fan gear, including brand-name footwear for players (men, women and kids), for those just beginning to learn the game to the more advanced. For those who don't play, the stores carry a large selection of jackets and jerseys from national and professional teams from around the world, as well as a selection of national flags. Jerseys and jackets can be personalized and custom printed with names, logos and numbers. Discounts are given for team orders and for registered players.

When Elite was first founded, the Mission District had a concentrated Latino community, and soccer has always been a cultural component of the Latin identity. Having a bilingual shop where members of the community could be served in Spanish as well as English bound the business to the community. As the years passed, the popularity of soccer has grown, and the game is now practiced and taught in many public schools. Also, as the Mission District became home not just to the Latino community but to a variety of European immigrant and other communities as well, the ability of the stores to serve clients either in English or Spanish helped the business grow and evolve with the neighborhood.

Elite's existing Mission Street lease was scheduled to expire on March 31, 2017 (it has been extended on a short-term basis to June 30, 2017). The mixed-use building in which the store is located (there are 8 apartments and 3 storefronts) was sold in 2014 by the previous long-term owner to a real estate developer who performed soft-story repairs and paid several tenants to accept buyouts of their tenancies. He resold the building in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing.

As a result, there is a real risk that, unless Elite is granted Legacy Business status and the new owner is able to obtain a Legacy Business rental assistance grant, Elite may be forced to close or relocate out of San Francisco, which could disrupt or destroy the business and possibly result in the loss of jobs and livelihood for its employees.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has never ceased operations in San Francisco for a period of six months or more.

c. Is the business a family-owned business? If so, give the generational history of the business.

The business was founded by current owners Jorge Lopez and Astrid Acero Lopez in 1989.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Not applicable.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The 1910 Edwardian-style building, at 2637 - 2645 Mission Street, is considered a “Category A Building” by the Planning Department for its architectural significance as a contributor to the South Mission Historic Resource Survey. It’s eligible for listing on the California Registry.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Since it was founded, Elite Sports has been located in the heart of the Mission District, and has been a central fixture of the community of soccer players, fans and aficionados. Elite was founded at a time when the Latino community was concentrated in the Mission, and as a bilingual business, Elite was able to serve the Latino community in its native language. Because

Elite is focused on soccer, which has long been a part of the Latin cultural identity, and because of its commitment to remaining bilingual throughout its history, it has been able to expand its customer base as soccer has grown in popularity within the United States. Over the years, Elite has supported soccer teams at local high schools and at City College and supported the construction of local soccer fields (e.g., in Dolores Park) (see the attached photo of Astrid, Jorge and their sons with former Mayor Willie Brown). Astrid and Jorge feel their most significant contribution, however, has been to provide work opportunities to more than 600 bilingual young people over their 27+ year history. Many of their former employees have remained in touch over the years and have become part of the extended Elite Sport Soccer family.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

The most significant recurring event within the culture of international soccer is the World Cup tournament. World Cup final tournaments are held each four years, following regional qualifying tournaments around the world. The next World Cup tournament will be held in Russia in June and July of 2018. For businesses serving soccer fans, the regional qualifying rounds (which have already begun) and the months leading up to the World Cup are the most busy times, analogous to the annual holiday season experienced by other retail businesses in the U.S. Additional bilingual staff must be hired and trained, and inventory levels increased to prepare for increased demand for national flags, jerseys and similar items.

In addition, while Elite is not “associated” with the annual Carnaval festival in any formal way, it has made contributions of equipment and money to various soccer clubs and other groups that march in, or build floats for, the annual Carnaval festival celebration.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Copies of several articles are attached. First is a December 1993 article from El Mensajero, a weekly Spanish language newspaper that describes the origins of Elite Sports. Another is a story from the Mission Economic Development Agency’s newsletter about the dilemma faced by Elite when the building it is located in was acquired in 2014 by its previous owner. The building has since been sold again. Another is a feature published by the Women’s Initiative for Self Employment (WISE) in 2013. There is also a story from the Winter 2016 issue of reSource, a journal published by the Renaissance Entrepreneurship Center (RenCenter.org). Also, attached to this application are an October 1993 letter from former Senator Barbara Boxer and a letter from former Mayor Frank Jordan. Also attached is a City Proclamation issued by former Mayor Frank Jordan declaring October 1, 1994, Elite Sports Day in San Francisco.

d. Is the business associated with a significant or historical person?

Not as an owner or employee. It is certainly possible that significant or historical persons have been customers of the business from time to time, although the owners of Elite are not aware of any.

e. How does the business demonstrate its commitment to the community?

Elite's primary contribution to the neighborhood, in addition to being focused on soccer, has been its ability to give work opportunities to young people, and to provide an example to the young people who have worked there. Elite did not lay off employees during the Great Recession when business was bad. It has always paid its taxes. It has demonstrated business character and good financial management to its suppliers, such as Adidas, Nike, Puma and others. For nearly 30 years, Jorge and Astrid have shown the community and Elite's employees that it is possible to be a business owner and make a contribution to the family, the community and the state.

In addition, Elite annually contributes merchandise to the fund-raising programs of various local public and private schools (including Cesar Chavez Elementary School, Mission Dolores High School, The Saint James Catholic School, The St. Charles Elementary School, Immaculate Conception Academy, and the Lycée Français de San Francisco), and provides discounts to teams affiliated with California Soccer Association--North (CSAN), and its local affiliate, the San Francisco Soccer Football League (SFSFL), as well as to players on those teams. Elite also supports the after-school soccer programs at the Jamestown Community Center and the Good Samaritan Family Resource Center.

The business also has long-standing relationships with Mission Economic Development Agency (MEDA) and a variety of other community organizations. MEDA in particular has provided valuable advice and assistance over the years. Among the attachments to this application is a letter from Edwin Rodriguez at MEDA supporting Elite's application.

f. Provide a description of the community the business serves.

For as long as Elite has existed, in part due to its bilingual ownership and staff, and partly due to its exclusive focus on the sport of soccer, Elite has been deeply involved with the many communities of soccer players and fans throughout the Bay Area. Initially, the business was focused in and on the Latin community in the Mission. As time went by and soccer became more widely popular in the United States, the store also came to serve European (primarily Spanish, German and French) residents and visitors to San Francisco. Finally, as the popularity of youth soccer grew, and the sport was adopted by physical education programs in the public and private schools of San Francisco, a new generation of San Franciscans has become part of the Elite Sport Soccer community.

Over its history, Elite has provided over 600 high school and college students and recent graduates (many of them soccer players) with their first paid employment, including part-time, after-school, weekend and summer jobs. Many of those employees have remained in touch with Jorge and Astrid and their children to this day, and have become an extended family.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

Yes, is considered a “Category A Building” by the Planning Department. It is a contributor to the South Mission Historic Resource Survey and eligible for listing on the California Registry.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Because of its unique focus on soccer, Elite is not like most retail sporting goods stores, even those that have been in their respective communities for many years. Elite does not sell Major League baseball, NBA basketball or NFL football souvenirs and branded clothing. It does not sell tennis rackets, bicycles, fishing rods, camping equipment or other sporting goods. Elite is a specialty store, selling only soccer equipment and attire. It is an authorized retailer for the lines it carries. If it were to disappear, soccer players and their teams, and fans of the game generally, might still be able to find soccer balls and shoes in other stores, or on the internet, but not necessarily from a local, sales-tax-generating, bilingual business whose employees are themselves local residents, soccer players and/or fans. In short, if Elite were to close, the varied communities of soccer fans and players living in San Francisco would lose a valuable resource.

CRITERION 3

a. Describe the business and the essential features that define its character.

Elite Sport Soccer is a family-owned and operated bilingual (Spanish-English) retail business that serves the communities that love and enjoy the sport of soccer. It seeks to work in cooperation with the schools that teach the sport, the community centers and after-school programs that sponsor youth teams, the soccer leagues that sponsor amateur adult soccer teams in the Bay Area, and the fans of the international game and the many national teams that compete for the World Cup.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Elite's owners made sacrifices during the Great Recession when business was bad so that no employees would be laid off. It has consistently hired employees from the neighborhood and

has maintained, over the years, its business model as a specialty store focusing exclusively on soccer.

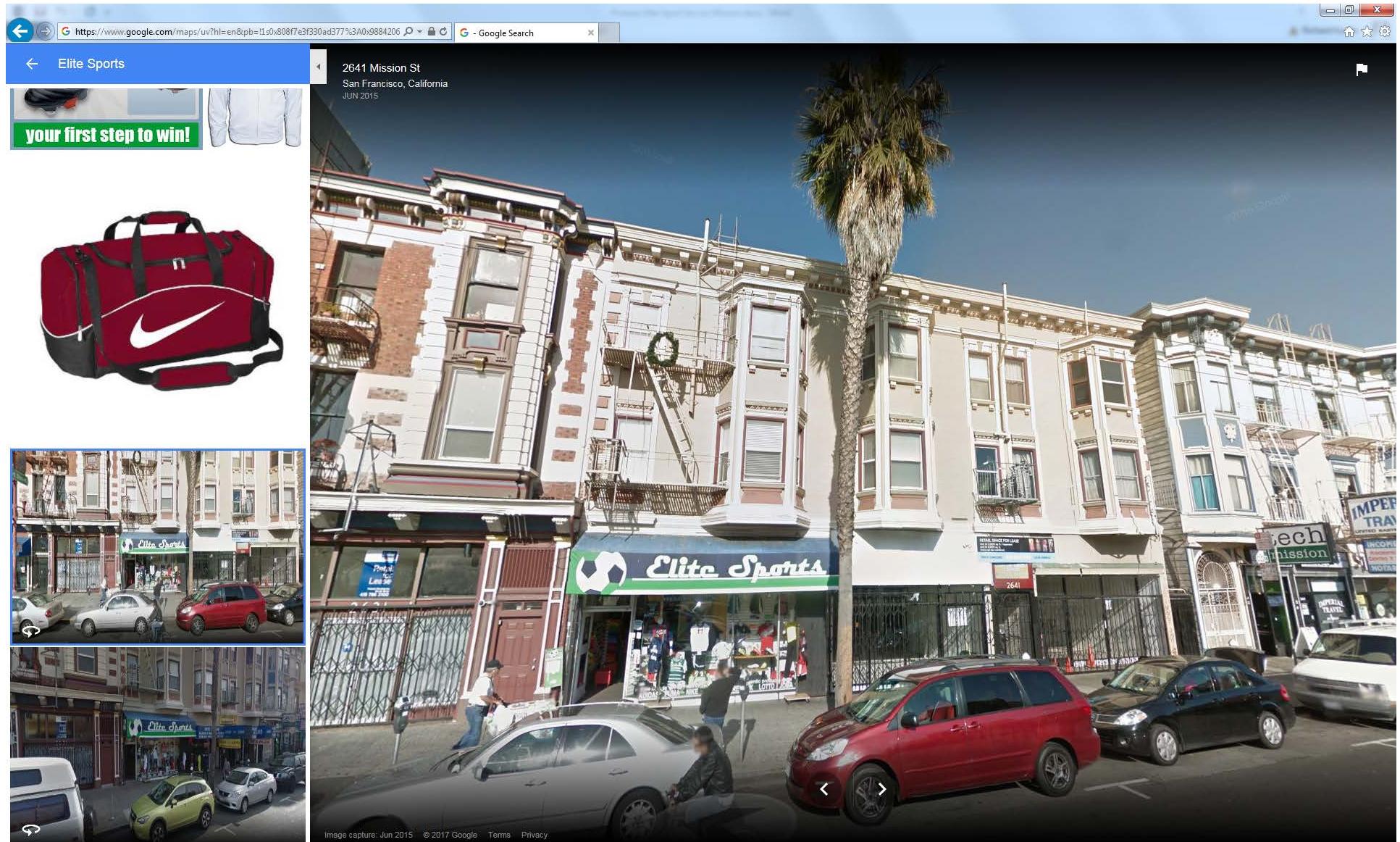
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

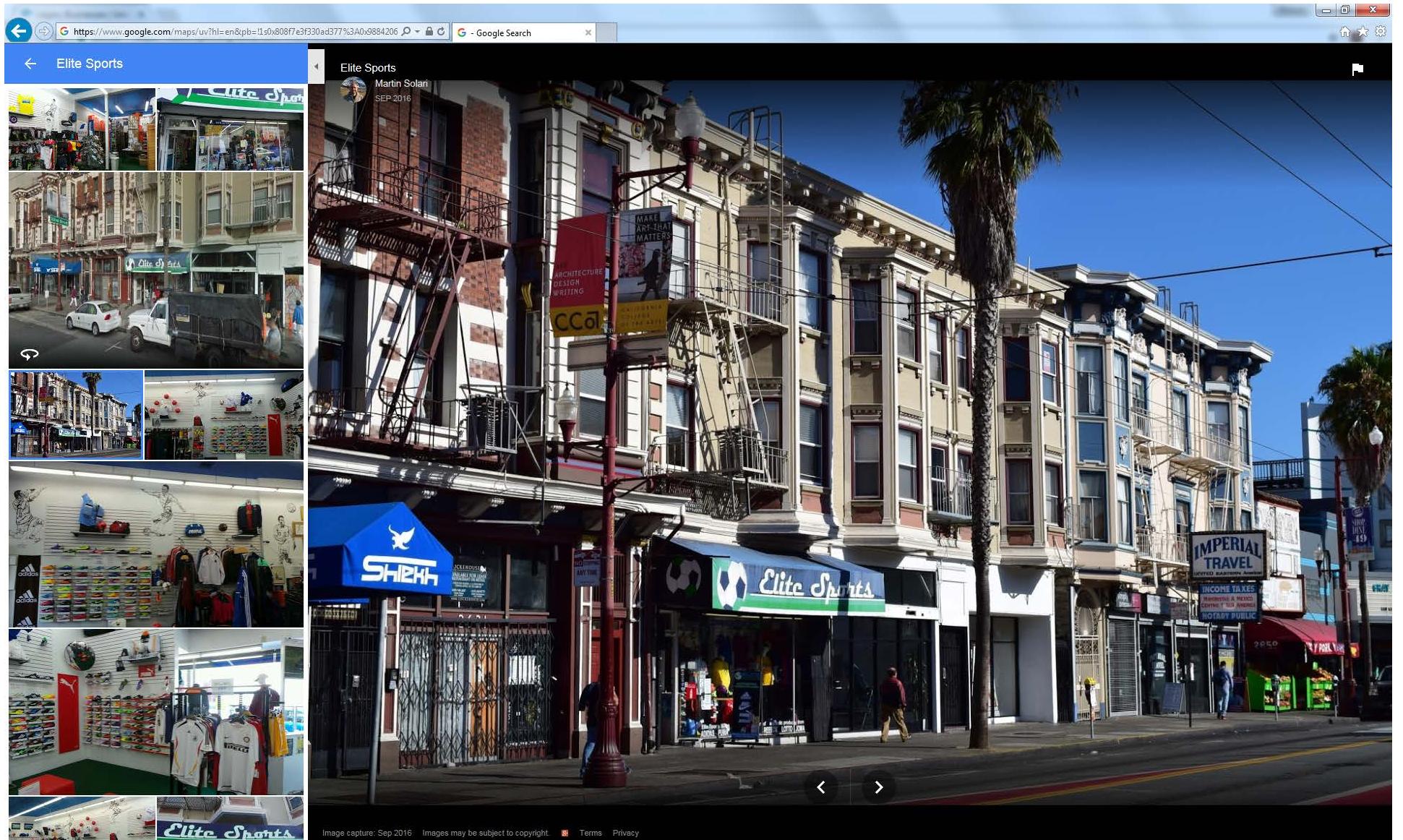
Over the years, Elite has invested in improving the appearance and functionality of its business premises. In 1997 with guidance from MEDA, Elite borrowed (and over the next few years, repaid) a loan from the Mayor's Office of Community Development to renovate the façade and storefront of its Mission Street store. We are enclosing with this application copies of acknowledgments we have received over the years.

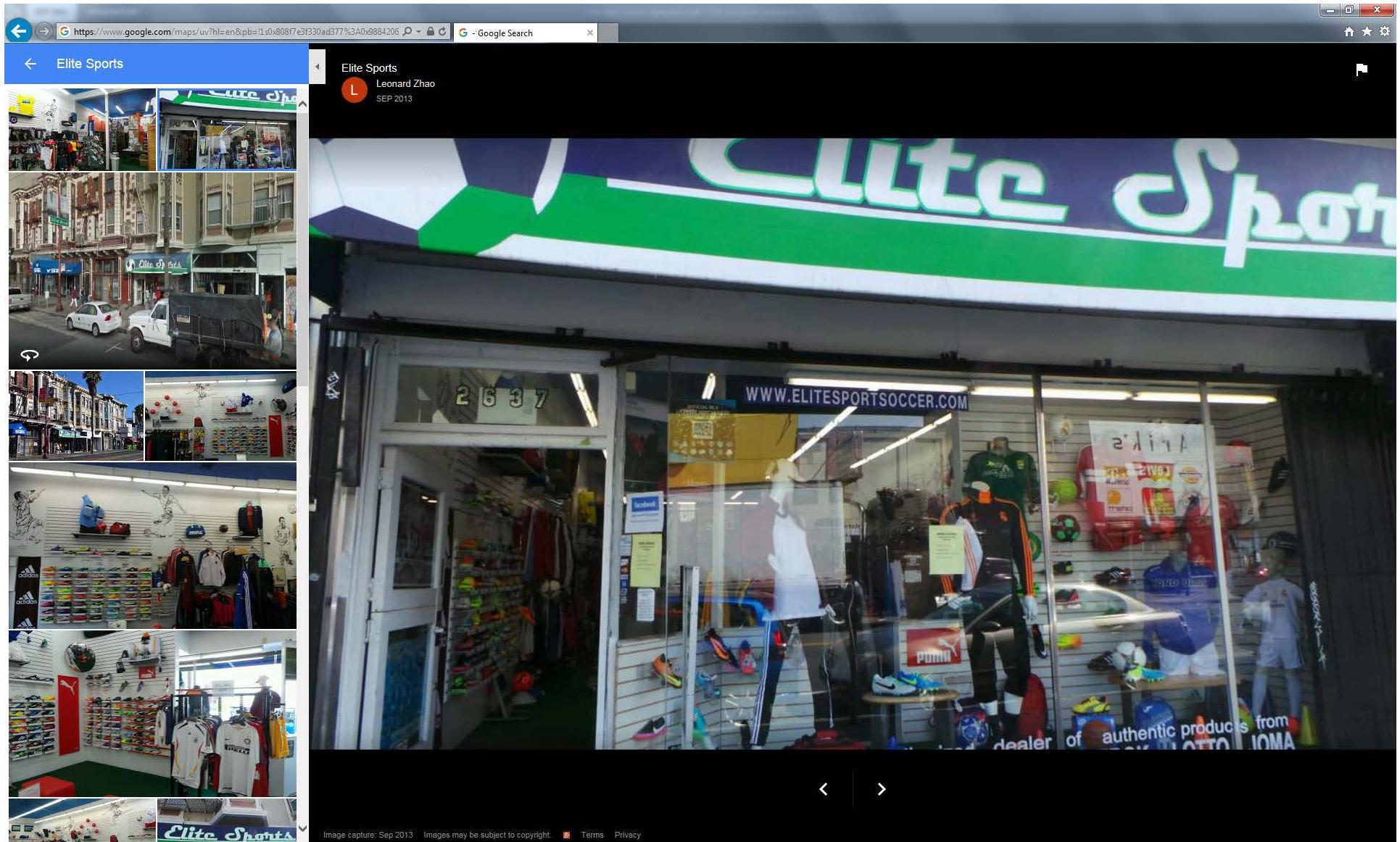
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

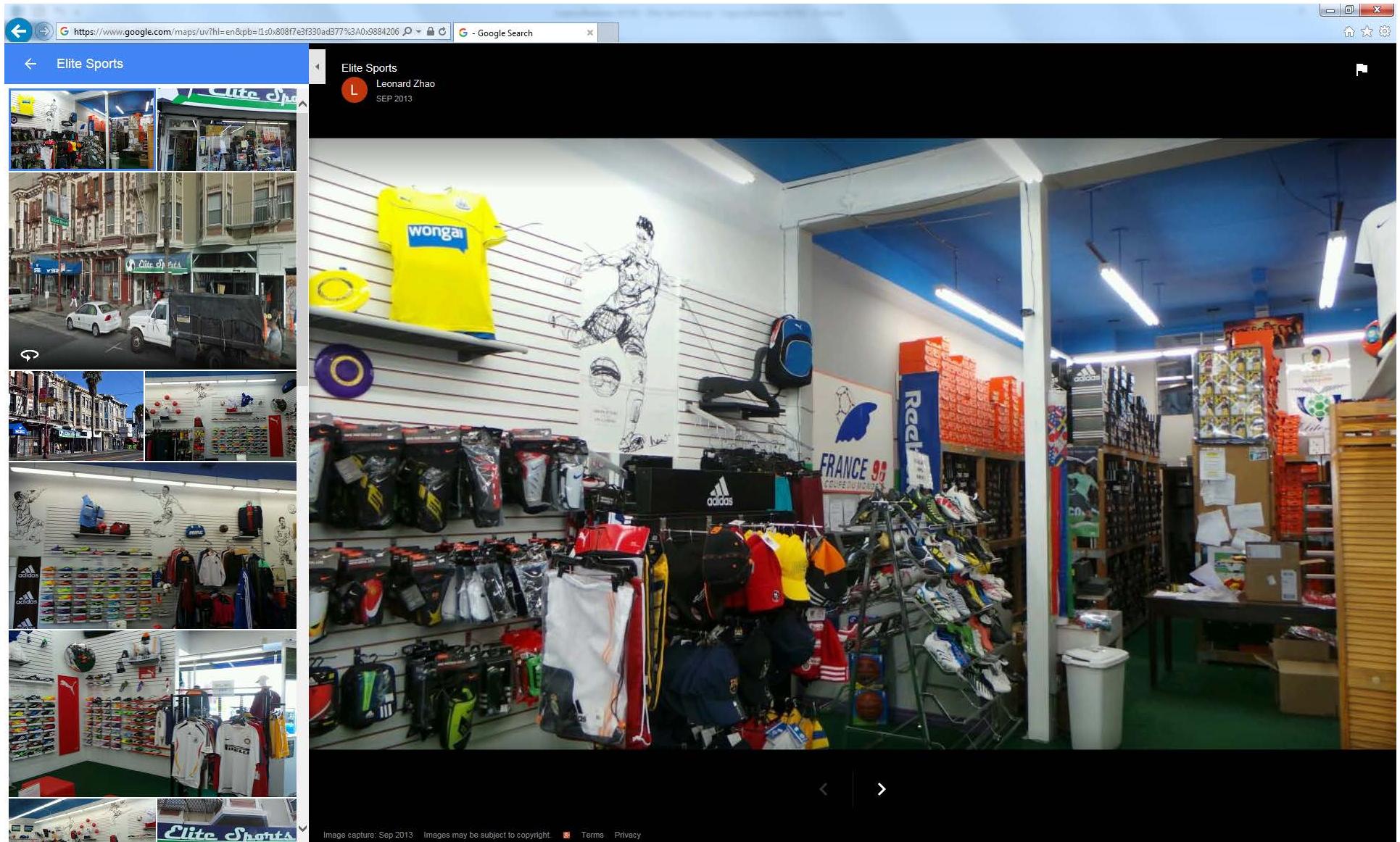
Not applicable.

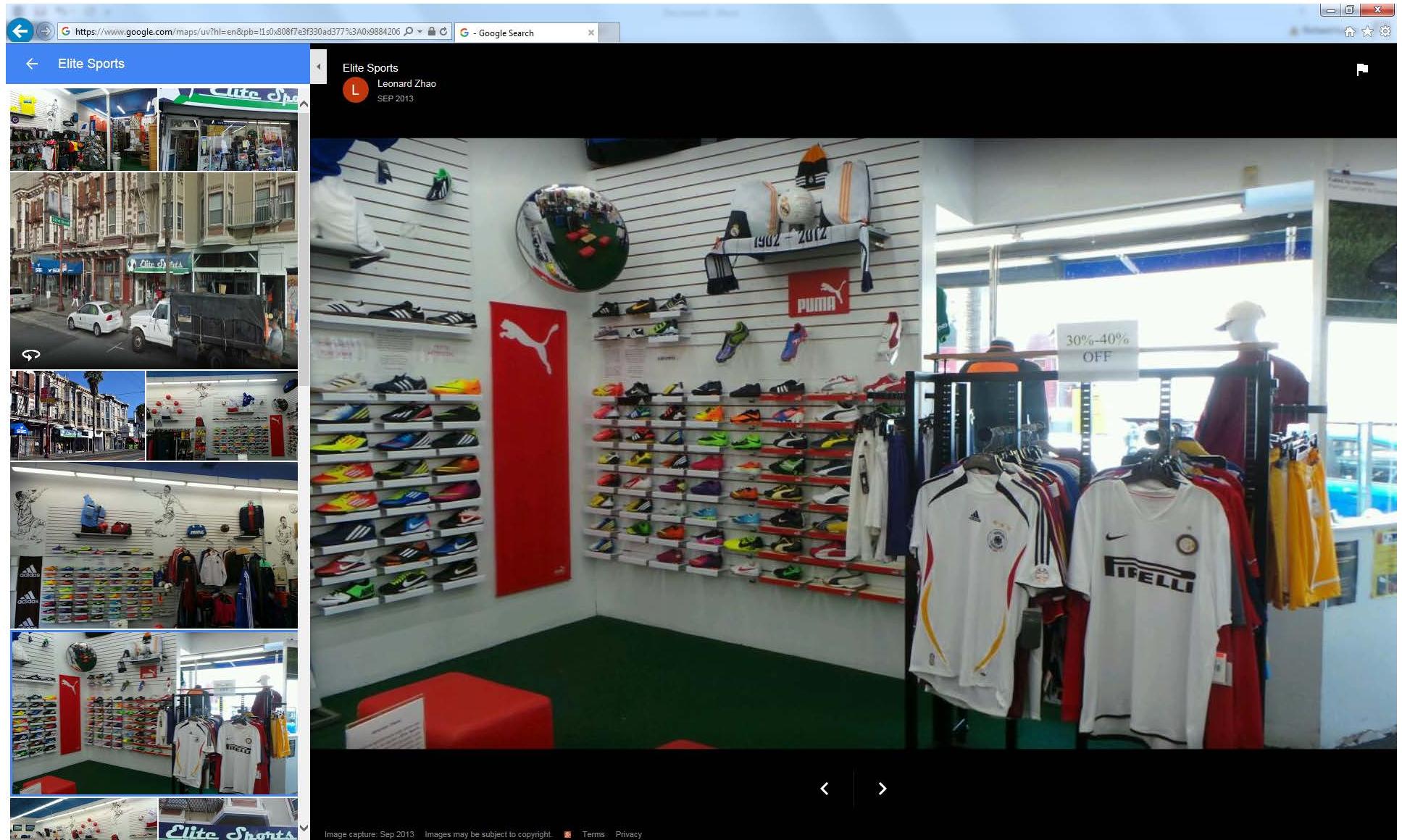
2637 MISSION STREET

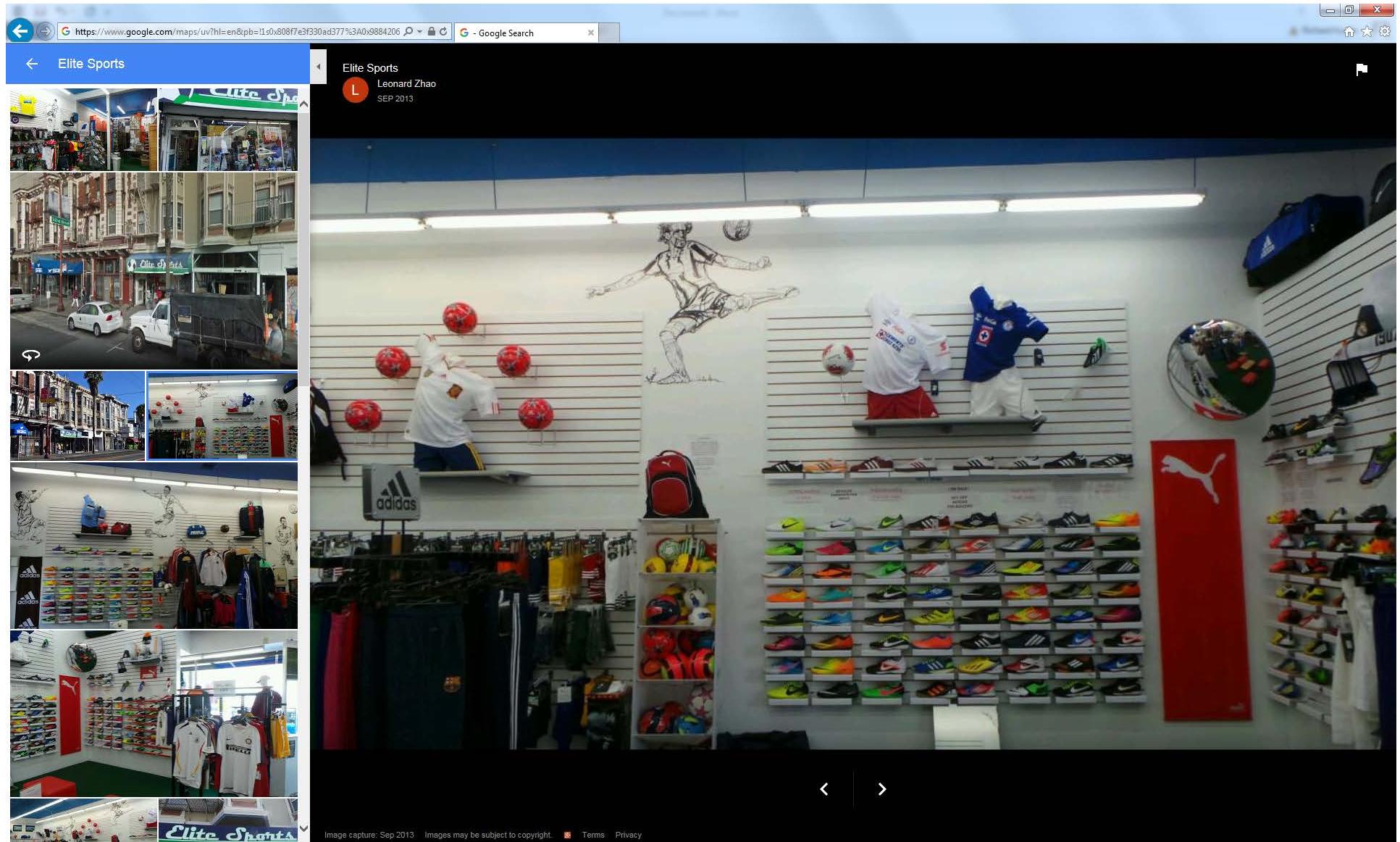


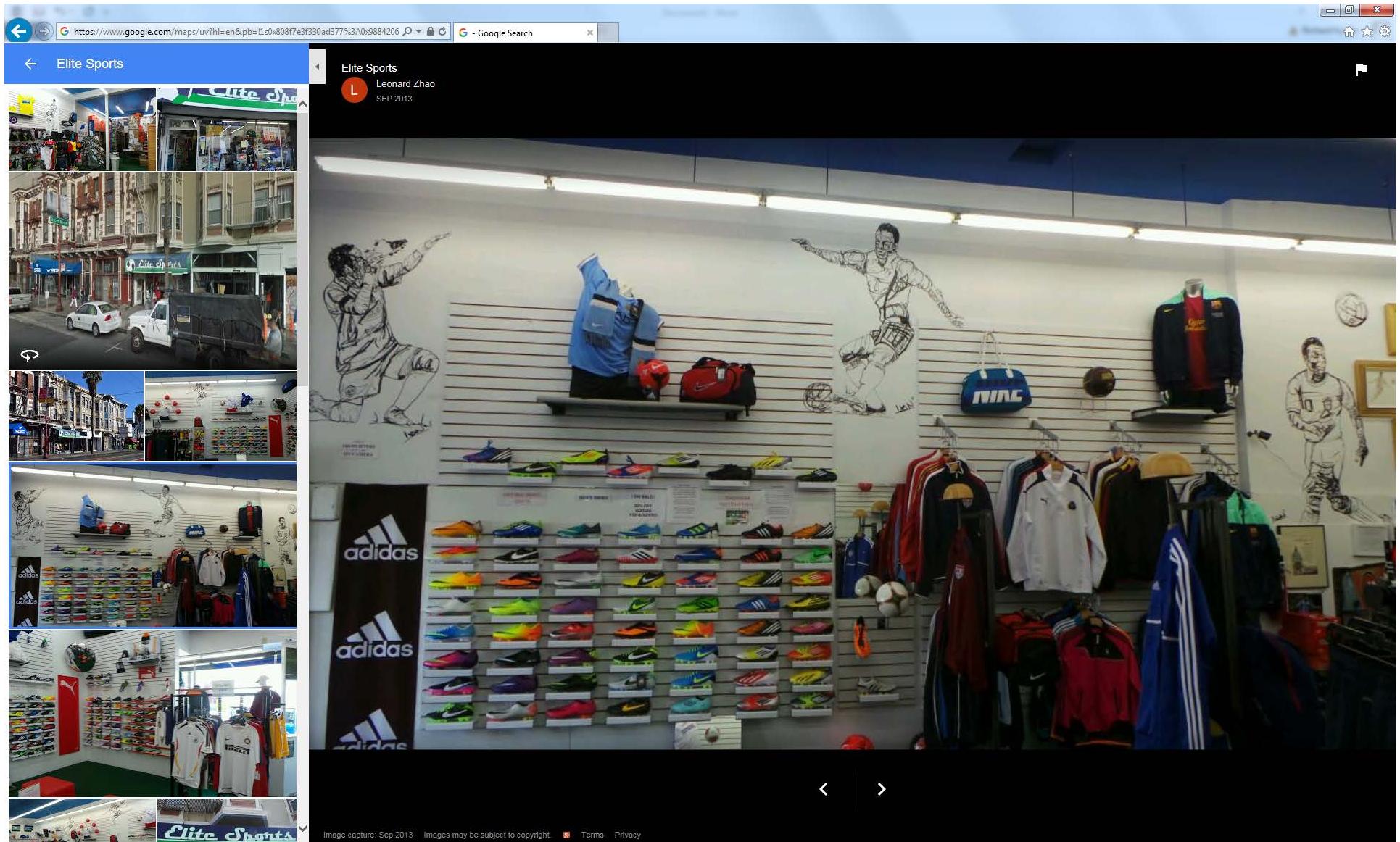


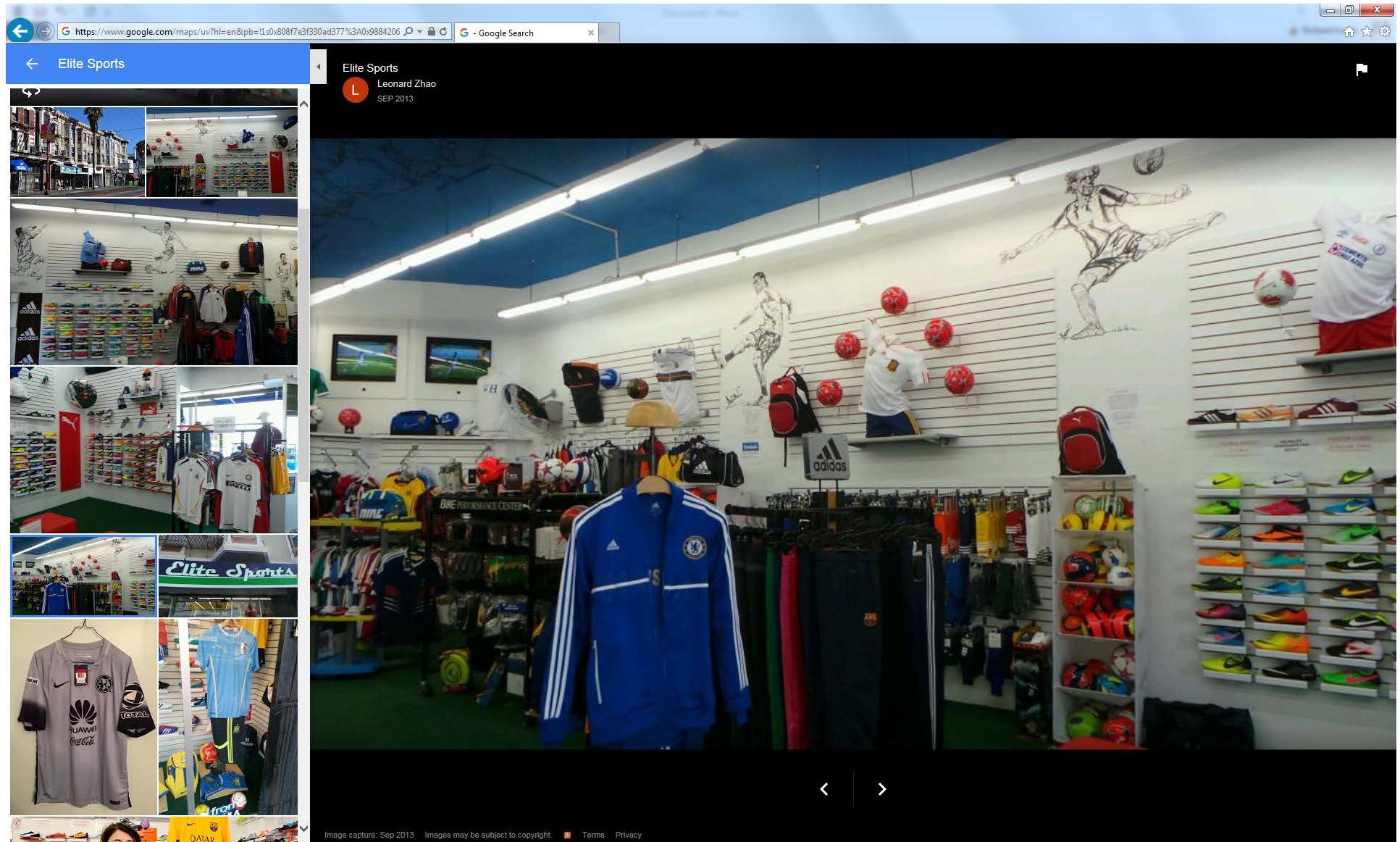












State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____

HRI # _____

Trinomial _____

CHR Status Code: _____

Other Listings _____

Review Code _____ Reviewer _____ Date _____

Page 1 of 3

Resource Name or #: (Assigned by recorder) **2637 - 2645 MISSION ST**

P1. Other Identifier:

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 2637 - 2645 MISSION ST City: San Francisco

ZIP 94110

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 3637 027

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

2637 - 2645 Mission Street is located on a 65' x 122.5' rectangular lot on the east side of Mission Street, between 22nd and 23rd streets. Built ca. 1910, 2637 - 2645 Mission Street is a 3-story, wood frame mixed use building designed in the Classical Revival style. The rectangular-plan building, clad in shiplap wood siding, is capped by a flat roof. The foundation is not visible.

The primary façade faces west and includes 5 structural bays at the upper stories. The building features 2 commercial units with 2 commercial entrances on the first floor, and residential units above with 1 residential entrance on the first floor. The north storefront includes a partially-glazed wood Dutch door surmounted by a glazed transom. The shallow angled vestibule is paved with decorative tile. The storefront consists of full-length fixed plate-glass aluminum-sash windows with a glass corner. The storefront is capped by a fabric awning. (continued)

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple Family Property, HP6. 1-3 Story Commercial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Description of Photo:

View of primary façade on Mission Street. 12/27/2007

P6. Date Constructed/Age:

Historic Prehistoric Both

ca. 1910 Sanborn Maps/estimate

***P7. Owner and Address**

BARGIONI FAMILY TRUST
NORMA CAMPBELL & ADELINE SER
620 JUNIPERO SERRA BLVD
SAN FRANCISCO CA

***P8. Recorded By:**

Page & Turnbull, Inc. (CD/RS)
724 Pine Street
San Francisco, CA 94108

***P9. Date Recorded:** 1/14/2008

***P10. Survey Type:**

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")

Eastern Neighborhoods Mission Survey

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (list):

**State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET**

Primary # _____
HRI # _____
Trinomial _____

Page 2 of 3

Resource Name or #: (Assigned by recorder) 2637 - 2645 MISSION ST

***Recorded By:** Page & Turnbull, Inc. (CD/RS)

***Date Recorded:** January 2008



Continuation



Update

***P3a: Description (continued):**

The south storefront features a fully-glazed metal door to the north and recessed, fixed plate-glass aluminum-sash windows to the south. The storefront is capped by a fabric awning. Plate-glass aluminum-sash windows for the same store are located in the center of the primary façade, north of the residential entrance.

The residential units are accessed by a recessed entrance. Upper story windows include 3 angled bays. Windows are double-hung aluminum or vinyl sash. The windows feature molded surrounds, keystones, pilasters, egg-and-dart molding, and window hoods. The primary façade terminates in a modillioned cornice with egg-and-dart molding. Other architectural details include corner quoins, intermediate cornices, and mini-brackets.

The building appears to be in good condition.



Detail of north storefront.
Source: City of San Francisco Planning Department

**State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET**

Page 3 of 3

Resource Name or #: (Assigned by recorder) 2637 - 2645 MISSION ST

***Recorded By:** Page & Turnbull, Inc. (CD/RS)

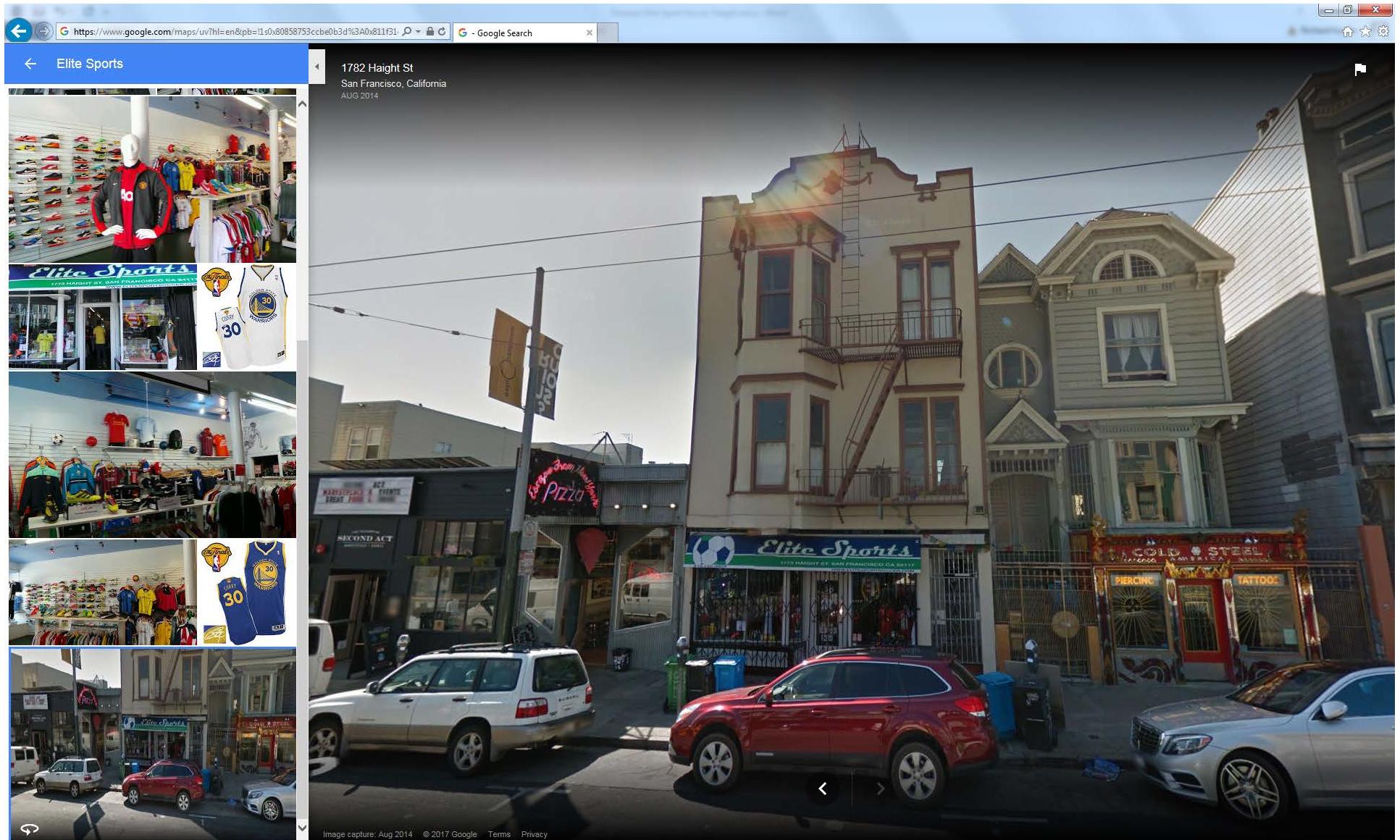
***Date Recorded:** January 2008

Continuation Update



Detail view of south storefront.
Source: City of San Francisco Planning Department

1773 HAIGHT STREET



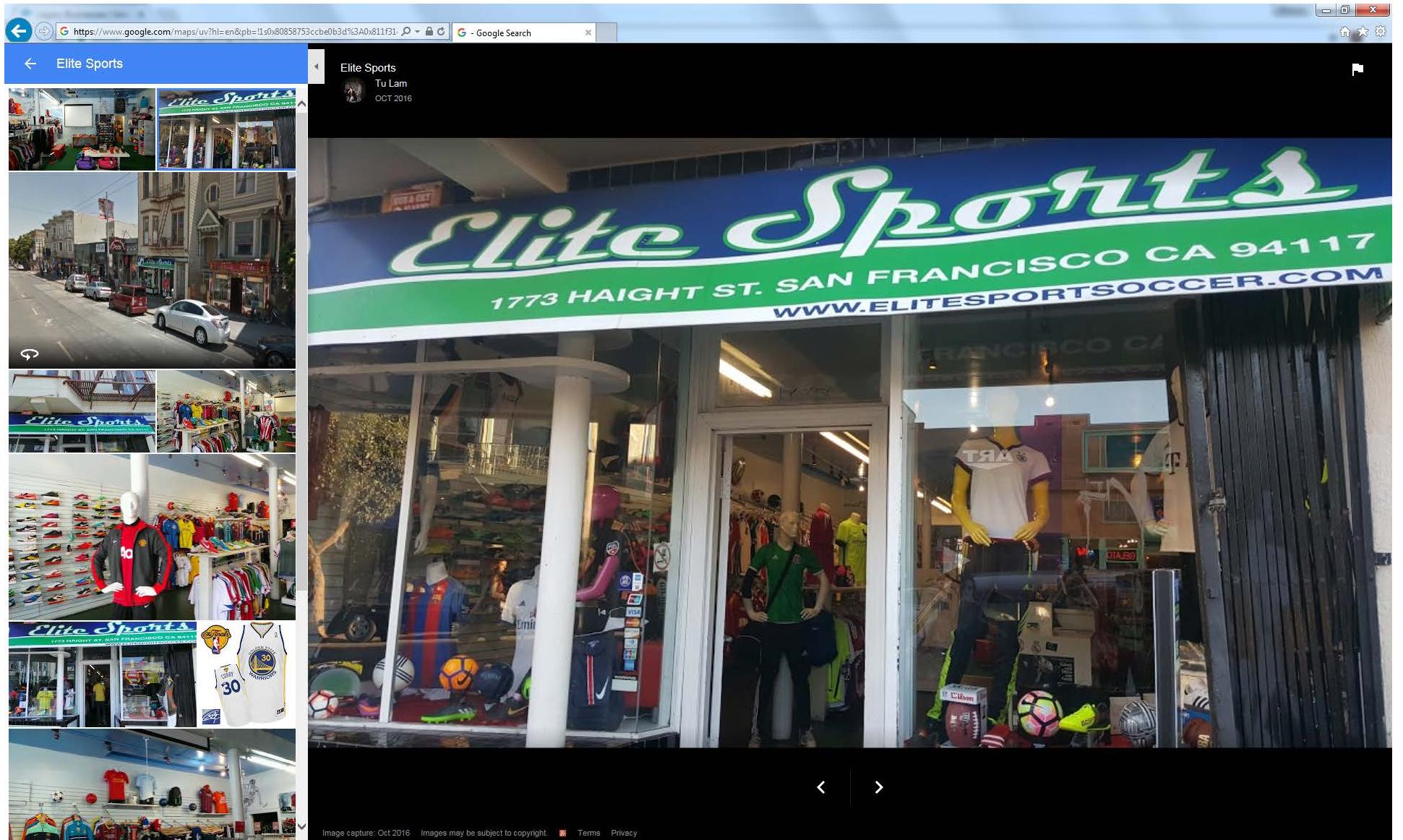
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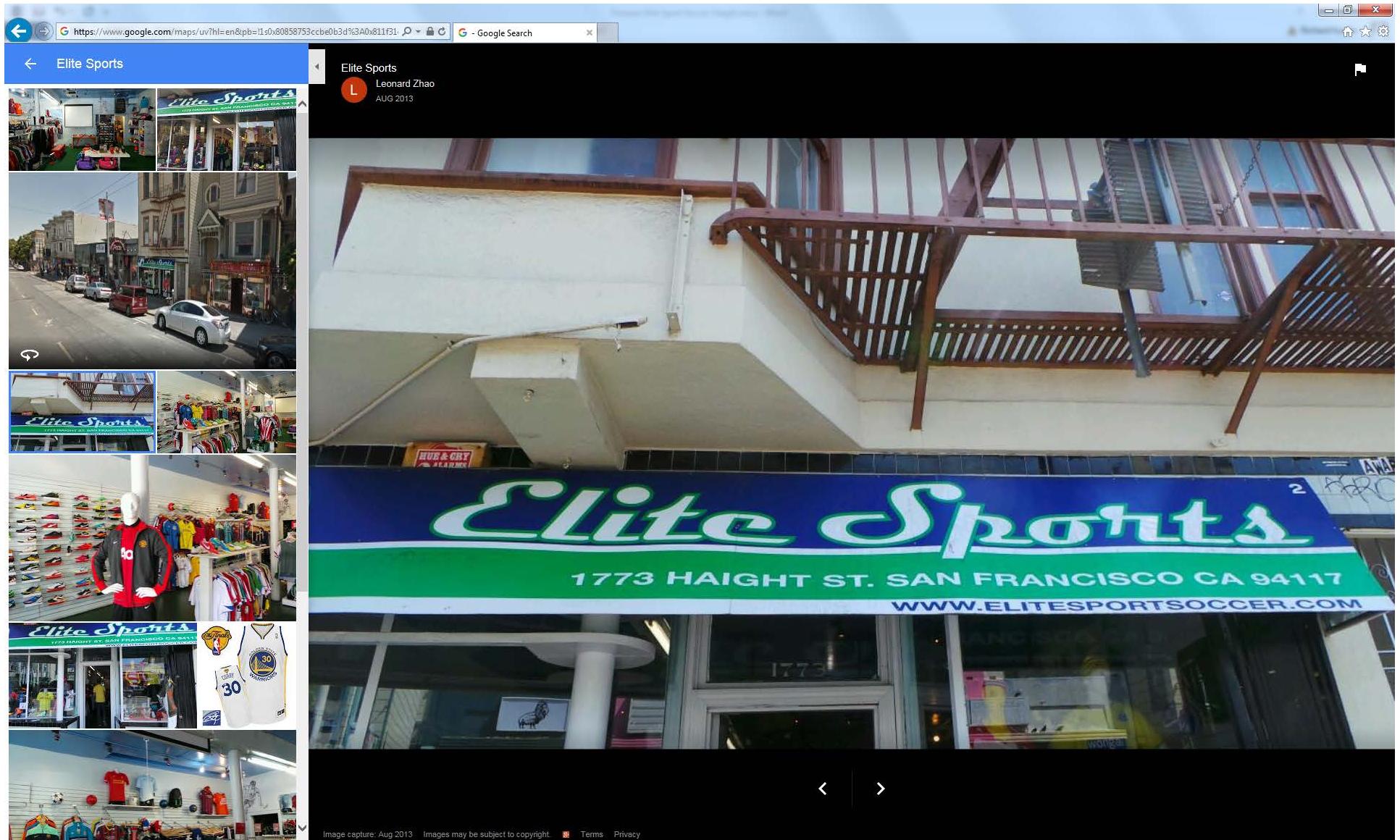


Elite Sports

1773 HAIGHT ST. SAN FRANCISCO CA 94117
WWW.ELITESPORTSoccer.COM

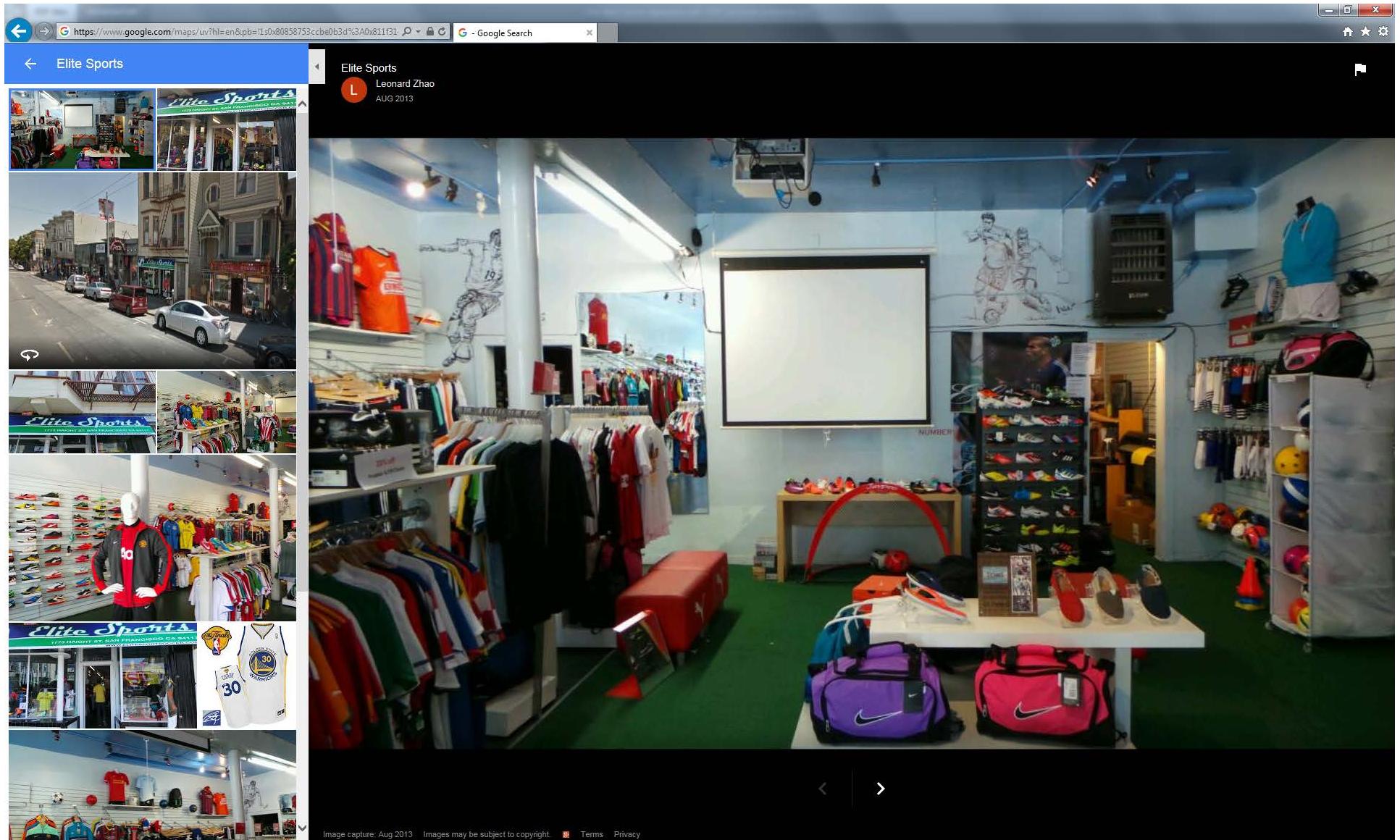


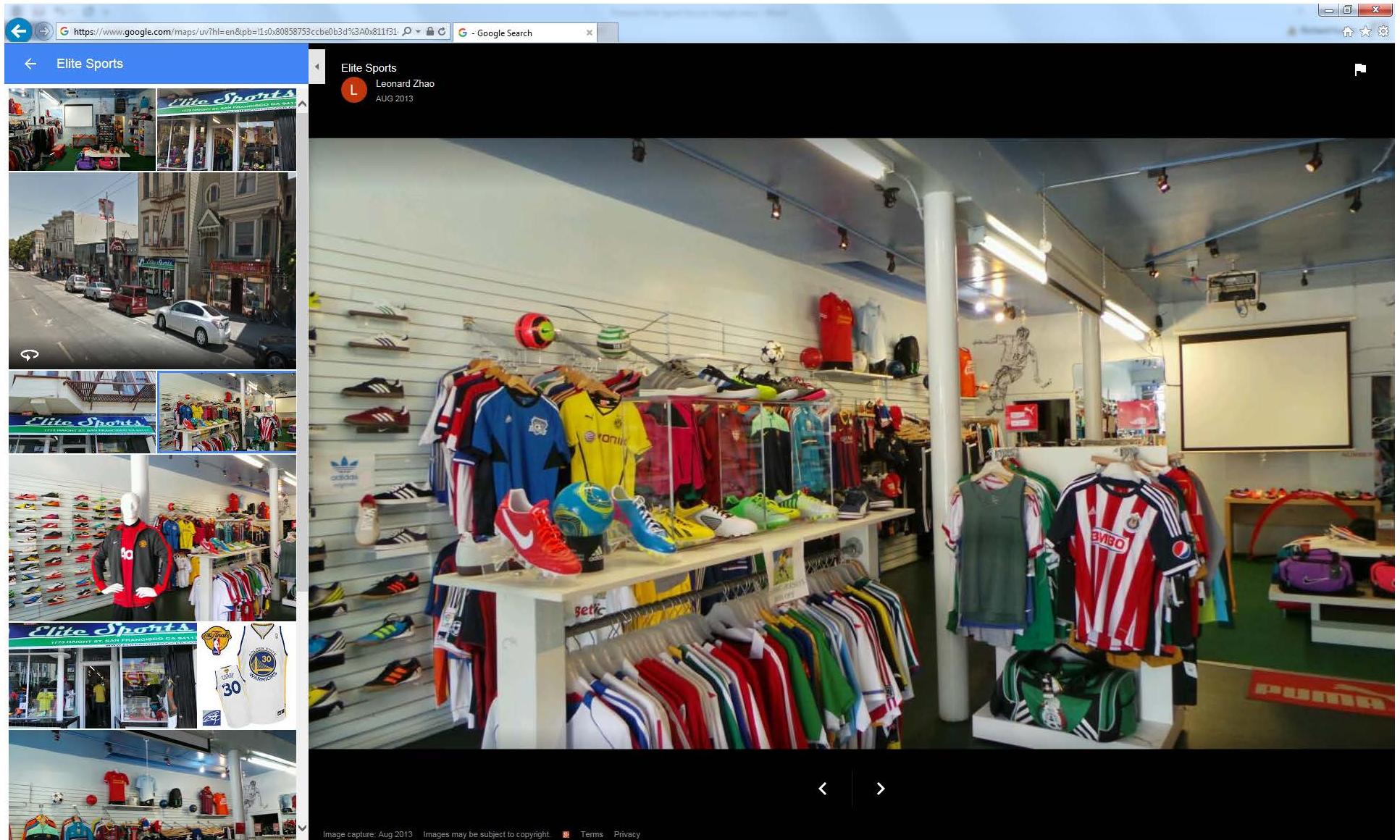


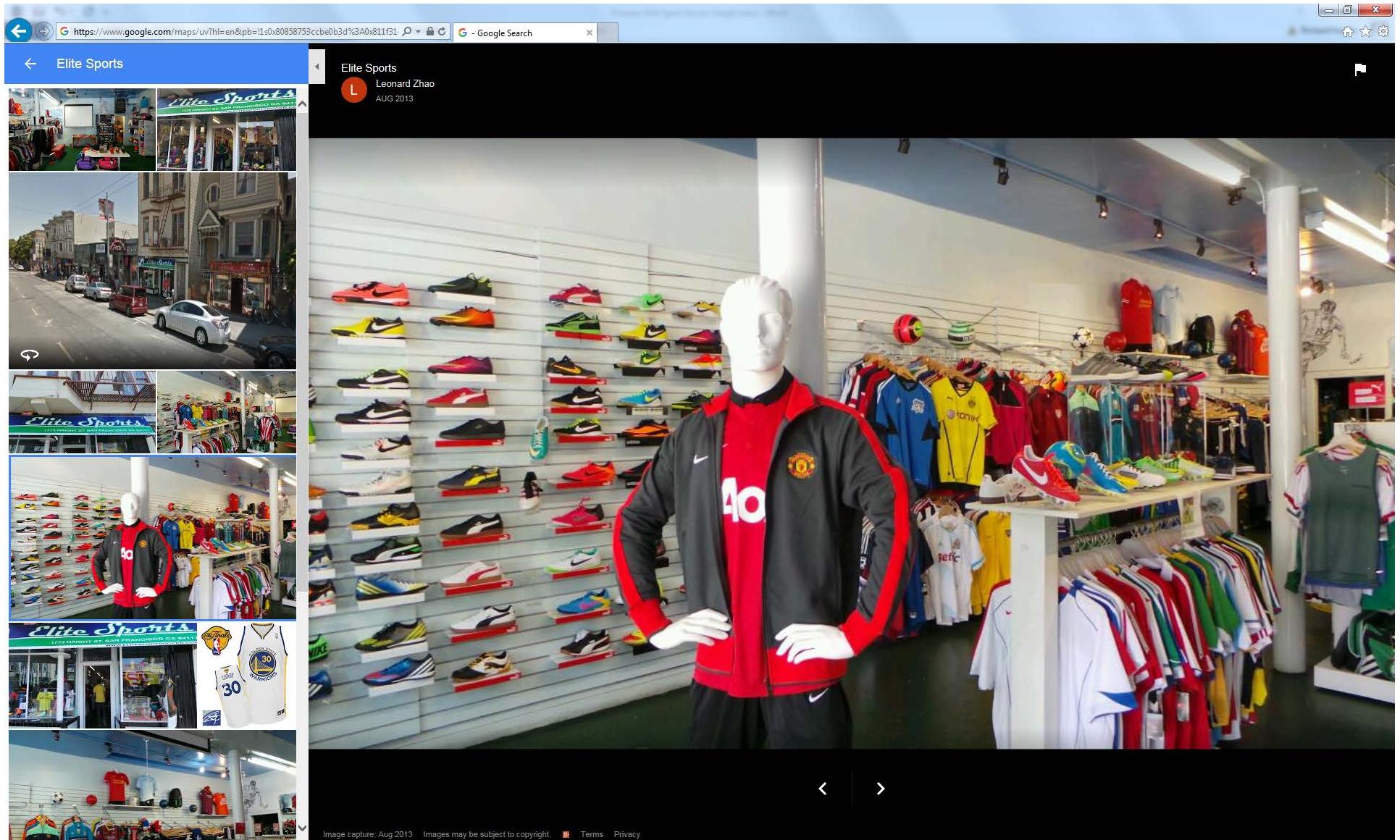


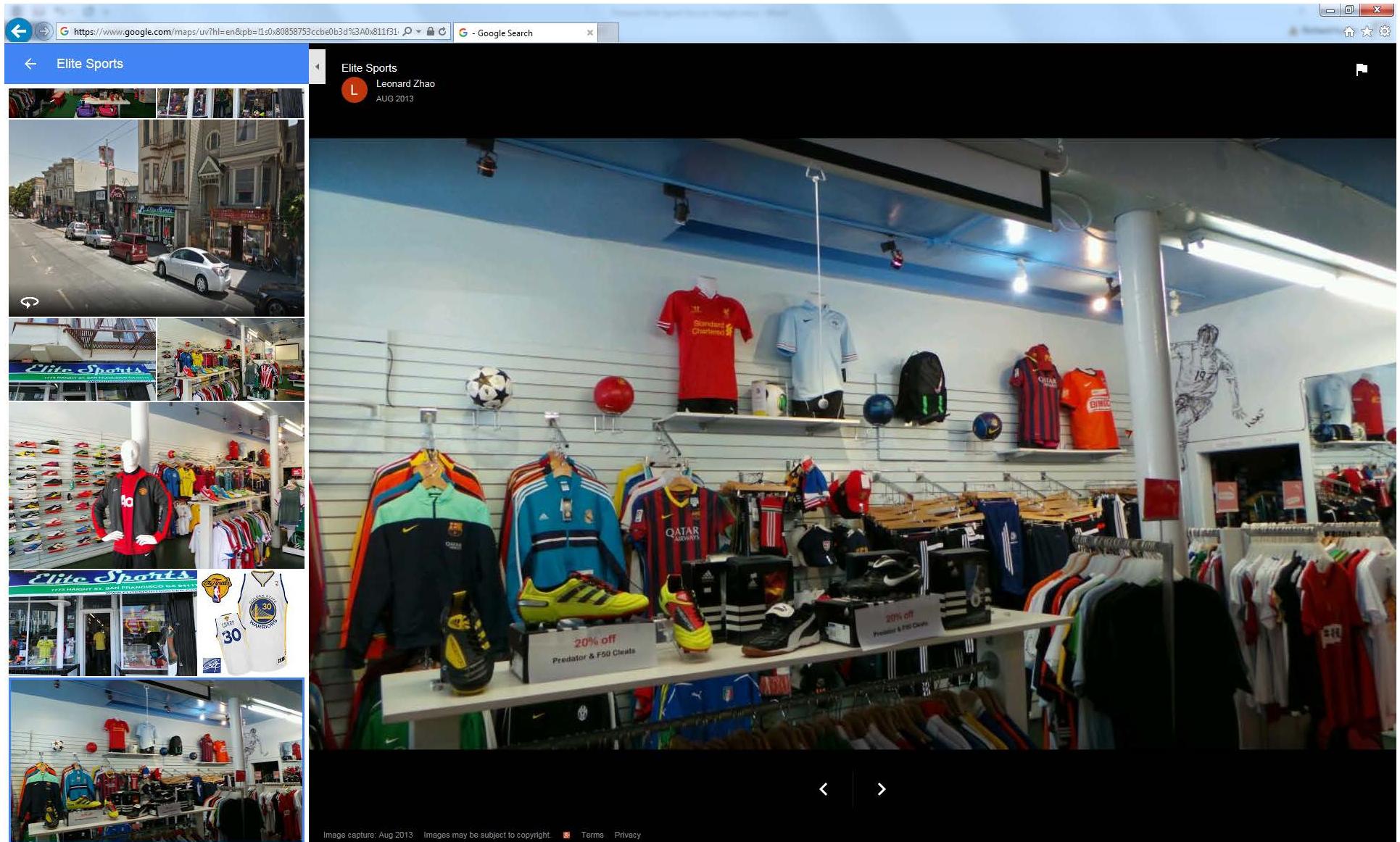


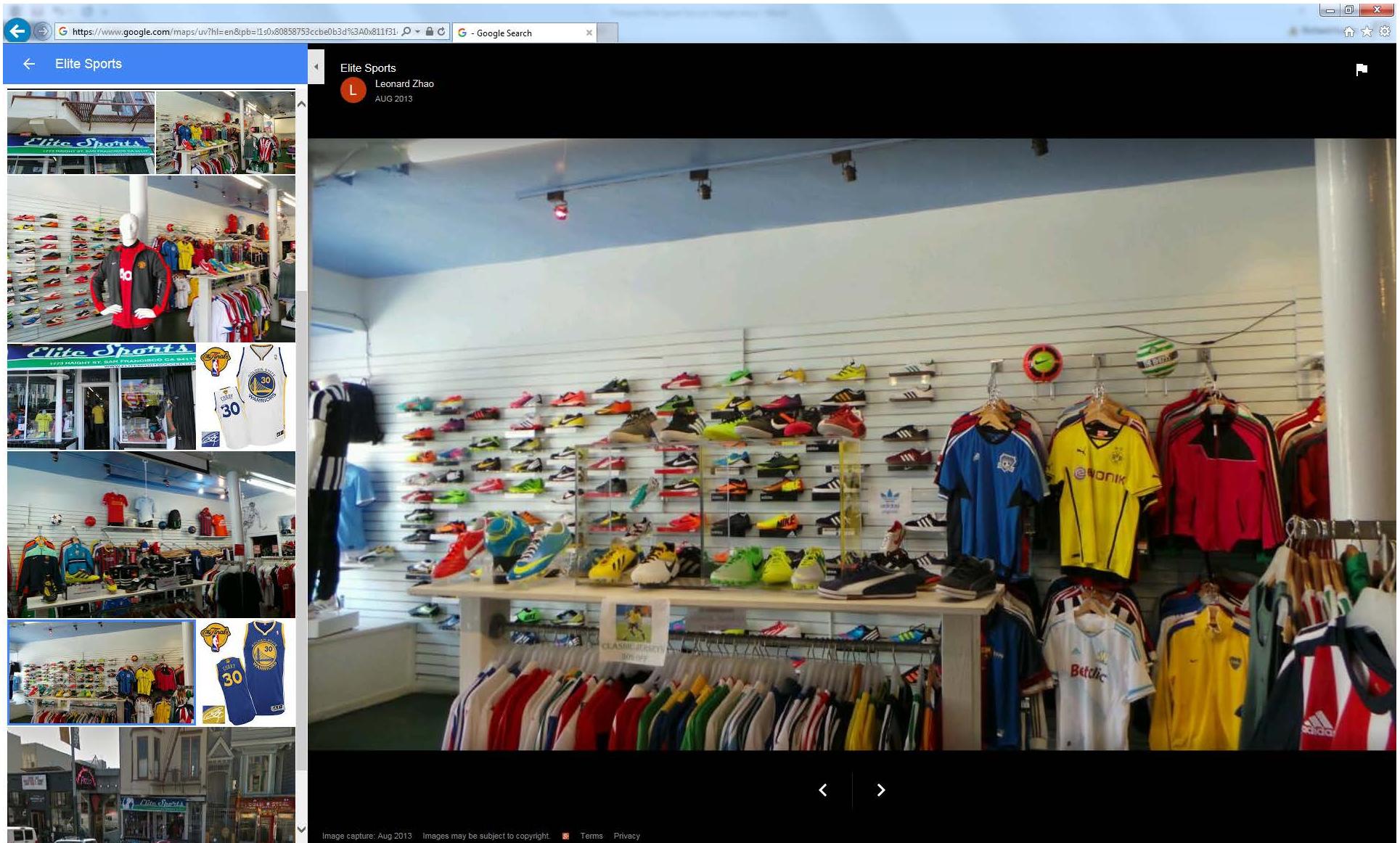












Elite Sport Soccer, Inc.
Application for Legacy Business Status
Section 5—Supplemental Documents

- A. Photograph of Mission Street Store (Google Maps)
- B. Photograph of Haight Street Store (Google Maps)
- C. Copy of Fictitious Business Name Statement (renewal filed September 24, 2001, showing registrant commenced use of name in November, 1989)
- D. Copy of California State Board of Equalization (Sales Tax) Seller's Permit dated April 1, 1990.
- E. Letter from Sen. Barbara Boxer, 12/7/1993
- F. Newspaper article, *El Mensajero*, 12/8/1993
- G. Letter from Mayor Frank Jordan, 7/7/1994
- H. Proclamation by Mayor Frank Jordan declaring October 1, 1994 Elite Sports Day in San Francisco
- I. Photograph of Astrid and Jorge Lopez and their children with then-Speaker Willie Brown of the California State Assembly, circa 1994
- J. Certificate of Appreciation, Associated Students Council, City College of San Francisco, Mission Center, December 2012.
- K. Women's Initiative for Self Employment (WISE), 25th anniversary booklet honoring Women Entrepreneurs, feature honoring Astrid Lopez
- L. Feature article about Astrid Lopez, in the Winter 2016 issue of *reSource*, the journal of the Renaissance Entrepreneurship Center.
- M. Article from the Mission Economic Development Agency (MEDA) newsletter, summer 2015, reporting on the economic dilemma Elite will face when its lease expires.
- N. Letter from MEDA in support of the application for Legacy Business status by Elite Sport Soccer, Inc.
- O. Copy of letter dated April 30, 2017, from Supervisor Hillary Ronen to Mr. Richard Kurylo nominating Elite Sport Soccer for Legacy Business status.

Google Maps 2637 Mission St



Image capture: Jan 2017 © 2017 Google

San Francisco, California

Street View - Jan 2017

Google Maps 1780 Haight St

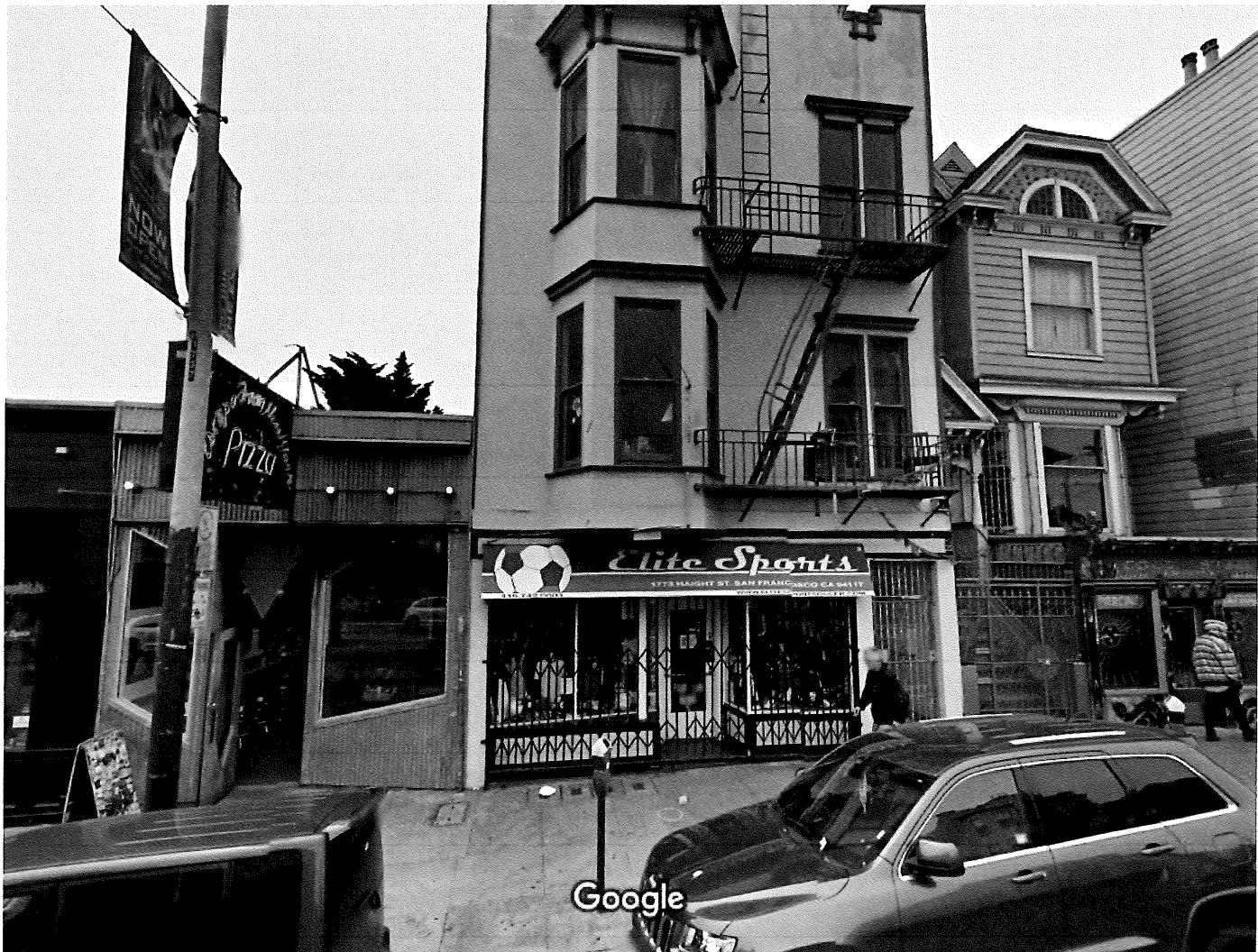


Image capture: Jun 2016 © 2017 Google

San Francisco, California

Street View - Jun 2016

(SEE REVERSE SIDE FOR INSTRUCTIONS)

 FIRST FILING RENEWAL

FILING FEE

Payable by cash, California check, including
name and address, or money order

\$35.00 - For 1st Business Name and

1st Registrant

\$ 9.00 - For each additional business name
or partner on same statementCOUNTY CLERK
City Hall, Room 168
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4678FOR OFFICE USE ONLY
Business Tax Registration Certification

TAX EXEMPT

(date)

TAXES PAID SEP 24 2001
(date)ENDORSED
FILED
San Francisco County Clerk

SEP 24 2001

MAGDALENA ZEVALLOS
Deputy County Clerk

FICTIONAL BUSINESS NAME STATEMENT (File No. 22-208741)

1. Fictitious Business Name(s):

Elite Sports

251820

2. Street Address, City, State & Zip Code of Principal Place of Business in California (P.O. Box is not allowed)

2637 Mission Street, San Francisco, CA 94110

3. Full Name of Registrant #1 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)

Jorge A. Lopez

Residence Address, City, State and Zip Code for Registrant #1 (P.O. Box is not allowed)

1051 Geneva Avenue, San Francisco, CA 94112

Full Name of Registrant #2 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)

Astrid C. Acer Lopez

Residence Address, City, State and Zip Code for Registrant #2 (P.O. Box is not allowed)

1051 Geneva Avenue, San Francisco, CA 94112

Full Name of Registrant #3 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)

Residence Address, City, State and Zip Code for Registrant #3 (P.O. Box is not allowed)

4. This business is conducted by:
- | | | |
|---|--|--|
| <input type="checkbox"/> an individual | <input type="checkbox"/> a general partnership | <input type="checkbox"/> a limited partnership |
| <input type="checkbox"/> an unincorporated association other than a partnership | <input type="checkbox"/> a corporation | <input type="checkbox"/> a business trust |
| <input type="checkbox"/> co-partners | <input type="checkbox"/> joint venture | <input type="checkbox"/> a limited liability company |
| <input type="checkbox"/> other - please specify: _____ | | |

5. The registrant commenced to transact business under the above-listed fictitious business name or names on: Nov 1989
(enter date - if future date, write "not applicable")

If registrant is a Corporation or Limited Liability Company, sign below:

6. Signed Astrid C. Acer Lopez
Corporation or Company Name _____
Signature _____
Printed Name Astrid C. Acer Lopez Printed Name & Title _____

This statement was filed with the County Clerk of San Francisco on date indicated by the filing stamp above.
NOTICE-THIS FICTIONAL BUSINESS NAME STATEMENT EXPIRES ON October 2006, FIVE YEARS FROM
THE DATE IT WAS FILED. A NEW FICTIONAL BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THIS DATE.
THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTIONAL
BUSINESS NAME IN VIOLATION OF THE RIGHT OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE
SECTION 14400 ET SEQ., BUSINESS AND PROFESSIONS CODE.)

CERTIFICATION

SEP 24 2006

I hereby certify that the foregoing is a correct copy of the original on file in my office.

By: M. Valles Deputy

THE RECORDER
Legal Advertising Department

10 United Nations Plaza, 3rd Floor, San Francisco, CA 94102-4911
Telephone: 415.749.5355 * Fax: 415.749.5435
P.O. BOX 421378, San Francisco, CA 94142-9714

NOTE: If you choose to file this with the County Clerk yourself, please take an extra copy of the form.

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT



ACCOUNT NUMBER

4/1/1990 SX BH 19764181 0001 BH

ELITE SPORTS
 ASTRID C ACERO, ET AL
 3182-21ST STREET
 SAN FRANCISCO, CA 94110

THIS PERMIT DOES NOT
 AUTHORIZE THE HOLDER
 TO ENGAGE IN ANY
 BUSINESS CONTRARY TO
 LAWS REGULATING THAT
 BUSINESS OR TO
 POSSESS OR OPERATE
 ANY ILLEGAL DEVICE.

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW
 TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL
 PROPERTY AT THE ABOVE LOCATION

Not valid at any other address

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS,
 OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES
 OWED BY THE NEW OPERATOR OF THE BUSINESS.

BT-442-R-LZ REV. 12 (6-95)

NOTICE TO TAXPAYERS

INFORMATION FURNISHED TO THE BOARD OF EQUALIZATION

The Information Practices Act of 1977 requires this agency to provide the following notice to individual taxpayers who are asked by the State Board of Equalization to supply information:

The principal purpose for which the requested information will be used is to administer the California Sales and Use Tax Laws, Special Taxes Laws, or Timber Yield Tax Laws. This includes the determination and collection of the correct amount of tax.

As an individual taxpayer, you have the right of access to personal information about you in records maintained by the Board of Equalization. Please contact your local Board office listed in the white pages for assistance. If the local Board office is unable to provide the information sought, you may also contact the Registration Unit in Sacramento at (916) 324-2387.

The Board officials responsible for maintaining this information are: Sales and Use Tax, Deputy Director, Sales and Use Tax Department, 450 N Street, MIC:43, Sacramento, CA 95814, telephone (916) 445-1441; Excise Tax, Fuel Tax and Environmental Fee Tax, Deputy Director, Special Taxes and Operations Department, 450 N Street, MIC:31, Sacramento, CA 95814, telephone (916) 445-9356; Timber Yield Tax, Deputy Director, Property Taxes Department, 450 N Street, MIC:63, Sacramento, CA 95814, telephone (916) 445-1516. If the Deputy Director is unable to provide the information sought, you may also contact the Information Security Office in Sacramento, telephone (916) 324-1627.

The California Revenue and Taxation Code, Parts 1, 1.5 and 1.6 (State Sales and Use Tax), 2 (Motor Vehicle Fuel Tax), 3 (Use Fuel Tax), 7 (Tax on Insurers), 13 (Cigarette and Tobacco Products Tax), 14 (Alcoholic Beverage Tax), 18.5 (Timber Yield Tax), 19 (Energy Resources Surcharge), 20 (Emergency Telephone Users Surcharge), 22 (Hazardous Substances Tax Law), 23 (Solid Waste Disposal Site Cleanup and Maintenance Fee Law), 24 (Oil Spill Response, Prevention and Administration Fees), and 26 (Underground Storage Tanks Maintenance Fee Law), and Part 31 (Diesel Fuel Tax); Government Code, Title 7.3, Chapter 6 (Tire Recycling Fee); Public Resources Code, Div. 30, Part 7, Chapter 4 (Oil Recycling Fee); Health and Safety Code, Div. 1, Part 1, Chapter 2, Article 4.6 (Childhood Lead Poisoning Prevention Fee); and Chapter 1 of the Public Utilities Code (Hazardous Spill Prevention Fee) require persons meeting certain requirements to file applications for registration, applications for permits or licenses, and tax returns or reports in such form as prescribed by the State Board of Equalization.

It is mandatory that you furnish all of the required information requested by applications for registration, applications for permits or licenses, tax returns and other related data. Failure to provide all of the required information requested by an application for a permit or license could result in your not being issued a permit or license. In addition, the law provides penalties for failure to file a return, failure to furnish specific information required, failure to supply information required by law or regulations, or for furnishing fraudulent information.

Pursuant to California law, the information appearing on the face of any permit or license issued by the Board is a public record. Information you furnish to this agency may be used for the purpose of collecting any outstanding tax liability and may be given to federal, state, and local government agencies as authorized by law.

BARBARA BOXER
CALIFORNIA
COMMITTEE ON ENVIRONMENT
AND PUBLIC WORKS
COMMITTEE ON BANKING,
HOUSING, AND URBAN AFFAIRS
COMMITTEE ON THE BUDGET
JOINT ECONOMIC COMMITTEE
DEPUTY WHIP

United States Senate

HART SENATE OFFICE BUILDING
SUITE 112
WASHINGTON, DC 20510-0505
(202) 224-3553

1700 MONTGOMERY STREET
SUITE 240
SAN FRANCISCO, CA 94111
(415) 403-0100

2250 EAST IMPERIAL HIGHWAY
SUITE 545
EL SEGUNDO, CA 90245
(310) 414-5700

625 B STREET
SUITE 990
SAN DIEGO, CA 92101
(619) 239-3884

2300 TULARE STREET
SUITE 130
FRESNO, CA 93721
(209) 497-5109

October 7, 1993.

Ms. Consuelo Acero
c/o WISE
450 Mission Street, Suite 402
San Francisco, California 94105

Dear Ms. Acero:

It is with great pleasure and admiration that I congratulate you as you are honored by WISE for your achievement in business.

Receipt of such an honor is testament to a great deal of hard work and dedication. Through your efforts, you have set a fine example for other women to follow.

Again, congratulations on this much deserved recognition. Best wishes to you in your future endeavors.

Sincerely,

Barbara Boxer
United States Senator

BB/rk

BILINGUAL

El Mensajero

COMUNICACION SIN FRONTERAS

San Francisco/Peninsula Edition

DEPORTES

EE.UU 7
El Salvador 0
Pág. 24



Vol. 7 No. 32

The Bay Area's Longest Bilingual Weekly

8 de Diciembre de 1993 • December 8

Democracia mexicana podría depender de candidato Colosio

POR ANITA SNOW

MEXICO, D.F. (AP) — Con la presentación de un veterano para las elecciones a Presidente en 1994, el partido dirigente de México señaló que se está preparando para una campaña de alta competencia, en el país conocido por su política monolítica.

Ver DEMOCRACIA pág. 9

Mexican democracy may depend on candidate Colosio

By ANITA SNOW

MEXICO CITY (AP) — By tapping a seasoned campaigner to run for president in 1994, Mexico's ruling party signaled this week that it is bracing for a highly competitive race in a

See DEMOCRACIA pág. 9



ARTES & CULTURA
El arte folklórico de Mónica Flores p. 16

ARTS & CULTURE
The folk art of
Monica Flores p. 16

POR MARGARITA MILLAR

Consuelo Acero y Jorge López sabían desde su llegada a los Estados Unidos en 1989, que tendrían que trabajar duro para poder establecer un negocio tan próspero como el que tenían en su país de origen, Colombia. La idea no los atemorizó, pues ellos siempre habían trabajado duro y estaban acostumbrados a hacer sacrificios.

Su historia es tal vez la de muchos otros sueños de negocios pequeños. Con el capital que produjo el negocio americano compraron en 1990 una pequeña tienda de alteraciones con la esperanza de convertirla en el vehículo que los llevaría a conseguir el Sueño Americano, el ser un dueño de negocio independiente en los Estados Unidos.

"Para hacer que un negocio funcione ahora, se necesita más que fe".

El primer año Acero y López y sus pequeños hijos vivieron en la tienda para así ahorrar el dinero de la renta. A medida que las cosas fueron mejorando, se pudieron mudar a una casa. También empezó a crecer el negocio, pero no sin dificultades. "Para atraer clientes nuevos llevábamos muestras de nuestra mercancía a todos los restaurantes y las tiendas de esta área", dijo Consuelo Acero con una sonrisa al recordar el pasado no muy lejano.

Elite Sportswear, localizado en una de las áreas más activas

en la sección comercial del distrito de la Misión, en la calle 21 con la Misión en San Francisco, es un pequeño pero floreciente almacén de confecciones especializado en ropa deportiva. "Hemos trabajado bastante, pero estamos muy orgullosos de ello", dijo Acero al mismo tiempo que con orgullo daba un tour por la pequeña tienda.

El almacén, modesto pero activo, está lleno de los diseños confeccionados por la pareja, las máquinas que usan para desempeñar su trabajo, y los motivos de decoración futbolista que consisten de afiches de los grandes equipos, las pelotas colgando de las esquinas. Tan bien se ven los monitores de camisetas acabadas de terminar y listas para que el cliente que las ordenó las venga a recoger.

"Recibimos muchas órdenes como esta, de tiendas que quieren formar un equipo y necesitan un uniforme, o sólo para darles como regalo de Navidad", explicó Acero.

Hay un tráfico constante de gente en la tienda. Llegan a comprar, a preguntar precios o los servicios de alteración que aún se ofrecen, o simplemente a pedir favores.

En las primeras etapas del establecimiento del negocio, los Aceros se dieron cuenta de que para poder competir en el difícil campo de ventas al por menor, ellos tendrían que ofrecer algo especial, y decidieron enfocarse en su punto fuerte.

"Nosotros ofrecemos un tipo de servicio muy diversificado. Si usted necesita camisetas, las tenemos. Si necesita chaquetas con emblemas para un equipo o para sus empleados, nosotros las confeccionamos. Si lo único que

Ver NEGOCIO pág. 4

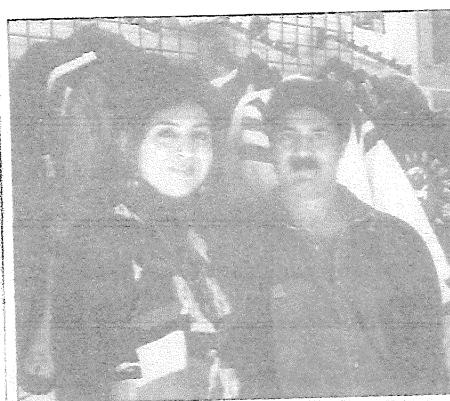


Foto: Margarita Millar

Consuelo Acero y su esposo Jorge López en su tienda de confecciones deportivas / Consuelo Acero and her husband Jorge Lopez at their sportswear store

Latino business comes true, then struggles

BY MARGARITA MILLAR

Consuelo Acero y Jorge López, knew when they arrived in the United States in 1989, that they were going to have to work hard to build a business as prosperous as the one they had in their native Colombia. They were not afraid, they have always worked hard and they were used to making sacrifices.

Their story is perhaps the story of many other small business owners. With the capital they saved from their previous business, they bought in 1990 a small alterations shop with the hope of making it their vehicle to the their American

Dream, to be independent business owners in the United States.

The first year Acero and Lopez and their two young children lived in the store to save the rent money. Little by little things started getting better, and they were able to move into a house. The business started to grow, but not without difficulties. "To get new clients we would take samples of our work to all the restaurants and shops in this area," Consuelo Acero said with a smile remembering a not-so-far-away past.

Elite Sportswear, located in

See BUSINESS pág. 4

CONTENIDO
On the inside...

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AUTOMÓVILES
Si no quiere comprar ni quiere alquilar...p. 14
AUTOMOBILES
If you don't want to buy or rent...p. 14



Office of the Mayor
SAN FRANCISCO

FRANK M. JORDAN



July 7, 1994

Ms. Astrid Acero and Mr. Jorge Lopez
Elite Sports
3182 - 21st Street
San Francisco, CA 94110

Dear Ms. Acero and Mr. Lopez:

Congratulations on being awarded a loan through the City's Enterprise Zone Facade Improvement Loan Program (EZFI) administered by my Office of Community Development in partnership with the San Francisco Redevelopment Agency.

One of the commitments I made to the citizens of San Francisco when I became Mayor was to develop and support programs designed to assist our existing and emerging business community. The EZFI is an example of such a program. Through the EZFI, we are able to extend the kind of financial assistance, to qualified businesses, not typically made available through private banks.

The EZFI works effectively because of the strong working relationship between the City and community-based nonprofit organizations like the Mission Economic Development Association. Partnerships such as these are made possible with Community Development Block Grant funds the City receives from the federal government. These funds serve as an important investment by the federal government to cities like San Francisco especially during these difficult economic times.

Again, congratulations and I wish you the best of luck in your endeavor.

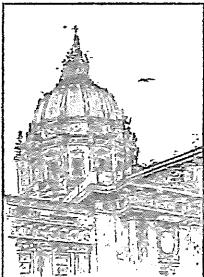
Sincerely,

A handwritten signature in black ink, appearing to read "Frank M. Jordan".
Frank M. Jordan
Mayor

FMJ/MOCD/JS

Proclamation

CITY AND COUNTY OF SAN FRANCISCO



Whereas, Elite Sports is celebrating the grand opening of its remodeled retail store at 3182 - 21st Street on October 1st, 1994, allowing it to better serve the Mission District community (including its youths); and

Whereas, five years ago, Elite Sports began as a home-based business not only for self employment, but also to provide quality goods and services to San Francisco; and

Whereas, Elite Sports has recognized that the enhancement of its store front has a significant positive impact on the appearance and marketing of the neighborhood commercial retail area in the Mission District; and

Whereas, the City recognizes the commitment of Astrid Consuelo Acero and Jorge Alberto Lopez and their hard work, unique efforts and invaluable contributions to revitalizing the Mission District, assisted by the partnership between Mission Economic Development Association (MEDA), a non-profit organization, with the City and County of San Francisco; now

Therefore Be It Resolved, That I, Frank M. Jordan, Mayor of the City and County of San Francisco, do hereby proclaim October 1st, 1994 as

ELITE SPORTS DAY IN SAN FRANCISCO

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in black ink, appearing to read "Frank M. Jordan".

Frank M. Jordan
Mayor





Certificate of Appreciation

Recognizing

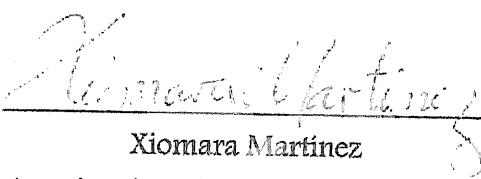
Elite Sports

For

The Outstanding Contributions to the Students Activities

Awarded at City College of San Francisco, Mission Center

on December 19th, 2012.


Xiomara Martinez

Associated Students Council President

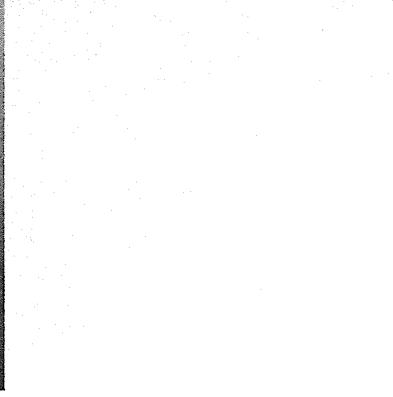
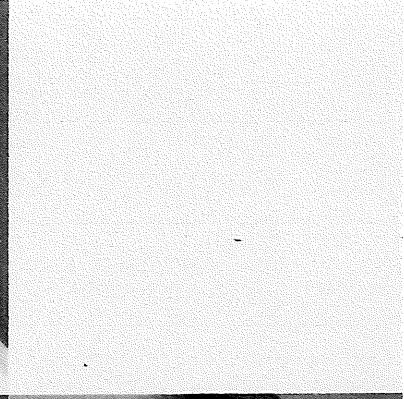
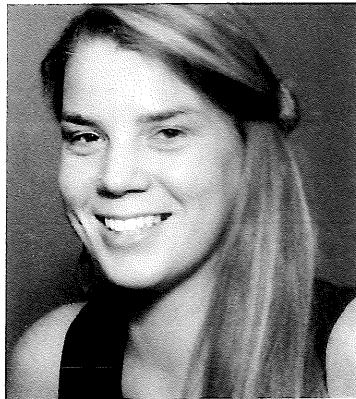
Carlos Heredia
Associated Students Council V-President


Maria Rosales Uribe

Associated Students Council Advisor

Teresa Villicana
Associated Students Council Treasurer

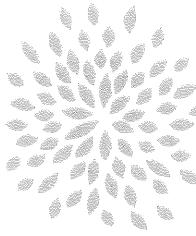
women's initiative
empowering
women
entrepreneurs
25 YEARS



1988 - 2013



"Success means having customers who have been coming back to my store for 20 years."



1992 Astrid Lopez

Elite Sports Soccer

Astrid Lopez is a proud business-owner, active community member, and Women's Initiative graduate who has come a long way since arriving in the United States. Astrid emigrated from Colombia with her husband and two young children in the late 1980s, leaving behind their family, their community and their thriving soccer apparel factory. Deciding the political climate in Colombia was too turbulent and violent to raise a family, they sought a more stable life in the United States. After two months of enduring the unfamiliar cold of wintertime in New York and New Jersey, Astrid decided to settle in California. She packed up her sewing machines, called a distant relative who lived in San Francisco, and set up shop in his garage, sewing soccer uniforms. From these humble origins, Elite Sports Soccer was born.

Astrid founded Elite Sports Soccer in November 1989 on 21st street in San Francisco's Mission District. Five years later, she moved to her current location on Mission Street, between 22nd and 23rd. From the start, Astrid knew she wanted to use her business to keep her family together and maintain financial independence. In 1993, Astrid went through Women's Initiative's small business training course in Spanish, to grow and strengthen her business. At the time, she was not fluent in English, and the chance to learn how to run a thriving business in her native language was very opportune.

The course helped her to learn how to better market her business and navigate bookkeeping practices and legal affairs. She even received a loan from the Women's Initiative loan fund, which she used to purchase inventory.

Along with technical knowledge, Women's Initiative provided Astrid with a community. Being surrounded by other high-potential, proactive Latina women made her believe that she would be successful. Women's Initiative helped Astrid to realize that she deserved to make something for herself and her family. She advises aspiring women entrepreneurs to maintain connections with people from programs like Women's Initiative because they are valuable for personal well-being as well as professional success.

Today, Elite Sports plays an important role in the community. Her seven part-time employees are all bilingual Latino high school and college students. Her employees started at Elite Sports with no job experience and Astrid invested the time, energy, patience and love necessary to turn them into customer service professionals. Many of her employees are able to include this experience to strengthen their college applications. She has succeeded in creating a business that is truly rooted and invested in the local community.

"If you had asked me 20 years ago to define success, I would say it is just opening a business and growing your accounts. Today, after the difficult economy, success to me means continuing to be able to provide jobs to the same number of employees. Success means having customers that have known me for twenty years come back to my store, surprised that I am still here because so many other places have gone out of business."

Astrid was able to open a second Elite Sports Soccer in 2009 in the vibrant Haight-Ashbury neighborhood. This new location has helped her expand her business to new markets and stay ahead of the competition.

Astrid Lopez

A Journey of Financial Empowerment

By Lucero DeLeon

Astrid Lopez and her family immigrated to the U.S. in the late 80's from Bogotá to escape Colombia's political, social, and economic problems. As a new immigrant, Astrid enrolled in Women's Initiative, where she learned how to do business in the U.S. She and her husband opened Elite Sports Soccer, a retail store in the Mission, which eventually enabled them to send their children to college, purchase a home, hire eight part-time employees, and open a second store.

In 2012, their new landlord discussed plans of using their building for a different purpose when the lease ended. Astrid's family entered a period of crisis. She worried about the future of her business constantly. If she were to close the store, she wondered, would she be able to afford to lease a new location or pay off her mortgage and children's college debt? She considered selling everything and moving back to Colombia.



At a friend's suggestion, Astrid began to study finance. She soon realized how much money she would need, but did not have for retirement. She continued her studies, earned a license as a certified financial planner and started a financial coaching business.

Astrid enrolled in Renaissance's Women's Paso a Paso class in 2016. She appreciated learning business concepts in her native language and enjoyed the comfort of being with peers with similar cultural backgrounds. She said the class was "like fresh water where I could reminisce my early years as a business owner and share my knowledge with classmates, reexamine my values, and learn how I could improve upon my new financial consulting business." Astrid enjoyed the empowerment classes and positive class environment, which gave her the confidence to know that anything is possible with sufficient preparation and planning.

Astrid is passionate about educating individuals and business owners on the importance of budgeting, savings, investments, and retirement plans. Although she works with clients of all backgrounds, she especially enjoys working with Latinos and confronting the cultural barriers they have. She strives to reach as many families as possible so the number of parents passing financial literacy down to their children is tremendous. Finally, she wants to make sure that small business owners don't go through 26 years of being in business without financial planning like her family.

Today Astrid stands without fear of what the future will bring. She plans to keep Elite Sports Soccer, Inc. operational as long as she is able. At the same time, she will continue to build her clientele for her financial consulting business and grow her own financial investments. Renaissance is proud that Astrid is now a consultant in Futuros Seguros, our Spanish language financial empowerment program.

Astrid Lopez

Consultora Financiera (Financial Consultant)

EliteSportSoccer.com
 (415) 648-6007 / info@elitesportsoccer.com
 2637 Mission St. San Francisco, CA 94110



NEW OWNER HAS GOAL TO DISPLACE ELITE SPORTS SOCCER FROM LONG-TERM SPACE IN MISSION

On: September 12, 2015

In: [Business Development](#), [Mission Displacement](#)

Tagged: [elite sports soccer mission san francisco](#) , [mission sf eviction](#) , [mission small business displacement](#)



Stitching jerseys and jackets in a basement seven days a week is no task for the weary. When you know that is the only way to get a business off the ground, you make it happen.

Such is the story of Astrid Acero López, who emigrated from Colombia in November 1988. She and her husband, Jorge, had two toddlers in tow ... and the dream of starting a business in the U.S.

The idea was to transfer to San Francisco's Mission District the marketing model of the ubiquitous soccer shops lining the commercial streets of Bogotá, knowing the intense passion for the sport among the Latino community.



The result was a successful, family-run business named [Elite Sports Soccer](#), nestled in a 1904 building in the middle of bustling Mission Street near 22nd. From colorful soccer balls to equally colorful jerseys from innumerable countries around the globe, Astrid and Jorge's community-serving business has thrived. This is especially true during World Cup years, when business can more than double.

This shop has been the sole source of income for the industrious couple, with their successful enterprise even recognized by City power players. This is evidenced in their tiny back office, where a proclamation from Mayor Frank Jordan hangs on the wall. There is a picture with Mayor Willie Brown, set amid numerous family portraits from over the years.

Proudly explains Astrid, "This business helped us send our two children to college. We were able to buy a home in the Excelsior. It's taken much work, but Elite Sports Soccer has provided for our family."

Other families have been helped, too, with employees working the counter and offering customers assistance. Astrid and Jorge made sacrifices during the Great Recession so that all of these employees—community members—could stay on the books.

MEDA's [Business Development](#) team has helped over the years. The nonprofit gave credibility to the Lopez' business model when the latter tried to establish relationships with brand-name corporations; this is difficult to do as a small business. There was also help with setting up an accounting system. Even lease negotiation—ever important in today's commercial market of escalating rents.

New owner

Astrid speaks fondly of her former landlord, Norma, who understood this was a family business. Norma respected Astrid and Jorge's hours of toil at their store. Norma also respected that the rent was always paid on time—a fair rent negotiated with MEDA's help. It was a convivial relationship.

That all changed two years ago, when an aging Norma was compelled to sell the building. The new owner dutifully followed the law and kept the Lopez' lease intact—a lease that now goes for 18 more months.

While their lease is still valid, Astrid and Jorge recently started getting visits from Sterling Heatley, who had paid \$3.86 million for the property in May of 2014 and is already looking to flip the building.

Heatley was part of a March 2015 *San Francisco Chronicle* story, back when he was a vice president at Paragon Commercial Brokerage. Seems he signed eviction notices for two dozen families at a 31-unit residential hotel in Chinatown. Fortunately, community protests ensued and the City stepped in to halt the evictions. [Story](#).

Heatley said he would propose two options and that Astrid and Jorge could choose one. A series of back-and-forth emails ensued, with the business owners realizing that these offers were of no benefit to them, their employees or the community. The offers solely benefitted Heatley.

One option proposed is for a buyout, as the building is worth more vacant to Heatley. If this buyout is accepted, the lessees must guarantee to leave the premises in a quick 90 days. This offered buyout is a meager sum in comparison to what the business is worth, especially after so many years at the same location. With limited options for another commercial space in the Mission's now-expensive market, it is not feasible to move elsewhere in the Bay Area.

"How do we replace over 25 years of people knowing Elite Sports Soccer? The children of customers from the 1990's now come in. People know where we are. We have built a positive reputation in the community. That is invaluable," explains Astrid.

The second option is for a five-year lease extension, at a 40 percent increase. When doing the numbers, that becomes a business model that is untenable.

If neither of the aforementioned options is chosen, Astrid and Jorge can legally remain in the building until their lease expires in a year and a half. With no commercial rent control in San Francisco, the owner of the building at that time will be able to ask whatever rent they deem they can get for the space.

Time will tell if Astrid and Jorge can continue to serve the community. Retirement is still a while away. There is still a mortgage to pay on that home in the Excelsior.

Concludes Astrid of this stressful situation: "It's sad that this is just seen as a building. There are humans inside. Jorge and I have worked hard and supported the Mission community. Where is the humanity? I pray that I never become like that. We are determined to make it ... somehow."



March 17, 2017

**RE: Elite Sports
Legacy Business Application**

To Whom It May Concern,

The Mission Economic Development Agency – MEDA, would like to express its full support to Elite Sports in its process to apply as a legacy business. Elite Sports is located in **2637 Mission Street, San Francisco, CA 94110** and has been serving the community in the San Francisco and the Bay Area for more than 25 years.

Elite Sports has provided Astrid Lopez and her family the income to send their two children to college. They were able to buy a home in the Excelsior, but also, they have helped the community providing job opportunities through the years, specially opportunities for young students during the summers. More than 400 people received the benefit of employment at Elite Sports. Many of those who worked at Elite Sports in certain time during the past 25 years, now are professionals who are serving our communities in San Francisco, but they all got their first work experience opportunity at Elite Sports.

Beyond providing job opportunities for youth in the community, Elite Sports is a Bay Area regional asset that provides culturally relevant merchandise, soccer equipment and gear. While football, baseball and basketball are very popular sports in the USA, most Latino countries are connected through soccer and Elite Sports offers a regional hub to connect with soccer enthusiasts in a culturally and linguistically comfortable business.

Finally, Elite Sports has for their 25 years of business been supporters and promoters of soccer in the neighborhood often sponsoring teams or providing merchandise at a discounted rate, with the intent to support children and youth active in positive activities. MEDA is proud to support a local and family business to become a legacy business and a model for our entrepreneur families in the City of San Francisco.

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MEDA, founded in 1973, is an economic development organization rooted in the Mission District and focused on San Francisco. MEDA's mission is to strengthen low-and moderate-income Latino families by promoting economic equity and social justice through asset building and community development