



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** January 10, 2019

**TO:** Historic Preservation Commission

**FROM:** Shelley Caltagirone, Preservation Planner, (415) 558-6625

**REVIEWED BY:** Tim Frye, Historic Preservation Officer

**RE:** Legacy Business Program Semi-Annual Report  
January 16, 2019 Hearing  
Case No. 2018-002650OTH

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Office of Small Business staff will present the attached Legacy Business Program Semi-Annual Report for April through September 2018 to the Historic Preservation Commission at its January 16<sup>th</sup> hearing. The report summarizes activities of the Legacy Business Program, including the following: major accomplishments, business assistance services, Legacy Business Historic Preservation Fund, marketing and promotions and major upcoming activities.

## BACKGROUND

The Legacy Business Program recognizes longstanding, community-serving businesses as valuable cultural assets; provides educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and, provides grants to both Legacy Business owners and property owners. Legacy Businesses must meet the following designation criteria:

**Criterion 1:** Operation in San Francisco for 30+ years with no break in San Francisco operation >2 years. Businesses of 20+ years may be considered if they are at risk of displacement.

**Criterion 2:** Contribution to the city's history and the identity of a particular neighborhood or community.

**Criterion 3:** Commitment to maintaining the physical features and traditions that define the business, including crafts, cuisines, art forms, or activities.

The program administers Business Assistance and Rent Stabilization grants and provides assistance services and guidance. Since the program launched in 2016, approximately 150 Legacy Businesses have been added to the registry.

## STAFF RECOMMENDATION

None. This is an informational item only.

## Legacy Business Program Semi-Annual Report April through September 2018

This Legacy Business Program Semi-Annual Report for April through September 2018 summarizes activities of the Legacy Business Program, including the following: major accomplishments, business assistance services, Legacy Business Historic Preservation Fund, marketing and promotions and major upcoming activities.

### MAJOR ACCOMPLISHMENTS (APRIL – SEPTEMBER 2018)

- Added 19 businesses to the Legacy Business Registry.
- Finalized rules and regulations for the Legacy Business Registry.
- Translated the *Legacy Business Program Resources Handbook* into Chinese, Spanish and Tagalog, and posted it on the Office of Small Business website: <https://sfsob.org/legacy-business/resources>
- Created *Becoming Employee-Owned* in partnership with the Democracy at Work Institute, a small business toolkit to introduce Legacy Businesses to the succession strategy of transitioning to employee ownership.
- Partnered with the Office of Contract Administration to conduct outreach to City departments, commissions, committees and task forces to encourage them to patronize Legacy Businesses to the greatest extent possible.
- Issued the Business Assistance Grant for fiscal year 2018-19 in English, Chinese, Spanish and Tagalog.
- Received 103 Business Assistance Grant applications for fiscal year 2018-19.
- Created an annual re-application process for the Rent Stabilization Grant.
- Processed 14 Rent Stabilization Grants applications.
- Issued the Legacy Business Program Annual Report for fiscal year 2017-18.
- Finalized the Legacy Business Program logo with contractor Osaki Creative Group.
- Issued 9 press releases about new Legacy Businesses as well as Small Business Week.
- Tweeted 13 tweets on Twitter and posted 9 entries on Facebook about Legacy Businesses and the Legacy Business Program.

### Statistics (April – September 2018)

Nominations and Applications	Fiscal Year (July-Sept. 2018)	Semi-Annual (April-Sept. 2018)	Program Total
Nominations Received	14	26	232
Applications Received	15	25	186

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<b>Nominations and Applications</b>	<b>Fiscal Year (July-Sept. 2018)</b>	<b>Semi-Annual (April-Sept. 2018)</b>	<b>Program Total</b>
Application Fees Received	\$800	\$1,250	\$8,650
Applications Reviewed by the Historic Preservation Commission	13	18	149
Applications Reviewed by the Small Business Commission	13	19	148
Businesses Placed on the Legacy Business Registry	13	19	148

**Nominations Received (April – September 2018)**

<b>Business Name</b>	<b>District</b>	<b>Nominator</b>	<b>Date Nomination Received</b>
California Wine Merchant	2	Supervisor Catherine Stefani	4/9/2018
Fireside Camera	2	Supervisor Catherine Stefani	4/9/2018
Animal Company	8	Supervisor Jeff Sheehy	4/28/2018
VIP Grooming SF Inc.	8	Supervisor Jeff Sheehy	4/28/2018
Pier 39 Ltd Partnership	3	Supervisor Aaron Peskin	5/8/2018
Jug Shop, Inc.	3	Supervisor Aaron Peskin	5/8/2018
Scoma's Restaurant	3	Supervisor Aaron Peskin	5/21/2018
Great Wall Hardware	4	Supervisor Katy Tang	6/1/2018
Hayes Street Grill	5	Supervisor London Breed	6/5/2018
Balboa Cafe	2	Supervisor Catherine Stefani	6/7/2018
New World Market	1	Supervisor Sandra Lee Fewer	6/8/2018
Alfred's Steakhouse	3	Supervisor Aaron Peskin	6/29/2018
San Francisco Bay View National Black Newspaper	10	Supervisor Malia Cohen	7/27/2018
IXIA	8	Supervisor Rafael Mandelman	7/30/2018
House of Bagels	1	Supervisor Sandra Lee Fewer	7/31/2018
Creativity Explored	8	Supervisor Rafael Mandelman	7/31/2018
FTC Skateboarding	5	Supervisor Vallie Brown	8/7/2018
Haight and Fillmore Whole Foods	5	Supervisor Vallie Brown	8/7/2018
Paper Tree	5	Supervisor Vallie Brown	8/22/2018

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Business Name	District	Nominator	Date Nomination Received
Balboa Theatre	1	Supervisor Sandra Lee Fewer	8/27/2018
For Your Eyes Only Optometry	8	Supervisor Rafael Mandelman	8/31/2018
Bi-Rite Market	8	Supervisor Rafael Mandelman	9/7/2018
Vogue Theatre	2	Supervisor Catherine Stefani	9/14/2018
Silver Cloud Restaurant and Karaoke Bar	2	Supervisor Catherine Stefani	9/14/2018
Other Avenues	4	Supervisor Katy Tang	9/27/2018
Anco Iron & Construction Inc.	10	Supervisor Malia Cohen	9/27/2018

### Business Types (Through September 30, 2018)

For the 6-month period from April through September 2018, for-profit businesses made up 89.5% of the 19 Legacy Businesses added to the Registry. For all 148 Legacy Businesses through September 30, 2018, for-profit businesses made up 81.8% of the businesses on the Registry.

	Businesses Added (April-September 2018)	Percentage of Businesses Added (April-September 2018)	Legacy Business Program Total	Percentage of Legacy Business Program Total	City and County of San Francisco <sup>1</sup>
For-Profit Legacy Businesses	17	89.5%	121	81.8%	94.3%
Nonprofit Legacy Businesses	2	10.5%	27	18.2%	5.7%
<b>Total</b>	<b>19</b>	<b>100.0%</b>	<b>148</b>	<b>100.0%</b>	<b>100.0%</b>

<sup>1</sup> All firms, 2012, U.S. Census Bureau, <https://www.census.gov/quickfacts/fact/table/sanfranciscocountycalifornia,US/SBO001212#viewtop> and Office of Economic and Workforce Development, <http://oewd.org/nonprofits-0>

## **BUSINESS ASSISTANCE SERVICES**

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### **Doing Business with the City and County of San Francisco**

The Office of Small Business is conducting outreach to City departments, commissions, committees and task forces to encourage them to patronize Legacy Businesses to the greatest extent possible. To do business with the City, Legacy Businesses must apply to be Suppliers with the City and County of San Francisco.

Efforts by the Office of Small Business through September 2018 included the following:

- In November 2017, created a webpage to identify those businesses that are compliant Suppliers with the City and County of San Francisco:  
<https://sfosb.org/legacy-business/suppliers>.
- In March 2018, requested that the Controller's Office revise the Supplier Portal so City departments know when Suppliers are Legacy Businesses. The Controller's Office is currently working on this request.
- In May 2018, reached out to the Controller and the Purchaser & Director of the Office of Contract Administration asking them how best to reach out to City departments. They responded promptly with suggestions.
- In June 2018, did outreach to employees from various departments at a monthly *Delegated Departmental Purchasing (Prop Q)* training for City employees regarding the ordering of materials, equipment, supplies and general services up to \$10,000. Outreach at these monthly will be ongoing.
- In June 2018, encouraged Legacy Businesses to register as Local Business Enterprises, if applicable to their businesses.

Outreach at the monthly Prop Q trainings will be ongoing. The Office of Small Business will also continue to do outreach to City departments, commissions, committees and task forces whenever possible.

### **Summary of Services Through Technical Assistance Providers**

#### *One-on-One Consulting*

The Legacy Business Program has been working with a team of technical assistance providers including the San Francisco Small Business Development Center (SFSBDC), Working Solutions and the Lawyers' Committee for Civil Rights (LCCR) to assist businesses in need of lease negotiation, real estate assistance, one-on-one business consulting, and other business challenges.

For the semi-annual period from April 1 through September 30, 2018, the Legacy Business Program has provided technical assistance to 21 unduplicated clients for a total of 255.20 hours of consulting. Since the program launched in 2016, the Legacy Business Program has served 95 unique clients for a total of 842.40 hours of consulting.

	Fiscal Year (July-Sept., 2018)	Semi-Annual (April-Sept., 2018)	Program Total (All Years)
Number of Clients	7	21	95
Number of Hours of Technical Assistance	102.50	255.20	842.40

**Client Needs**

Assistance with Legacy Business Registry Applications

Businesses owners continue to require assistance with their Legacy Business Registry applications. Business owners needing help are paired with a business advisor who helps guide the client through the application process. The most common assistance sought by business owners is with writing the narrative section, but assistance is also provided with compiling back-up documentation and ensuring the application is complete before submission. In cases where business owners did not understand English well, an interpreter/advisor was assigned to facilitate communication.

Technical Assistance to Legacy Businesses

Legacy Businesses face similar challenges encountered by non-Legacy Business. The two most common issues are primarily related to real estate and business performance. The majority of Legacy Businesses do not own their commercial property and, given the bargaining power of property owners, they encounter challenges when their leases are about to expire. It is extremely helpful for business owners to work with someone who understands the negotiating process, market rates and current real estate trends, as this helps balance the negotiating advantage of landlords. In cases where business owners had intentions to move to new locations, SFSBDC was able to pair the business owners with real estate professionals for their relocation plans. Additionally, business owners were paired with a marketing and financial management advisor to help reduce the risk of poor sales and poor cash flow, which is inherent in a relocation.

Finally, some business owners have demonstrated a need for performance improvements. Such cases are referred to a specialized consultant to 1) help assess the business situation and diagnose the potential problems; and 2) provide one-on-one support in the areas of financial management, marketing assistance, business planning, access to capital, technology and strategy. The end-goal of the one-on-one assistance is to help establish the long-term sustainability of Legacy Businesses.

Assistance to Legacy Business Impacted by the Central Subway Construction Project

During the semi-annual period, several businesses located in various areas along the Central Subway construction sites – including 4th Street, Union Square and Chinatown – that are negatively impacted by the construction project received assistance from SFSBDC in applying for the Central Subway Construction Mitigation Funds. They were awarded funds from \$5,000 to \$10,000. SFSBDC advisors

helped these clients identify areas of improving the business and formulated action items to achieve that. With these additional funds, businesses were able to implement their action plans that aim to improve their businesses.

## **Success Stories**

Technical assistance is provided to Legacy Businesses that are listed on the Registry as well as to Legacy nominees and applicants who are in the process of applying for the Registry. Below is a story showing the successful relocation of a business.

### ArtHaus Gallery

411 Brannan St, San Francisco, CA 94107

**Company Profile:** For 21 years, ArtHaus has been presenting contemporary works, diverse in subject matter, media and style, by noteworthy New York and Bay Area artists. Their business is their livelihood and passion which allows them to share the artwork with the community and contribute to the unique fabric of San Francisco.

**Challenges:** Having relocated to SoMa in 2005 and witnessing the immediate recent changes, ArtHaus was coming up on their lease and was in fear of displacement with an older generation landlord. They wanted to secure their lease to prevent having to relocate or pay an insurmountable increase of rent.

**Actions Taken:** Iris and John from Working Solutions met with Annette and James from ArtHaus to describe the details and process of negotiating a rent while including the Legacy Business Rent Stabilization Grant. Iris reviewed their lease and provided detailed steps of how to proceed and approach the landlord. Iris drafted a Letter of Intent (LOI) for Annette and James to review before meeting with their landlord and explaining the process.

**Results:** After meeting with the landlord in July and proposing the new terms of the lease, he has signed a new lease with ArtHaus on August 30, 2017. This saves the gallery for the next three consecutive years plus seven one-year renewal options. This allowed ArtHaus to continue to share the artwork and culture of struggling artists in the Bay Area to San Francisco community. Working Solutions' Business Retention team will also be assisting the landlord with completing the Rent Stabilization Grant application to be eligible for funds.

**Words from Business Owners, Annette Schutz and James Bacchi:**

*"The opportunity to consult with Iris Lee and John Rodriguez at Working Solutions, in regard to our honor of being voted a San Francisco Legacy Business, is truly a gift. Working Solutions provided us with a thorough and easy to understand overview of the benefits of the Legacy Program. Most importantly, Iris Lee worked together with us and our landlord to negotiate a lease that will afford ArtHaus the opportunity to continue our presence as a Legacy Business in the SoMa community. For this, we are most grateful."*



Annette Schutz and James Bacchi, ArtHaus Gallery

Following is a success story demonstrating assistance to a Legacy Business impacted by the Central Subway Construction Project.

*HWA RANG KWAN Martial Arts Center*  
90 Welsh St., San Francisco, CA 94107

Company Profile: HWA RANG KWAN Martial Arts Center (HRK) is believed to be the oldest Korean martial arts center on the West Coast. The school was founded in San Francisco in 1973 by Master Dong Kie and managed to survive in the harsh economy and thrive in the city for over 40 years. In 2001, Grand Master Shin sold the school to one of his senior students, Steve Rapport, who continuously teaches at HRK ever since. Today, HRK is a San Francisco Legacy Business serving around 200 adults and children in SoMa and is home to seven martial arts groups who will be otherwise priced out of the neighborhood.

Challenges: The Central Subway Construction Project results in parking reduction, construction debris and public transportation elimination, making it increasingly difficult for HRK's students to access the school, and student enrollment and sales have been declining steadily since the construction started in 2013.

Actions Taken: SFSBDC started to work with the client in November 2017 and assisted the client to apply for the Central Subway Construction Mitigation Grant in February 2018. SFSBDC is also working with the client on applying for the Business Assistance Grant, which will provide up to \$500 per full-time employee per year to the business.



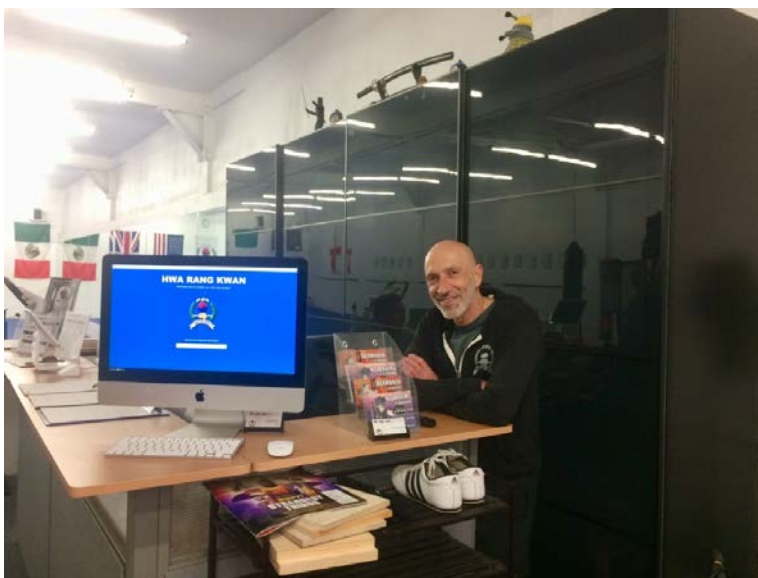


Master Steve demonstrates Taekwondo to students

Results: HRK received a \$5,000 construction mitigation grant from the City of which \$3,750 was allocated for rent and \$1,250 was allocated for purchasing storage shelves for store improvement. “All my students love those shelves because they make my space more organized and look nicer,” said the owner Master Steve. “The grant is much needed to keep our school up and running in this difficult time.”

Words from the Business Owner, Master Steve:

*“We appreciate the fact that the City acknowledged Legacy Businesses are important cultural assets to preserve and the public construction has impacts for small businesses. For a small business owner with under-developed small business skills, it’s empowering to know that expert advice is only an email or a phone call away. Thank you SBDC!”*



Master Steve with the newly purchased storage shelves

## Legacy Business Historic Preservation Fund

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### Business Assistance Grant

#### Fiscal Year 2017-18 Grant

For fiscal year 2017-18, the Office of Small Business received 72 applications from 111 eligible businesses, which was a 64.9% application rate.

<b>Statistics (2017-18 Grant)</b>	
Number of eligible applicants	111
Number of applications submitted	72
Application rate	64.9%
Total FTEs	1,213
Average FTEs	16.85
Median FTEs	9.00
Total grant payments	\$625,321
Average grant payment	\$8,685
Median grant payment	\$4,640

#### Fiscal Year 2018-19 Grant

The Office of Small Business issued the 2018-19 grant on June 19, 2018. Substantive changes to the grant application included the following:

- 1) Reporting by the applicant as to whether the business was closed for any amount of time during the grant period (between July 1, 2017, and June 30, 2018).
- 2) Acknowledgement by the applicant that any unpaid obligations to the City as a result of fines, penalties, interest, assessments, taxes, fees, or any other financial obligations imposed by law, regulation, or contract that were delinquent as of the date of application must be paid in full by March 31, 2019, in order for the applicant to receive the grant.
- 3) Acknowledgement by the applicant that any current determinations or violations of the City's labor laws and/or outstanding penalties or payments ordered by the Office of Labor Standards Enforcement (OLSE) as of the date of application must be settled by March 31 in order for the applicant to receive the grant.
- 4) Reporting by the applicant on a comparison of rent/mortgage to gross revenue.

A total of 103 applications were received. OSB staff anticipates completing review of the applications by the spring of 2019.

## Rent Stabilization Grant

The Office of Small Business paid 14 Rent Stabilization Grant applications from April through September, 2018, including 9 new applications (first year) and 5 re-applications (second year).

Landlord of Legacy Business	Date Paid	Lease Square Footage	Grant Amount
Phoenix Arts Association Theatre (Suite 601)	4/9/2018	1,800	\$8,351.10
Phoenix Arts Association Theatre (Suite 604)	4/16/2018	1,250	\$5,799.38
EROS: The Center for Safe Sex	6/7/2018	5,000	\$23,197.50
Good Vibrations	6/7/2018	3,500	\$16,238.25
Avedano's (235 Cortland Ave.)	6/7/2018	1,490	\$6,912.86
Avedano's (237 Cortland Ave.)	6/22/2018	1,680	\$7,794.36
Gilmans Screens and Kitchens	7/11/2018	5,000	\$23,197.50
Navarro's Kenpo Karate Studio	7/11/2018	2,600	\$12,062.70
St. Francis Fountain	7/12/2018	2,760	\$12,805.02
Toy Boat Dessert Café	8/30/2018	1,017	\$4,718.37
Dog Eared Books	9/5/2018	2,550	\$11,830.73
ArtHaus Gallery	9/14/2018	2,900	\$13,454.55
Joe's Ice Cream	9/20/2018	2,000	\$9,279.00
Russian Hill Bookstore	9/26/2018	2,950	\$13,686.53
<b>TOTAL</b>		<b>36,497</b>	<b>\$169,327.85</b>
<b>AVERAGE</b>		<b>2,607</b>	<b>\$12,094.85</b>

## MARKETING AND PROMOTIONS

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### Legacy Business Program Logo

The Office of Small Business developed a logo for the Legacy Business Program, which was approved by the Small Business Commission on October 22, 2018.

In 2017, the Office of Small Business selected design experts Osaki Creative Group to develop a logo, marketing plan, brand identity, public relations materials and website design for the Legacy Business Program. They worked closely with a nine-member Legacy Marketing and Branding Committee.

Osaki Creative Group embarked on a six-phase process:

1. Research San Francisco culture and Legacy Business Program goals.
2. Research businesses inducted into the Legacy Business Registry.
3. Develop design directions and concepts with the Legacy Marketing and Branding Committee.

4. Design feedback, selections and revisions until final direction is selected through the Committee.
5. Final design and color palette selection by the Committee.
6. Delivery of final logo in all formats and files.

An 11-question survey was sent to 156 Legacy Businesses and applicants, and 49 usable responses were received. Through the survey responses, we learned that Legacy Businesses appreciated the recognition and help they receive from the City through the Legacy Business Program. The businesses consider themselves to be longstanding pillars of the community, and they requested help in creating awareness for their businesses and connecting to residents and tourists.

Meetings between Osaki Creative Group and the Legacy Marketing and Branding Committee started in February 2018 and continued monthly through October 2018. Committee members provided logo concept direction, requested changes, gave insight about the Legacy Business Program, selected color options and picked the final logo.

Following is the final logo for the Legacy Business Program:



The logo features a simple design that will not compete with the logos of the Legacy Businesses. The design is bold, dynamic, memorable and timeless. It will remain relevant regardless of the time period. Design elements are as follows:

#### *Flame*

The element of "fire" has great power for forging will and determination. The symbolic meaning of a flame is representative of our inner light as well as a living symbol of the fire that burns in every soul. We incorporated the flame to be representative of the "Soul of the City" that comes from Legacy Businesses.

#### *Torch*

The torch represents the endeavor for protection and struggle for victory. It also symbolizes a passing of tradition likened to giving light or guidance to the next generation. We incorporated the torch to highlight the passing of tradition and strength that Legacy Businesses have endured throughout their history.

### *Border*

The border represents protection and also gives the logo a badge-like quality – a mark of distinction, achievement and membership. The border shows the City's willingness to protect Legacy Businesses and represents the Legacy Business' achievement to be posted at their place of business.

### *Ribbon*

The ribbon is a symbol of awareness and support. We used the ribbon element wrapped around the entire logo to represent the City's support of and commitment to Legacy Businesses.

### *Gold Color*

Gold is inherently tied to the origin, soul, and fabric of San Francisco. Gold signals wisdom, courage and passion which exemplifies the optimistic courage that it takes to start and maintain a small business for more than 30 years.

The Office of Small Business will be developing a marketing and branding plan and a toolkit for Legacy Businesses, including brochures, postcards, plaques, window stickers, a new website and more.

### **Press (July – September 2018)**

Following are press articles featuring Legacy Businesses or the Legacy Business Program for the period April through September 2018.

[Two Sisters, Booksmith Owners Plan to Revamp the Alembic](#)

SF Eater, April 2, 2018

[San Francisco Wholesale Produce Market rebrands](#)

The Packer, April 2, 2018

['Kabuki Springs & Spa' Awarded Legacy Business Status](#)

Hoodline, April 9, 2018

[San Francisco Wholesale Produce Market Unveils New Moniker, Fresh Look](#)

PerishableNews.com, April 6, 2018

[Bayview's 'The Jazz Room' Awarded Legacy Business Status](#)

Hoodline, April 12, 2018

[San Francisco Bay ferries and tour boats soon to run on eco-friendly fuel](#) (Red and White Fleet)

San Francisco Chronicle, April 12, 2018

[Displaced legacy business finds new home, will reopen](#) (Navarro's Kenpo Karate Studio)

El Tecolote, April 19, 2018

[City plans to limit restaurants, preserve industrial space in SF's Mission](#)

Mission Local, April 20, 2018

[Neighborhood Notes: St. Francis Fountain turns 100 years old and plans to close for a few weeks](#)

Mission Local, April 27, 2018

[Specs celebrates 50 years in North Beach](#)

San Francisco Examiner, April 28, 2018

[North Beach bar and gathering spot Specs marks 50th anniversary with grand party](#)

San Francisco Chronicle, April 30, 2018

[San Francisco approves gay and leather cultural district](#)

Gay Star News, May 2, 2018

[SF's legacy restaurants hang on amid changing tastes](#)

San Francisco Chronicle, May 12, 2018

[Noe Valley pet merchants organize against LA-based chain](#)

Hoodline, May 16, 2018

[Best of San Francisco 2018](#) (Ten Legacy Businesses)

SF Weekly, May 17, 2018

[Bread Legacy: San Francisco Sourdough and French Baguette](#) (Boudin Bakery)

France Today, June 1, 2018

[2018 mayoral candidate questionnaire: Mark Leno](#)

Hoodline, June 4, 2018

[The Harlem of the West: What's to Become of The Fillmore?](#) (Two Jack's Nik's Place)

Bon Appetit, June 6, 2018

[John Konstin and Willie Brown host election day lunch](#) (Tommaso's)

San Francisco Chronicle, June 6, 2018

[Divisadero has become SF's most prolific new restaurant neighborhood](#) (Eddie's Cafe)

San Francisco Chronicle, June 8, 2018

[Is 24th Street's Latino Cultural District enough to stop gentrification?](#)

San Francisco Chronicle, June 15, 2018

[Two Noe Valley pet-related businesses receive legacy status](#)

Hoodline, June 18, 2018

[Lincoln Road keeps growing — and its small businesses keep closing](#) (Miami Beach, Florida)

Miami Herald, June 25, 2018

[Fuel-cell ferry coming to San Francisco Bay](#) (Red and White Fleet)

San Francisco Chronicle, June 25, 2018

[Planning rejects LA-based pet supply store for Noe Valley](#)

Hoodline, June 27, 2018

[Spirited away: Tony Lioce takes pulse of the North Beach bar scene](#)

San Francisco Examiner, July 8, 2018

[La Victoria bakery tenants told to clear out](#)

San Francisco Examiner, July 19, 2018

[Longtime Mission Bakery Likely to Be Forced out of Building Next Month](#)

Eater San Francisco, July 19, 2018

[Now a legacy business, Cove on Castro serves up cafe fare and community](#)

Hoodline, August 27, 2018

[West-side Vancouver residents and developer tangle over block of land and a beloved café](#)

Vancouver Sun, August 27, 2018

[Merchants of Butchertown](#)

San Francisco Bay View National Black Newspaper, September 2, 2018

[How SF's legacy retailers reinvent themselves to survive](#)

San Francisco Chronicle, September 4, 2018

[City Designates Chloe's Cafe, Hayes Street Grill, Balboa Cafe Legacy Businesses](#)

Eater San Francisco, September 11, 2018

[Doc's Clock welcomes iconic sign to new home](#)

Mission Local, September 18, 2018

[Elbo Room building for sale, asks \\$4.2 million](#)

Curbed San Francisco, September 19, 2018

[Doc's Clock Sign Is Gloriously Lit Up Again](#)

SF Weekly, September 19, 2018

### **Twitter (July – September 2018)**

Following are 13 tweets featuring Legacy Businesses or the Legacy Business Program for the period April through September 2018. Nine of the tweets were accompanied by associated, complementary posts on Facebook.

April 7, 2018

Did you know employee ownership can help carry on the legacy you've built as a small biz & offer a financially rewarding exit? Check out our toolkit to see why the Legacy Business Program & [@institute\\_coop](#) are excited about employee ownership. <https://sfosb.org/legacy-business/resources>

[Institute.coop](#)

[@Institute\\_coop](#)

We've partnered with the San Francisco Legacy Business Program at [@SFOSB](#) to help business owners explore selling to their employees - take a look at our toolkit that we've developed with them --> <https://sfosb.org/legacy-business/resources> [#smallbiz](#) [#successionplanning](#) [#employeeowned](#) [#gocoop](#)

April 9, 2018

A big win for Bayview-Hunters Point today! Join us in congratulating the Jazz Room, tonight's addition to the Legacy Business Registry. Family owned and operated for over 54 years & beloved by the neighborhood - a true community serving business. [#smallbiz](#)

Apr 23, 2018

The oldest shipping company in SF and a youth-serving nonprofit in the Mission and are being considered for the Legacy Business Registry today! Tune in to the Small Business Commission meeting at 2pm today. [#sflegacybusiness](#) [#legacybusiness](#) [#sf](#) [#smallbiz](#)

Apr 23, 2018

Congratulations to Mission Graduates, a nonprofit that offers college prep programs for Latino youth in the Mission & Marine Chartering Company, the oldest shipping company in SF, for being approved as Legacy Businesses today!! [#sflegacybusiness](#) [#legacybusiness](#) [#smallbiz](#)

May 7, 2018

Cheers to community-led Legacy Business events! Join in the celebration of Ingleside's four Legacy Businesses on 5/19, 6-8pm: [@TheAveBar](#), [@faxongarageinc](#), [#BeepsBurgers](#), [#OceanHairDesign](#). Leave your kids at home for this one, 21+ only.

May 16, 2018

Legacy Business [@TommasosSF](#) awarded SBA's 2018 Northern CA Family-Owned Business! [#SFLegacyBusiness](#) [#SFSBW2018](#) [#SF](#) [#SmallBiz](#)

May 22, 2018

Congratulations to San Francisco's newest Legacy Businesses: Knight's Catering, Marine Chartering and Mission Graduates. [@SFOSB](#) [@InvestSF](#) [#legacybusiness](#) [#nonprofits](#)  
<http://oewd.org/article/knights-catering-marine-chartering-and-mission-graduates-approved-sf-small-business>

June 12, 2018

Join us in congratulating two pet related businesses in Noe Valley, The Animal Company & VIP Grooming for being unanimously approved by the SF Small Business Commission yesterday for the Legacy Business Registry! [#SFLegacyBusiness](#) [#NeighborhoodServing](#) [@VIPScrubClub](#) [@jeffsheehysf](#)

June 27, 2018

Congratulations to [#SFLegacyBusiness](#) [@JeffreysToys](#) for the well-deserved recognition from [@sanfranmag!](#)

[jeffreys.toys](http://jeffreys.toys)

[@JeffreysToys](#)

[@sanfranmag@SFOSB](#)



August 22, 2018

Surviving the test of time, fire, flood & surging rent prices, SF's oldest restaurants bring classic dishes & culture to our City. Newest Legacy Businesses [@BalboaCafeSF](#) & [#HayesStreetGrill](#) are historic gems keeping the SF gourmet tradition alive! [#SFLegacyBiz](#) [#LegacyBusiness](#)

August 28, 2018

The best way to celebrate OSB birthdays is with [#SFLegacyBiz](#) delicacies! [@noevalleybakery](#) fruit tartlets are the perfect sweet treat to brighten your day. Happy birthday, Carol! [#LegacyBusiness](#)



September 10, 2018

We're thrilled to announce the newest Legacy Businesses approved by the Small Business Commission tonight! [@PIER39](#), Chloe's Café, FTC Skateboarding, Haight & Fillmore Whole Foods and Marina Supermarket. Check out our [#SFLegacyBiz](#) Registry and map <https://bit.ly/2CI2LCE>!

September 24, 2018

Congrats to this afternoon's additions to the SF Legacy Business Registry - unanimously approved by the Small Business Commission: CA Wine Merchants, [@creativityxplrd](#), Great Wall Hardware, [@IXIA\\_SF](#), the Jug Shop & [@sfbayview!](#) [#SFLegacyBiz](#) [#LegacyBusiness](#)

## **MAJOR UPCOMING ACTIVITIES (OCTOBER 2018 and BEYOND)**

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- Work with Osaki Creative Group on marketing and branding for the Legacy Business Program, including brand identity, collateral, public relations, marketing and website improvements.
- Review and process the Business Assistance Grant applications for fiscal year 2018-19.
- Create an online Business Assistance Grant application for fiscal year 2019-20.
- Create a toolkit for Legacy Businesses on how to do business with the City and County of San Francisco.
- Create a toolkit for Legacy Businesses on purchasing commercial property.
- Investigate providing incentives to Legacy Businesses to purchase the buildings from which they operate as a viable strategy for securing the future stability of San Francisco's long-operating businesses.
- Develop policies to measure and analyze the impacts of the Business Assistance Grant and Rent Stabilization Grant, and develop protocols to address the growing demand for the grants.

## CONTACT INFORMATION

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