

LEGACY BUSINESS PROGRAM

Historic Preservation Commission

April 7, 2021

Richard Kurylo, Legacy Business Program

Office of Small Business



SAN FRANCISCO OFFICE OF SMALL BUSINESS

Serving the Needs of San Francisco's Small Businesses

- **Small Business Assistance Center** One-on-one business case management assistance to new and existing small businesses.
- **San Francisco Business Portal** The City's primary online business resource.
- **Accessible Business Entrance Program** Helping property owners and businesses make building entrances accessible to people with disabilities.
- **San Francisco Music and Entertainment Venue Recovery Fund** For venue operators.
- **Legacy Business Program** Acknowledging and celebrating longstanding establishments that serve valuable cultural assets of the city.

LEGACY BUSINESS PROGRAM

Administrative Code Sections 2A.242 and 2A.243

- Recognize that longstanding, community businesses can be valuable cultural assets of the city.
- Tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success.
- Maintain San Francisco's cultural identity and foster civic engagement and assisting long operating businesses to remain in the city.

COMPONENTS OF THE LEGACY BUSINESS PROGRAM

1. Marketing/Promotion
2. Business Assistance
3. Historic Preservation Fund (Grants)
4. Legislation



Doc's Clock

2417 Mission Street

Added August 2016



Roxie Theater

3117 16th Street

Added August 2016

ACCOMPLISHMENTS: 2020

Reports Webpage:

<https://sfosb.org/legacybusiness/reports>

Links to Annual Reports:

[Legacy Business Program Annual Report, Fiscal Year 2019](#)

[Legacy Business Program Annual Report, Fiscal Year 2018](#)

[Legacy Business Program Annual Report, Fiscal Year 2017](#)

[Legacy Business Program Annual Report, Fiscal Year 2016](#)

REGISTRY

Legacy Business Registry

Through March 31, 2020:

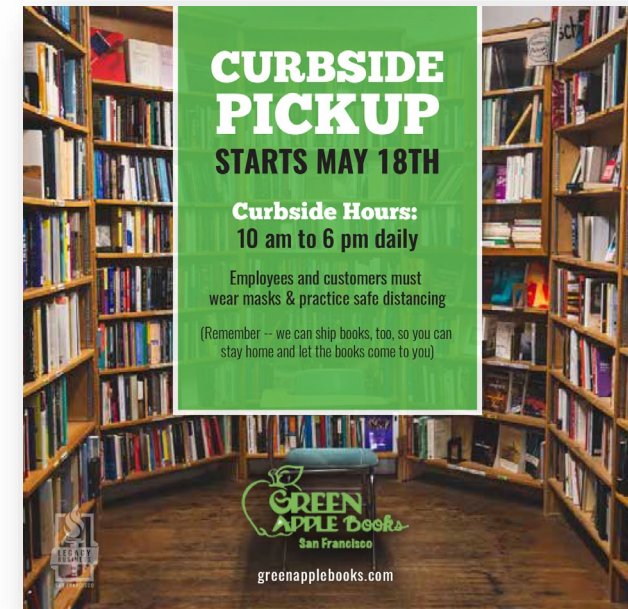
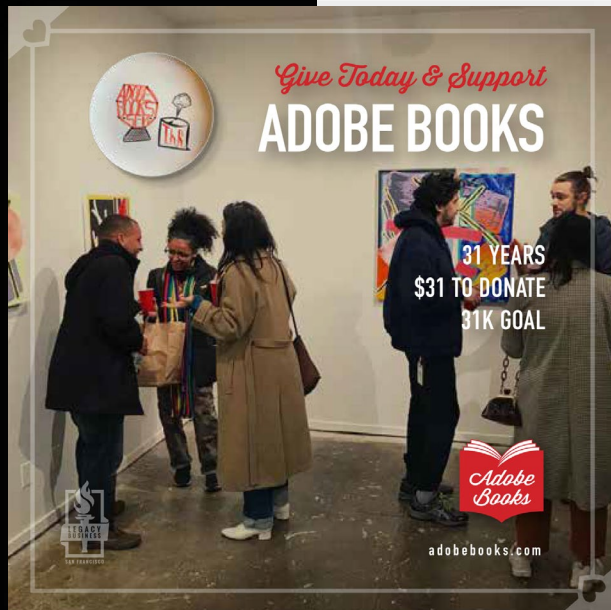
Fiscal Year	Number of Nominations Received	Number of Applications Received	Number of Businesses Listed on the Legacy Business Registry
Fiscal Year 2015-16	67	30	0
Fiscal Year 2016-17	101	86	93
Fiscal Year 2017-18	50	49	42
Fiscal Year 2018-19	75	83	61
Fiscal Year 2019-20 through March 31, 2020	34	45	43
ANNUAL REPORT TOTAL	327	293	239

MARKETING

Social Media and Promotion

Accomplishments between April 2019 and March 2020

- Issued 13 press releases
- Posted 11 entries on Facebook and tweeted 31 tweets on Twitter
- Promoted Legacy Businesses during the coronavirus Shelter In Place Order



MARKETING

Marketing and Branding

Accomplishments between April 2019 and March 2020

- Distributed certificates, point of sale stickers, window clings, and roll labels (loose and on stickers) to Legacy Businesses
- Printed branded office supplies for the Legacy Businesses Program, including business cards and letterhead



Bronze Plaques

Accomplishments between April 2019 and March 2020

- Issued a Request For Proposals to select a contractor for manufacturing bronze plaques
- Selected Priority Architectural Graphics, a local, small, woman owned business
- Issued Bronze Plaque Questionnaires to Legacy Businesses and received 65 completed questionnaires from businesses interested in receiving bronze plaques



ASSISTANCE

Business Assistance



Through March 31, 2020:

Fiscal Year	Number of Clients	Number of Hours of Technical Assistance
Fiscal Year 2016-17	25	379
Fiscal Year 2017-18	49	318
Fiscal Year 2018-19	60	552
Fiscal Year 2019-20 (through March 31, 2020)	77	470
ANNUAL REPORT TOTAL	211	1,719

GRANTS

Rent Stabilization Grant

Through March 31, 2020:

Rent Stabilization Grant (Fiscal Year 2019-20 through March 31, 2020)	Grants Paid (Fiscal Year 2019-20 through March 31, 2020)
Total First-Year Grants	\$139,870
Total Second-, Third-, and Fourth-Year Grants	\$733,588
Total All Grants	\$1,285,897
Count	37
Average	\$14,927



GRANTS

Business Assistance Grant

Through March 31, 2020:

Business Assistance Grant	Number of Full-Time Equivalent Employees	Grants Paid
Total	2,559	\$1,093,317
Count	136	136
Average	18.82	\$8,039
Median	9.00	\$3,845

GRANTS

Accessibility Grant

Through March 31, 2020:

Accessibility Grant	Grants Paid
Total	\$6,997
Count	5
Average	\$1,399

ACCOMPLISHMENTS: 2020

Annual Report in Progress

- Expected issuance: June 1, 2021
- Will be posted to [Reports webpage](#)

Britex Fabrics, 146 Geary Street, Added November 2016



Issued Request For Proposals

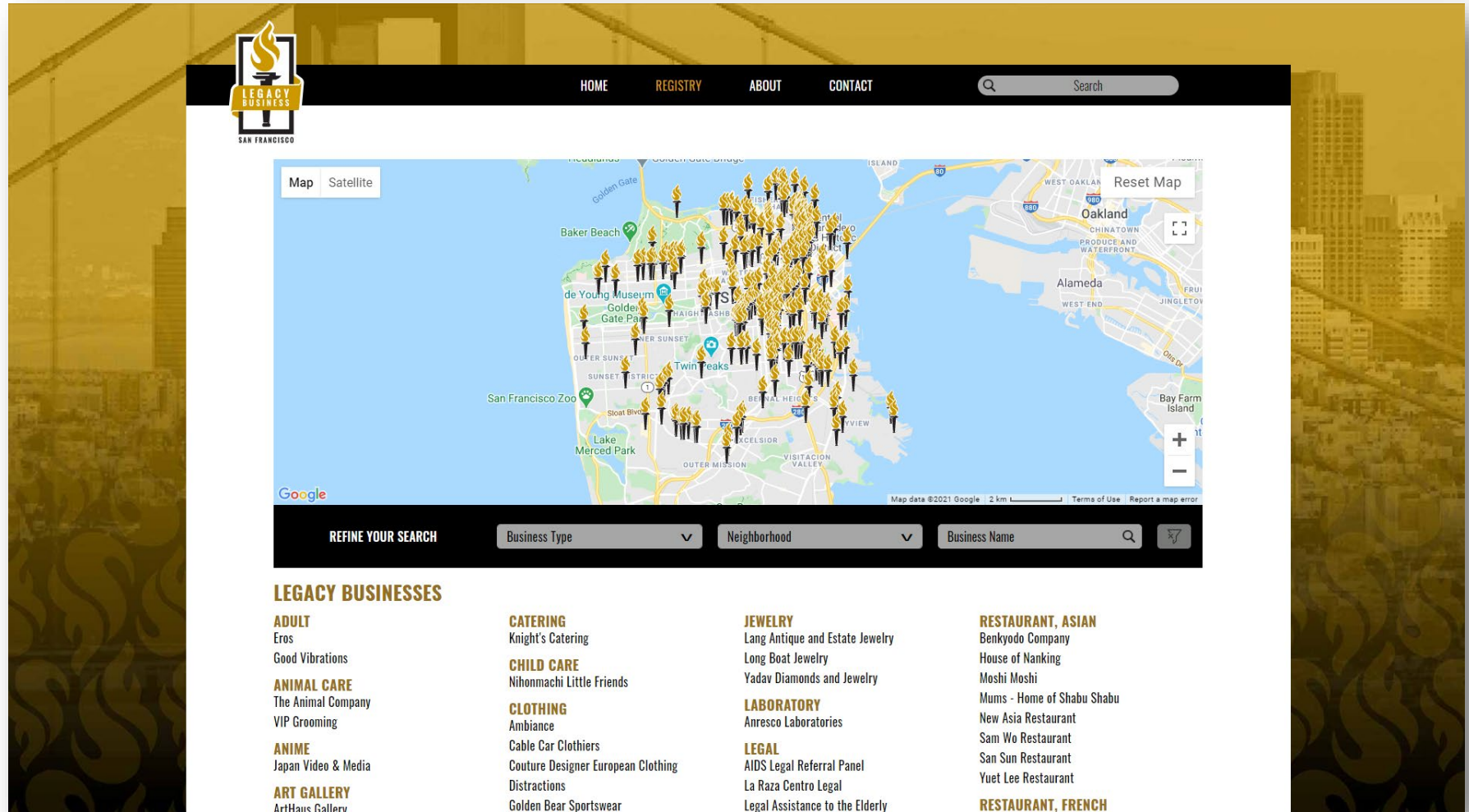
- Issued a Request for Proposals to select a company to assist with marketing efforts and create a new website (October 2020)
- Selected Design Media, a San Francisco woman owned company (December 2020)



MARKETING

NewLegacyBusinessRegistryWebsite

www.legacybusiness.org



The screenshot displays the Legacy Business Registry website interface. At the top, a black navigation bar contains the 'LEGACY BUSINESS' logo on the left and links for 'HOME', 'REGISTRY', 'ABOUT', and 'CONTACT' on the right. A search bar is positioned to the right of the navigation links. Below the navigation bar, a map of San Francisco is shown, densely populated with yellow flame-shaped pins representing registered businesses. The map includes labels for various neighborhoods and landmarks. Below the map, a 'REFINE YOUR SEARCH' section features dropdown menus for 'Business Type' and 'Neighborhood', and a text input field for 'Business Name'. At the bottom, a 'LEGACY BUSINESSES' section lists various business categories and their members:

- ADULT**
 - Eros
 - Good Vibrations
- ANIMAL CARE**
 - The Animal Company
 - VIP Grooming
- ANIME**
 - Japan Video & Media
- ART GALLERY**
 - ArtHaus Gallery
- CATERING**
 - Knight's Catering
- CHILD CARE**
 - Nihonmachi Little Friends
- CLOTHING**
 - Ambiance
 - Cable Car Clothiers
 - Couture Designer European Clothing
 - Distractions
 - Golden Bear Sportswear
- JEWELRY**
 - Lang Antique and Estate Jewelry
 - Long Boat Jewelry
 - Yadav Diamonds and Jewelry
- LABORATORY**
 - Anresco Laboratories
- LEGAL**
 - AIDS Legal Referral Panel
 - La Raza Centro Legal
 - Legal Assistance to the Elderly
- RESTAURANT, ASIAN**
 - Benkyodo Company
 - House of Nanking
 - Moshi Moshi
 - Mums - Home of Shabu Shabu
 - New Asia Restaurant
 - Sam Wo Restaurant
 - San Sun Restaurant
 - Yuet Lee Restaurant
- RESTAURANT, FRENCH**

MAJOR UPCOMING ACTIVITIES: 2021

Continued Services:

- Legacy Business Registry
- Business Assistance
- Rent Stabilization Grants

New Services:

- Marketing Program
- Additional Webpages Added to Website
- Installation of Bronze Plaques
- Rent Stabilization Grant Database
- Other Grants
- Potential Legislation

MarketingProgram

Phases of the Marketing Program with Design Media

- JanuaryMarch 2021: New Legacy Business Registry website
- April 2024May 2022: Promotional strategy for Legacy Businesses and the Legacy Business Program, including enhancements to the Legacy website



Fueled by **curiosity**, governed by **integrity**, and led by our collective **wisdom**.

MARKETING

Additional Webpage Added to Website

www.legacybusiness.org

The screenshot displays the Legacy Business San Francisco website. The navigation menu at the top, containing links for HOME, REGISTRY, ABOUT, and CONTACT, is circled in red. Below the navigation bar is a Google Map of Japantown, San Francisco. A business card for 'Paper Tree' is overlaid on the map, showing its location at 1743 Buchanan St. The card includes details about its establishment in 1968 and its website. Below the map is a search bar with the text 'REFINE YOUR SEARCH' and dropdown menus for 'Business Type' and 'Japantown'. At the bottom of the page, there is a section titled 'LEGACY BUSINESSES' which lists various businesses categorized by type, such as ANIME, ARTS / CRAFTS / HOBBIES, BAKERY, CHILD CARE, HARDWARE, HEALTH AND WELLNESS, MUSEUM / HISTORIC PRESERVATION, NONPROFIT SERVICES, PUBLISHING, RESTAURANT, ASIAN, and SCHOOL / EDUCATION.

LEGACY BUSINESSES

ANIME Japan Video & Media	CHILD CARE Nihonmachi Little Friends	MUSEUM / HISTORIC PRESERVATION National Japanese American Historical Society, Inc.	RESTAURANT, ASIAN Benkyodo Company Mums - Home of Shabu Shabu
ARTS / CRAFTS / HOBBIES Paper Tree	HARDWARE Soko Hardware	NONPROFIT SERVICES Kimochi, Inc.	SCHOOL / EDUCATION Kinmon Gakuen (Golden Gate Institute)
BAKERY Yasukochi's Sweet Stop	HEALTH AND WELLNESS Kabuki Springs & Spa	PUBLISHING Nichi Bei Foundation	

MARKETING

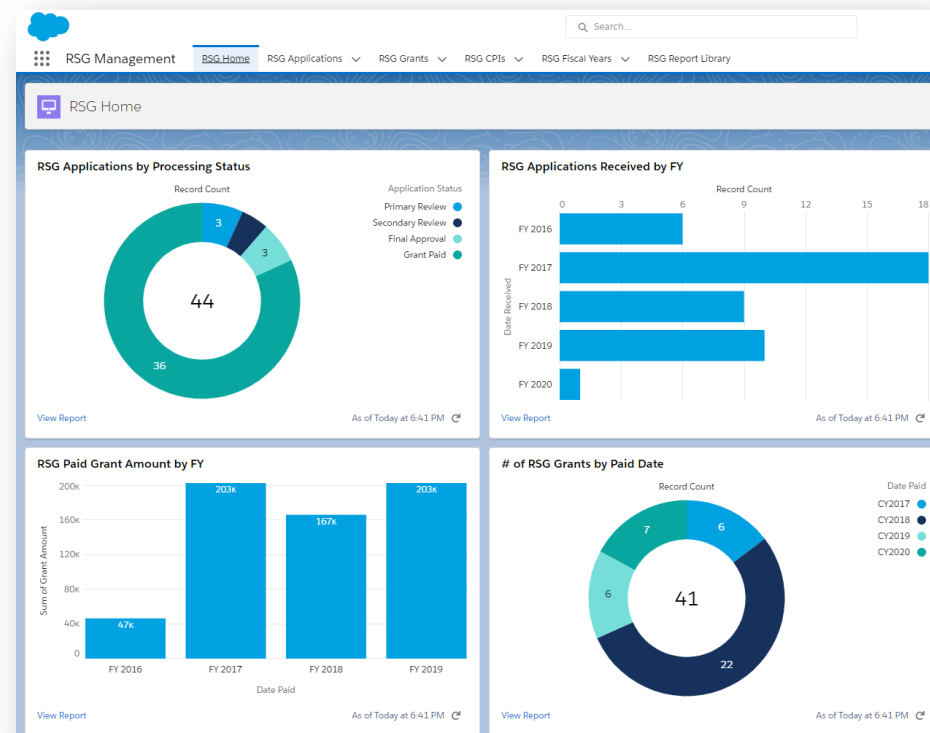
Installation of Bronze Plaques



GRANTS

RentStabilizationGrantDatabase

Create an internal database for the Rent Stabilization Grant
efficiently manage the grant applications and payments



GRANTS

Other Grants

The Office of Small Business is capable of administering o
to Legacy Businesses should funds be made available

The Music and Entertainment Venue Recovery Fund is be
administered by the Office of Small Business and includes
Legacy Businesses



LEGISLATION

Potential Legislation

Explore the concept of a business interruption insurance program that would provide coverage for Legacy Businesses during local emergencies not otherwise covered

Explore the development of a property ownership program that would enable Legacy Businesses to purchase buildings or space for their businesses or organizations

Proposed Neighborhood Anchor Business program

A monochromatic, golden-yellow image of the San Francisco skyline. The Golden Gate Bridge is the central focus, with its two large towers and suspension cables clearly visible. In the background, the dense cityscape of San Francisco is visible, including the Transamerica Pyramid. The entire image has a warm, golden hue.

THANK YOU

CONTACT



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