Agenda

- Introduction
- Representatives from local government programs
  - Richard Kurylo, Program Manager, San Francisco Legacy Business Program
  - Shanon Shea Miller, Director of San Antonio Office of Historic Preservation
  - Pardis Saffari, Senior Economic Development Manager, Cambridge Community Development Department
- Overview of national study of legacy business initiatives
  - Elizabeth Morton, Ph.D
- Some lessons learned
- Discussion

Credit: Grace Abi-Najm Shea, Lebanese Taverna, Arlington, VA

What is a "Legacy Business?"

Credit: Grace Abi-Najm Shea, Lebanese Taverna, Arlington, VA

What is a "Legacy Business?"

In general, longstanding independent businesses that have contributed to community character and vitality.

Credit: © Lloyd Wolf/Arlington Photographic Documentary Project.

Why do we care?

- Community institutions
- Sense of place
- Need for more inclusive community narratives (Avrami, et al. 2020)
- Address “diversity deficit” (Kaufman 2009)
- Intangible and vernacular heritage, not always easy to incorporate into traditional preservation efforts (Buckley & Graves 2016)
- History of commercial resources is often understudied
- Economic vitality and “social sustainability”

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American Planning Association
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October 23, 2020

Webinar

APRIL 16, 2021

Design Thinking – Utilizing Hand Graphics to Explore Ideas

KONA GRAY, FASLA, PLA
Principal
EDSA, Inc.

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March 12, 2021

Webinar

JULY 16, 2021

Street Commerce: The Hidden Structure of Retail Location Patterns and Vibrant Sidewalks

ANDRES SEVTSUK PHD
Associate Professor of Urban Science and Planning
Massachusetts Institute of Technology

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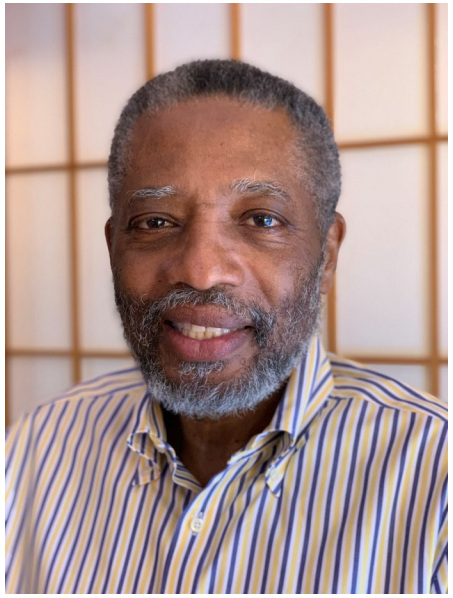

SEPTEMBER 17, 2021

The 15-Minute City: Our Past and Our Future

NORMAN W. GARRICK PHD
Professor of Civil Engineering
University of Connecticut

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Webinar

TODAY

Legacy Business Initiatives

ELIZABETH MORTON PHD
Associate Professor Of Practice,
Urban Affairs And Planning (UAP) Virginia Tech

RICHARD KURYLO
Legacy Business Program Manager, Office of Small Business
City and County of San Francisco

PARDIS SAFFARI
Senior Economic Development Manager, Community Development Dept.
Cambridge, Massachusetts

SHANON SHEA MILLER
Historic Preservation Officer and Director of the Director of the Office of Historic Preservation, San Antonio, Texas

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March 12, 2021

LEGACY BUSINESS PROGRAM

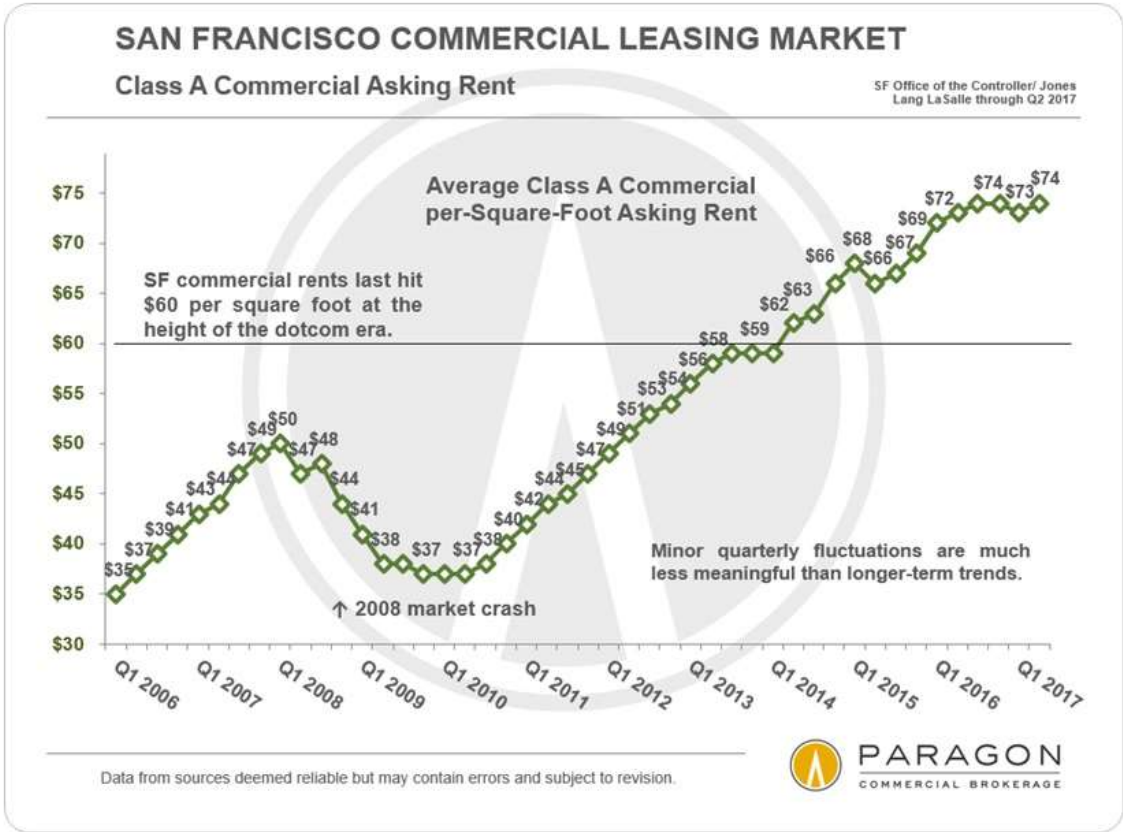
City and County of San Francisco
Office of Small Business
Richard Kurylo, Legacy Business Program Manager
Established 2015
272 Businesses Added to the Registry as of 3/12/21

SAN FRANCISCO OFFICE OF SMALL BUSINESS

Serving the Needs of San Francisco's Small Businesses

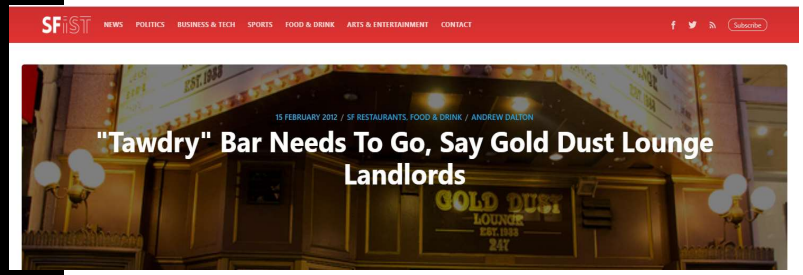
- **Small Business Assistance Center**: One-on-one business case management assistance to new and existing small businesses.
- **San Francisco Business Portal**: The City's primary online business resource.
- **Accessible Business Entrance Program**: Helping property owners and businesses make building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

HISTORY OF THE LEGACY BUSINESS PROGRAM



JAN-FEB. 2012

Gold Dust Lounge Evicted



Gold Dust Landmark Submission is Pyrite Effort Property Owners Speak Against 'Historic' Designation for Tourist Bar

San Francisco, Calif. (15 February 2012) — The tenants of the Gold Dust Lounge, a tourist bar since 1966, are seeking historic landmark status, but the owners of the property call the effort a mockery of historic preservation.

The Handlery family, which owns the Elkan Gunst Building at 301 Geary Street, already designated a Category 1 Significant Landmark, is speaking out to oppose the application by their tenant, the Gold Dust Lounge, to have the bar inside the building listed as an historic landmark itself.

"The attempt to use San Francisco's important landmark process to give historical status to the Gold Dust Lounge is a cynical attempt to misuse the process in a landlord and tenant dispute," said Sam Singer, a spokesman for the Handlery family which owns the property.

The proposal by the Gold Dust Lounge for historical preservation comes on the heels of the landlord providing notice to the Bar, according to the agreed upon conditions of their lease, that it had 90 days to find a new location for their establishment. The land marking effort is a tactic by the bar to remain in the building, but it won't work because the lease for the Gold Dust Lounge expires in early March and they must be out by that date or face significant legal and financial penalties.

The materials to landmark the bar, submitted by the Gold Dust Lounge, appear to be grasping to pull together a comprehensive history of this schizophrenic bar. In the report the author tried to explain how the bar is an example of an "American' cocktail lounge of the mid-twentieth century' with art deco overlaid by 'Gay Nineties' and a bar 'associated with important aspects of the San Francisco nightlife culture.'" The description begs the question, what exactly is the historical importance of the Gold Dust Lounge?

Back in the 1985 submitted to landmark the entire Elkan Gunst Building, the ***interior of the Gold Dust***

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JAN. 2013

Legacy Bars and Restaurants, SF Heritage

SF HERITAGE

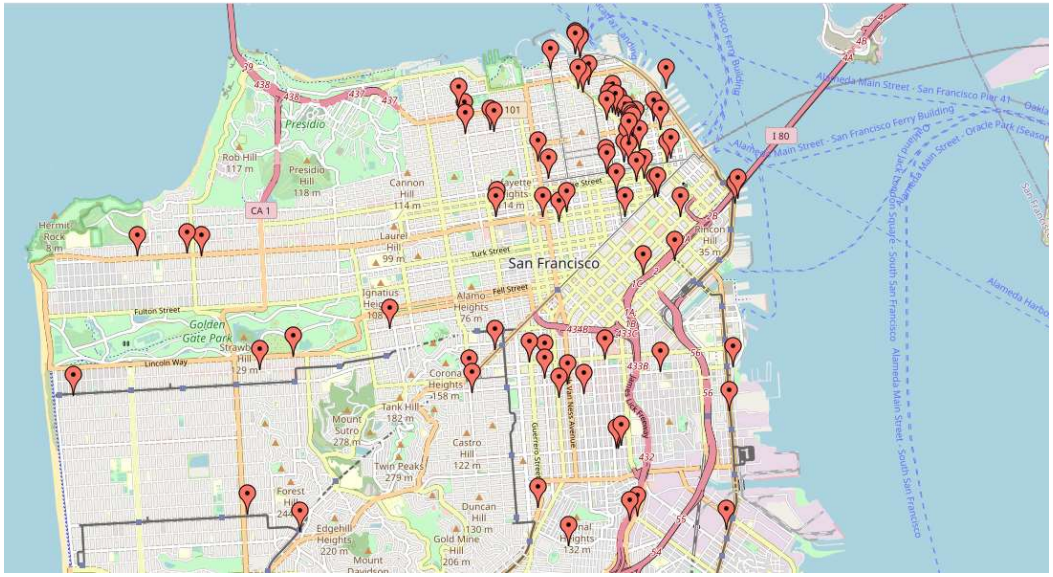
SF LEGACY BARS & RESTAURANTS
CERTIFIED BY SF HERITAGE

ABOUT | EVENTS | ADVOCACY | HAAS-LILIENTHAL HOUSE | HAIGHT-ASHBURY | RESOURCES | SUPPORT

San Francisco's Legacy Bars and Restaurants

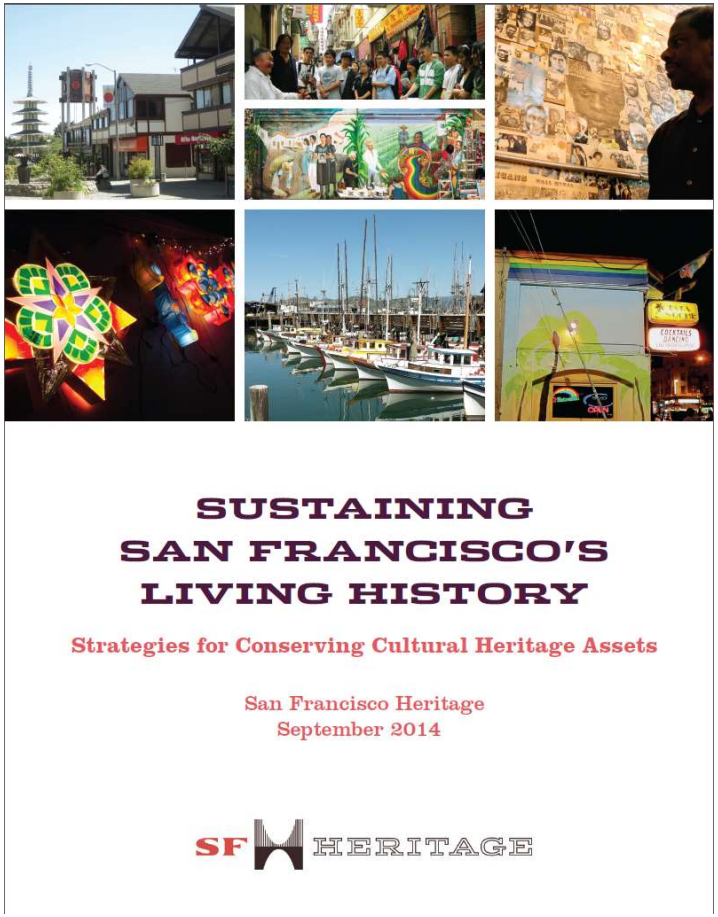
Learn More About the Legacy Project

Bar | Cafe | Restaurant | Restaurant & Bar | Brewery | Confectionery | Bakery



SEPT. 2014

Sustaining SF's Living History, SF Heritage



OCT. 2014

Analysis of Small Business Displacement

CITY AND COUNTY OF SAN FRANCISCO
BOARD OF SUPERVISORS
BUDGET AND LEGISLATIVE ANALYST
1390 Market Street, Suite 1150, San Francisco, CA 94102
(415) 552-9292 FAX (415) 252-0461

Policy Analysis Report

To: Supervisor Campos
From: Budget and Legislative Analyst's Office
Subject: Analysis of Small Business Displacement
Date: October 10, 2014

Summary of Requested Action

You requested that the Budget and Legislative Analyst assess the level of displacement of small businesses and commercial spaces over the last twenty years, specifically considering businesses that have been open for at least five years. The request specified that in addition to citywide trends to assess the patterns of displacement in two commercial corridors, the Mission and Castro/Upper Market. In addition, you asked that our office determine the average rate of change in commercial property value.

For further information about this report, contact Fred Brousseau at the Budget and Legislative Analyst's Office.

Executive Summary

- Business closures and location changes occur in San Francisco for a variety of reasons, including moving to a new location to expand, moving to avoid unsustainable rent increases, to scale back a business, going out of business due to retirement or being bought out, and others. The rate of business turnover due to these and other causes steadily increased in San Francisco during the twenty years between 1992 and 2011 and, from available data, appears likely to continue its upward trend through 2014 and beyond.

MAR. 2015

Legacy Business Registry

City and County of San Francisco
Tails
Ordinance

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 141038 **Date Passed:** March 10, 2015

Ordinance amending the Administrative Code to direct the Small Business Commission to establish a Legacy Business Registry and authorize an administrative fee for the Registry not to exceed $50.

December 03, 2014 Budget and Finance Committee - CONTINUED TO CALL OF THE CHAIR

February 11, 2015 Budget and Finance Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING NEW TITLE

February 11, 2015 Budget and Finance Committee - RECOMMENDED AS AMENDED

February 24, 2015 Board of Supervisors - PASSED, ON FIRST READING
Ayes: 11 - Avalos, Breed, Campos, Christensen, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

March 03, 2015 Board of Supervisors - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE
Ayes: 11 - Avalos, Breed, Campos, Christensen, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

March 03, 2015 Board of Supervisors - PASSED ON FIRST READING AS AMENDED
Ayes: 11 - Avalos, Breed, Campos, Christensen, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

March 10, 2015 Board of Supervisors - FINALLY PASSED
Ayes: 11 - Avalos, Breed, Campos, Christensen, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

NOV. 2015

Legacy Business Historic Preservation Fund

Ballot question

The following question for this measure appeared on the ballot:[3]

> Shall the City establish a Legacy Business Historic Preservation Fund, which would give grants to Legacy Businesses and to building owners who lease space to those businesses for terms of at least 10 years; and expand the definition of a Legacy Business to include those that have operated in San Francisco for more than 20 years, are at risk of displacement and meet the other requirements of the Registry?[4]

Election results

San Francisco, Proposition J		
Result	Votes	Percentage
✔ **Yes**	**108,907**	**56.97%**
No	82,268	43.03%

Election results from San Francisco Elections Office

JULY 2016

Legacy Business Program Manager

HOME / JOB SEEKERS / JOB OPPORTUNITIES

9774-Sr. Community Devl Spc 1

Legacy Business Program Manager

Recruitment #PEX-9774-067718

DEPARTMENT	Economic and Workforce Development
ANALYST	Anabel Simonelli-Kupelian
DATE OPENED	5/18/2016 2:30:00 PM
FILING DEADLINE	6/1/2016 5:00:00 PM

ABOUT THE LEGACY BUSINESS PROGRAM

Recognize that longstanding, community-serving 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.

Businesses on Legacy Businesses Registry are eligible to participate in the Legacy Business Preservation Fund.

LEGACY BUSINESS REGISTRY

Business Eligibility Criteria

A Legacy Business is a business that has been nominated by the mayor or a member of the Board of Supervisors, and that the Small Business Commission, after a noticed hearing, has determined meets each of the following three criteria…

LEGACY BUSINESS REGISTRY

1. **The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years.**

   If the business is over 20 years old, it may still satisfy this criteria if the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face a significant risk of displacement.

2. **The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community.**

3. **The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.**

LEGACY BUSINESS REGISTRY

Registration Process

1. Letter of nomination to the Office of Small Business.
2. Application submittal to OSB.
3. $50 application fee submittal to OSB.
4. OSB application review.
5. Planning Department 30-day review.
6. Historic Preservation Commission hearing.
7. Final hearing and decision by Small Business Commission.

Britex Fabrics, 146 Geary Street, Added November 2016

LEGACY BUSINESS REGISTRY

Letter of Nomination

A letter of nomination from the mayor or a member of the Board of Supervisors is required.

Most nominators like to see a completed application from the business before writing a letter of nomination, so applicants often seek a promise of a letter.

Member, Board of Supervisor
District 5

City and County of San Francisco

LONDON N. BREED

January 26th, 2017

Office of Small Business
1 Dr. Carlton B. Goodlett Place, Suite 110
San Francisco, CA 94102

Dear Office of Small Business,

I am writing to proudly nominate Rooky Ricardo's Records at 419 Haight Street for the Legacy Business Registry Program. Since its inception in 1987, Rooky Ricardo's has been a fixture of the Lower Haight.

Owner Dick Vivian has always made the shop a welcoming place for community members and visitors alike. He knows each of his customers' music tastes and takes individual suggestions. If you're one of his regulars, Mr. Vivian will have a handpicked set of records ready for you the next time you walk in. His listening stations are a lasting feature and tradition of the business, giving shoppers the chance to sit and discover new music. More than just a record store, Rooky Ricardo's is a place of discovery and community.

Mr. Vivian has always been committed to the Lower Haight community and was a founding member and original treasurer of the Lower Haight Merchants and Neighbors Association (LoHaMNA)

Mr. Vivian continually participates in many community events, including the original Lower Haight Art Walks, held monthly to attract people to the neighborhood. At his original location, Mr. Vivian had a dance floor, where he would invite community members in for free dance lessons. As a devoted community member, he would even teach engaged couples how to do their first dance for their wedding.

Having already relocated once from his original location (448 Haight St), due to rising rents, he has moved right across the street (419 Haight St) to ensure continued service to the Lower Haight community. Ricky Ricardo's Records is a perfect candidate for the Legacy Business Registry Program. Thank you for your consideration.

Sincerely,

President London Breed
Board of Supervisors
City & County of San Francisco

City Hall • 1 Dr. Carlton B. Goodlett Place • San Francisco, California 94102-4689 • (415) 554-7630
Fax (415) 554 - 7634 • TDD/TTY (415) 554-5227 • E-mail: London.Breed@sfgov.org

LEGACY BUSINESS REGISTRY

Nominations and Applications

- Legislation allows for review of up to 300 nominations per year.
- There is no limit on the number of nominations that may be made by the mayor or an individual member of the Board of Supervisors.
- Includes nonprofit organizations.

LEGACY BUSINESS REGISTRY

Application (in English, Spanish, Chinese, and Tagalog)

www.sfosb.org/legacy-business/apply

SAN FRANCISCO
OFFICE OF SMALL BUSINESS

LEGACY BUSINESS REGISTRY
Application

LEGACY BUSINESS
SAN FRANCISCO

The Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes the nomination by a member of the Board of Supervisors or the mayor, a written application, an advisory recommendation from the Historic Preservation Commission and approval of the Small Business Commission.

1 DR. CARLTON B. GOODLETT PLACE, ROOM 140, SAN FRANCISCO, CALIFORNIA 94102-4681
(415) 554-6680 / www.sfosb.org / LegacyBusiness@sfgov.org

Submission Checklist:

Please proceed with your Legacy Business Registry application as follows:

- ☐ Review the Business Eligibility Criteria to make sure your business is eligible for the Registry.
- ☐ Before starting the application, make sure your business would be nominated by a member of the Board of Supervisors or the mayor. A promise of a letter of nomination versus the actual letter is sufficient to go forward with the application process.
- ☐ Complete Section One, Section Two, Section Three and Section Four. For Section Four (Written Historical Narrative), answer all the questions in a questions-and-answers (Q&A) format, preferably using the Q&A template provided by the Legacy Business Program. When completed, email the four sections to the Legacy Business Program at LegacyBusiness@sfgov.org with Section Four sent in a non-PDF format (e.g., Microsoft Word).

  The four sections can also be mailed or hand delivered to:

  Legacy Business Program
  Office of Small Business
  City and County of San Francisco
  1 Dr. Carlton B. Goodlett Place
  City Hall Room 140
  San Francisco, CA 94102
- ☐ The Legacy Business Program Manager will review the application and respond to the applicant about whether the business meets the Business Eligibility Criteria. The Program Manager will also provide any edits to Section Four (Written Historical Narrative).
- ☐ Review the edits to Section Four and respond to any questions from the Legacy Business Program Manager regarding the draft Section Four.
- ☐ Compile documents, photographs, ephemera and memorabilia for Section Five of the application and email them to LegacyBusiness@sfgov.org. They can also be mailed or hand delivered to the Legacy Business Program.
- ☐ When the Written Historical Narrative is complete, obtain a letter of nomination from a member of the Board of Supervisors or the mayor if you do not already have one.
- ☐ The Legacy Business Program Manager will collate the Legacy Business Registry application and email it to you for your review.
- ☐ Review the draft Legacy Business Registry application and provide any edits, as needed.
- ☐ When complete, the Legacy Business Program Manager will submit the completed application to the Historic Preservation Commission and the Small Business Commission for their review.

- ☐ The Legacy Business Program Manager will inform you about the schedule of noticed hearings for the Historic Preservation Commission and the Small Business Commission.
- ☐ A $50 nonrefundable application fee is required from the business prior to listing on the Legacy Business Registry. The application must be paid by check payable to: "City and County of San Francisco - Office of Small Business" or "CCSF-OSB." The check should be mailed or hand-delivered to the Legacy Business Program:

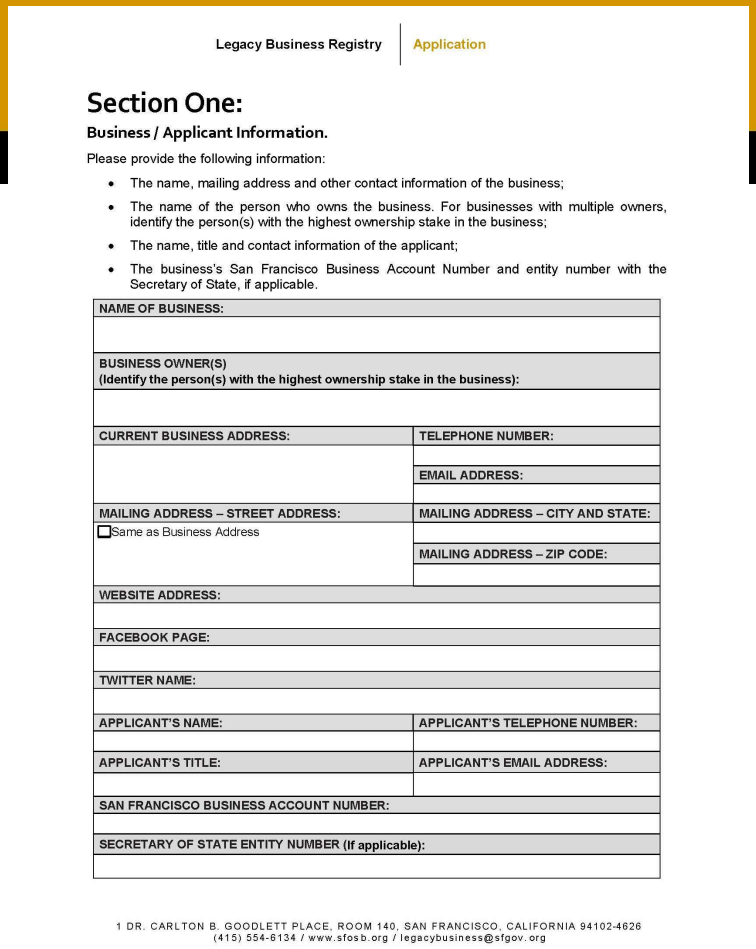
  Legacy Business Program
  Office of Small Business
  City and County of San Francisco
  1 Dr. Carlton B. Goodlett Place
  City Hall Room 140
  San Francisco, CA 94102

LEGACY BUSINESS REGISTRY

Section One

Business / Applicant Information

- Writable PDF
- Electronic signatures acceptable



Legacy Business Registry | Application

Section One:

Business / Applicant Information.

Please 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:	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
☐ Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
FACEBOOK PAGE:	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

1 DR. CARLTON B. GOODLETT PLACE, ROOM 140, SAN FRANCISCO, CALIFORNIA 94102-4626
(415) 554-6134 / www.sfosb.org / legacybusiness@sfgov.org

LEGACY BUSINESS REGISTRY

Section Two
Business Location(s)

- Must include address, starting year and ending year (if applicable)
- Business headquarters may be outside of San Francisco
- No break in San Francisco operations exceeding two years

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
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	**DATES OF OPERATION AT THIS LOCATION**	
☐ Yes ☐ No		

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:

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:

LEGACY BUSINESS REGISTRY

Section Three

Disclosure Statement

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. A business deemed not current 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 grants through the Legacy Business Program.

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.

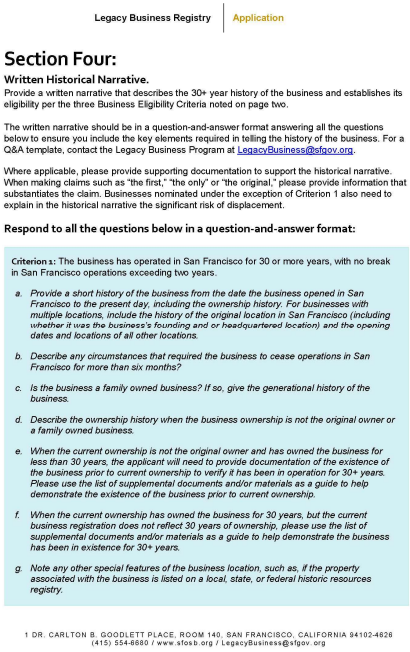
Name (Print): Date: Signature:

LEGACY BUSINESS REGISTRY

Section Four

Written Historical Narrative

- Q&A template is available and recommended for applicants
- Free assistance with narratives and applications is available from the SF Small Business Development Center



Legacy Business Registry | Application

Section Four:

Written Historical Narrative.

Provide a written narrative that describes the 30+ year history of the business and establishes its eligibility per the three Business Eligibility Criteria noted on page two.

The written narrative should be in a question-and-answer format answering all the questions below to ensure you include the key elements required in telling the history of the business. For a Q&A template, contact the Legacy Business Program at LegacyBusiness@sfgov.org.

Where applicable, please provide supporting documentation to support the historical narrative. When making claims such as "the first," "the only" or "the original," please provide information that substantiates the claim. Businesses nominated under the exception of Criterion 1 also need to explain in the historical narrative the significant risk of displacement.

Respond to all the questions below in a question-and-answer format:

Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years.

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.*

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

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

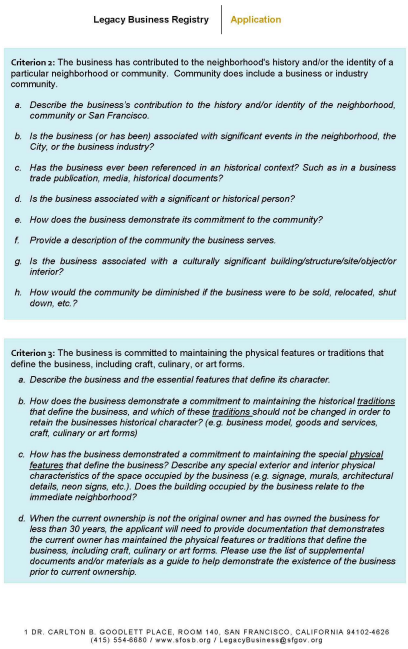
d. *Describe the ownership history when the business ownership is not the original owner or a family owned business.*

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.*

f. *When the current ownership has owned the business for 30 years, but the current business registration does not reflect 30 years of ownership, please use the list of supplemental documents and/or materials as a guide to help demonstrate the business has been in existence for 30+ years.*

g. *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.*

1 DR. CARLTON B. GOODLETT PLACE, ROOM 140, SAN FRANCISCO, CALIFORNIA 94102-4626
(415) 554-6880 / www.sfosb.org / LegacyBusiness@sfgov.org



Legacy Business Registry | Application

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community. Community does include a business or industry community.

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

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

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

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

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

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

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

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

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

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

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)*

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.). Does the building occupied by the business relate to the immediate neighborhood?*

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.*

1 DR. CARLTON B. GOODLETT PLACE, ROOM 140, SAN FRANCISCO, CALIFORNIA 94102-4626
(415) 554-6880 / www.sfosb.org / LegacyBusiness@sfgov.org

LEGACY BUSINESS REGISTRY

Section Five
Supplemental Historical Documents

- Ownership documents/history
- Photographs (current and historical)
- News articles
- Letters of support
- Political commendations

Section Five:

Supplemental Historical Documents.

In addition to the narrative, please include as many supplemental historical documents as are available. This information will provide the commissioners a visual context to build an argument for listing on the Legacy Business Registry. Materials should include information on all physical features, traditions and practices noted in the written narrative and that identify the business for the Legacy Business Registry.

Historic Legal Documents, such as:

- ☐ San Francisco Business Registration Certificate (original or dating back to 30+ years)
- ☐ Articles of Incorporation with the California Secretary of State
- ☐ Change in Business Ownership (if current business ownership is less than 30 years)

Photographs:

Required

- ☐ At least one current overall exterior photo.
- ☐ At least one current interior photo.
- ☐ Photos of all exterior and interior business signage.
- ☐ Additional photos of any unique exterior and interior features of the location called out in the list of "physical features or traditions" that are closely and strongly associated with the significance of the community engagement.

Supplemental If Available

- ☐ Historical photos of the business location, business exterior, business interior and/or business signage.
- ☐ Photos of historical events involving the business.
- ☐ Photos of the unique craft, art, cuisine or tradition that define the business.
- ☐ Visual support to what is written in the historical narrative.

Ephemera and Memorabilia:

- ☐ Newspaper, magazine and/or newsletter articles from past and present publications that support the historical narrative.
- ☐ Internet links to videos that support the historical narrative.
- ☐ Letters of support.
- ☐ Copies of awards and/or commendations.
- ☐ Miscellaneous ephemera and memorabilia, including advertisements, bookmarks, catalogs, greeting cards, letters, matchbooks, menus, pamphlets, postcards, posters, tickets, etc.

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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

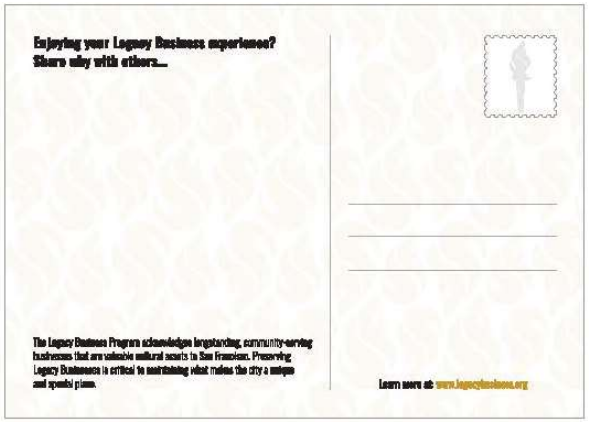
Roxie Theater

3117 16th Street

Added August 2016

MARKETING

Logo and Branding



MARKETING AND PROMOTION

Recently Designed

- Logo
- Brand Book
- Marketing Toolkit
- Certificates
- Bronze Plaques
- Window Clings
- Stickers
- Postcards
- Website Design and Structure
- Letterhead
- Business Cards
- Envelopes
- More

LEGACY BUSINESS

SAN FRANCISCO

MARKETING

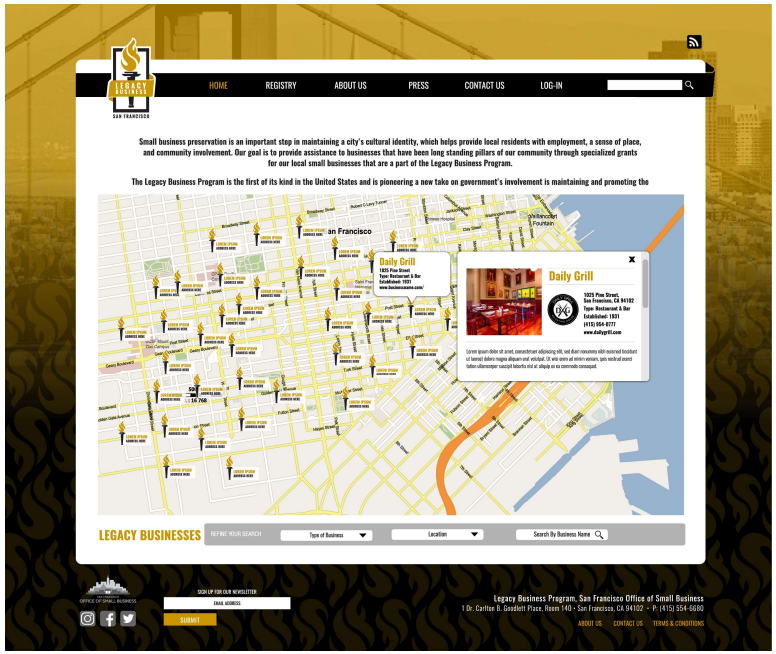
New Website and Upgraded Marketing

www.legacybusiness.org

Website designed by Osaki Creative Group

Implemented by Design Media on March 11, 2021

New services and web pages planned for 2021



MARKETING

Bronze Plaques

Designed by Osaki Creative Group

To be manufactured and installed by Priority Architectural Graphics

First plaques planned for 2021

BUSINESS ASSISTANCE

One-On-One Business Assistance

San Francisco Small Business Development Center (SBDC)

- Assistance with Legacy Business Registry applications
- Technical assistance and one-on-one consulting
- Assistance with grants and loans
- Assistance for businesses affected by construction or fires

GRANTS

Legacy Business Historic Preservation Fund

Established by an initiative ordinance and approved by 59.97% of San Francisco voters on November 3, 2015

Consisted of two grant programs:

1. Rent Stabilization Grant

2. Business Assistance Grant

GRANTS

Rent Stabilization Grant

Incentive for landlords to provide long-term leases to Legacy Businesses; landlords apply for the grant

Pays up to $4.50 per square foot up to 5,000 square feet
Example: 1,000 square feet = $5,000
Example: 5,000 square feet = $22,500

Grant applications are accepted year round

Biennial CPIs added since 2017-19

GRANTS

Business Assistance Grant

Legacy Businesses applied for the grant

Paid up to $500 per full-time employee (100 employees maximum)
Example: 1 FTE = Up to $500
Example: 100 FTEs = Up to $50,000

Biennial CPIs added since 2017-19

Due to financial constraints related to the coronavirus pandemic, the Business Assistance Grant will not be available in fiscal year 2020-21

GRANTS

Other Grants

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

LEGISLATION

Potential Legislation

- **Permit Streamlining**: Streamlining permit processing and/or other planning or zoning benefits for Legacy Businesses.
- **More Commercial Condominiums**: Encouraging or requiring the development of more commercial condominiums in mixed-use buildings.
- **Selling Commercial Condominiums to Legacy Businesses**: Providing incentives to property owners to sell commercial condominiums to Legacy Businesses.
- **Historic Preservation Protections in Commercial Districts**: Strengthening historic preservation protections of commercial buildings to lessen development pressure that is causing gentrification.
- **Down Payment Assistance for Legacy Businesses**: Developing a down payment assistance loan program or grant program that would help Legacy Businesses purchase properties on San Francisco's open market.
- **City Ownership of Property**: Having the City purchase property and do long-term rent-to-own scenarios with Legacy Businesses (e.g., Small Sites Program).

BUDGET

$1,020,400 = Typical annual budget since fiscal year 2016-17

$1 million for grants

- Additional funds would be needed starting in 2022-23 to fully fund the Rent Stabilization Grant

$20,400 for program expenses

- Includes marketing, bronze plaques, and branded office supplies

ANNUAL REPORTS

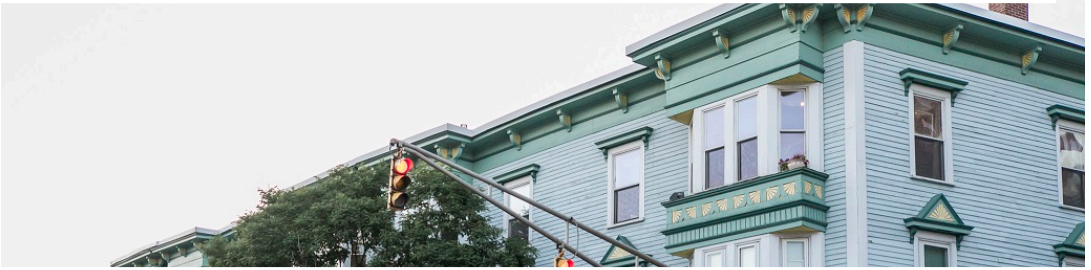
The Stud

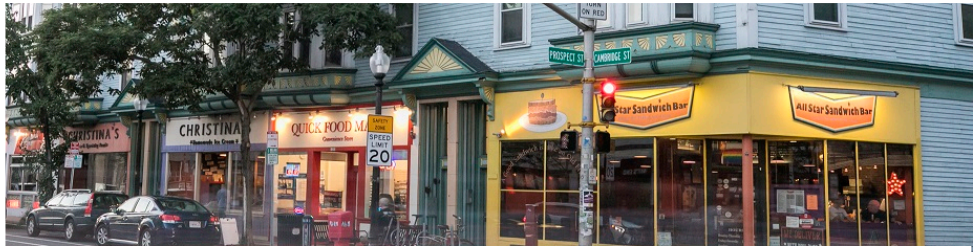
399 9th Street

Added November 2016

Reports Webpage:
https://sfosb.org/legacy-business/reports

Links to Annual Reports:
Legacy Business Program Annual Report, Fiscal Year 2019-20
Legacy Business Program Annual Report, Fiscal Year 2018-19
Legacy Business Program Annual Report, Fiscal Year 2017-18
Legacy Business Program Annual Report, Fiscal Year 2016-17





City of Cambridge
Community Development Department
Economic Development Division

Legacy Business Initiative

March 2021

About Cambridge

Cambridge Community Development Department

As the planning agency for the City of Cambridge, the Community Development Department (CDD) guides five programmatic divisions - Community Planning, Housing, Economic Development, Environmental and Transportation Planning, and Zoning and Development - that work to enhance the character and diversity of the city's neighborhoods, preserve and create affordable housing, promote accessible and sustainable mobility, build environmental resilience, and foster economic vitality.

Learn more: cambridgema.gov/CDD

About Cambridge

With over 110,000 people located within a 6.4 square mile area, Cambridge is a unique community with a strong mix of cultural, demographic and social diversity, intellectual vitality, and technological innovation. Located across the Charles River from Boston, Cambridge is home to world-renowned educational institutions, Harvard University and Massachusetts Institute of Technology (MIT). The city has developed into an international community, with 27% of residents being foreign born, representing over 70 countries, and speaking more than 40 different languages.

About the Cambridge Economic Development Division

The City has a goal to cultivate a supportive environment for small, women, and minority-owned businesses.

The Division does this through the following programs:

- Grant Programs (including COVID related Programs)
- Business Development Workshops
- Counseling and Technical Assistance
- Support for our Commercial Districts
- Business Recruitment & Retention
- Market Information

Legacy Business Initiative

- Cambridge Program began in 2019
- Developed database of over 762 small businesses and institutions, includes:
  - Year business opened
  - Current address
  - Commercial district
- 2019 National Small Business Week, City celebrated 17 oldest businesses by district and type
- Collaborated with the Cambridge Historical Commission

Photo courtesy of the Cambridge Historical Commission

Program Next Steps

- Develop a website with past and present awardees
- Expand beyond our database with a business certification form to verify businesses that have been in business for twenty-five (25) years or more
- Continuing the Legacy Business Luncheon through National Small Business Week and provide businesses with website decals/icons

San Antonio's Legacy Business Program

Shanon Miller
Historic Preservation Officer

Beginnings

OFFICE OF HISTORIC PRESERVATION
LEGACY BUSINESS
SA | TX

CELEBRATES

Cultural and Economic Heritage

Preserving Living Heritage for Economic Prosperity

CRITERIA

Del Bravo
Oldies but Goodies
LEGACY BUSINESS
OFFICE OF HISTORIC PRESERVATION
LEGACY BUSINESS
SA | TX

CRITERIA

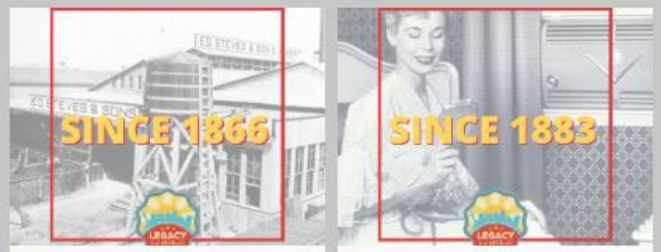
BENEFITS

Legacy Businesses

Edit

tile, or a number marker on the map to learn more about a business.

ashion | Food | Hotels | Industry | Military | Mortuaries | Music | Ranching | Theaters | Traditi

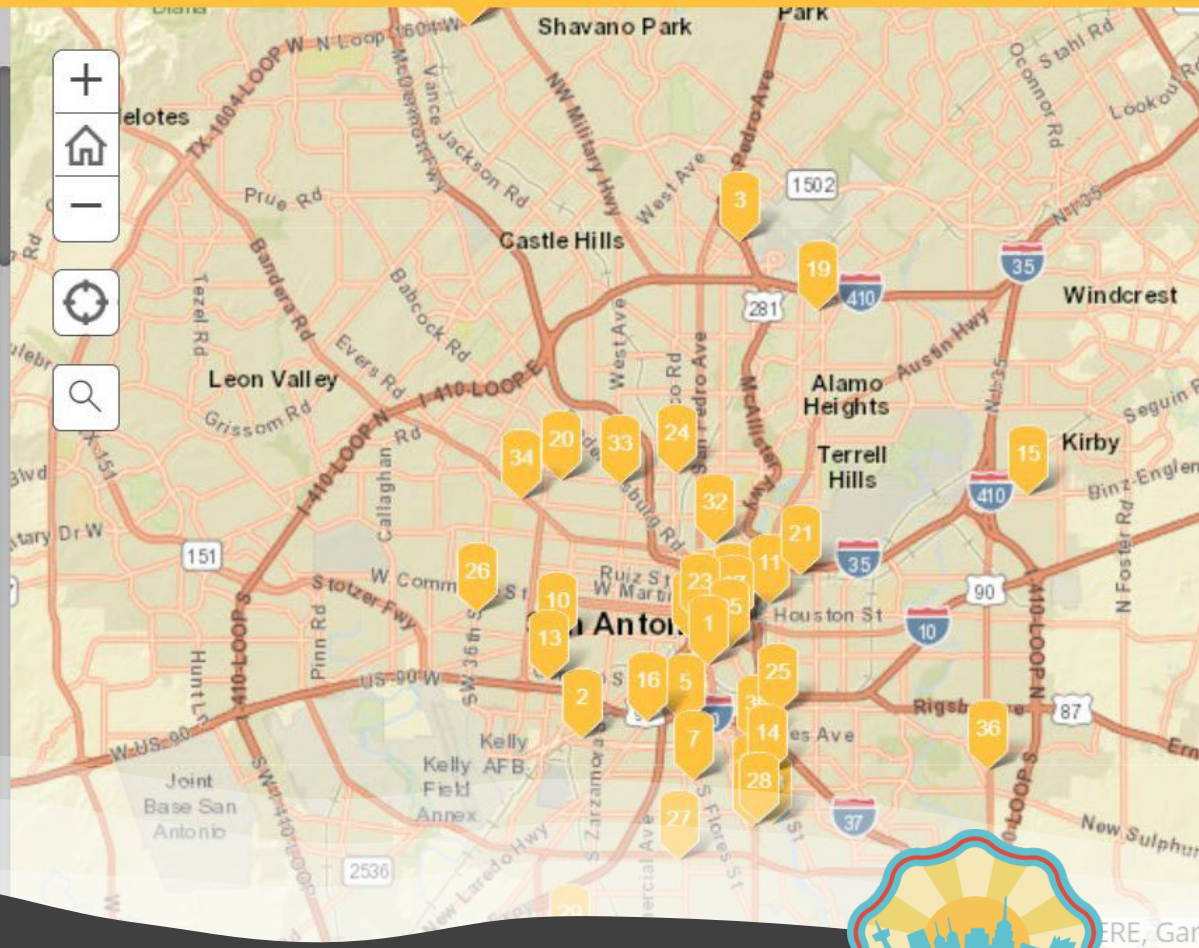


2 Steves & Sons Inc

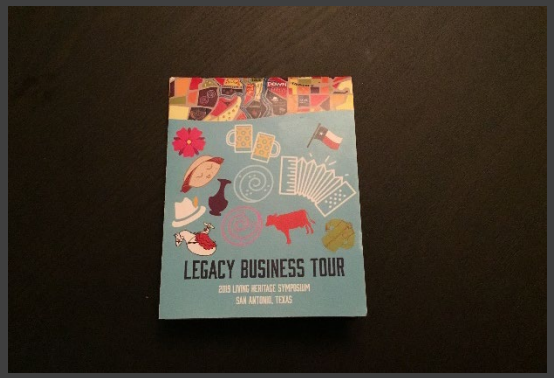
3 Friedrich Air Conditioning

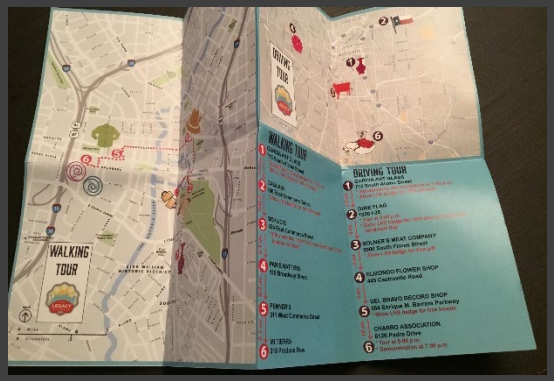
5 Bolner's Meat Company

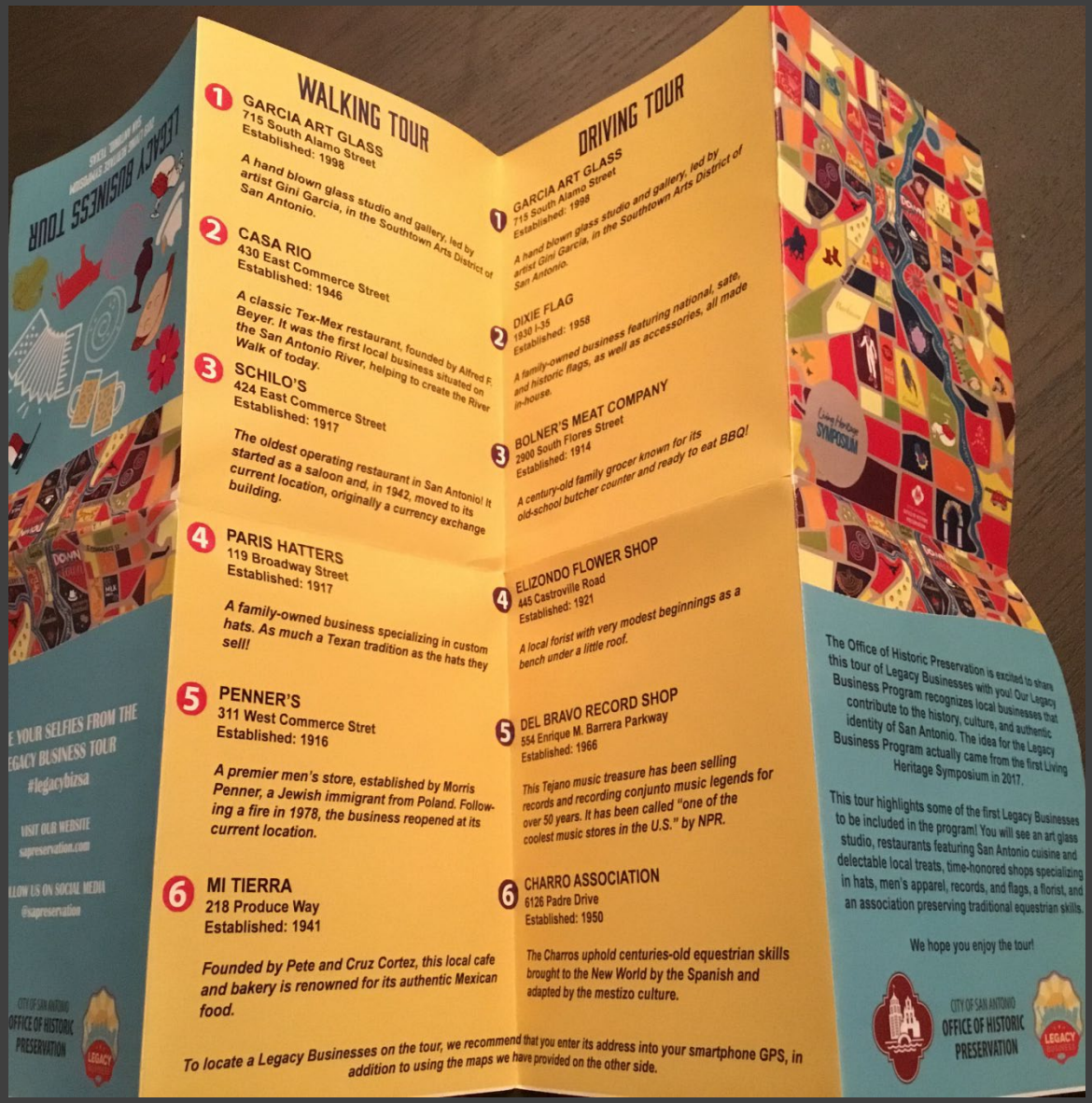
6 Schilo's Deli



OFFICE OF HISTORIC PRESERVATION
LEGACY BUSINESS
SA | TX







LEGACY BUSINESS TOUR

SAN ANTONIO, TEXAS

E YOUR SELFIES FROM THE
EGACY BUSINESS TOUR
#legacybizsa

VISIT OUR WEBSITE
sapreservation.com

LLOW US ON SOCIAL MEDIA
@sapreservation

CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION

WALKING TOUR

1. **GARCIA ART GLASS**
   715 South Alamo Street
   Established: 1998

   A hand blown glass studio and gallery, led by artist Gini Garcia, in the Southtown Arts District of San Antonio.

2. **CASA RIO**
   430 East Commerce Street
   Established: 1946

   A classic Tex-Mex restaurant, founded by Alfred F. Beyer. It was the first local business situated on the San Antonio River, helping to create the River Walk of today.

3. **SCHILO'S**
   424 East Commerce Street
   Established: 1917

   The oldest operating restaurant in San Antonio! It started as a saloon and, in 1942, moved to its current location, originally a currency exchange building.

4. **PARIS HATTERS**
   119 Broadway Street
   Established: 1917

   A family-owned business specializing in custom hats. As much a Texan tradition as the hats they sell!

5. **PENNER'S**
   311 West Commerce Stret
   Established: 1916

   A premier men's store, established by Morris Penner, a Jewish immigrant from Poland. Following a fire in 1978, the business reopened at its current location.

6. **MI TIERRA**
   218 Produce Way
   Established: 1941

   Founded by Pete and Cruz Cortez, this local cafe and bakery is renowned for its authentic Mexican food.

DRIVING TOUR

1. **GARCIA ART GLASS**
   715 South Alamo Street
   Established: 1998

   A hand blown glass studio and gallery, led by artist Gini Garcia, in the Southtown Arts District of San Antonio.

2. **DIXIE FLAG**
   1930 I-35
   Established: 1958

   A family-owned business featuring national, sate, and historic flags, as well as accessories, all made in-house.

3. **BOLNER'S MEAT COMPANY**
   2900 South Flores Street
   Established: 1914

   A century-old family grocer known for its old-school butcher counter and ready to eat BBQ!

4. **ELIZONDO FLOWER SHOP**
   445 Castroville Road
   Established: 1921

   A local forist with very modest beginnings as a bench under a little roof.

5. **DEL BRAVO RECORD SHOP**
   554 Enrique M. Barrera Parkway
   Established: 1966

   This Tejano music treasure has been selling records and recording conjunto music legends for over 50 years. It has been called "one of the coolest music stores in the U.S." by NPR.

6. **CHARRO ASSOCIATION**
   6126 Padre Drive
   Established: 1950

   The Charros uphold centuries-old equestrian skills brought to the New World by the Spanish and adapted by the mestizo culture.

To locate a Legacy Businesses on the tour, we recommend that you enter its address into your smartphone GPS, in addition to using the maps we have provided on the other side.

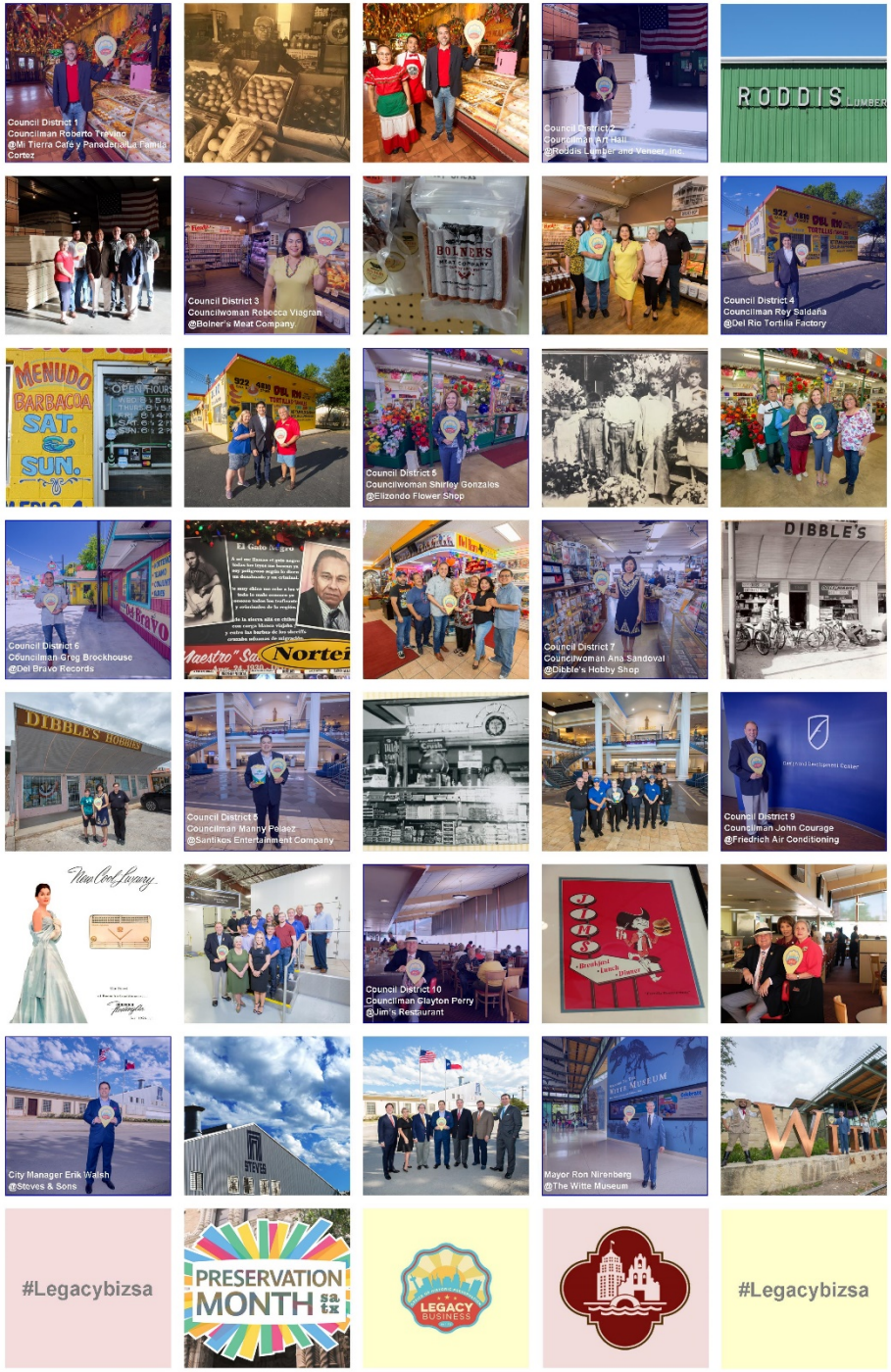
Living Heritage SYMPOSIUM

The Office of Historic Preservation is excited to share this tour of Legacy Businesses with you! Our Legacy Business Program recognizes local businesses that contribute to the history, culture, and authentic identity of San Antonio. The idea for the Legacy Business Program actually came from the first Living Heritage Symposium in 2017.

This tour highlights some of the first Legacy Businesses to be included in the program! You will see an art glass studio, restaurants featuring San Antonio cuisine and delectable local treats, time-honored shops specializing in hats, men's apparel, records, and flags, a florist, and an association preserving traditional equestrian skills.

We hope you enjoy the tour!

CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION



City of San Antonio Office of Historic Preservation
Published by Derek Tulowitzky · May 15 ·

Today, we're highlighting Casa Rio as we #SupportLegacyBusinesses. These businesses are vital to every city's heritage, but especially San Antonio's. The program was created to celebrate the economic and cultural contributions of small businesses and to champion their continued success.

Can you believe the Regular Plate has been on the menu since 1946??? Talk about keeping traditions going! We all miss Casa Rio's umbrellas, but they'll be coming back soon! Follow along on th... See More

3,543
People Reached

370
Engagements

Boost Post

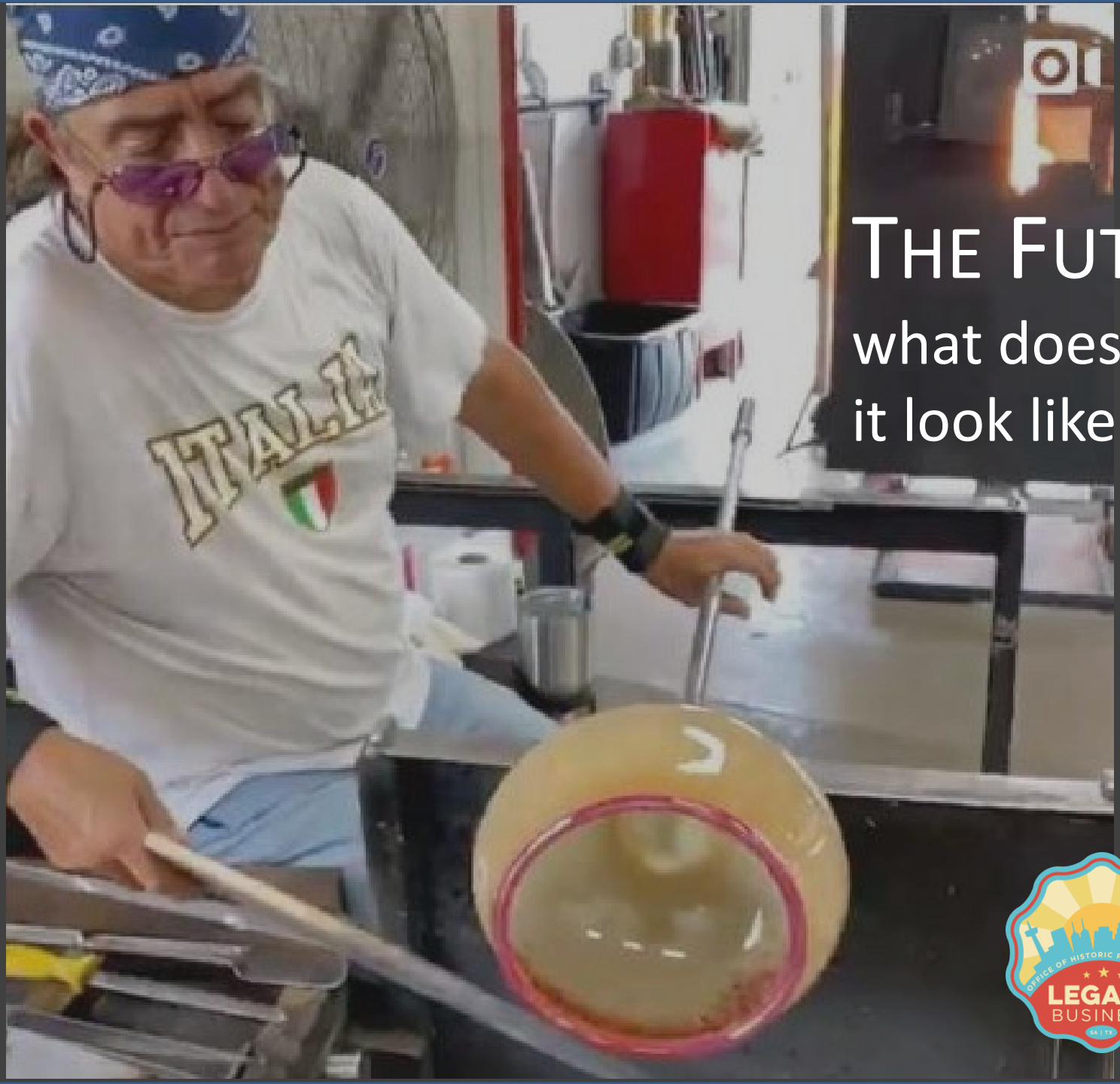
You and 45 others

3 Comments 12 Shares

CELEBRATE!

not regulate

- ✓ **DOES NOT guarantee financial incentives**
- ✓ **DOES NOT mean that there will be any design review requirements or other restrictions placed on the business**



THE FUTURE

what does
it look like?

OFFICE OF HISTORIC PRESERVATION
LEGACY
BUSINESS
SA | TX

PAS Memo
Legacy Business Programs: Emerging Directions

Elizabeth Morton, PhD

Forthcoming 2021

This is a dynamic topic, so watch for more programs and details

Additional City Programs:
Age and "Character" Criteria

City	Year Est.	Min. age	Other criteria/requirements (condensed)
Horry County, SC Legacy Business Recognition Program Historic Preservation Commission	2014	50	• Contributed to the economic heritage of County
Washington, DC Legacy Business Grant Great Streets Program (DMPED)	2019	25	• Located in (or moving to) one of 13 "Great Street" commercial revitalization areas • Must provide information about "historic significance of building and its impact on DC and its respective neighborhoods" (among many other scoring criteria)
Seattle, WA Legacy Business Program Office of Econ. Dev.	2019	10	• Contribute to ground-level streetscape and/or neighborhood identity ("placemaking") • Serve a community function "above and beyond basic sale of good and services" • Face a significant risk of displacement • Fewer than 50 employees; independently-owned
Missoula, MT Legacy Business Recognition Program Historic Preservation Program	2019	50	• Longstanding, community-serving local business
Pasadena, CA Legacy Business Recognition Program Econ. Dev. Division	2021	50	• Operated under the same general name for duration of the business • Contributed to the community in a unique way
Miami Beach, FL Legacy Business Designation South Beach Entertainment District	2021	25	• Unique to/original location Miami Beach • Demonstrated record of promoting Miami Beach in a positive manner • Significantly contributed to history or identity of City or neighborhood • Committed to maintaining unique physical features, services, arts, performances or traditions that define business, including, but not limited to craft, culinary, or art forms

Additional City Programs:
Benefits of Being a Legacy Business

City	Min. age	Benefits (condensed)
Horry County, SC Legacy Business Recognition Program Historic Preservation Commission	50	• Award ceremony • Publicity on city website
Washington, DC Legacy Business Grant Great Streets Program (DMPED)	25	• Grants for build-out of new or vacant space; interior or exterior renovations (including façade improvement; and/or purchase or installation of heavy equipment • Legacy Business Supplemental Microgrants part of COVID-19 Relief funding
Seattle, WA Legacy Business Program Office of Econ. Dev.	10	• Award ceremony • Promotional video produced, shared on city website and social media • Comprehensive Commercial Lease toolkit • Comprehensive Succession Planning toolkit • Social media marketing toolkit • 2 hours free legal consultation • 8 hours free CPTED consultation
Missoula, MT Legacy Business Recognition Program Historic Preservation Program	50	• Publicity on city website • Educational and promotional assistance
Pasadena, CA Legacy Business Recognition Program Econ. Dev. Division	50	• Publicity in city newsletter and social media • Formal recognition by City Council • Window decal
Miami Beach, FL Legacy Business Designation South Beach Entertainment District	25	• At present simply documentation, with possible benefits like regulatory flexibility in the future

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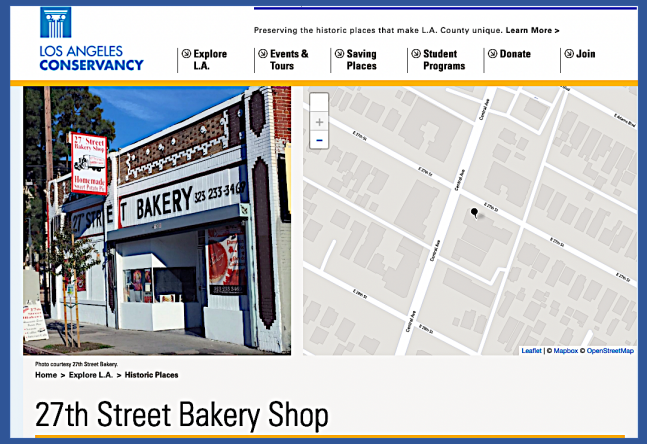
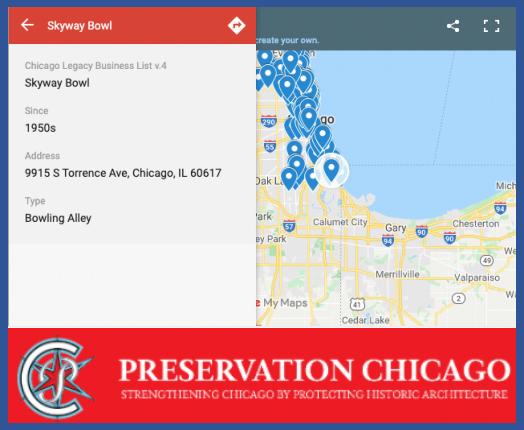
LONG BEACH LEGACY BUSINESS
CERTIFIED BY LONG BEACH HERITAGE

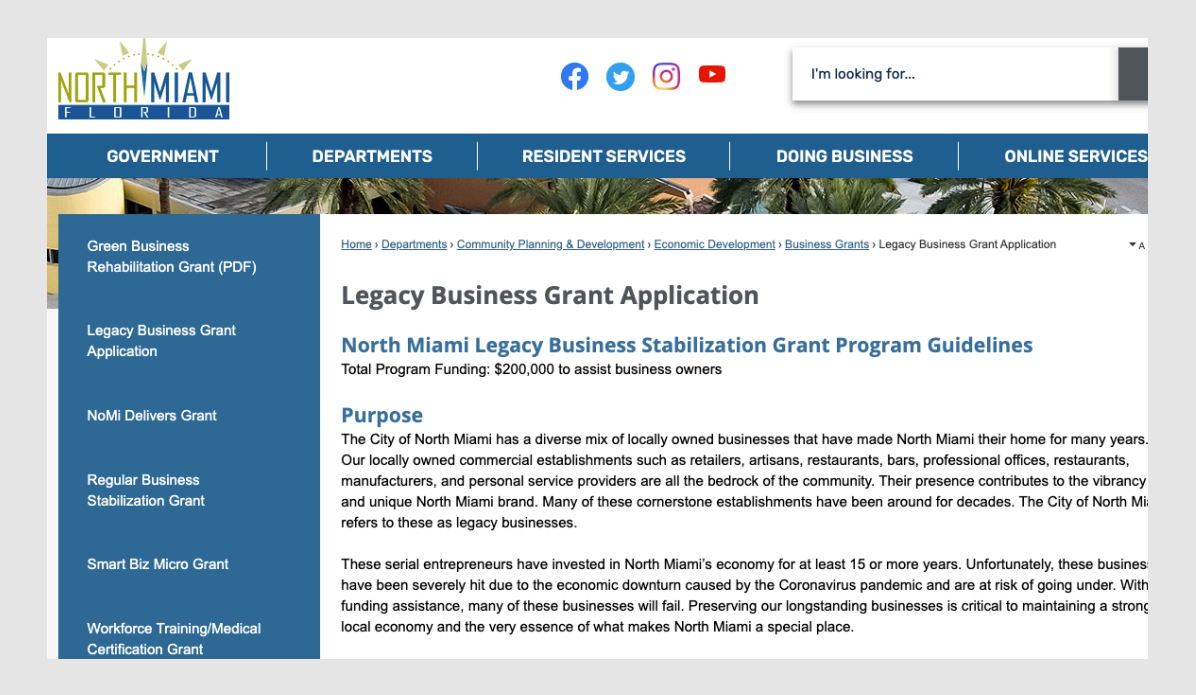
Greater Portland Landmarks
Historic character enriches our lives





Nonprofit Advocacy Groups

Programs established since 2019



Enhanced Funding for COVID-19 Relief

- 15 yr. old businesses
- Not chain or franchise

- "Our locally owned commercial establishments such as retailers, artisans, restaurants, bars, professional offices, restaurants, manufacturers, and personal service providers are all the bedrock of the community. Their presence contributes to the vibrancy and unique North Miami brand."

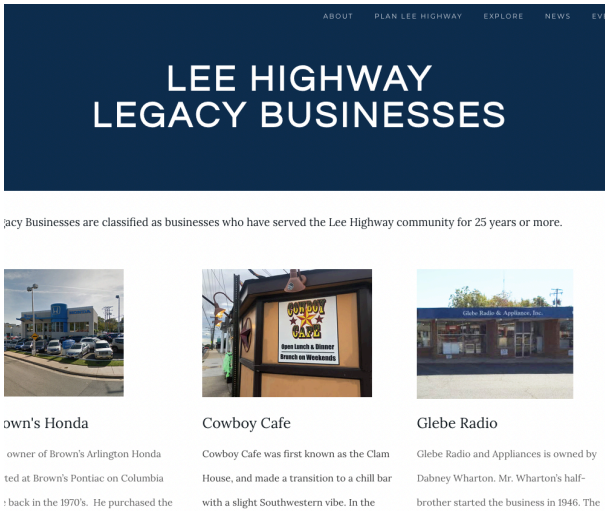
Enhanced Funding for COVID-19 Relief

- 20 yr. old businesses
- Arts venues, bars, live music/performance or restaurants
- Must commit to "maintaining business' unique contribution to the City's special culture and brand"
- Financial support and technical assistance to "help sustain many of the businesses that make Austin feel like home"

University-Community Partnership Arlington, VA

Virginia Tech MURP students documented businesses in two areas poised for growth:

- Lee Highway commercial corridor
- Green Valley, historically African American neighborhood



Partnership with Lee Highway Alliance/Plan Lee Highway

Virginia Tech – Arlington, VA
Studio Project:
Oral Histories

* Interactive Website
* Transcripts in County's Center for Local History
* Independent Media radio series

Full Interview on Arlington's WERA 96.7

Heidelberg Pastry Shoppe
by The Local Shop FOLLOW

00:00 -27:53

14 0

THINGS TO DO FEATURES

'Local Shop' Leads Listeners Behind The Scenes Of Arlington Businesses

Radio show features interviews with Virginia Tech grad students and longtime business owners.

Grace Abi-Najm Shea and family, *by Lebanese Taverna*

0:00 / 1:55

"In 1979, my father found out that this little shop on the corner of McKinley and Washington Blvd. was for sale. It was owned by a Greek family, and at that time was called the 'Athenian Taverna.' My siblings helped my dad negotiate the lease, because his English was pretty poor. We didn't have enough money to change the whole sign. Hence was born, 'Lebanese Taverna.'"

Grace Abi-Najm Shea, owner

Some Lessons Learned…

- Start compiling data early – it's harder than you think!
  - Does the City maintain old business license records?
- Make sure you have a clear definition for a legacy business
  - Are nonprofits included? Chains?
  - At what point would an evolving legacy business be considered new?
- Consider a new grant or tax incentive program for legacy businesses
  - Do new grants have a dedicated funding source?
  - How to manage escalating grant obligations money-wise and staff-wise?
- Be creative about public engagement strategies

THANK YOU!

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