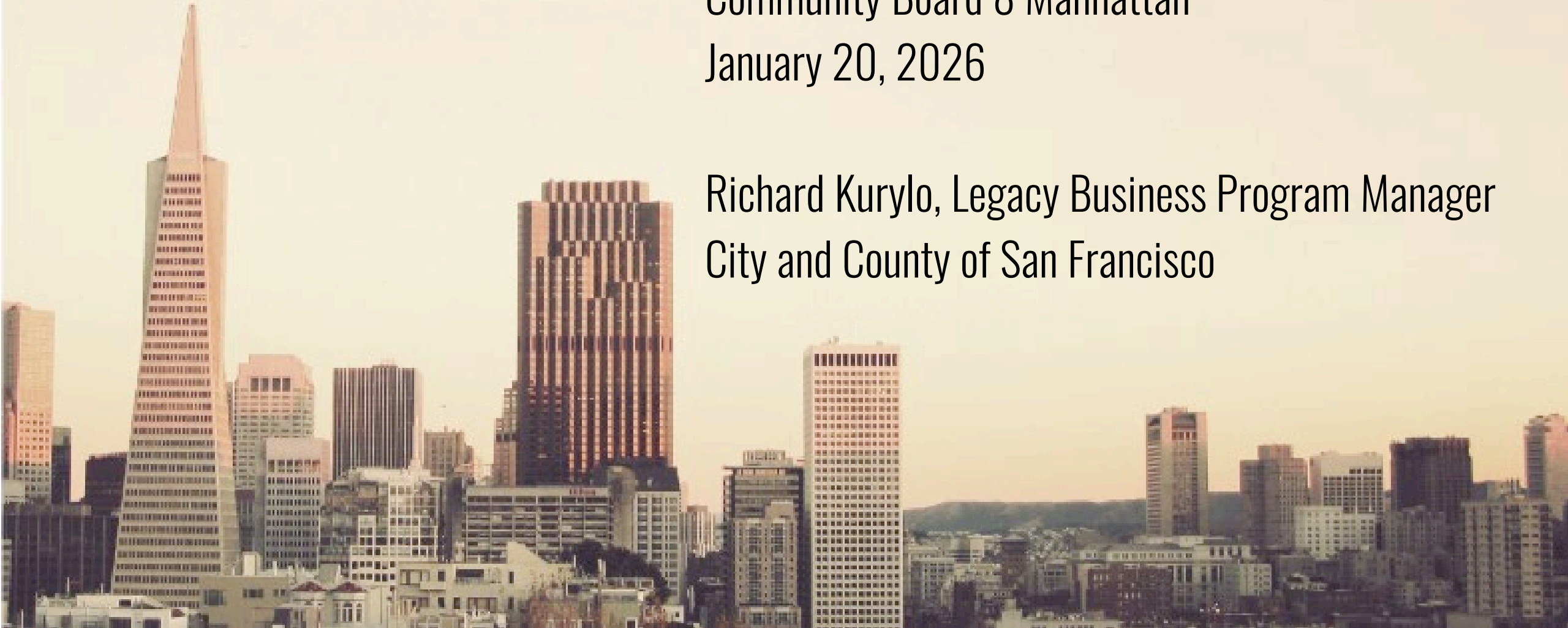


# LEGACY BUSINESS PROGRAM

Community Board 8 Manhattan

January 20, 2026

Richard Kurylo, Legacy Business Program Manager  
City and County of San Francisco

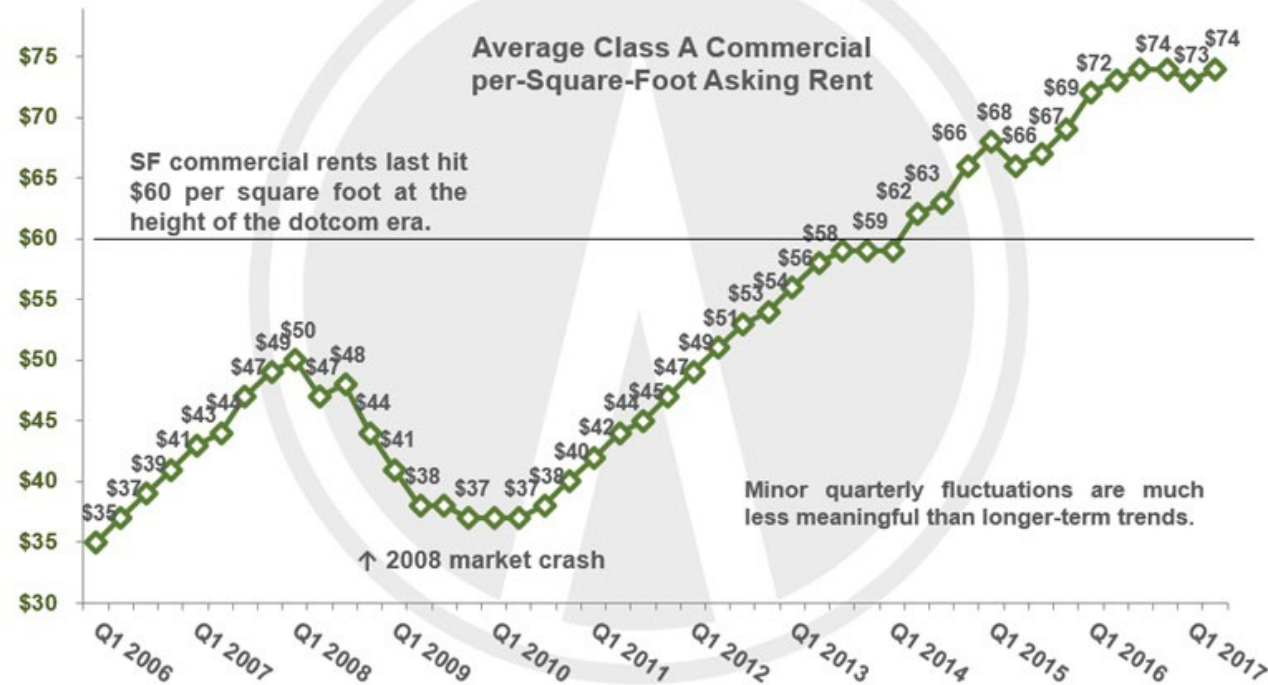


# HISTORY OF THE LEGACY BUSINESS PROGRAM

## SAN FRANCISCO COMMERCIAL LEASING MARKET

### Class A Commercial Asking Rent

SF Office of the Controller/ Jones  
Lang LaSalle through Q2 2017



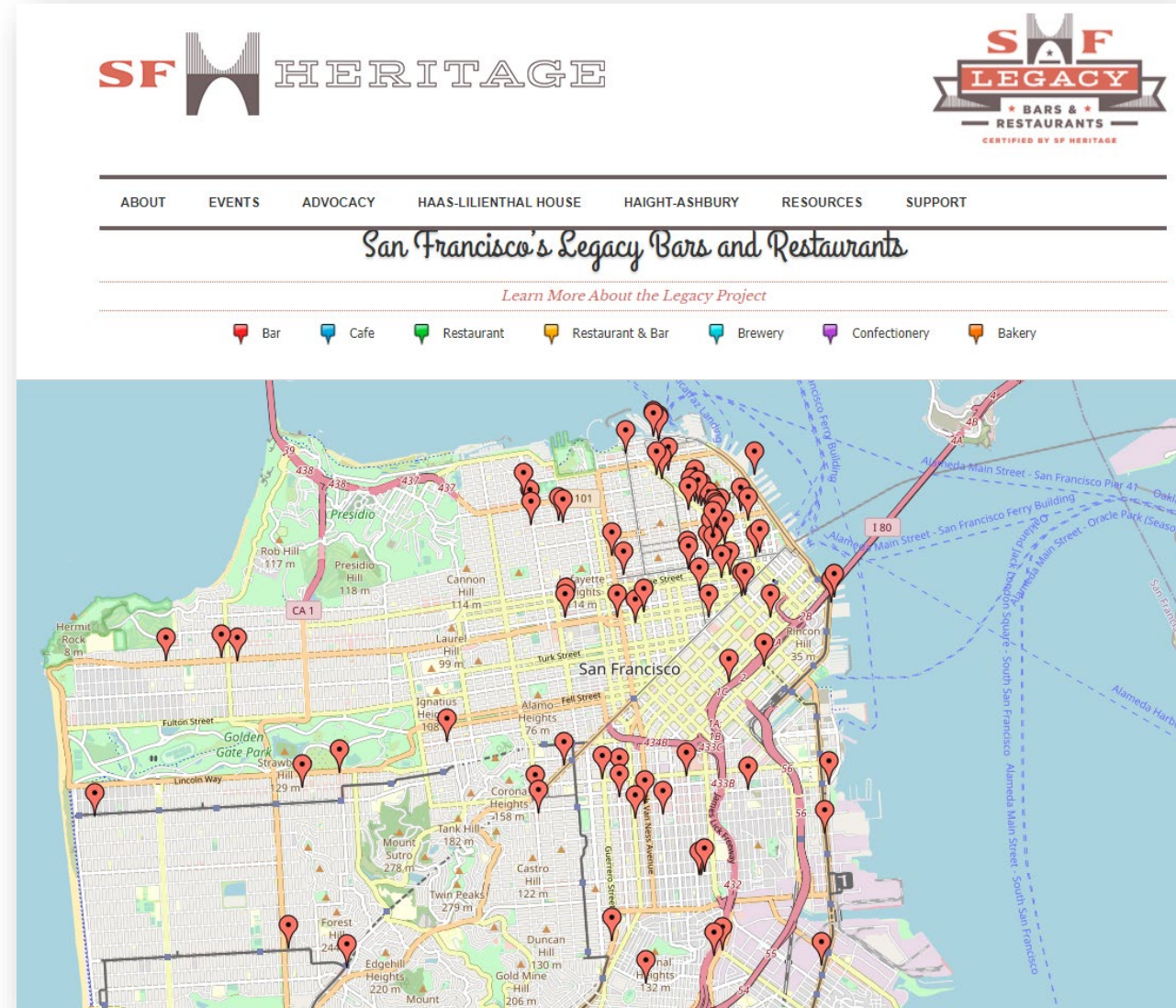
Data from sources deemed reliable but may contain errors and subject to revision.



PARAGON  
COMMERCIAL BROKERAGE

JAN. 2013

# Legacy Bars and Restaurants



SEPT. 2014

# Sustaining San Francisco's Living History



## **SUSTAINING SAN FRANCISCO'S LIVING HISTORY**

**Strategies for Conserving Cultural Heritage Assets**

San Francisco Heritage  
September 2014



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:<sup>[3]</sup>

“ 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?<sup>[4]</sup> ”



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

Election results from [San Francisco Elections Office](#)

# APPLYING FOR THE LEGACY BUSINESS REGISTRY

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

## Business Eligibility Criteria

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

Exception for businesses over 20 years old if the business is facing 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.**



## Application

[www.sf.gov/legacybusiness](http://www.sf.gov/legacybusiness) under “[Apply to join the Legacy Business Registry](#)”

### Required from applicant:

1. Application form (4 pages)
2. Written historical narrative (Q&A document)

### Added to application:

1. Staff review sheet
2. Letter of nomination (from the mayor or a member of the Board of Supervisors)
3. Pictures of the business
4. Optional ephemera (e.g., news articles, political commendations, awards, letters of support, etc.)

# 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.



## Registration Process



Legacy Business Program Staff

Planning Department Staff

Historic Preservation Commission

Small Business Commission

## Applications and Nominations

- Legislation allows for review of up to 300 nominations per year.
- Manageable number of applications is 5 per month (60 per year).
- Registry includes nonprofit organizations.
- Business headquarters may be outside of San Francisco.

# BENEFITS OF BEING A LEGACY BUSINESS

1. **Marketing/Promotion**
2. **Business Assistance**
3. **Grants**
4. **Legislation**

**Britex Fabrics**, 146 Geary Street, Added November 2016

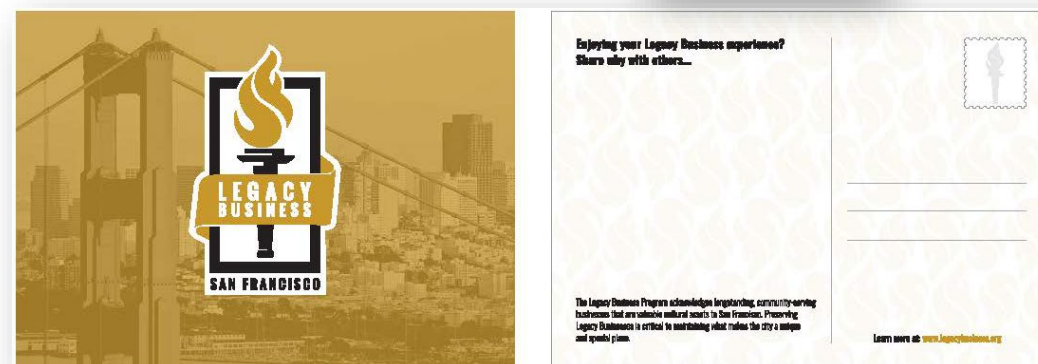


# MARKETING



## Branding and Branded Merchandise

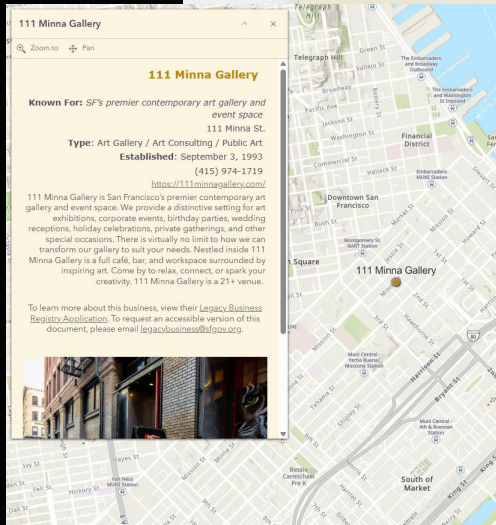
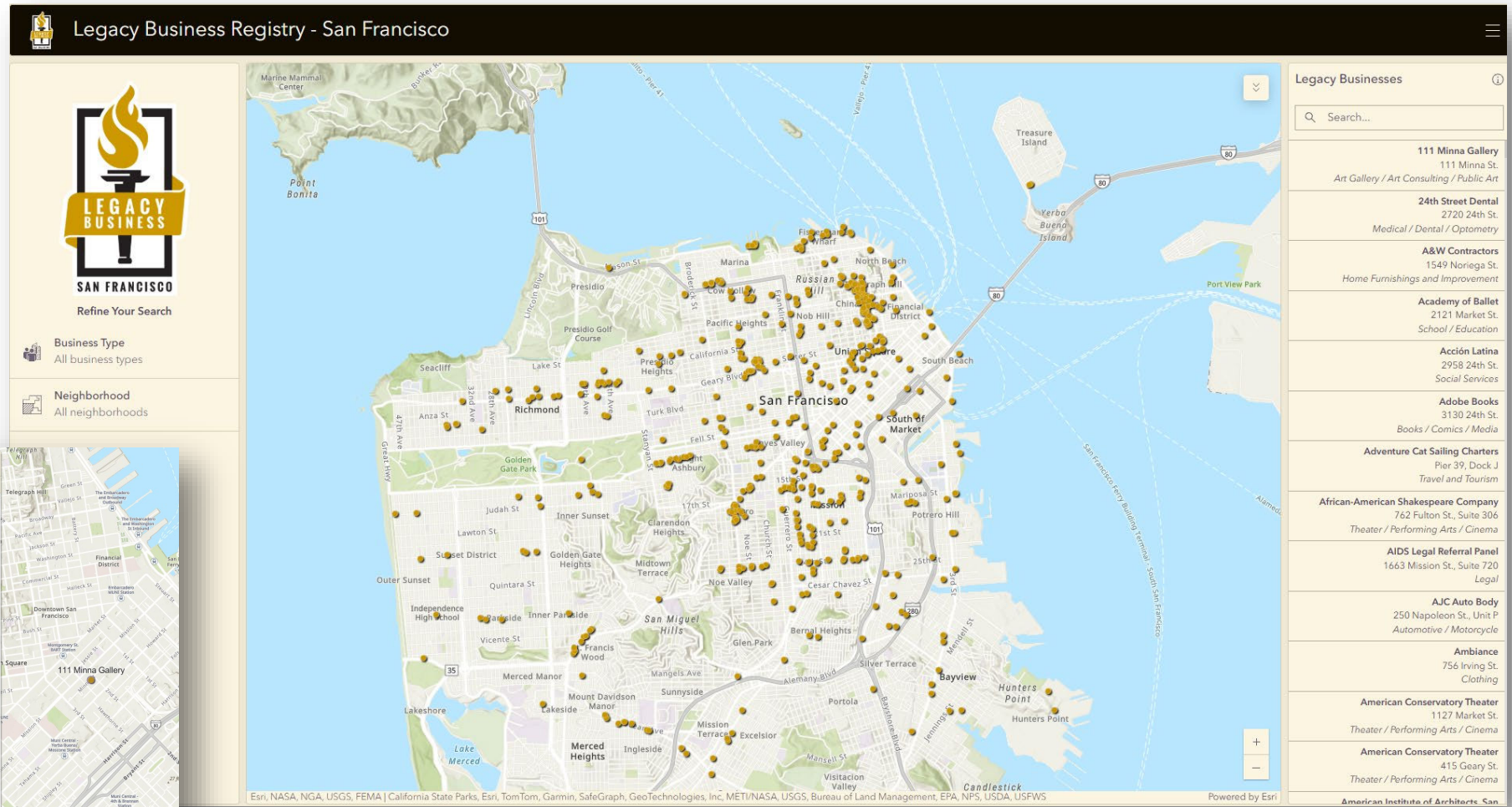
- Logo
- Branding and Brand Book for Reference
- Marketing Toolkit
- Certificates
- Plaques
- Window Clings
- Stickers
- Postcards
- Website Concept
- Letterhead
- Business Cards
- Envelopes
- More





# MARKETING


# Legacy Business Map



# MARKETING


## Legacy Walks

Pick your neighborhood and experience San Francisco through its Legacy Businesses




Pick your neighborhood and experience San Francisco through its Legacy Businesses!

[Find all Legacy Businesses](#)




### Castro

Spend a perfect Legacy Business day in the Castro, a neighborhood of freedom, acceptance, creativity, and diversity. [Click here for the Legacy Walk in the Castro.](#)




### Chinatown

Experience one of the nation's oldest and largest Chinatowns on your Legacy Walk. [Click here for the Legacy Walk in Chinatown.](#)




### Fisherman's Wharf

Your Legacy Walk in Fisherman's Wharf includes Pier 39, sea lions, sourdough bread, Irish coffee, and more! [Click here for the Legacy Walk in Fisherman's Wharf.](#)




### Haight-Ashbury and Cole Valley

Flamboyant clothing shops, hip restaurants, and long-loved stores mix with colorful Victorian buildings in the Haight-Ashbury and Cole Valley neighborhoods. [Click here for the Legacy Walk in Haight-Ashbury and Cole Valley.](#)



### Inner Richmond

Welcome to the Inner Richmond, a charming and diverse neighborhood featuring many culinary delights and cultural gems. [Click here for the Legacy Walk in the Inner Richmond.](#)



### Marina

The Marina is known for its stylish boutiques, numerous dining options, engaging nightlife, and iconic views of the San Francisco Bay and the Golden Gate Bridge. [Click here for the Legacy Walk in the Marina.](#)



# MARKETING

## Heritage Happy Hour

Monthly no-host happy hour in partnership with SF Heritage at a different Legacy Business each month



## MARKETING

# Other Marketing/Promotional Benefits

**Social Media:** Highlight Legacy Businesses on social media using the hashtag **#SFLegacyBiz**

**Attention:** Being a Legacy Business can provide extra attention in dealing with the City, press, or public

**Legacy Business Mixer:** Annual mixer during Small Business Week

**Neighborhood Anchor Business Program:** Legacy Businesses are automatically entered in the [Neighborhood Anchor Business Registry](#), which is a new program for businesses that are at least 15 years old

# MARKETING

# Strategic Marketing Plan

[www.sf.gov/legacybusiness](http://www.sf.gov/legacybusiness) under “[Strategic Marketing Plan](#)”



## Legacy Business Program

## Strategic Marketing Plan

**Prepared for**  
San Francisco Office of Small Business

**Prepared by**  
Design Media

**Karen Carbonnet**  
Senior Marketing Consultant

October 22, 2021

## Contents

03	<b>Executive Summary</b>
06	<b>Plan for the Legacy Business Program of the San Francisco Office of Small Business (SFOSB)</b>
07	Goal
07	Target Audiences
07	Unique Value Proposition
08	Recommended Marketing/Promotions Strategy
10	Online Strategy
11	Business Networking/Partnerships
11	Materials/Collateral
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13	Onboarding New Legacy Businesses
13	Opportunities
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18	Materials/Collateral
18	Summary
19	<b>Project Implementation for the Legacy Business Program Plan</b>
20	Short-Term Projects
21	Medium-Term Projects
23	Long-Term Projects

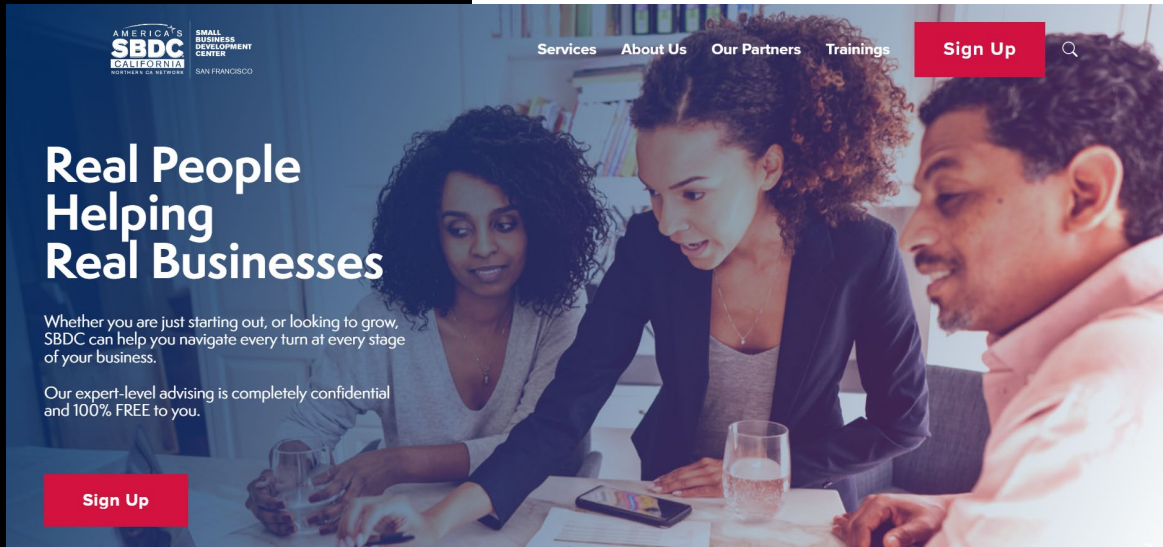
Identifies potential short-, medium-, and long-term projects.



# 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



## BUSINESS ASSISTANCE

### City Hall Point Person

Legacy Businesses can contact the Legacy Business Program at any time for questions about anything. We guide them to the right people to help the business.

87%

*say the Legacy  
Business Program  
has helped their  
business*

95%

*said they would  
recommend the  
program to another  
eligible business*

## GRANTS

# Legacy Business Historic Preservation Fund

Approved by San Francisco voters in November 2015

Consisted of two grant programs:

1. Business Assistance Grant
2. Rent Stabilization Grant

*Did not* include a dedicated source of funding

# GRANTS

## General Fund Allocation

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

### **\$1 million for grants**

- Includes grants for Legacy Businesses and their landlords

### **\$20,400 for program expenses**

- Includes marketing and promotions

## Business Assistance Grant

Former grant for Legacy Businesses

Paid up to \$500 per full-time equivalent employee (100 FTEs max.)

- Example: 1 FTE = \$500
- Example: 100 FTEs = \$50,000

Included biennial CPI adjustments

## GRANTS

### Rent Stabilization Grant

Former grant for landlords

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

Paid 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

Included biennial CPI adjustments

# Issues with the Business Assistance Grant

- Not related to rent, which is the purpose of the Legacy Business Program
- Difficult for applicants to produce payroll reports needed to confirm their data
- Time consuming for OSB staff to review payroll reports
- Big difference (100x) between the smallest and largest grants
- Not worth the time and effort for micro businesses

The Business Assistance Grant was in effect only for four years and was discontinued after fiscal year 2019-20



## Legacy Business Grant

- Replacement grant for the Business Assistance Grant created by the Legacy Business Program
- Differentiates between renters, owners, for-profit businesses, and non-profit organizations to create four categories of grantees:

A. For-Profit Renters	(Receive 4x)
B. For-Profit Property Owners	(Receive 3x)
C. Non-Profit Renters	(Receive 2x)
D. Non-Profit Property Owners	(Receive x)
- Simpler; easier; less time consuming; more equitable
- Implemented as a one-time grant with \$400,000 in 2021-22

## GRANTS

### Issues with the Rent Stabilization Grant

- Could not require that landlords share any portion of the grant with their Legacy Business tenants, which became a problem after the Business Assistance Grant was discontinued
- About 60% of landlords shared the grant with their tenants, but 40% did not

## GRANTS

### Business Stabilization Grant

- In 2024, the Legacy Business Program replicated the Rent Stabilization Grant as a new grant called the Business Stabilization Grant
- Requires landlords to share at least half of the grant with their Legacy Business tenants
- The Rent Stabilization Grant will be phased out over several years as multiple-year leases come to an end

# GRANTS

## Other Grants

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



# LEGISLATION

## Legislation

[www.sf.gov/legacybusiness](http://www.sf.gov/legacybusiness) under  
“[Legislation that supports Legacy Businesses](#)”



**SF.gov**

Services ▾

Departments ▾

Jobs

Contact ▾

🌐 English ▾

Search



## Legislation that supports Legacy Businesses

Learn about laws designed to help San Francisco's Legacy Businesses.

[Office of Small Business](#)

# LEGISLATION

## Potential Legislation

- **Permit Streamlining and/or Tax Breaks:** Streamlined permit processing, planning or zoning benefits, tax breaks, etc. for Legacy Businesses and/or their landlords.
- **City Departments Patronizing Legacy Businesses:** Encourage or require City departments to patronize Legacy Businesses.
- **Selling Commercial Condominiums to Legacy Businesses:** Encourage or require the development of more commercial condominiums in mixed-use buildings, then providing incentives to property owners to sell commercial condominiums to Legacy Businesses.
- **Legacy Business Commercial Mortgage:** Create a commercial mortgage that is more business-friendly than bank loans or SBA loans.
- **Down Payment Assistance for Legacy Businesses:** Develop a down payment assistance loan program or grant program that would help Legacy Businesses purchase properties.
- **City Ownership of Property:** Have the City purchase property and do long-term rent-to-own scenarios with Legacy Businesses (e.g., Small Sites Program).



A monochromatic, golden-yellow image of the San Francisco skyline. The Golden Gate Bridge is the central focus, with its two massive towers and suspension cables clearly visible. In the background, the dense city of San Francisco is visible, with numerous skyscrapers and buildings. The overall tone is warm and slightly hazy, giving it a vintage or artistic feel.

# QUESTIONS?

# CONTACT



## **Richard Kurylo**

Legacy Business Program

Office of Small Business

City Hall Room 140

San Francisco, CA 94102

(628) 652-1740

[legacybusiness@sfgov.org](mailto:legacybusiness@sfgov.org)

[sf.gov/legacybusiness](http://sf.gov/legacybusiness) or [legacybusiness.org](http://legacybusiness.org)