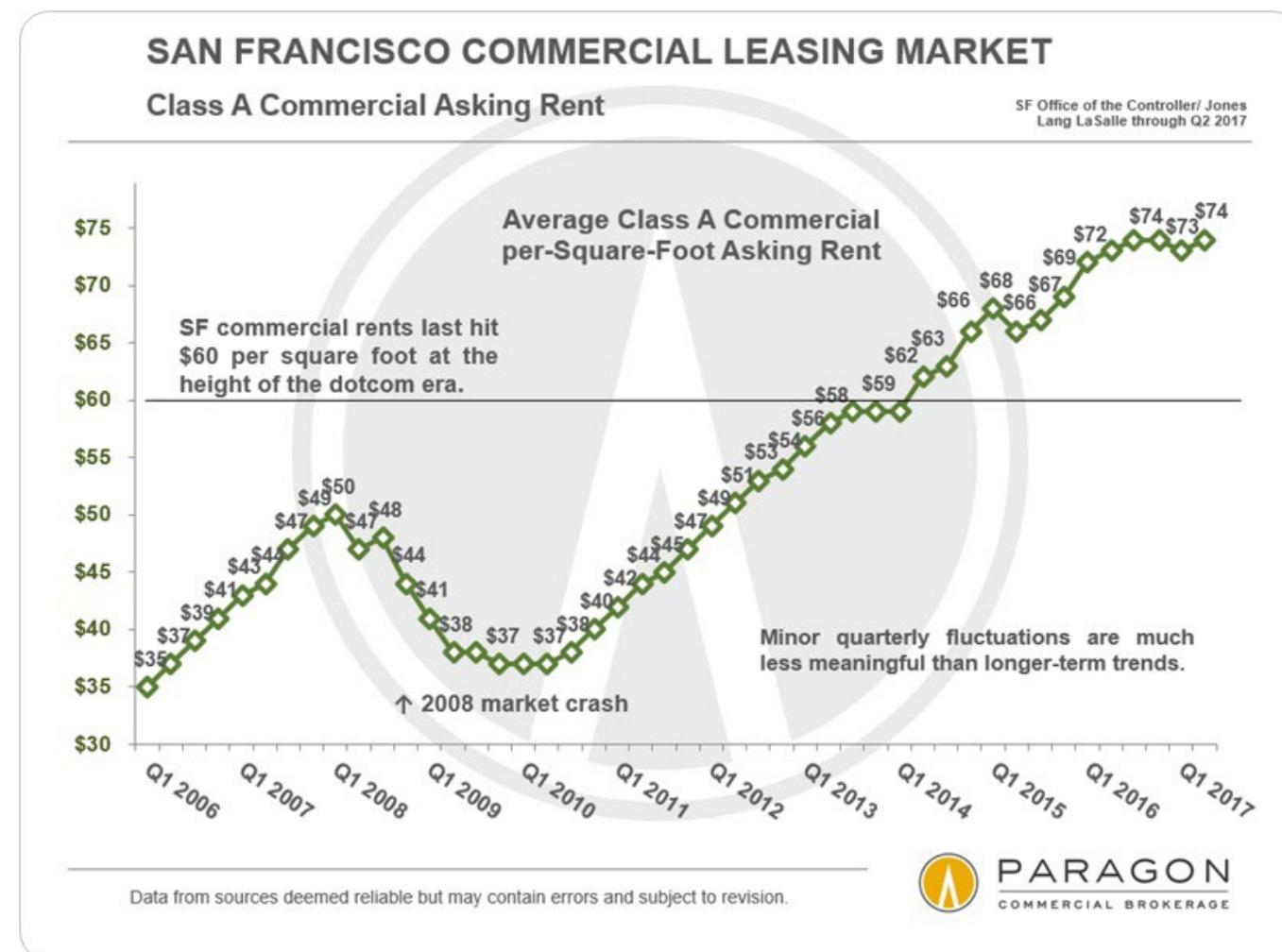


# LEGACY BUSINESS PROGRAM

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



JAN. 2013

# Legacy Bars and Restaurants

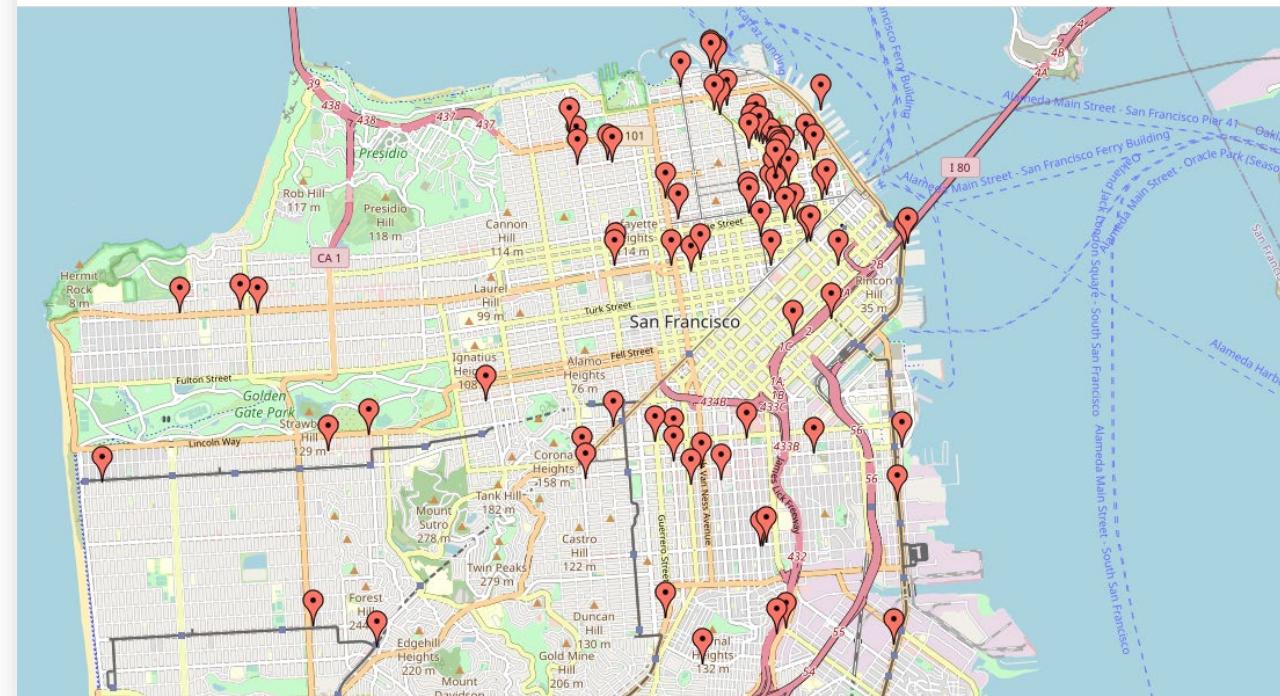


ABOUT EVENTS ADVOCACY HAAS-LILIENTHAL HOUSE HAIGHT-ASHBURY RESOURCES SUPPORT

## San Francisco's Legacy Bars and Restaurants

[Learn More About the Legacy Project](#)

Bar Cafe Restaurant Restaurant & Bar Brewery Confectionery Bakery



SEPT. 2014

# Sustaining San Francisco's Living History



## SUSTAINING SAN FRANCISCO'S LIVING HISTORY

Strategies for Conserving Cultural Heritage Assets

San Francisco Heritage  
September 2014

**SF** HERITAGE

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

Legacy Business Registry - San Francisco

**Legacy Businesses**

- 111 Minna Gallery  
111 Minna St.  
Art Gallery / Art Consulting / Public Art
- 24th Street Dental  
2720 24th St.  
Medical / Dental / Optometry
- A&W Contractors  
1549 Noriega St.  
Home Furnishings and Improvement
- Academy of Ballet  
2121 Market St.  
School / Education
- Acción Latina  
2958 24th St.  
Social Services
- Adobe Books  
3130 24th St.  
Books / Comics / Media
- Adventure Cat Sailing Charters  
Pier 39, Dock J  
Travel and Tourism
- African-American Shakespeare Company  
762 Fulton St., Suite 306  
Theater / Performing Arts / Cinema
- AIDS Legal Referral Panel  
1663 Mission St., Suite 720  
Legal
- AJC Auto Body  
250 Napoleon St., Unit P  
Automotive / Motorcycle
- Ambiance  
756 Irving St.  
Clothing
- American Conservatory Theater  
1127 Market St.  
Theater / Performing Arts / Cinema
- American Conservatory Theater  
415 Geary St.  
Theater / Performing Arts / Cinema
- American Institute of Architects San

**111 Minna Gallery**

**Known For:** SF's premier contemporary art gallery and event space

**Type:** Art Gallery / Art Consulting / Public Art

**Established:** September 3, 1993

**Phone:** (415) 874-1719

<https://111minnagallery.com/>

**111 Minna Gallery** is San Francisco's premier contemporary art gallery and event space. We provide a distinctive setting for art exhibitions, corporate events, birthday parties, wedding receptions, holiday parties, meetings, and other special occasions. There is virtually no limit to what can transform our gallery to suit your needs. Nestled inside 111 Minna Gallery is a full cafe, bar, and workspace surrounded by inspiring art. Come by to relax, connect, or spark your creativity. 111 Minna Gallery is a 21+ venue.

To learn more about this business, view their Legacy Business Registry Application. To request an accessible version of this document, please email [legacybusiness@sfgov.org](mailto:legacybusiness@sfgov.org).

# 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



## 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](#)”



## Contents

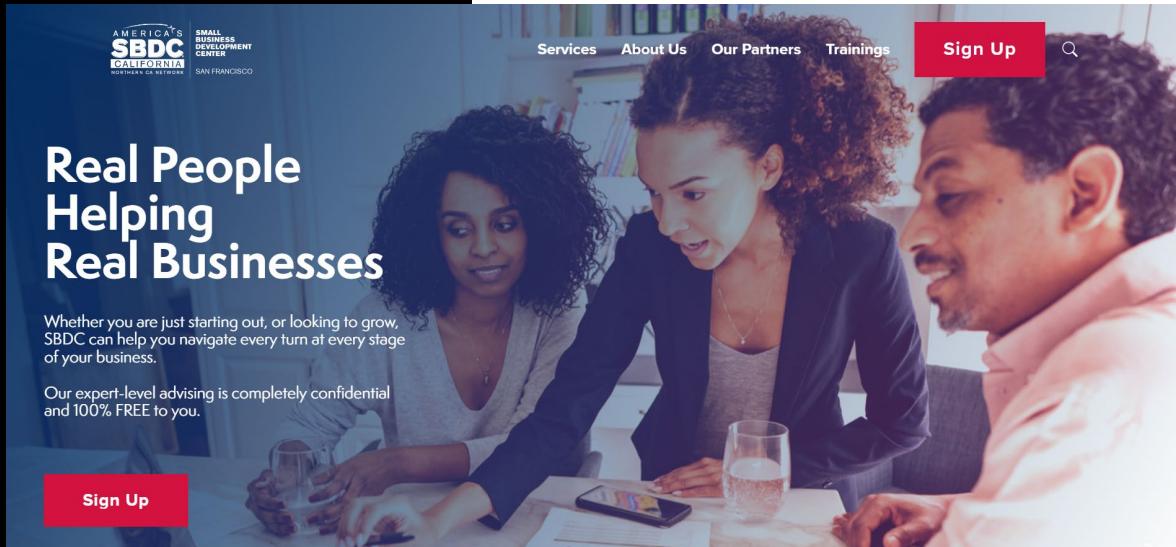
03	<b>Executive Summary</b>
06	<b>Plan for the Legacy Business Program of the San Francisco Office of Small Business (SFOSB)</b>
07	Goal
07	Target Audiences
07	Unique Value Proposition
08	Recommended Marketing/Promotions Strategy
10	Online Strategy
11	Business Networking/Partnerships
11	Materials/Collateral
12	Legacy Business Plaques
13	Onboarding New Legacy Businesses
13	Opportunities
14	Summary
15	<b>Plan for the Legacy Business Partners</b>
16	Goal
16	Target Audiences
16	Unique Value Proposition
17	Recommended Marketing/Promotions Strategy
18	Online Strategy
18	Business Networking/Partnerships
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

## 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*

## 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

## 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

## 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

## 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

## 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

## 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”](#)



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## Legislation that supports Legacy Businesses

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

[Office of Small Business](#)

## 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).



# QUESTIONS?

# CONTACT



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