

LEGACY BUSINESS REGISTRY

Application



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.



BUSINESS ELIGIBILITY CRITERIA AND APPLICATION INSTRUCTIONS

ABOUT THE LEGACY BUSINESS PROGRAM

The purpose of the Legacy Business Program is to recognize that longstanding, community-serving businesses can be valuable cultural assets to San Francisco. The City intends the Legacy Business Registry to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success. Businesses on the Registry are also eligible to participate in the Legacy Business Historic Preservation Fund.

BUSINESS ELIGIBILITY CRITERIA

A Legacy Business is a business that has been nominated by a member of the Board of Supervisors or the mayor, and that the Small Business Commission, after a noticed hearing, determines meets each of the following 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: If the business has operated in San Francisco for more than 20 years but less than 30 years it may still satisfy this criteria if the Small Business Commission finds that 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. (e.g., business model).

SECTIONS OF THE APPLICATION

The application consists of the following sections:

- 1) Section One: Business and Applicant Information;
- 2) Section Two: Business Location(s);
- 3) Section Three: Disclosure Statement;
- 4) Section Four: Written Historical Narrative; and
- 5) Section Five: Supplemental Historical Documents (photo, articles, etc.).

HOW TO APPLY FOR THE LEGACY BUSINESS REGISTRY

The following process is recommended to apply for the Legacy Business Registry:

1. Review the Business Eligibility Criteria above to make sure your business is eligible for the Registry. Note: the established date of your business usually pertains to its establishment with the California Secretary of State or the San Francisco Treasurer and Tax Collector. If you have any questions, please contact Office of Small Business staff at (415) 554-6680 or LegacyBusiness@sfgov.org.

2. Before starting the application, make sure your business would be nominated by a member of the Board of Supervisors or the mayor. Any supervisor or the mayor can nominate you. Contact information for the supervisors can be found on the City's website at www.sfbos.org. Note: a promise of a letter of nomination versus the actual letter is sufficient to go forward with the application process.
3. 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, please email the four sections to the Legacy Business Program at LegacyBusiness@sfgov.org. Note: Section Four should be 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

4. 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). Note: depending on the number and timing of applications received, there may be a queue of new Registry applications.
5. Review the edits to Section Four and respond to any questions from the Legacy Business Program Manager regarding the draft Section Four, Written Historical Narrative.
6. 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.
7. 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.
8. The Legacy Business Program Manager will collate the Legacy Business Registry application and email it to you for your review.
9. Review the draft Legacy Business Registry application and provide any edits, as needed.
10. When complete, the Legacy Business Program Manager will submit the completed application to the Historic Preservation Commission for their review and advisory recommendation. Note: per the San Francisco Administrative Code, the Historic Preservation Commission must provide an advisory recommendation within 30 days of receipt, so Legacy Business Registry applications are submitted in groups based on the bimonthly meeting schedule of the commission.
11. A \$50 nonrefundable application fee is required from the business.

12. At a noticed hearing, the Historic Preservation Commission will provide an advisory recommendation regarding the Legacy Business Registry application. Note: there will be an opportunity for the applicant and the public to address the commission during the public speaking portion of the meeting for that agenda item.
13. At a noticed hearing, the Small Business Commission will consider the advisory recommendation from the Historic Preservation Commission and make a final determination regarding the Legacy Business Registry application. Approval by the Small Business Commission results in the applicant being listed on the Registry. Note: there will be an opportunity for the applicant and the public to address the commission during the public speaking portion of the meeting for that agenda item.

APPLICATION FEE

There is a \$50 non-refundable application fee, which must be paid 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

APPLICATION SUBMISSION

Per the instructions above, Legacy Business Registry applications should be emailed to LegacyBusiness@sfgov.org. They can also be mailed or hand delivered to the Legacy Business Program.

QUESTIONS?

If you have any of the questions or need assistance regarding the application requirements and process, please contact the Legacy Business Program Manager by phone at (415) 554-6680 or by email at 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).

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- 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:

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

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:
<input type="checkbox"/> 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):	

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	
<input type="checkbox"/> Yes <input type="checkbox"/> 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:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

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:

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.*

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.*

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.