

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry Staff Report

HEARING DATE AUGUST 14, 2017

ELITE SPORT SOCCER

Application No.: LBR-2016-17-088
Business Name: Elite Sport Soccer
Business Address: 2637 Mission Street

District: District 9

Applicant: Jorge and Astrid Lopez, Owners

Nomination Date: April 30, 2017

Nominated By: Supervisor Hillary Ronen

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Elite Sport Soccer is a local, family-owned, bilingual (Spanish/English) retail business specializing in soccer equipment, footwear, cleats, uniforms and fan gear. Located in the Mission District, Elite Sport Soccer opened in 1989 and has become an integral part of the neighborhood, serving the Latino community in San Francisco as well as the larger soccer communities of the Bay Area. The business was originally located at 3182 21st Street in the Mission District but relocated to its current location in 1995, where it has remained since. When Elite Sport Soccer was founded, the neighborhood had a concentrated Latino community with soccer having always been a significant cultural component of Latino identity. Opening a bilingual shop helped to bind the business to the community both culturally and linguistically. The store carries a large selection of jackets and jerseys from national and professional teams from around the world as well as a selection of national flags and has become an important fixture of the community of soccer players, fans and aficionados. Apart from selling soccer gear and memorabilia, the business has also given back to the community by supporting local high school and City College teams and the construction of local soccer fields (i.e., at Dolores Park). Additionally, the owners, Jorge and Astrid Lopez, have provided work opportunities to over 600 bilingual young people over the span of their 27 year history, which they feel is their most significant contribution to the community. Elite Sport Soccer has continued to show its commitment to the community both in the merchandise that it sells and in its dedication to working in cooperation with schools that teach soccer and with local soccer leagues that sponsor amateur adult soccer teams in the Bay Area. The business' Mission Street location's lease expired on June 30, 2017. The building was sold in 2014 and again in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing and may be contingent upon Elite Sport Soccer receiving Legacy Business status. Should the business not be considered for designated as a Legacy Business, it may be forced to close or relocate out of San Francisco, which may have detrimental effects on its employees, the neighborhood, or the business itself.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

No, the applicant has not operated in San Francisco for 30 or more years:





CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

3182 21st Street from 1989 to 1996 (7 years). 2637 Mission Street from 1995 to Present (22 years). 1773 Haight Street from 2010 to Present (7 years).

Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes.

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Mission District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Elite Sport Soccer is associated with the Latino tradition and craft of soccer.
- Elite Sport Soccer has contributed to the Mission District community's history and identity by supporting a
 significant aspect of Latino culture soccer through its merchandise, its commitment to supporting local
 efforts to promote and teach soccer, its efforts to employ local youth and its continued bilingual
 atmosphere.
- The 1910 property has been previously evaluated by the Planning Department for potential historical significance as part of the South Mission Historic Resource Survey. The property is considered a "Category A Property" and is eligible for listing in the California Register under Criterion 1 for its association with the historic events of the post-1906 rebuilding and recovery in the Mission District.
- The business has been cited in the following publications:
 - > El Mensajero, 12/8/1993, "Latino business comes true, then struggles," by Margarita Millar.
 - reSource/RenCenter.org, "Astrid Lopez: A Journey of Financial Empowerment," by Lucero DeLeon.
 - MEDA, 9/12/2015, "New Owner Has Goal to Displace Elite Sports Soccer from Long-Term Space in Mission."

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Elite Sport Soccer is committed to maintaining the physical features and traditions that define its role as a bilingual supporter of local soccer fans and players.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Elite Sport Soccer qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.





CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

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Physical Features or Traditions that Define the Business:

- Tradition of being a bilingual business.
- Variety of soccer merchandise including equipment and fan gear.
- Commitment to supporting local institutions and organizations that promote and teach soccer both in San Francisco and the greater Bay Area.
- Commitment to employing local youth.
- Location in the Mission District.
- Exterior features including massing, rooflines, and architectural details visible from the public right-ofway.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

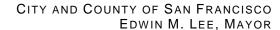
Retail soccer product sales.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Elite Sport Soccer currently located at 2637 Mission Street and 1773 Haight Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager Legacy Business Program







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Small Business Commission Draft Resolution

HEARING DATE AUGUST 14, 2017

ELITE SPORT SOCCER

LEGACY BUSINESS REGISTRY RESOLUTION NO.

Application No.: LBR-2016-17-088
Business Name: Elite Sport Soccer
Business Address: 2637 Mission Street

District: District 9

Applicant: Jorge and Astrid Lopez, Owners

Nomination Date: April 30, 2017

Nominated By: Supervisor Hillary Ronen

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ELITE SPORT SOCCER, CURRENTLY LOCATED AT 2637 MISSION STREET AND 1773 HAIGHT STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on August 14, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Elite Sport Soccer in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Elite Sport Soccer:

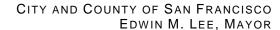
Physical Features or Traditions that Define the Business:

- Tradition of being a bilingual business.
- Variety of soccer merchandise including equipment and fan gear.
- Commitment to supporting local institutions and organizations that promote and teach soccer both in San Francisco and the greater Bay Area.
- Commitment to employing local youth.
- Location in the Mission District.
- Exterior features including massing, rooflines, and architectural details visible from the public right-ofway.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Elite Sport Soccer on the Legacy Business Registry:

Retail soccer product sales.	
I hereby certify that the foregoing Resolution w August 14, 2017.	as ADOPTED by the Small Business Commission on
	Regina Dick-Endrizzi Director
RESOLUTION NO	
Ayes – Nays – Abstained – Absent –	







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.:	LBR-2016-17-088
Business Name:	Elite Sport Soccer
Business Address:	2637 Mission Street
District:	District 9

Annilla and

Applicant: Jorge and Astrid Lopez, Owners

Nomination Date: April 30, 2017

Nominated By:	Supervisor Hillary Ronen	
	ne applicant has operated in San Francisco for 30 or mo o operations exceeding two years?Yes	•
2637 Mission Street fr	1989 to 1996 (7 years). rom 1995 to Present (22 years). rom 2010 to Present (7 years).	
than 30 years, signific	Has the business operated in San Francisco for more the antly contributed to the history or identity of a particular included in the Registry, face a significant risk of displantation. No	neighborhood or
CRITERION 2: Has the particular neighborhood	ne applicant contributed to the neighborhood's history arold or community? X Yes	nd/or the identity of a No
	applicant committed to maintaining the physical features not luding craft, culinary, or art forms?XYes	
•	occer's existing Mission Street lease expires on June 30 re-sold in late 2016. Negotiations with the newest owne	•

was sold in 2014 and re-sold in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing. There is a real risk that Elite may be forced to close or relocate out of San Francisco, which could disrupt or destroy the business and possibly result in the loss of jobs and livelihood for its employees.

DELIVERY DATE TO HPC: June 22, 2017

Richard Kurylo Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo Legacy Business Program Office of Economic and Workforce Development 1 Dr. Carlton B. Goodlett Place, Room 448 San Francisco, CA 94102

April 30, 2017

RE: Nomination of Elite Sport Soccer

Dear Mr. Kurylo:

It is with great pleasure that I nominate to the Legacy Business Registry – Elite Sport Soccer, a family-owned and bilingual (Spanish/English) retail business that was established in 1989 at 3182 21st Street. Elite Sport Soccer sells soccer equipment, footwear, cleats, uniforms, and fan gear (team jackets, jerseys, national flags, etc.). Elite has been an integral part of the Mission District, serving not only the Latino community in San Francisco, but the larger soccer communities of the Bay Area, including European and U.S. Nationals.

Elite Sport Soccer is a keystone to the economic success of the businesses that exalt the cultural values of the Mission District. That is why, it is my distinct honor to nominate Elite Sport Soccer to become part of San Francisco's Legacy Business Registry.

Sincerely,

Supervisor Hillary Ronen

San Francisco Board of Supervisors

Section One:

Business / Applicant Information. 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:					
Elite Sport Soccer, Inc.					
BUSINESS OWNER(S) (identify the pers	on(s) with the highest ownersh	ip stake in	the business	;)	
Jorge Lopez Astrid C. Acero Lopez					
CURRENT BUSINESS ADDRESS:		TELEPH	ONE:		
2637 Mission Street		((415))6	((415))648-6007		
San Francisco, CA 94110		EMAIL:	Elizabeth Committee		
,		info@e	litesportso	ccer.com	
WEBSITE:	FACEBOOK PAGE:		YELP PAGE		
http://www.elitesportsoccer.com	@EliteSportssoccerSanFr	ancisco	https://www.yelp	o.com/biz/elite-sports-san-francisco	
APPLICANT'S NAME				**	
Jorge and Astrid Lopez		<u> Pilong a seed di</u>	I		
APPLICANT'S TITLE				Same as Business	
Owners					
APPLICANT'S ADDRESS: TELEPHONE:					
2637 Mission Street San Francisco, CA 94110		(415)) 648-6007			
		EMAIL:			
		info@elitesportsoccer.com			
SAN FRANCISCO BUSINESS ACCOUNT	NUMBER: SECRET	ARY OF ST	FATE ENTITY	NUMBER (if applicable):	
0467348	C3442				
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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.

ZIP CODE:	START DATE OF BUSINESS
94110	November, 1989
DATES OF OPE	RATION AT THIS LOCATON
Nov. 1989 -	Dec. 1996
ZIP CODE:	DATES OF OPERATION
04440	Start: September, 1995
94110	^{End:} present
ZIP/CODE:	DATES OF OPERATION
0/117	Start: April, 2010
94117	End: present
ZIP CODE:	DATES OF OPERATION
. •	Start:
	End:
ZIP CODE:	DATES OF OPERATION
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	End:
ZIP CODE:	DATES OF OPERATION
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	End:
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ZIP CODE:	DATES OF OPERATION Start:
	End:
	94110 DATES OF OPE Nov. 1989 - ZIP CODE: 94110 ZIP CODE: 94117 ZIP CODE:

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 and a business deemed not current in 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 the Business Assistance Grant.

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

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.

business does not owe any outstanding penalties or payments ordered by the OLSE.

- l 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.

Jorge Lopez May 16, 2017 Jorgelons
Name (Print): Date: Signature:
Astrid Acero-Lopez May 16, 2017 Astrid Acero-Lopes

ELITE SPORT SOCCER, INC. Section 4: Written Historical Narrative

CRITERION 1

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.

Elite Sport Soccer has been in business for a little more than 27 years, and at its present location on Mission Street for more than 22 of those years. It is a family-owned and family-operated bilingual (Spanish-English) retail business founded in November 1989, shortly after its founders, Jorge Lopez and Astrid Acero Lopez, emigrated from Colombia to the United States with their two children. Their children, who are now grown, worked in the business before they went to college and now work in the stores occasionally when coverage is needed.

When it began, the business was located in a storefront at 3182 21st Street. It relocated around the corner in 1995 to its current location at 2637 Mission Street. A second store, at 1773 Haight Street, opened in 2010.

Both Elite stores sell soccer equipment, footwear, cleats, team uniforms, and fan gear, including brand-name footwear for players (men, women and kids), for those just beginning to learn the game to the more advanced. For those who don't play, the stores carry a large selection of jackets and jerseys from national and professional teams from around the world, as well as a selection of national flags. Jerseys and jackets can be personalized and custom printed with names, logos and numbers. Discounts are given for team orders and for registered players.

When Elite was first founded, the Mission District had a concentrated Latino community, and soccer has always been a cultural component of the Latin identity. Having a bilingual shop where members of the community could be served in Spanish as well as English bound the business to the community. As the years passed, the popularity of soccer has grown, and the game is now practiced and taught in many public schools. Also, as the Mission District became home not just to the Latino community but to a variety of European immigrant and other communities as well, the ability of the stores to serve clients either in English or Spanish helped the business grow and evolve with the neighborhood.

Elite's existing Mission Street lease was scheduled to expire on March 31, 2017 (it has been extended on a short-term basis to June 30, 2017). The mixed-use building in which the store is located (there are 8 apartments and 3 storefronts) was sold in 2014 by the previous long-term owner to a real estate developer who performed soft-story repairs and paid several tenants to accept buyouts of their tenancies. He resold the building in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing.

As a result, there is a real risk that, unless Elite is granted Legacy Business status and the new owner is able to obtain a Legacy Business rental assistance grant, Elite may be forced to close or relocate out of San Francisco, which could disrupt or destroy the business and possibly result in the loss of jobs and livelihood for its employees.

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

The business has never ceased operations in San Francisco for a period of six months or more.

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

The business was founded by current owners Jorge Lopez and Astrid Acero Lopez in 1989.

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

Not applicable.

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.

Not applicable.

f. 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.

The 1910 Edwardian-style building, at 2637 - 2645 Mission Street, is considered a "Category A Building" by the Planning Department for its architectural significance as a contributor to the South Mission Historic Resource Survey. It's eligible for listing on the California Registry.

CRITERION 2

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

Since it was founded, Elite Sports has been located in the heart of the Mission District, and has been a central fixture of the community of soccer players, fans and aficionados. Elite was founded at a time when the Latino community was concentrated in the Mission, and as a bilingual business, Elite was able to serve the Latino community in its native language. Because

Elite is focused on soccer, which has long been a part of the Latin cultural identity, and because of its commitment to remaining bilingual throughout its history, it has been able to expand its customer base as soccer has grown in popularity within the United States. Over the years, Elite has supported soccer teams at local high schools and at City College and supported the construction of local soccer fields (e.g., in Dolores Park) (see the attached photo of Astrid, Jorge and their sons with former Mayor Willie Brown). Astrid and Jorge feel their most significant contribution, however, has been to provide work opportunities to more than 600 bilingual young people over their 27+ year history. Many of their former employees have remained in touch over the years and have become part of the extended Elite Sport Soccer family.

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

The most significant recurring event within the culture of international soccer is the World Cup tournament. World Cup final tournaments are held each four years, following regional qualifying tournaments around the world. The next World Cup tournament will be held in Russia in June and July of 2018. For businesses serving soccer fans, the regional qualifying rounds (which have already begun) and the months leading up to the World Cup are the most busy times, analogous to the annual holiday season experienced by other retail businesses in the U.S. Additional bilingual staff must be hired and trained, and inventory levels increased to prepare for increased demand for national flags, jerseys and similar items.

In addition, while Elite is not "associated" with the annual Carnaval festival in any formal way, it has made contributions of equipment and money to various soccer clubs and other groups that march in, or build floats for, the annual Carnaval festival celebration.

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

Copies of several articles are attached. First is a December 1993 article from El Mensajero, a weekly Spanish language newspaper that describes the origins of Elite Sports. Another is a story from the Mission Economic Development Agency's newsletter about the dilemma faced by Elite when the building it is located in was acquired in 2014 by its previous owner. The building has since been sold again. Another is a feature published by the Women's Initiative for Self Employment (WISE) in 2013. There is also a story from the Winter 2016 issue of reSource, a journal published by the Renaissance Entrepreneurship Center (RenCenter.org). Also, attached to this application are an October 1993 letter from former Senator Barbara Boxer and a letter from former Mayor Frank Jordan. Also attached is a City Proclamation issued by former Mayor Frank Jordan declaring October 1, 1994, Elite Sports Day in San Francisco.

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

Not as an owner or employee. It is certainly possible that significant or historical persons have been customers of the business from time to time, although the owners of Elite are not aware of any.

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

Elite's primary contribution to the neighborhood, in addition to being focused on soccer, has been its ability to give work opportunities to young people, and to provide an example to the young people who have worked there. Elite did not lay off employees during the Great Recession when business was bad. It has always paid its taxes. It has demonstrated business character and good financial management to its suppliers, such as Adidas, Nike, Puma and others. For nearly 30 years, Jorge and Astrid have shown the community and Elite's employees that it is possible to be a business owner and make a contribution to the family, the community and the state.

In addition, Elite annually contributes merchandise to the fund-raising programs of various local public and private schools (including Cesar Chavez Elementary School, Mission Dolores High School, The Saint James Catholic School, The St. Charles Elementary School, Immaculate Conception Academy, and the Lycée Français de San Francisco), and provides discounts to teams affiliated with California Soccer Association--North (CSAN), and its local affiliate, the San Francisco Soccer Football League (SFSFL), as well as to players on those teams. Elite also supports the after-school soccer programs at the Jamestown Community Center and the Good Samaritan Family Resource Center.

The business also has long-standing relationships with Mission Economic Development Agency (MEDA) and a variety of other community organizations. MEDA in particular has provided valuable advice and assistance over the years. Among the attachments to this application is a letter from Edwin Rodriguez at MEDA supporting Elite's application.

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

For as long as Elite has existed, in part due to its bilingual ownership and staff, and partly due to its exclusive focus on the sport of soccer, Elite has been deeply involved with the many communities of soccer players and fans throughout the Bay Area. Initially, the business was focused in and on the Latin community in the Mission. As time went by and soccer became more widely popular in the United States, the store also came to serve European (primarily Spanish, German and French) residents and visitors to San Francisco. Finally, as the popularity of youth soccer grew, and the sport was adopted by physical education programs in the public and private schools of San Francisco, a new generation of San Franciscans has become part of the Elite Sport Soccer community.

Over its history, Elite has provided over 600 high school and college students and recent graduates (many of them soccer players) with their first paid employment, including part-time, after-school, weekend and summer jobs. Many of those employees have remained in touch with Jorge and Astrid and their children to this day, and have become an extended family.

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

Yes, is considered a "Category A Building" by the Planning Department. It is a contributor to the South Mission Historic Resource Survey and eligible for listing on the California Registry.

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

Because of its unique focus on soccer, Elite is not like most retail sporting goods stores, even those that have been in their respective communities for many years. Elite does not sell Major League baseball, NBA basketball or NFL football souvenirs and branded clothing. It does not sell tennis rackets, bicycles, fishing rods, camping equipment or other sporting goods. Elite is a specialty store, selling only soccer equipment and attire. It is an authorized retailer for the lines it carries. If it were to disappear, soccer players and their teams, and fans of the game generally, might still be able to find soccer balls and shoes in other stores, or on the internet, but not necessarily from a local, sales-tax-generating, bilingual business whose employees are themselves local residents, soccer players and/or fans. In short, if Elite were to close, the varied communities of soccer fans and players living in San Francisco would lose a valuable resource.

CRITERION 3

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

Elite Sport Soccer is a family-owned and operated bilingual (Spanish-English) retail business that serves the communities that love and enjoy the sport of soccer. It seeks to work in cooperation with the schools that teach the sport, the community centers and after-school programs that sponsor youth teams, the soccer leagues that sponsor amateur adult soccer teams in the Bay Area, and the fans of the international game and the many national teams that compete for the World Cup.

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)

Elite's owners made sacrifices during the Great Recession when business was bad so that no employees would be laid off. It has consistently hired employees from the neighborhood and

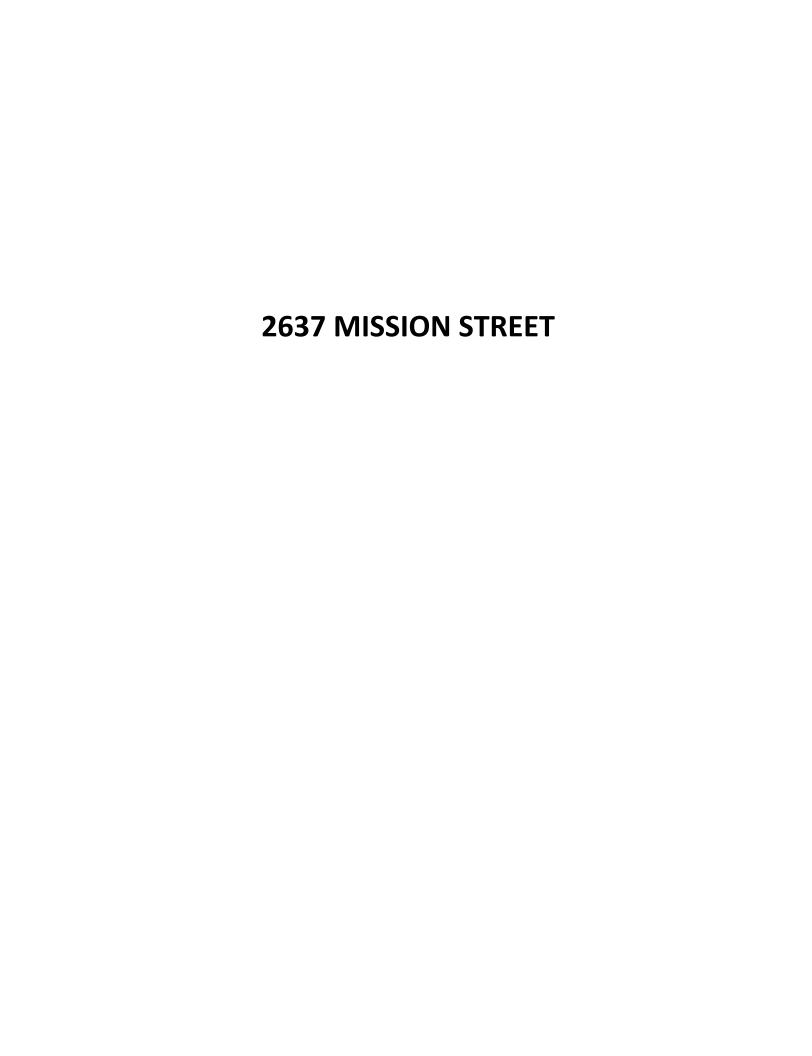
has maintained, over the years, its business model as a specialty store focusing exclusively on soccer.

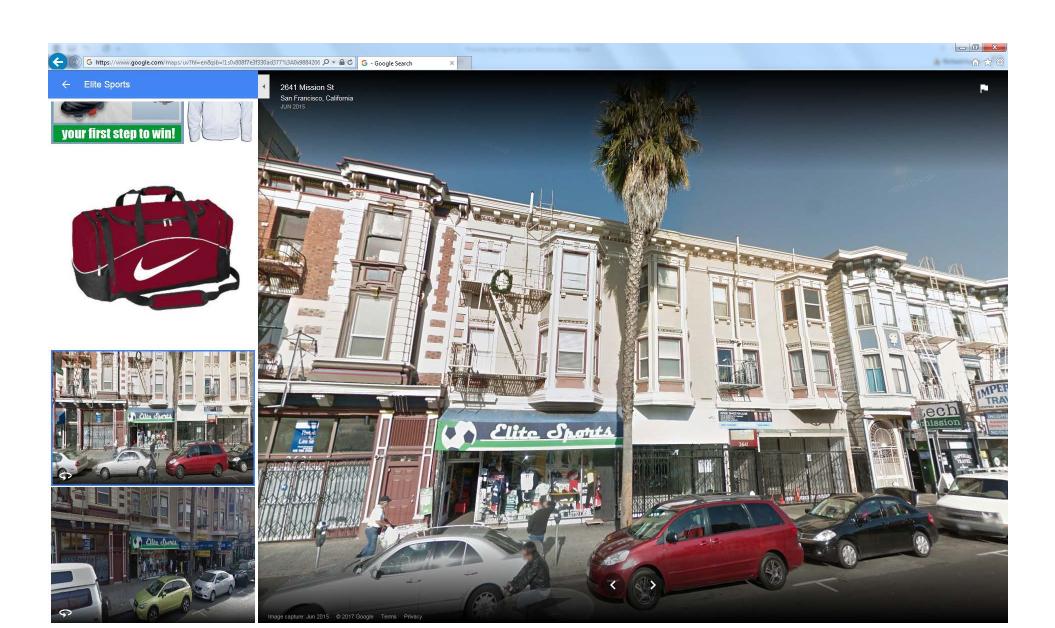
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

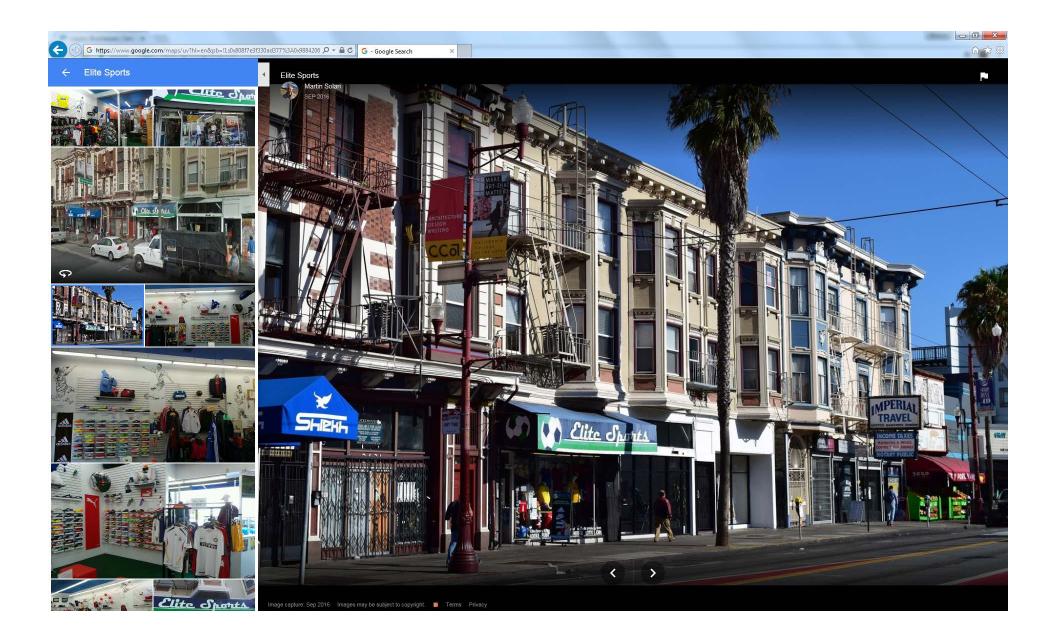
Over the years, Elite has invested in improving the appearance and functionality of its business premises. In 1997 with guidance from MEDA, Elite borrowed (and over the next few years, repaid) a loan from the Mayor's Office of Community Development to renovate the façade and storefront of its Mission Street store. We are enclosing with this application copies of acknowledgments we have received over the years.

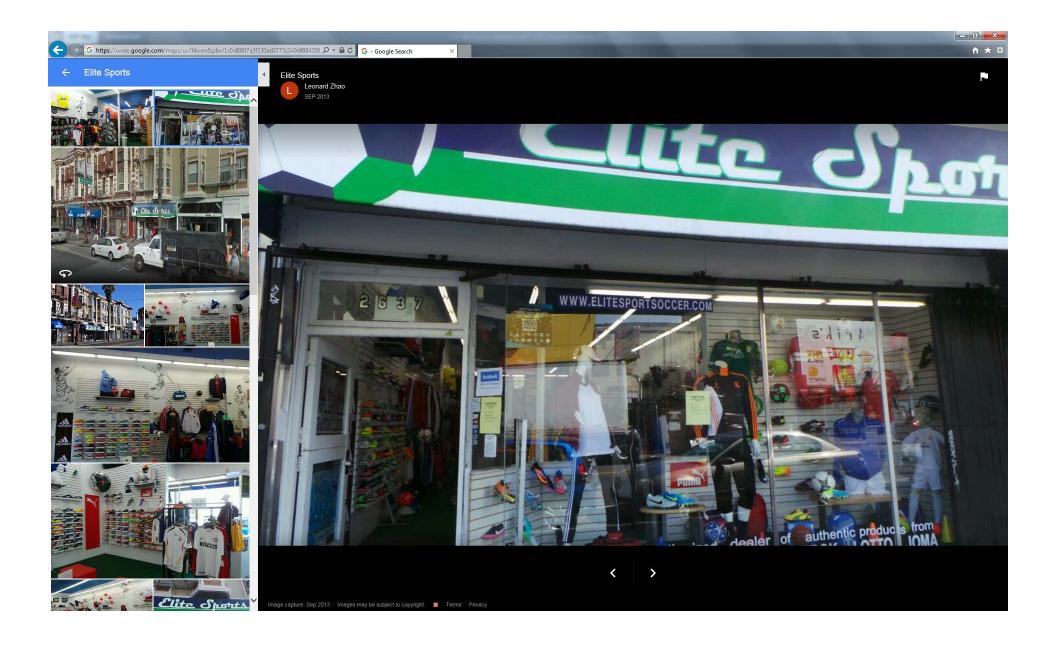
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art 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.

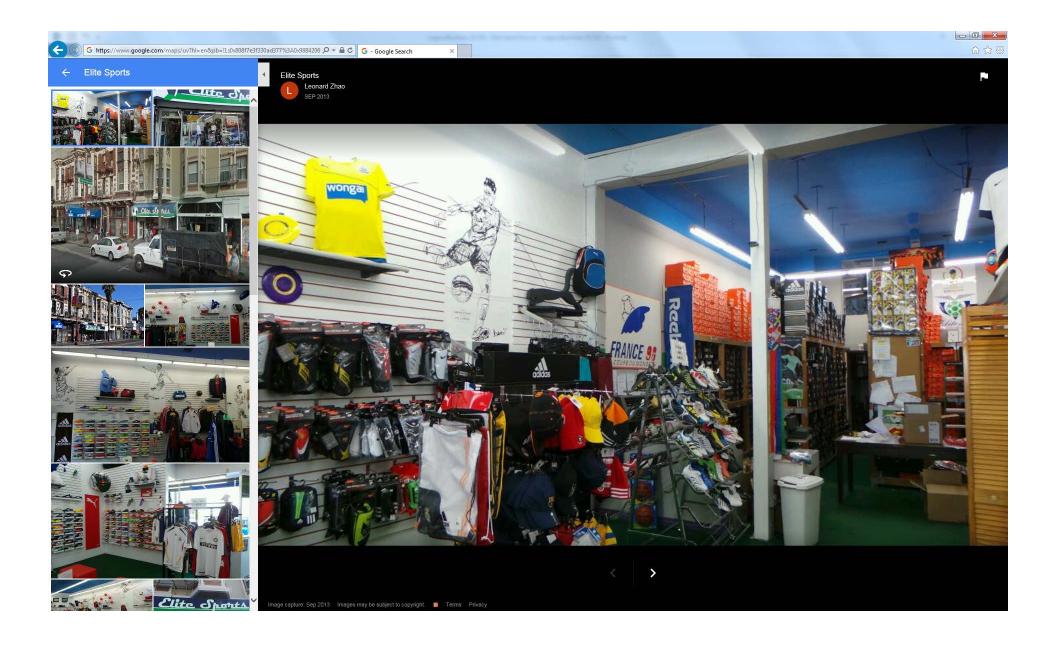
Not applicable.

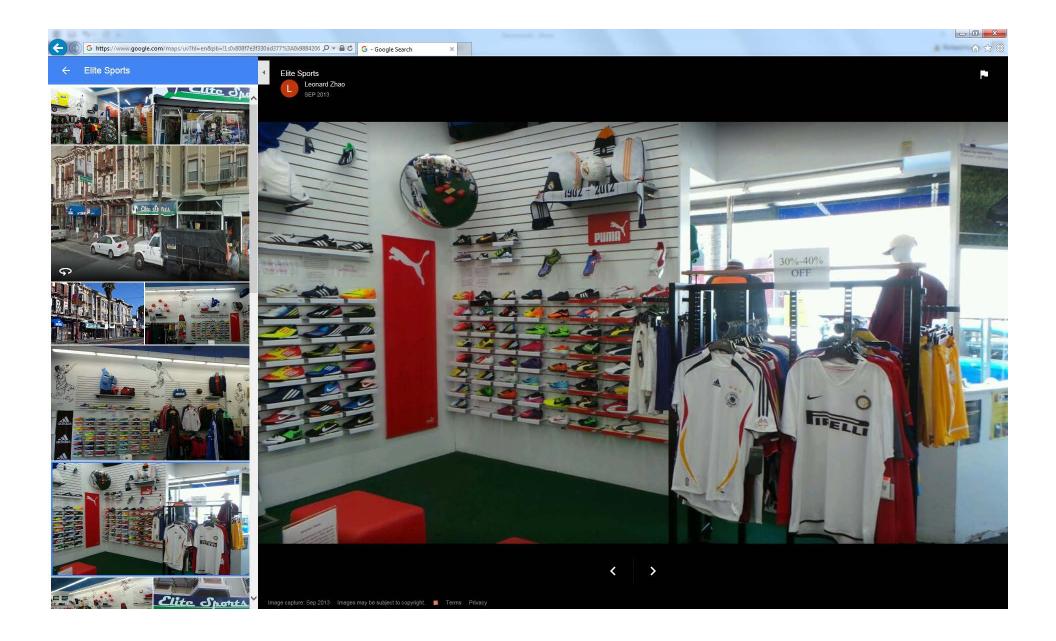


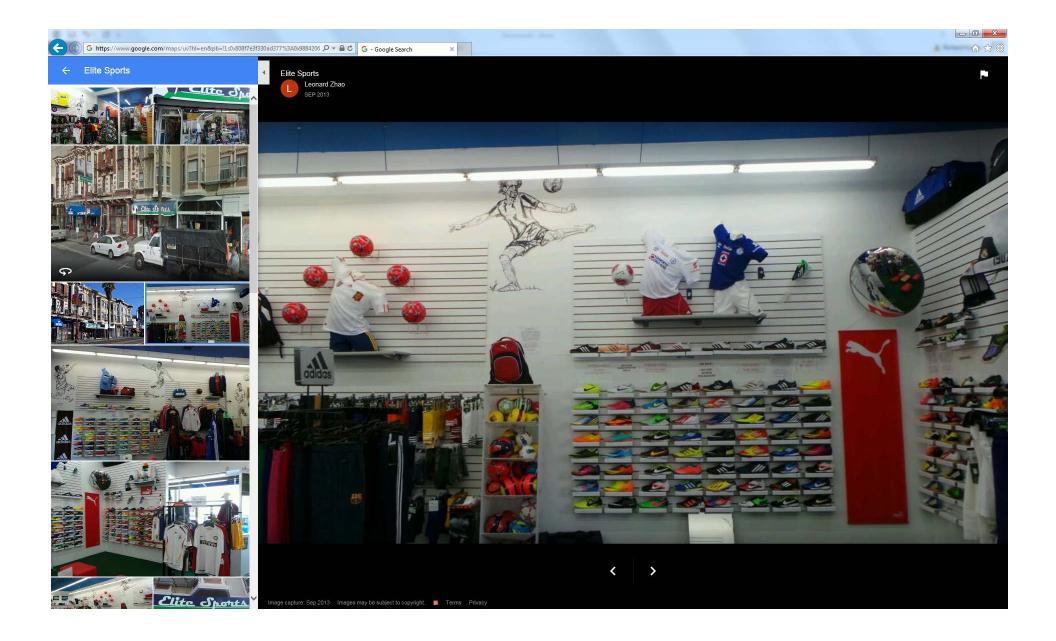


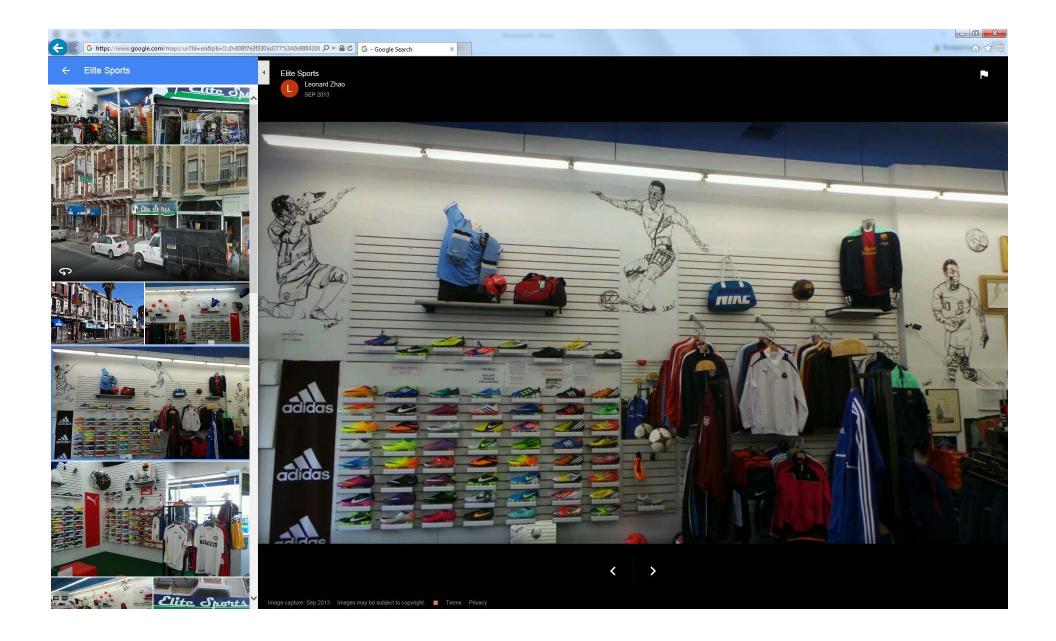


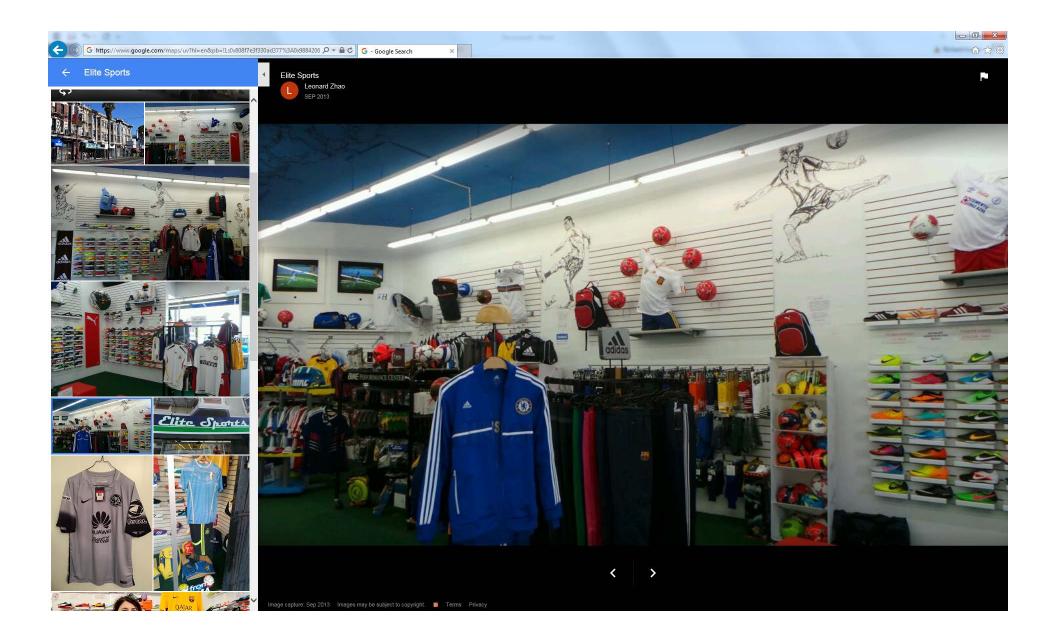












State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION	Primary #
PRIMARY RECORD	Trinomial
Other Listings	CHR Status Code:
Review Code	Reviewer Date
Page 1 of 3 Resource Name or #: (As	ssigned by recorder) 2637 - 2645 MISSION ST
P1. Other Identifier:	
*P2. Location: ☐ Not for Publication ☑ Unrestricted *a. County: San Francisco	
*b. USGS Quad: San Francisco North, CA Date:	1995
c. Address: 2637 - 2645 MISSION ST	City: San Francisco ZIP 94110
-	thing:
e. Other Locational Data: Assessor's Parcel Number 3	
*P3a. Description: (Describe resource and major elements. Incl	ude design, materials, condition, alterations, size, setting, and boundaries)
23rd streets. Built ca. 1910, 2637 - 2645 Mission Street is a 3	gular lot on the east side of Mission Street, between 22nd and testory, wood frame mixed use building designed in the Classical good siding, is capped by a flat roof. The foundation is not visible.
with 2 commercial entrances on the first floor, and residential storefront includes a partially-glazed wood Dutch door surmo	s at the upper stories. The building features 2 commercial units units above with 1 residential entrance on the first floor. The north bunted by a glazed transom. The shallow angled vestibule is paved plate-glass aluminum-sash windows with a glass corner. The
*P3b. Resource Attributes: (List attributes and codes) HP *P4. Resources Present: ✓ Building ☐ Structure ☐ Obje P5a. Photo	3. Multiple Family Property, HP6. 1-3 Story Commercial Building ct Site District Element of District Other P5b. Description of Photo: View of primary façade on Mission
*P11. Report Citation: (Cite survey report and other sources, o	*P6. Date Constructed/Age: ✓ Historic □ Prehistoric □ Both ca. 1910 Sanborn Maps/estimate *P7. Owner and Address BARGIONI FAMILY TRUST NORMA CAMPBELL& ADELINE SER 620 JUNIPERO SERRA BLVD SAN FRANCISCO CA *P8. Recorded By: Page & Turnbull, Inc. (CD/RS) 724 Pine Street San Francisco, CA 94108 *P9. Date Recorded: 1/14/2008 *P10. Survey Type:
Eastern Neighborhoods Mission Survey	
*Attachments: NONE Location Map Sketch Map	Continuation Sheet \Box Building, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Fea	ture Record Milling Station Record Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (list):	
DPR 523 A (1/95)	*Required Information

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary #	
Trinomial	

Page 2 of 3 Resource Name or #: (Assigned by recorder) 2637 - 2645 MISSION ST

*Recorded By: Page & Turnbull, Inc. (CD/RS) *Date Recorded: January 2008 ✓ Continuation ☐ Update

*P3a: Description (continued):

The south storefront features a fully-glazed metal door to the north and recessed, fixed plate-glass aluminum-sash windows to the south. The storefront is capped by a fabric awning. Plate-glass aluminum-sash windows for the same store are located in the center of the primary façade, north of the residential entrance.

The residential units are accessed by a recessed entrance. Upper story windowsinclude 3 angled bays. Windows are double-hung aluminum or vinyl sash. The windows feature molded surrounds, keystones, pilasters, egg-and-dart molding, and window hoods. The primary façade terminates in a modillioned cornice with egg-and-dart molding. Other architectural details include corner quoins, intermediate cornices, and mini-brackets.

The building appears to be in good condition.



Detail of north storefront. Source: City of San Francisco Planning Department

DPR 523 L (1/95) *Required Information

State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION CONTINUATION SHEET

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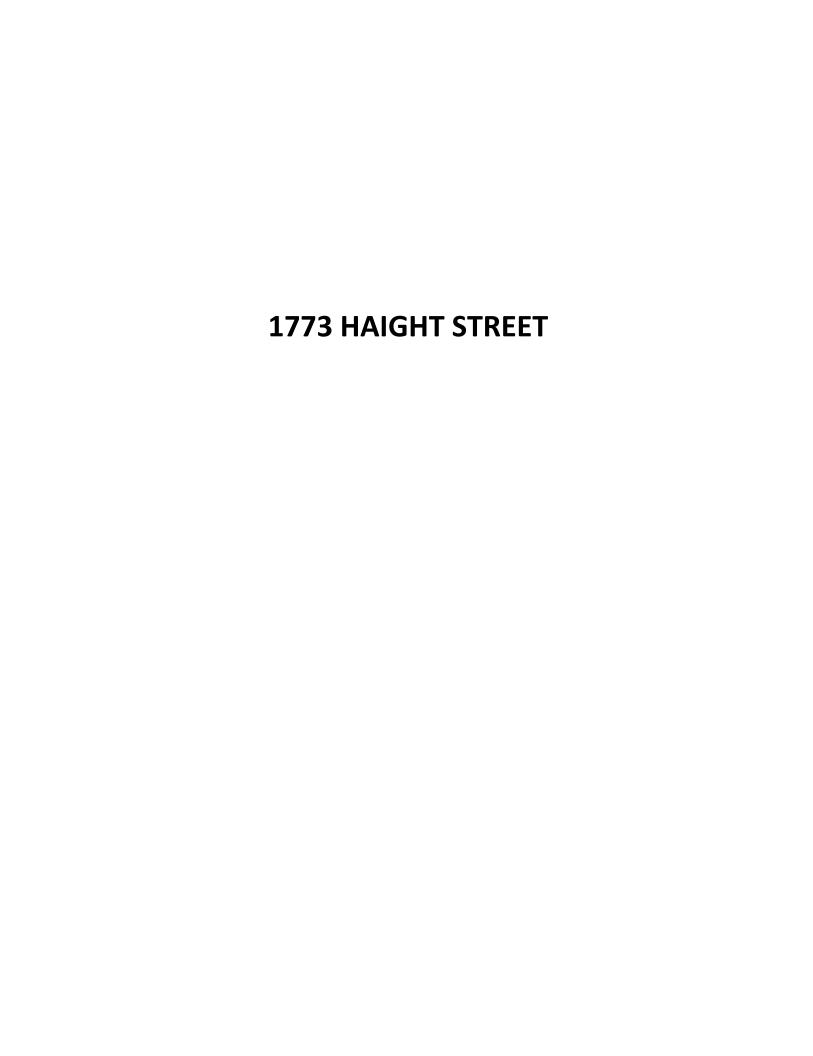
Page 3 of 3 Resource Name or #: (Assigned by recorder) 2637 - 2645 MISSION ST

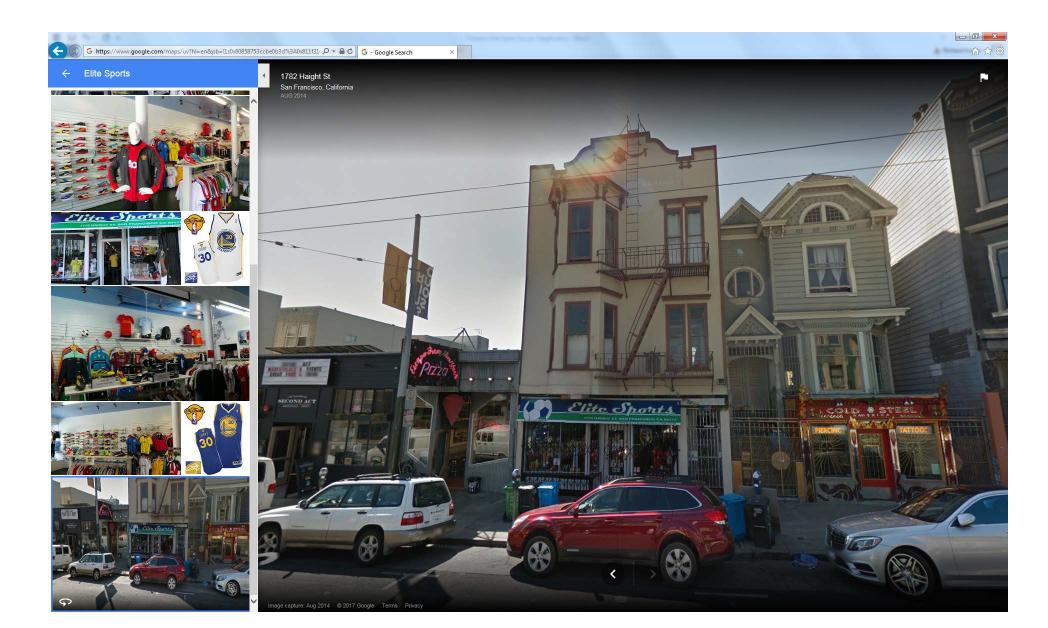
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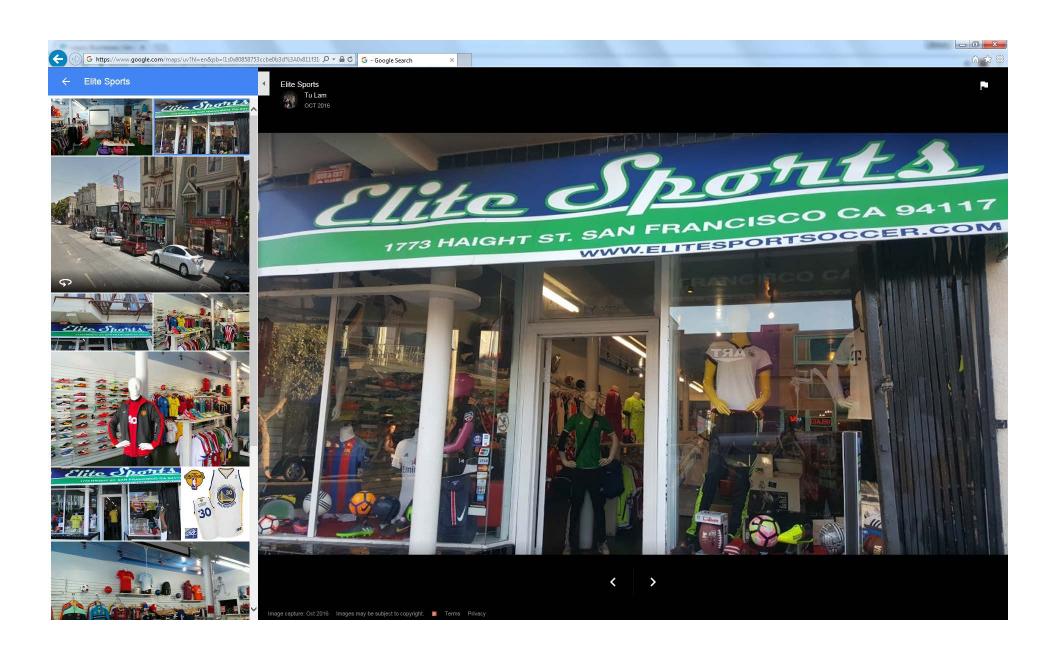
Detail view of south storefront.
Source: City of San Francisco Planning Department

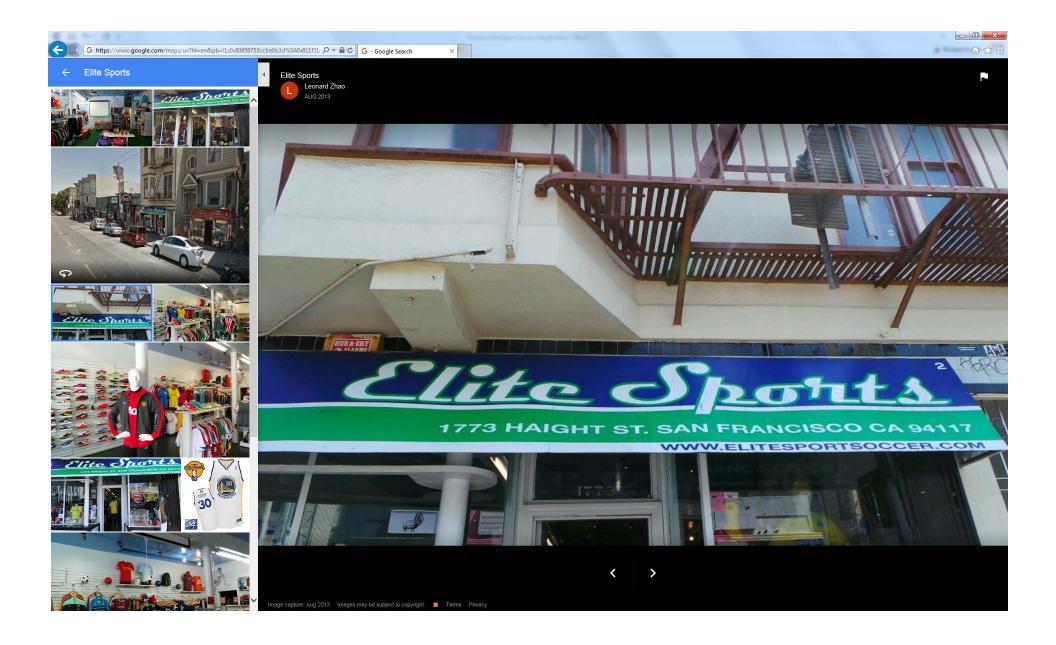
DPR 523 L (1/95) *Required Information

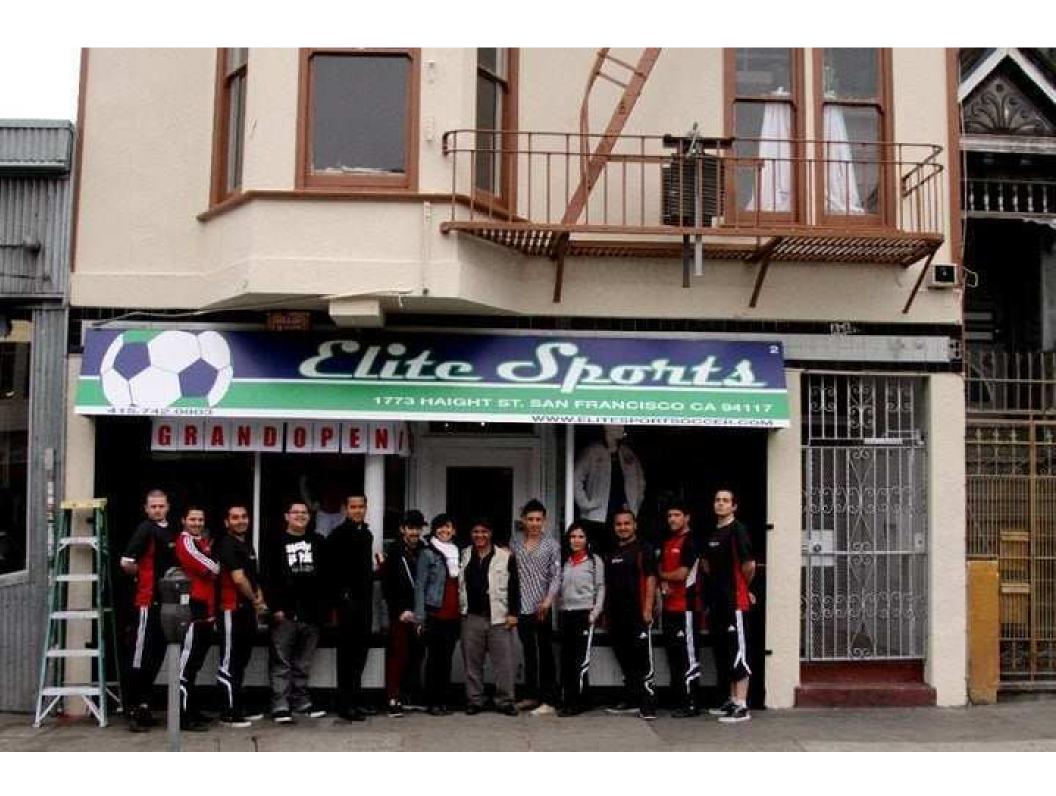


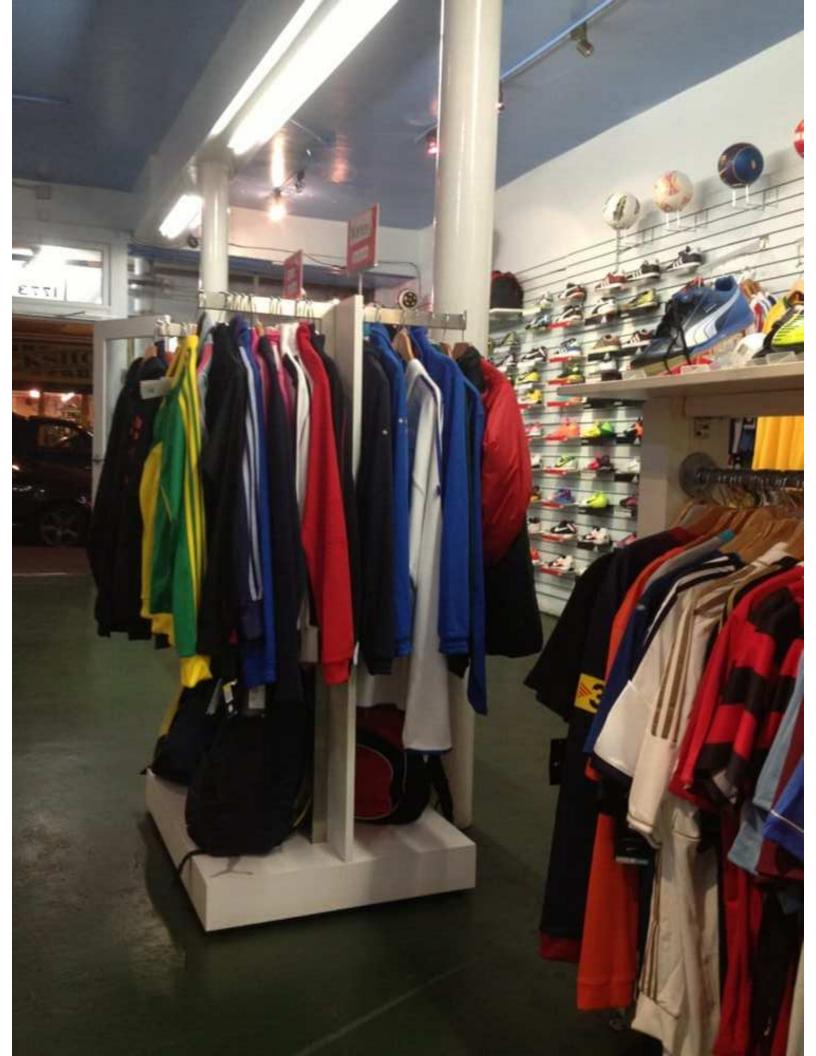


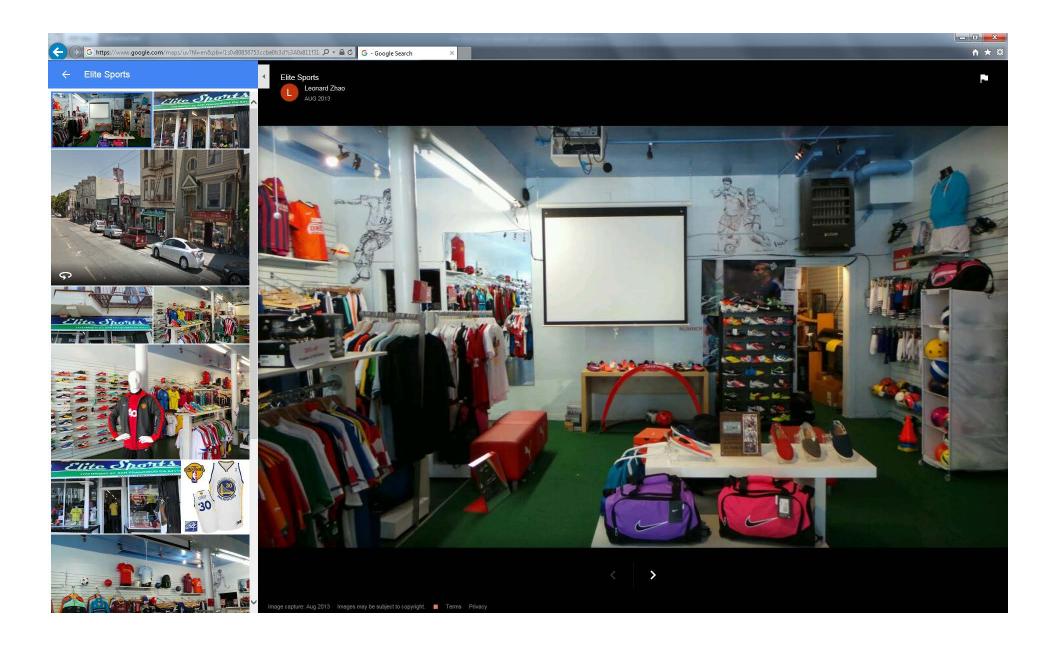


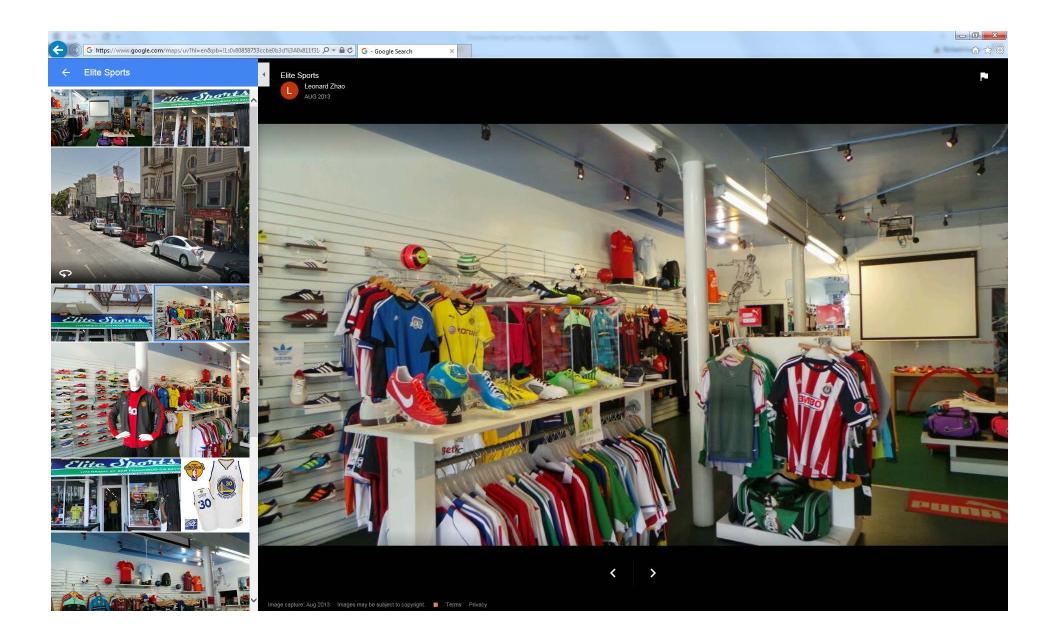


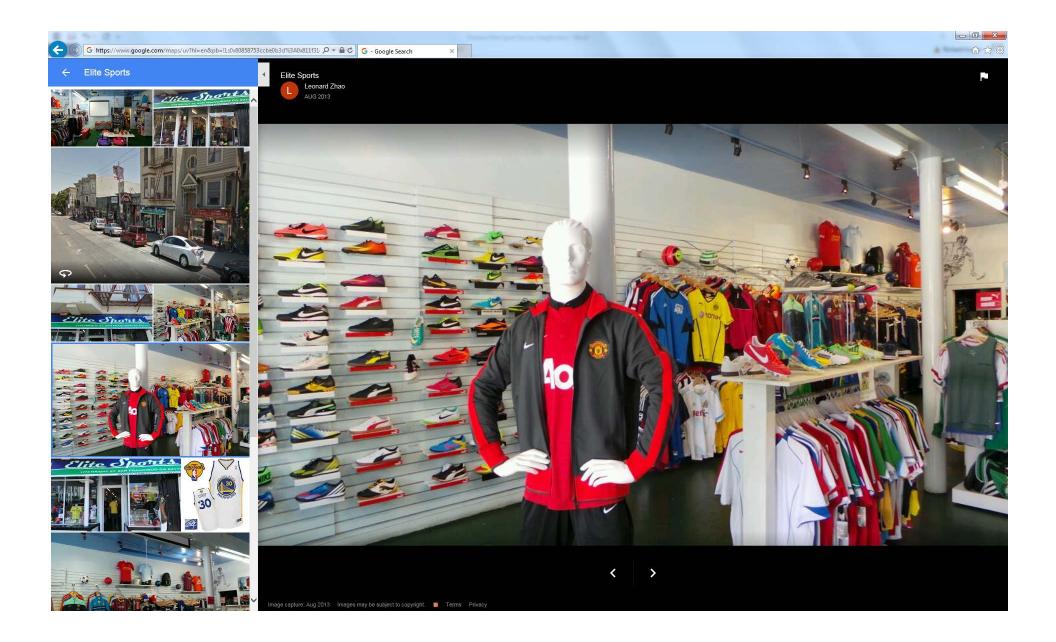


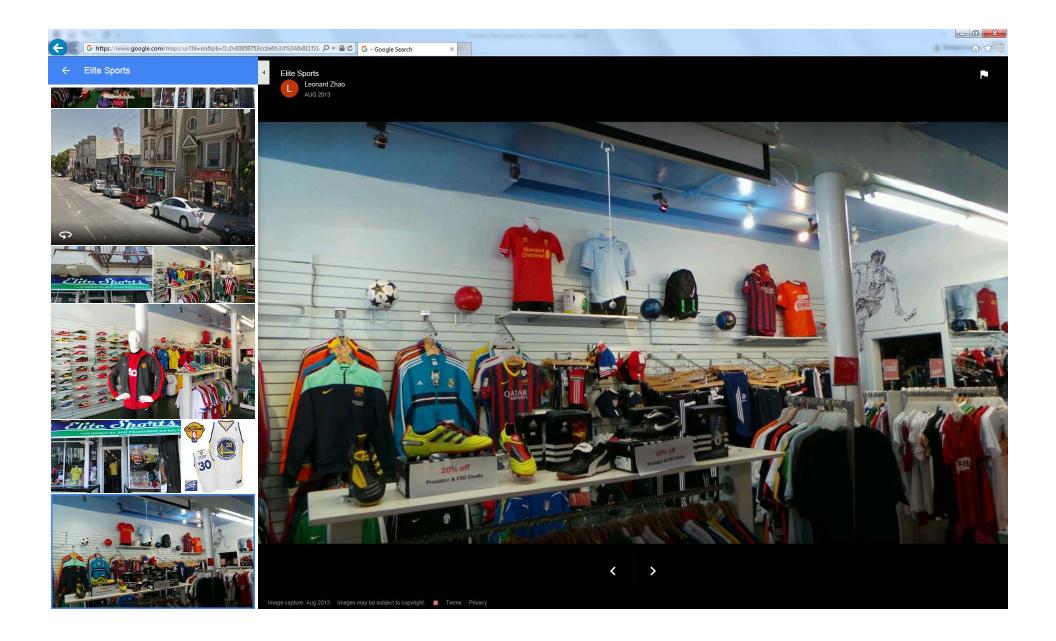


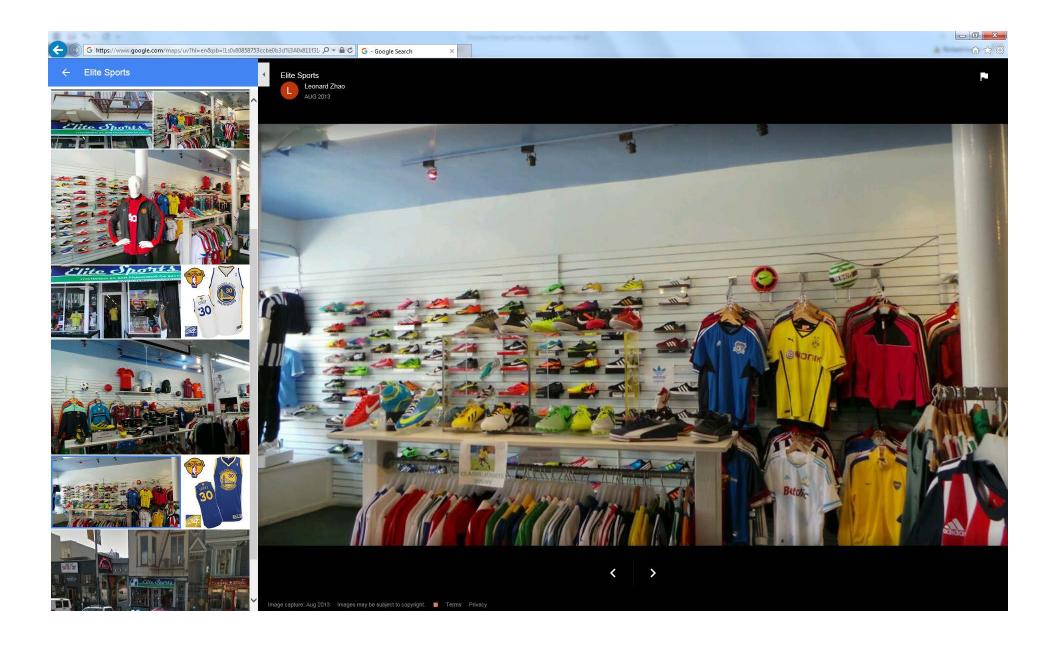












Elite Sport Soccer, Inc. Application for Legacy Business Status Section 5—Supplemental Documents

- A. Photograph of Mission Street Store (Google Maps)
- B. Photograph of Haight Street Store (Google Maps)
- C. Copy of Fictitious Business Name Statement (renewal filed September 24, 2001, showing registrant commenced use of name in November, 1989)
- D. Copy of California State Board of Equalization (Sales Tax) Seller's Permit dated April 1, 1990.
- E. Letter from Sen. Barbara Boxer, 12/7/1993
- F. Newspaper article, *El Mensajero*, 12/8/1993
- G. Letter from Mayor Frank Jordan, 7/7/1994
- H. Proclamation by Mayor Frank Jordan declaring October 1, 1994 Elite Sports Day in San Francisco
- I. Photograph of Astrid and Jorge Lopez and their children with then-Speaker Willie Brown of the California State Assembly, circa 1994
- J. Certificate of Appreciation, Associated Students Council, City College of San Francisco, Mission Center, December 2012.
- K. Women's Initiative for Self Employment (WISE), 25th anniversary booklet honoring Women Entrepreneurs, feature honoring Astrid Lopez
- L. Feature article about Astrid Lopez, in the Winter 2016 issue of *reSource*, the journal of the Renaissance Entrepreneurship Center.
- M. Article from the Mission Economic Development Agency (MEDA) newsletter, summer 2015, reporting on the economic dilemma Elite will face when its lease expires.
- N. Letter from MEDA in support of the application for Legacy Business status by Elite Sport Soccer, Inc.
- O. Copy of letter dated April 30, 2017, from Supervisor Hillary Ronen to Mr. Richard Kurylo nominating Elite Sport Soccer for Legacy Business status.

Google Maps 2637 Mission St



Image capture: Jan 2017 © 2017 Google

San Francisco, California Street View - Jan 2017

5/13/17, 4:11 PM

Google Maps 1780 Haight St

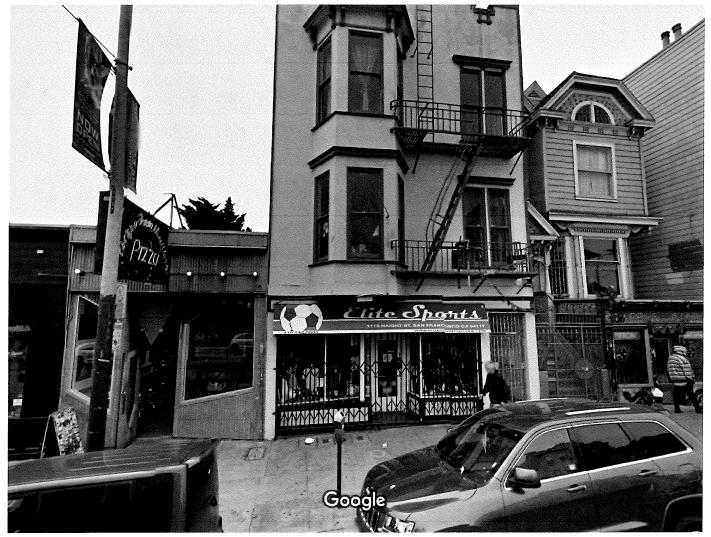


Image capture: Jun 2016 © 2017 Google

San Francisco, California Street View - Jun 2016 THIS STATEMENT IS AT UDDIC RECORD

(SEE REVERSE SIDE FOR INSTRUCTIONS)

COUNTY CLERK City Hall, Room 168 1 Dr. Cariton B. Goodlett Place San Francisco, CA 94102-4678

FOR OFFICE USE ONLY Business Tax Registration Certification

TAX EXEMPT

(date)

TAXES PAINS EP 2 4

FILING STAMP ONLY

ENDORSED FILED San Francisco County Clerk

SEP 2 4 2001

Deputy County Clerk

OTIC DUCINESS NAME STATEMENT (File No

RENEWAL

FIRST FILING

FILING FEE

Payable by cash, California check, including

name and address, or money order

\$35.00 - For 1st Business Name and

1st Registrant

\$ 9.00 - For each additional business name or partner on same statement

22-208741

FICTITIOUS BUSINESS NAME STATEMENT (FILETO: 22 200 1)
1. Fictitious Business Name(s): Elite Sports 251820
2. Street Address, City, State & Zip Code of Principal Place of Business in California (P.O. Box is <u>not</u> allowed) 2637 Mission Stacet, San Francisco, CA 94110
3. Full Name of Registrant #1 (If Corporation or Limited Liability Company, indicate State of incorporation or organization) Lorge A- Lopez
Residence Address, City, State and Zip Code for Registrant #1 (P.O. Box is <u>not</u> allowed)
Full Name of Registrant #2 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)
Residence Address, City, State and Zip Code for Registrant #2 (P.O. Box is <u>not</u> allowed) 1057 Genera Avenue, San Francisco, CA 94112
Full Name of Registrant #3 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)
Residence Address, City, State and Zip Code for Registrant #3 (P.O. Box is <u>not</u> allowed)
This business is conducted by: an individual an unincorporated association other than a partnership co-partners other - please specify: an individual a general partnership a corporation a business trust a limited liability company a limited liability company
The registrant commenced to transact business under the above-listed fictitious business name or names on: New 1989
If registrant is a Corporation or Limited Liability Company, sign below: Corporation or Company Name Signature Printed Name A + 1 C A cen for Printed Name & Title
This statement was filed with the County Clerk of San Francisco on date indicated by the figure paper. NOTICE-THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES ON OCCUPANT FIVE YEARS FROM THE DATE IT WAS FILED. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THIS DATE. THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHT OF ANOTHER UNDER FEDERAL, STATE OR COMMONSTANK (SEE SECTION 14400 ET SEQ., BUSINESS AND PROFESSIONS CODE.) CERTIFICATION SEP 2.4. 2006 I hereby certify that the foregoing is a correct copy of the original on file in my office.
By: Deputy

THE RECORDER

Legal Advertising Department

10 United Nations Plaza, 3rd Floor, San Francisco, CA 94102-4911 Telephone: 415.749.5355 * Eax: 415.749.5435 P.O. BOX 421378, San Francisco, CA 94142-9714

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

4/1/1990 SX BH 19764181 0001 BH

ELITE SPORTS
ASTRID C ACERO, ET AL
3182-21ST STREET
SAN FRANCISCO, CA 94110

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION



THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY JULEGAL DEVICE.

Not valid at any other address

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSPERABLE. IF YOU SELL YOUR BUSINESS, OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

BT-442-R-LZ REV. 12 (6-95)

NOTICE TO TAXPAYERS

INFORMATION FURNISHED TO THE BOARD OF EQUALIZATION

The Information Practices Act of 1977 requires this agency to provide the following notice to individual taxpayers who are asked by the State Board of Equalization to supply information:

The principal purpose for which the requested information will be used is to administer the California Sales and Use Tax Laws, Special Taxes Laws, or Timber Yield Tax Laws. This includes the determination and collection of the correct amount of tax.

As an individual taxpayer, you have the right of access to personal information about you in records maintained by the Board of Equalization. Please contact your local Board office listed in the white pages for assistance. If the local Board office is unable to provide the information sought, you may also contact the Registration Unit in Sacramento at (916) 324-2387.

The Board officials responsible for maintaining this information are: Sales and Use Tax, Deputy Director, Sales and Use Tax Department, 450 N Street, MIC:43, Sacramento, CA 95814, telephone (916) 445-1441; Excise Tax, Fuel Tax and Environmental Fee Tax, Deputy Director, Special Taxes and Operations Department, 450 N Street, MIC:31, Sacramento, CA 95814, telephone (916) 445-9356; Timber Yield Tax, Deputy Director, Property Taxes Department, 450 N Street, MIC:63, Sacramento, CA 95814, telephone (916) 445-1516. If the Deputy Director is unable to provide the information sought, you may also contact the Information Security Office in Sacramento, telephone (916) 324-1627.

The California Revenue and Taxation Code, Parts 1, 1.5 and 1.6 (State Sales and Use Tax), 2 (Motor Vehicle Fuel Tax), 3 (Use Fuel Tax), 7 (Tax on Insurers), 13 (Cigarette and Tobacco Products Tax), 14 (Alcoholic Beverage Tax), 18.5 (Timber Yield Tax), 19 (Energy Resources Surcharge), 20 (Emergency Telephone Users Surcharge), 22 (Hazardous Substances Tax Law), 23 (Solid Waste Disposal Site Cleanup and Maintenance Fee Law), 24 (Oil Spill Response, Prevention and Administration Fees), and 26 (Underground Storage Tanks Maintenance Fee Law), and Part 31 (Diesel Fuel Tax); Government Code, Title 7.3, Chapter 6 (Tire Recycling Fee); Public Resources Code, Div. 30, Part 7, Chapter 4 (Oil Recycling Fee); Health and Safety Code, Div. 1, Part 1, Chapter 2, Article 4.6 (Childhood Lead Poisoning Prevention Fee); and Chapter 1 of the Public Utilities Code (Hazardous Spill Prevention Fee) require persons meeting certain requirements to file applications for registration, applications for permits or licenses, and tax returns or reports in such form as prescribed by the State Board of Equalization.

It is mandatory that you furnish all of the required information requested by applications for registration, applications for permits or licenses, tax returns and other related data. Failure to provide all of the required information requested by an application for a permit or license could result in your not being issued a permit or license. In addition, the law provides penalties for failure to file a return, failure to furnish specific information required, failure to supply information required by law or regulations, or for furnishing fraudulent information.

Pursuant to California law, the information appearing on the face of any permit or license issued by the Board is a public record. Information you furnish to this agency may be used for the purpose of collecting any outstanding tax liability and may be given to federal, state, and local government agencies as authorized by law.

BARBARA BOXER CALIFORNIA

COMMITTEE ON ENVIRONMENT AND PUBLIC WORKS

COMMITTEE ON BANKING, HOUSING, AND URBAN AFFAIRS

COMMITTEE ON THE BUDGET

JOINT ECONOMIC COMMITTEE

DEPUTY WHIP

United States Senate

HART SENATE OFFICE BUILDING SUITE 112 WASHINGTON, DC 20510-0505 (202) 224-3553 1700 MONTGOMERY STREET SUITE 240 SAN FRANCISCO, CA 94111 (415) 403-0100

2250 EAST IMPERIAL HIGHWAY SUITE 645 EL SEGUNDO, CA 90245 (310) 414-5700

> 625 B STREET SUITE 990 SAN DIEGO, CA 92101 (619) 239-3884

2300 TULARE STREET SUITE 130 FRESNO, CA 93721 (209) 497-5109

October 7, 1993.

Ms. Consuelo Acero c/o WISE 450 Mission Street, Suite 402 San Francisco, California 94105

Dear Ms. Acero:

It is with great pleasure and admiration that I congratulate you as you are honored by WISE for your achievement in business.

Receipt of such an honor is testament to a great deal of hard work and dedication. Through your efforts, you have set a fine example for other women to follow.

Again, congratulations on this much deserved recognition. Best wishes to you in your future endeavors.

Sincerely,

Barbara Boxer United States Senator

BB/rk

EE.UU 7 EI Salvador 0 Pág. 24

Val 7 No. 32

The Bar Area's Longest Estingual Neckly

's de Diciembre de 1993 * December 8

Democracia mexicana podría depender de candidato Colosio

POR ANTA SHOW

MEXICO, D.F. (AP)— Con la presentación de un veterano para las elecciones a Presidente en 1994, el partido dirigente de México señaló que se está preparando para una campaña de alta competición, en el país conocido por su política monolítica.

Non DEMOCRACIA pdg. 9

Mexican democracy may depend on candidate Colosio

By ANITA SHOW

MEXICO CITY (AP)— By tapping a seasoned campaigner to run for president in 1994, Mexico's ruling party signaled this week that it is bracing for a highly competitive race in a

See DEMOCRACY poor 9



ARTES & CULTURA
El arte folklórico
de Mónica Flores p.16
ARTS & CULTURE
The folk art of
Monica Flores p.16

Un negocio latino nace y luego lucha

POR MARGARITA MILLAR

Consuelo Acero y Jorge López sabian desde su llegada a los Estados Unidos an 1989, que tendrian que trabajar duro para poder establecer un negocio tan práspero como el que tenían en su país de origen, Colombia. La idea no los atemorizo, pues ellos siemorizo pues ellos siemorizo pues tenos que restaban acostumbrados a hacer sacrificios.

Su historia es tal vez la de muchos curos dueños de deños de negocios pequeños. Con el capital que produjo el negocio anistior compraron en 1990 una pequeña tienda de alternationes con la esperanza de conventirá en el vehículo que los llevaria a conseguir el Sueña Americano, el ser un dueño de riegocio independiente en los Estados Utidos.

"Para hacer que un negocio funcione ahora, se necesita más que fe".

El primer año Acero y López y sus pequeños hijos vivieron en la tienda para así ahortar el dinero de la tenta. A medida que las cosas fueron mejorando, se pudieron mudar a una casa. También empezó a crecer el negocio, pero no sin dificultades. "Para atraer clientes naevos llevábamos muestas de nuestra mercancia a todos los restaurantes y las tiendas de esta área", dijo Consuelo Acero con una somisa al recordar el pasado no muy lejano.

Elite Sportswear, localizado en una de las áreas más activas

en la sección comercial del distrito de la Misión, en la calle 21 con la Misión en San Francisco, es un pequeño pero fioreciente almacén de confecciones especializade en ropa deportiva. "Hemos trabajado bastante, pero estamos muy orgullosos de ello", dijo Acero al mismo tiempo que con orgullo daba un four por la pequeña fienda. El almacén, modesto pero

El almazén, modesto pero activo, está lleno de los diseños confeccionados por la pareja, las máquinas que usan para desempeñar su trabajo, y los motivos de decoración futbolista que consisten de afiches de los grandes equipos, las pelotas colgando de les esquinas. Tan bien se ven los montones de camisetas acabadas de terminar y listas para que el cliente que las ordeno las venga a recoger.

"Recibimos muchas órdenes como esta, de tiendas que quieren formar un aquipo y necesitan un uniforme, o solo para darias como regalo de Navidad", explicó Acero.

Hay un tráfico constante de gente en la tienda. Llegan a comprar, a preguntar precios o los servicios de alteración que aín se ofrecen, o simplemente a pedir favores.

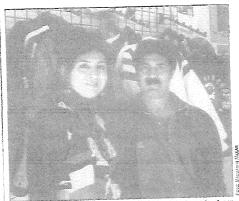
peaur tavores.

En las primeras etapas del establecimiento del negocio, los Aceros se dieron cuenta de que para poder competir en el difícil campo de ventas al por menor, ellos tendrían que ofrecer algo especial, y decidieron enfocarse en su nunto fuerte.

especial, y decinion arteser su punto fuerte.

"Nosotros ofrecemos un tipo de servicio may diversificado. Si usted necesita canisetas, las tenemos. Si necesita chaquetas con emblemas para un equipo o para sus empleados, nosotros las confeccionamos. Si lo único que

Vea NEGOCIO pág. 4



Consuelo Acero y su esposo Jorge Lópuz en su tienda de confecciones deportivas / Consuelo Acero and her husband lorge Lopez at their sportswear store

Latino business comes true, then struggles

BY MARGARITA MILLAR

Onsuelo Acero and Jorge Lopez knew when they arrived in the United States in 1909, that they were going to have to work hard to build a business as prosperous as the one they had in their native Colombia. They were not afraid, they have always worked hard and they were used to making sacrifices.

Their story is perhaps the story of many other small business owners. With the capital they saved from their previous business, they bought in 1990 a small alterations show with the hope of making it their vehicle to the their American

Dream, to be independent business owners in the United

States.

The first year Acero and Lopez and their two young children lived in the store to save the rent money. Little by little things started getting better, and they were able move into a house. The business started to grow, but not without difficulties. "To get new clients we would take samples of our work to all the restaurants and shops in this area," Consuelo Acero said with a smile remembering a not-so-far-away

Elite Sportswear, located in

See BUSINESS page 4

CONTENIDO

VIAJES
Vacaciones solo,
en pareja o familia p.12
TRAVEL
Vacations alone,
for couples or family p.13



ALITOMOVILES Si no quiere compror ni quiere olquilar...p.14

AUTOMOBILES
If you don't want to buy
or rent...p.14





July 7, 1994

Ms. Astrid Acero and Mr. Jorge Lopez Elite Sports 3182 - 21st Street San Francisco, CA 94110

Dear Ms. Acero and Mr. Lopez:

Congratulations on being awarded a loan through the City's Enterprise Zone Facade Improvement Loan Program (EZFI) administered by my Office of Community Development in partnership with the San Francisco Redevelopment Agency.

One of the commitments I made to the citizens of San Francisco when I became Mayor was to develop and support programs designed to assist our existing and emerging business community. The EZFI is an example of such a program. Through the EZFI, we are able to extend the kind of financial assistance, to qualified businesses, not typically made available through private banks.

The EZFI works effectively because of the strong working relationship between the City and community-based nonprofit organizations like the Mission Economic Development Association. Partnerships such as these are made possible with Community Development Block Grant funds the City receives from the federal government. These funds serve as an important investment by the federal government to cities like San Francisco especially during these difficult economic times.

Again, congratulations and I wish you the best of luck in your endeavor.

Sincerely,

Frank M. Jordan

Mayor

FMI/MOCD/IS





Whereas, Elite Sports is celebrating the grand opening of its remodeled retail store at 3182 - 21st Street on October 1st, 1994, allowing it to better serve the Mission District community (including its youths); and

Whereas, five years ago, Elite Sports began as a home-based business not only for self employment, but also to provide quality goods and services to San Francisco; and

Whereas, Elite Sports has recognized that the enhancement of its store front has a significant positive impact on the appearance and marketing of the neighborhood commercial retail area in the Mission District; and

Whereas, the City recognizes the commitment of Astrid Consuelo Acero and Jorge Alberto Lopez and their hard work, unique efforts and invaluable contributions to revitalizing the Mission District, assisted by the partnership between Mission Economic Development Association (MEDA), a non-profit organization, with the City and County of San Francisco; now

Therefore Be It Resolved, That I, Frank M. Jordan, Mayor of the City and County of San Francisco, do hereby proclaim October 1st, 1994 as

ELITE SPORTS DAY IN SAN FRANCISCO

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Truck My Confer)

Frank M. Jordan Mayor



Certificate of Appreciation

Recognizing

Elite Sports

For

The Outstanding Contributions to the Students Activities Awarded at City College of San Francisco, Mission Center on December 19Th, 2012.

Xiomara Martinez

Associated Students Council President

Carlos Heredia

Associated Students Council V-President

mrende

María Rosales Uribe
Associated Students Council Advisor

Teresa Villicana

Associated Students Council Treasurer





1988 - 2013



"Success means having customers who have been coming back to my store for 20 years."



1992 Astrid Lopez Elite Sports Soccer

Astrid Lopez Is a proud business-owner, active community member, and Women's Initiative graduate who has come a long way since arriving in the United States. Astrid emigrated from Colombia with her husband and two young children in the late 1980s, leaving behind their family, their community and their thriving soccer apparel factory. Deciding the political climate in Colombia was too turbulent and violent to raise a family, they sought a more stable life in the United States. After two months of enduring the unfamiliar cold of wintertime in New York and New Jersey, Astrid decided to settle in California. She packed up her sewing machines, called a distant relative who lived in San Francisco, and set up shop in his garage, sewing soccer uniforms. From these humble origins, Elite Sports Soccer was born.

Astrid founded Elite Sports Soccer in November 1989 on 21st street in San Francisco's Mission District. Five years later, she moved to her current location on Mission Street, between 22nd and 23rd. From the start, Astrid knew she wanted to use her business to keep her family together and maintain financial independence. In 1993, Astrid went through Women's Initiative's small business training course in Spanish, to grow and strengthen her business. At the time, she was not fluent in English, and the chance to learn how to run a thriving business in her native language was very opportune.

The course helped her to learn how to better market her business and navigate bookkeeping practices and legal affairs. She even received a loan from the Women's Initiative loan fund, which she used to purchase inventory.

Along with technical knowledge, Women's Initiative provided Astrid with a community. Being surrounded by other high-potential, proactive Latina women made her believe that she would be successful. Women's Initiative helped Astrid to realize that she deserved to make something for herself and her family. She advises aspiring women entrepreneurs to maintain connections with people from programs like Women's Initiative because they are valuable for personal well-being as well as professional success.

Today, Elite Sports plays an important role in the community. Her seven part-time employees are all bilingual Latino high school and college students. Her employees started at Elite Sports with no job experience and Astrid invested the time, energy, patience and love necessary to turn them into customer service professionals. Many of her employees are able to include this experience to strengthen their college applications. She has succeeded in creating a business that is truly rooted and invested in the local community.

"If you had asked me 20 years ago to define success, I would say it is just opening a business and growing your accounts. Today, after the difficult economy, success to me means continuing to be able to provide jobs to the same number of employees. Success means having customers that have known me for twenty years come back to my store, surprised that I am still here because so many other places have gone out of business."

Astrid was able to open a second Elite Sports Soccer in 2009 in the vibrant Haight-Ashbury neighborhood. This new location has helped her expand her business to new markets and stay ahead of the competition.

Astrid Lopez

A Journey of Financial Empowerment

By Lucero DeLeon

Astrid Lopez and her family immigrated to the U.S. in the late 80's from Bogotá to escape Colombia's political, social, and economic problems. As a new immigrant, Astrid enrolled in Women's Initiative, where she learned how to do business in the U.S. She and her husband opened Elite Sports Soccer, a retail store in the Mission, which eventually enabled them to send their children to college, purchase a home, hire eight part-time employees, and open a second store.

n 2012, their new landlord discussed plans of using their building for a different purpose when the lease ended. Astrid's family entered a period of crisis. She worried about the future of her business constantly. If she were to close the store, she wondered, would she be able to afford to lease a new location or pay off her mortgage and children's college debt? She considered selling everything and moving back to Colombia.



At a friend's suggestion, Astrid began to study finance. She soon realized how much money she would need, but did not have for retirement. She continued her studies, earned a license as a certified financial planner and started a financial coaching business.

Astrid enrolled in Renaissance's Women's Paso a Paso class in 2016. She appreciated learning business concepts in her native language and enjoyed the comfort of being with peers with similar cultural backgrounds. She said the class was "like fresh water where I could reminisce my early years as a business owner and share my knowledge with classmates, reexamine my values, and learn how I could improve upon my new financial consulting business." Astrid enjoyed the empowerment classes and positive class environment, which gave her the confidence to know that anything is possible with sufficient preparation and planning.

Astrid is passionate about educating individuals and business owners on the importance of budgeting, savings, investments, and retirement plans. Although she works with clients of all backgrounds, she especially enjoys working with Latinos and confronting the cultural barriers they have. She strives to reach as many families as possible so the number of parents passing financial literacy down to their children is tremendous. Finally, she wants to make sure that small business owners don't go through 26 years of being in business without financial planning like her family.

Today Astrid stands without fear of what the future will bring. She plans to keep Elite Sports Soccer, Inc. operational as long as she is able. At the same time, she will continue to build her clientele for her financial consulting business and grow her own financial investments. Renaissance is proud that Astrid is now a consultant in Futuros Seguros, our Spanish language financial empowerment program.

Astrid Lopez

Consultora Financiera (Financial Consultant)

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NEW OWNER HAS GOAL TO DISPLACE ELITE SPORTS SOCCER FROM LONG-TERM SPACE IN MISSION

On: September 12, 2015

In: Business Development, Mission Displacement

Tagged: elite sports soccer mission san francisco, mission sf eviction, mission small business displacement



Stitching jerseys and jackets in a basement seven days a week is no task for the weary. When you know that is the only way to get a business off the ground, you make it happen.

Such is the story of Astrid Acero López, who emigrated from Colombia in November 1988. She and her husband, Jorge, had two toddlers in tow ... and the dream of starting a business in the U.S.

The idea was to transfer to San Francisco's Mission District the marketing model of the ubiquitous soccer shops lining the commercial streets of Bogotá, knowing the intense passion for the sport among the Latino community.



The result was a successful, family-run business named Elite Sports Soccer, nestled in a 1904 building in the middle of bustling Mission Street near 22nd. From colorful soccer balls to equally colorful jerseys from innumerable countries around the globe, Astrid and Jorge's community-serving business has thrived. This is especially true during World Cup years, when business can more than double.

This shop has been the sole source of income for the industrious couple, with their successful enterprise even recognized by City power players. This is evidenced in their tiny back office, where a proclamation from Mayor Frank Jordan hangs on the wall. There is a picture with Mayor Willie Brown, set amid numerous family portraits from over the years.

Proudly explains Astrid, "This business helped us send our two children to college. We were able to buy a home in the Excelsior. It's taken much work, but Elite Sports Soccer has provided for our family."

Other families have been helped, too, with employees working the counter and offering customers assistance. Astrid and Jorge made sacrifices during the Great Recession so that all of these employees—community members—could stay on the books.

MEDA's Business Development team has helped over the years. The nonprofit gave credibility to the Lopez' business model when the latter tried to establish relationships with brand-name corporations; this is difficult to do as a small business. There was also help with setting up an accounting system. Even lease negotiation—ever important in today's commercial market of escalating rents.

New owner

Astrid speaks fondly of her former landlord, Norma, who understood this was a family business. Norma respected Astrid and Jorge's hours of toil at their store. Norma also respected that the rent was always paid on time—a fair rent negotiated with MEDA's help. It was a convivial relationship.

That all changed two years ago, when an aging Norma was compelled to sell the building. The new owner dutifully followed the law and kept the Lopez' lease intact—a lease that now goes for 18 more months.

While their lease is still valid, Astrid and Jorge recently started getting visits from Sterling Heatley, who had paid \$3.86 million for the property in May of 2014 and is already looking to flip the building.

Heatley was part of a March 2015 *San Francisco Chronicle* story, back when he was a vice president at Paragon Commercial Brokerage. Seems he signed eviction notices for two dozen families at a 31-unit residential hotel in Chinatown. Fortunately, community protests ensued and the City stepped in to halt the evictions. Story.

Heatley said he would propose two options and that Astrid and Jorge could choose one. A series of back-and-forth emails ensued, with the business owners realizing that these offers were of no benefit to them, their employees or the community. The offers solely benefitted Heatley.

One option proposed is for a buyout, as the building is worth more vacant to Heatley. If this buyout is accepted, the lessees must guarantee to leave the premises in a quick 90 days. This offered buyout is a meager sum in comparison to what the business is worth, especially after so many years at the same location. With limited options for another commercial space in the Mission's now-expensive market, it is not feasible to move elsewhere in the Bay Area.

"How do we replace over 25 years of people knowing Elite Sports Soccer? The children of customers from the 1990's now come in. People know where we are. We have built a positive reputation in the community. That is invaluable," explains Astrid.

The second option is for a five-year lease extension, at a 40 percent increase. When doing the numbers, that becomes a business model that is untenable.

If neither of the aforementioned options is chosen, Astrid and Jorge can legally remain in the building until their lease expires in a year and a half. With no commercial rent control in San Francisco, the owner of the building at that time will be able to ask whatever rent they deem they can get for the space.

Time will tell if Astrid and Jorge can continue to serve the community. Retirement is still a while away. There is still a mortgage to pay on that home in the Excelsior.

Concludes Astrid of this stressful situation: "It's sad that this is just seen as a building. There are humans inside. Jorge and I have worked hard and supported the Mission community. Where is the humanity? I pray that I never become like that. We *are* determined to make it ... somehow."



March 17, 2017

RE: Elite Sports

Legacy Business Application

To Whom It May Concern,

The Mission Economic Development Agency – MEDA, would like to express its full support to Elite Sports in its process to apply as a legacy business. Elite Sports is located in **2637 Mission Street, San Francisco, CA 94110** and has been serving the community in the San Francisco and the Bay Area for more than 25 years.

Elite Sports has provided Astrid Lopez and her family the income to send their two children to college. They were able to buy a home in the Excelsior, but also, they have helped the community providing job opportunities through the years, specially opportunities for young students during the summers. More than 400 people received the benefit of employment at Elite Sports. Many of those who worked at Elite Sports in certain time during the past 25 years, now are professionals who are serving our communities in San Francisco, but they all got their first work experience opportunity at Elite Sports.

Beyond providing job opportunities for youth in the community, Elite Sports is a Bay Area regional asset that provides culturally relevant merchandise, soccer equipment and gear. While football, baseball and basketball are very popular sports in the USA, most Latino countries are connected through soccer and Elite Sports offers a regional hub to connect with soccer enthusiasts in a culturally and linguistically comfortable business.

Finally, Elite Sports has for their 25 years of business been supporters and promoters of soccer in the neighborhood often sponsoring teams or providing merchandise at a discounted rate, with the intent to support children and youth active in positive activities. MEDA is proud to support a local and family business to become a legacy business and a model for our entrepreneur families in the City of San Francisco.

Edwin Rodriguez

Business Development Program Manager Plaza Adelante, 2301 Mission Street, Suite 301 San Francisco, CA 94110

P: 415.282.3334 ext. 102

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MEDA, founded in 1973, is an economic development organization rooted in the Mission District and focused on San Francisco. MEDA's mission is to strengthen low-and moderate-income Latino families by promoting economic equity and social justice through asset building and community development

Legacy Business Registry July 19, 2017 Hearing Case Number 2017-008057LBR; 2017-008059LBR; 2017-008060LBR Cinderella Bakery and Café; Donaldina Cameron House; Elite Sport Soccer

Filing Date: June 22, 2017
Case No.: 2017-008060LBR
Business Name: Elite Sport Soccer
Business Address: 2637 Mission Street

Zoning: NCT (Mission Street Neighborhood Commercial Transit)/

65-B Height and Bulk District

Block/Lot: 3637/027

Applicant: Jorge and Astrid Lopez, Owners

2637 Mission Street

San Francisco, CA 94110

Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

BUSINESS DESCRIPTION

Elite Sport Soccer is a local, family-owned, bilingual (Spanish/English) retail business specializing in soccer equipment, footwear, cleats, uniforms and fan gear. Located in the Mission District on Mission Street, Elite Sport Soccer was opened in 1989 and has become an integral part of the neighborhood, serving the Latino community in San Francisco as well as the larger soccer communities of the Bay Area. The business was originally located at 3182 21st Street in the Mission District but relocated to its current location in 1995, where it has remained since. When Elite Sport Soccer was founded, the neighborhood had a concentrated Latino community with soccer having always been a significant cultural component of Latino identity and opening a bilingual shop helped to bind the business to the community both culturally and linguistically.

The store carries a large selection of jackets and jerseys from national and professional teams from around the world as well as a selection of national flags and has become an important fixture of the community of soccer players, fans and aficionados. Apart from selling soccer gear and memorabilia, the business has also given back to the community by supporting local high school and City College teams and the construction of local soccer fields (i.e. at Dolores Park). Additionally, the owners, Jorge and Astrid Lopez, have provided work opportunities to over 600 bilingual young people over the span of their 27 year history, which they feel is their most significant contribution to the community. Elite Sport Soccer has continued to show its commitment to the community both in the merchandise that it sells and in its dedication to working in cooperation with schools that teach soccer and with local soccer leagues that sponsor amateur adult soccer teams in the Bay Area.

The business' Mission Street location's lease expired on June 30, 2017. The building was sold in 2014 and again in late 2016. Negotiations with the newest owner for a long-term extension of the lease are ongoing and may be contingent upon Elite Sport Soccer receiving Legacy Business status. Should the business not be considered for designated as a Legacy Business, it may be forced to close or relocate out of San Francisco, which may have detrimental effects on its employees, the neighborhood, or the business itself.

SAN FRANCISCO
PLANNING DEPARTMENT

STAFF ANALYSIS

Review Criteria

1. When was business founded?

1989

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes, Elite Sport Soccer qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Though Elite Sport Soccer has only been in operation for 27 years, it faces a significant risk of displacement.
- ii. Elite Sport Soccer has contributed to the Mission District community's history and identity by supporting a significant aspect of Latino culture soccer through its merchandise, its commitment to supporting local efforts to promote and teach soccer, its efforts to employ local youth and its continued bilingual atmosphere.
- iii. Elite Sport Soccer is committed to maintaining the physical features and traditions that define its role as a bilingual supporter of local soccer fans and players.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with the Latino tradition and craft of soccer.

4. Is the business or its building associated with significant events, persons, and/or architecture?

Yes. The 1910 property has been previously evaluated by the Planning Department for potential historical significance as part of the South Mission Historic Resource Survey. The property is considered a "Category A Property" and is eligible for listing in the California Register under Criterion 1 for its association with the historic events of the post-1906 rebuilding and recovery in the Mission District.

- 5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

 No.
- 6. Is the business mentioned in a local historic context statement?

No.

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. El Mensajero, 12/8/1993, "Latino business comes true, then struggles," by Margarita Millar; reSource/RenCenter.org, "Astrid Lopez: A Journey of Financial Empowerment," by Lucero DeLeon; MEDA, 9/12/2015, "New Owner Has Goal to Displace Elite Sports Soccer from Long-Term Space in Mission."

SAN FRANCISCO
PLANNING DEPARTMENT

Case Number 2017-008057LBR; 2017-008059LBR; 2017-008060LBR Cinderella Bakery and Café; Donaldina Cameron House; Elite Sport Soccer

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 2637 Mission Street

Recommended by Applicant

- Tradition of being a bilingual business
- Variety of soccer merchandise including equipment and fan gear
- Commitment to supporting local institutions and organizations that promote and teach soccer both in San Francisco and the greater Bay Area
- Commitment to employing local youth
- Location in the Mission District

Additional Recommended by Staff

• Exterior features including massing, rooflines, and architectural details visible from the public-right-of-way

SAN FRANCISCO
PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE JULY 19, 2017

1650 Mission St. Suite 400 San Francisco, CA 94103-2479

Reception: 415.558.6378

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Planning Information: **415.558.6377**

Case No.: 2017-008060LBR

Business Name: Elite Sport Soccer

Business Address: 2637 Mission Street

Zoning: NCT (Mission Street Neighborhood Commercial Transit)/

65-B Height and Bulk District

Block/Lot: 3637/027

Applicant: Jorge and Astrid Lopez, Owners

2637 Mission Street San Francisco, CA 94110

Nominated By: Supervisor Hillary Ronen, District 9

Staff Contact: Desiree Smith - (415) 575-9093

Desiree.Smith@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ELITE SPORT SOCCER, CURRENTLY LOCATED AT 2637 MISSION STREET (BLOCK/LOT 3637/027).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the Mission District neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 19, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Elite Sport Soccer qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Elite Sport Soccer

Location (if applicable)

• 2637 Mission Street

Physical Features or Traditions that Define the Business

- Tradition of being a bilingual business
- Variety of soccer merchandise including equipment and fan gear
- Commitment to supporting local institutions and organizations that promote and teach soccer both in San Francisco and the greater Bay Area
- Commitment to employing local youth
- Location in the Mission District
- Exterior features including massing, rooflines, and architectural details visible from the public-right-ofway

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-008060LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 19, 2017.

Jonas P. Ionin	
Commission Secr	etary

AYES:

NOES:

ABSENT:

ADOPTED:

