



# Legacy Business Registry Staff Report

Hearing Date: April 26, 2021

## SAN FRANCISCO BAY TIMES

*Application No.:* LBR-2020-21-037  
*Business Name:* San Francisco Bay Times  
*Business Address:* 358 Noe Street  
*District:* District 8  
*Applicant:* Betty L. Sullivan, President  
*Nomination Letter Date:* February 11, 2021  
*Nominated By:* Supervisor Rafael Mandelman  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

The San Francisco Bay Times (“SF Bay Times” or “Bay Times”) was founded in 1978 as a print publication with the mission to reflect and connect the diverse community within the Bay Area. The publication’s name has evolved over time; starting as the “San Francisco Bay Times” in 1978, it then changed to “Coming Up” in 1979, before reverting back to the original name in 1989. Additionally, the content is now offered in several formats, both in print and web-based applications. However, despite the Bay Times evolving as necessary, the core functions and goals have remained the same. After 43 years in business, the Bay Times continues to bring high-quality news and design content to its readers, specifically to the LGBTQIA community.

The Bay Times was founded by two gay friends and is now a certified LGBT-owned business (specifically, lesbian-owned) by the National Lesbian & Gay Chamber of Commerce. Since its founding, the Bay Times has not had a strong association with any structure. The business’ distribution operations are currently located at 358 Noe Street and 2261 Market Street in San Francisco, and 525 Bellevue Avenue in Oakland, but the business’s keystone features are its content, design, and production, which are all completed virtually.

The Bay Times celebrates the LGBTQIA identity and strengthens the efforts of like-minded organizations, such as SF Pride, by supporting and spreading solidarity among its community and other traditionally underrepresented groups. San Francisco Bay Times serves the present reader base, but also understands that their paper serves an important historical and record-keeping function for future generations. The Bay Times has been used in schools as an educational tool and is archived by several institutions, including: The University of California at Berkeley Library; the San Francisco Public Library; the Gay and Lesbian Historical Society; the Lesbian and Gay Archives of New Zealand; and the Library of Congress, among others. In addition to its print presence, the San Francisco Bay Times has a robust archive of electronic content, with its website (launched in 2006), robust social media presence, and e-blast announcements.

On an annual basis, the Bay Times provides ongoing media coverage to many important LGBTQIA- and underserved community events and organizers, including (but not limited to): the AIDS Walk, Bay Area American Indian Two Spirits, Frameline International Film Festival, National Center for Lesbian Rights, Project Open Hand, Rock the Casa, Shanti Project, and Women’s Community Orchestra. These aforementioned organizations are just a sampling of the many that the San Francisco Bay Times supports. For a comprehensive list, please refer to the attached Legacy Business Application.

#### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





## CRITERION 1

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

Yes, San Francisco Bay Times has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

Unknown address in 1978 (1 year)  
3410 19th Street from unknown year to 2011 (unknown number of years)  
150 Central Avenue from 1978 to unknown year (unknown number of years)  
613 Laguna Street from 1978 to unknown year (unknown number of years)  
2120 Market Street #104 from 1981 to unknown year (unknown number of years)  
288 7th Street from 1990 to 1991 (1 year)  
P.O. Box 410386 from 2006 to 2011 (5 years)  
2261 Market Street #309 from 2011 to present (10 years)

## CRITERION 2

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

Yes, San Francisco Bay Times has contributed to the history and identity of the LGBT community, the Castro / Upper Market neighborhood, and San Francisco.

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:

- The business is associated with news production and distribution, and specifically to LGBTQIA-related news.
- The business has had many notable LGBTQIA persons as former or current contributors, such as Randy Alfred, Cleve Jones, Dr. Marcy Adelman, and Jamie Leno Zimron, among many others.
- The San Francisco Bay Times was referenced, quoted, and cited in the Citywide Historic Context Statement for LGBTQ History In San Francisco, 2016, Donna J. Graves and Shayne E. Watson (pages 210 and 241).
- The Bay Times has been featured in several publications, including two books, the San Francisco Examiner, and the San Francisco Chronicle, among others.

## CRITERION 3

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

Yes, San Francisco Bay Times is committed to maintaining the physical features and traditions that define the business.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that San Francisco Bay Times 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.

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#### Physical Features or Traditions that Define the Business:

- Maintaining the Bay Times' mission and goal of bringing diverse Bay Area people together and forging common links and allyship between various movements, such as the LGBTQIA, racial minority, environmentalist, and labor communities.
- Providing news, resources, and support to the various LGBTQIA community members, including individuals, families, businesses, nonprofits, educational space, and more.
- Historical traditions of keeping an aspect of the publication in print format, to provide a physical presence of the business and harken back to its initial roots.
- Maintaining some kind of visual logo, for a physical representation of the business and its goals.
- Maintain the "Castro Street Cam Service."
- Retain the historic (and current) business name of "San Francisco Bay Times."
- Continue publishing news from a diverse pool of contributors.
- Attempt to maintain LGBTQIA ownership of the business, if at all possible.
- Continue to contribute and support local organizations, community contributors, and events that promote intersectional LGBTQIA support and solidarity.

#### **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.

- Publication covering the LGBTQ community.

#### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include San Francisco Bay Times currently located at 358 Noe Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program

#### **Legacy Business Program**

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# Small Business Commission

Resolution No. \_\_\_\_\_

April 26, 2021

## SAN FRANCISCO BAY TIMES

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### **Adopting findings approving the Legacy Business Registry application for San Francisco Bay Times, currently located at 358 Noe 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 April 26, 2021, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**BE IT RESOLVED**, that the Small Business Commission hereby includes San Francisco Bay Times 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 San Francisco Bay Times.

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Physical Features or Traditions that Define the Business:

- Maintaining the Bay Times' mission and goal of bringing diverse Bay Area people together and forging common links and allyship between various movements, such as the LGBTQIA, racial minority, environmentalist, and labor communities.
- Providing news, resources, and support to the various LGBTQIA community members, including individuals, families, businesses, nonprofits, educational space, and more.
- Historical traditions of keeping an aspect of the publication in print format, to provide a physical presence of the business and harken back to its initial roots.
- Maintaining some kind of visual logo, for a physical representation of the business and its goals.
- Maintain the "Castro Street Cam Service."
- Retain the historic (and current) business name of "San Francisco Bay Times."
- Continue publishing news from a diverse pool of contributors.
- Attempt to maintain LGBTQIA ownership of the business, if at all possible.
- Continue to contribute and support local organizations, community contributors, and events that promote intersectional LGBTQIA support and solidarity.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain San Francisco Bay Times on the Legacy Business Registry:

- Publication covering the LGBTQ community.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 26, 2021.

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Regina Dick-Endrizzi  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

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# Legacy Business Registry

# Application Review Sheet

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

Yes  No

Unknown address in 1978 (1 year)  
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288 7th Street from 1990 to 1991 (1 year)  
P.O. Box 410386 from 2006 to 2011 (5 years)  
2261 Market Street #309 from 2011 to present (10 years)

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

Yes  No

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

Yes  No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** March 11, 2021

Richard Kurylo  
Program Manager, Legacy Business Program

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**RAFAEL MANDELMAN**

February 11, 2021

RE: Nomination of San Francisco Bay Times to the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate San Francisco Bay Times for the Legacy Business Registry.

The San Francisco Bay Times began operation in 1978 and under the new ownership has continued to publish bi-weekly without interruption since 2011. Since it's founding, the San Francisco Bay Times has provided information, resources, and inspiration to the LGBTQ community through its publications. Events covered on the pages of the San Francisco Bay Times include coverage of the recent 2020 election, the legalization of same-sex marriage, and the Orland Pulse Nightclub tragedy. From its first publication to today, the San Francisco Bay Times continues to provide an important space for community members to share their ideas and inform each other.

The San Francisco Bay Times has a long history of supporting the LGBTQ community in San Francisco. Since 1995, the newspaper has served as an official media partner for the yearly San Francisco Pride Parade. The San Francisco Bay Times also participates in the annual Castro Street Fair and helps create and distribute promotional materials at no cost. Due its long history as an important voice for the LGBTQ community in San Francisco, I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "RJM".

Rafael Mandelman  
Member, San Francisco Board of Supervisors

## 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.

<b>NAME OF BUSINESS:</b>	
San Francisco Bay Times	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Betty L. Sullivan and Jennifer L. Viegas	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
358 Noe Street San Francisco, CA 94114	415-503-1375
	<b>EMAIL ADDRESS:</b>
	editor@sfbaytimes.com
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input type="checkbox"/> Same as Business Address 2261 Market Street #309	San Francisco, CA
	<b>MAILING ADDRESS – ZIP CODE:</b>
	94114
<b>WEBSITE ADDRESS:</b>	
www.sfbaytimes.com	
<b>FACEBOOK PAGE:</b>	
SF Bay Times	
<b>TWITTER NAME:</b>	
SF Bay Times	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Betty L. Sullivan	
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
President	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
1113221	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>	
C2211035	

## 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
Unknown		1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unknown	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
3410 19th Street San Francisco, CA	94110	Start: Unknown
		End: August 2011

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
150 Central Avenue San Francisco, CA	94117	Start: 1978
		End: Unknown

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
613 Laguna Street San Francisco, CA	94102	Start: 1978
		End: Unknown

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2120 Market Street #104 San Francisco, CA	94114	Start: 1981
		End: Unkonwn

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
288 7th Street San Francisco, CA	94103	Start: 1990
		End: 1991

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
P.O. Box 410386 San Francisco, CA	94038	Start: 2006
		End: 2011

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2261 Market Street #309 San Franciaco, CA	94114	Start: 2011
		End: Present

## 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.

Betty L. Sullivan

7/16/20

Betty Sullivan  
Digitally signed by Betty  
Sullivan  
Date: 2020.07.16 23:44:32  
-07'00'

Name (Print):

Date:

Signature:

# SAN FRANCISCO BAY TIMES

## 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.**

The *San Francisco Bay Times* (“*Bay Times*”) was founded in 1978 and since then has had no break in San Francisco operations exceeding two years. The registration date with the California Secretary of State was February 14, 1978.

In 1978, a collective of seven women and men joined together to plan and produce the first issue of the *San Francisco Bay Times*. Meetings were held at founding co-publisher Bill Hartman's home located on Central Avenue in San Francisco. The collective included Hartman, co-publisher Roland Schembari, founding editor Randy Alfred, circulation manager Susan Calico, women’s section editor Priscilla Alexander, and two others.

Following is a timeline of key dates in the *San Francisco Bay Times*’ history:

- February 14, 1978: “San Francisco Bay Times” was established with the California Secretary of State, with an entity mailing address of 150 Central Avenue in San Francisco.
- May 1, 1978: Inaugural issue was published, and it continued as a monthly print publication through July 1978.
- For a portion of 1978, an office was maintained at 613 Laguna Street in San Francisco.
- July 1978 through September 1979: Publication on hold to re-evaluate the business model and content structure of the print issue.
- October 1979: Re-introduced the print publication under the title *Coming Up*. It continued on a monthly publication schedule through March 1989.
- September 4, 1981: *Coming Up* was registered with the California Secretary of State. The mailing address for the business was 2120 Market Street #104 in San Francisco.
- 1981: Founding publishers Schembari and Hartman retired from the publication, and the ownership was changed to Kim Corsaro, who served as publisher from 1981–2011. Corsaro continued as editor and publisher of the publication as a bi-weekly from 1981 through July 2011, when she retired.
- August 12, 1983: The entity “San Francisco Bay Times, Inc.” was established with the California Secretary of State as part of the evolution of the business structure of the *San Francisco Bay Times*.
- April 1989: The name was changed back to the *San Francisco Bay Times*.
- 1990–1999: Maintained an office at 288 7th Street in the South of Market District.

- April 7, 2006: The limited liability company “Bay Times, LLC” was registered with the California Secretary of State as part of the ongoing evolution of the publication’s business structure. The agent for the service of process was Kim Corsaro. The mailing address was P.O. Box 410386, San Francisco, CA 94038-01386.
- 2006: Introduced the website [www.sfbaytimes.com](http://www.sfbaytimes.com) and began publishing content both online and in print.
- 2010: Due to a family commitment, publisher Corsaro operated the *San Francisco Bay Times* as a virtual business while commuting between Florida and San Francisco. The publication has since operated as a virtual business without a designated street address location.
- 2011: Kim Corsaro sold the paper to Sullivan Communications, Inc., which is owned by Betty L. Sullivan. Sullivan made a private ownership agreement with co-publisher/co-owner Jennifer L. Viegas.
- March 2020: business in the city of San Francisco was dramatically restricted with the implementation of public health-related regulations addressing the COVID-19 pandemic. This resulted in a heavy loss of advertising due to necessary venue closures, event cancellations, and travel restrictions. The publication schedule of the paper was adjusted, fluctuating between the standard “print and online” formats and an abbreviated “online only” format for alternating issues.
- 2021: The publication schedule will continue on the signature bi-weekly schedule. The impact of the COVID-19 pandemic will be continually monitored, and changes will be made as necessary to maintain good business practices without sacrificing services.

Under the leadership of Sullivan and Viegas, the *San Francisco Bay Times* published without interruption as a bi-weekly publication from August 2011 to the present. During these years, they have focused on bringing the highest standards of newspaper content and design to the pages of the paper. Additionally, leading voices in the Bay Area’s LGBT community have been recruited as regular contributors. The advertising base of the paper has been rebuilt after having been lost during the first decade of the new century. Distribution outlets have been strengthened and a new printer was identified to bring the lowest possible costs yet high quality of newsprint.

Since 2011, the *San Francisco Bay Times* has conducted distribution operations from multiple locations including 525 Bellevue Avenue, Oakland; and 2261 Market Street, San Francisco. Both co-publishers work from home offices located in the Castro neighborhood and also at an East Bay site in Oakland. Other members of the production team are located outside of the San Francisco Bay Area. Thus, the San Francisco Bay Times has operated from a “virtual office” since August of 2011.

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

During its early years, publication was on hold between July 1978 through September 1979. The decision to put the publication on hold was based on the need to re-evaluate the business model and content structure of the print issue. The title was changed to *Coming Up* when it was re-introduced in October 1979. The title reverted to the *San Francisco Bay Times* in April 1989 and has continued uninterrupted since then.

The publication sequence from May 1, 1978 through December 17, 2020 has been verified by the San Francisco City Historian, Susan Goldstein, based on copies of issues that are on file or otherwise preserved at the San Francisco Public Library.

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

Yes, the *San Francisco Bay Times* is family owned and certified by the National Lesbian & Gay Chamber of Commerce as fully LGBT owned. At present, the paper is also entirely lesbian owned, although men play key roles in content development and production.

When it was introduced in 1978, the publication was owned by two gay men who were friends living separately. They worked with a group of five other friends.

When Corsaro assumed the publisher role in 1981, she involved her daughter and son in the operation of the paper, and they continued to assist the business through July 2011.

Sullivan's son-in-law John Herren serves as technology director and web master for the company.

Sullivan's daughter Elizabeth Herren and her family regularly participate in the *Bay Times'* Pride Parade contingent and have been involved in other *Bay Times*-related events..

Viegas' mother represented the paper at numerous LGBT community events, assisted in building relationships with advertisers, and served as a food columnist for the paper as well.

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

The ownership history of the *San Francisco Bay Times* is as follows:

1978:	A collective of seven people who decided to explore creating a new LGBT publication; An initial "sample" issue was published on May 1, 1978
1978 to 1981:	Roland Schembari and Bill Hartman, Co-Publishers
1981 to 2011	Kim Corsaro, Publisher and Editor
2011 to Present:	Dr. Betty L. Sullivan and Jennifer L. Viegas, Co-Publishers/Co-Editors

**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.**

Documentation of the origins and evolution of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

Among the documents compiled to show the history of the business is a letter from San Francisco City Archivist Susan Goldstein, who heads up the San Francisco History Center and Special

Collections at the San Francisco Public Library. Her letter provides an overview of the copies of the *San Francisco Bay Times* and *Coming Up* (during the years the paper's name was altered) from 1978 to the present.

**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 business has operated from a series of locations since its founding and none is considered to be more significant than others. As part of its program to recognize buildings with historical significance to the LGBT community, however, the Leather & LGBTQ Cultural District plans to place a bronze plaque in front of the building at 288 7th Street to acknowledge that location as where the San Francisco Bay Times operated from 1990 to 1999.

## **CRITERION 2**

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

Since its founding, the *San Francisco Bay Times* has strived to reflect and to serve the Bay Area LGBTQ community — via its content, contributors, mission, and more — and particularly the community in the Castro District given this district's longstanding importance to the LGBTQ community.

In general, newspapers have long been acknowledged as the “first recorders of history” since, as publications, newspapers provide to their readership relevant news and information about what has happened and what will be coming up in their communities.

Among the topics of information included in the *San Francisco Bay Times* are election and political, civic, business, health and wellness, recreation, sports, arts and entertainment, community events, and many others.

By providing editorial and advertising content specifically created in each issue for the Bay Area's LGBTQ community, the newspaper is “recording history” as it happens. Newspapers are collected and preserved by libraries, museums, archives, colleges, universities, and other institutions. The *San Francisco Bay Times* is collected and archived at the San Francisco Public Library, Gay & Lesbian Historical Society, the University of California at Berkeley Library, and others.

### **Personals Section**

The former "Personals" section of the *San Francisco Bay Times* for decades served as one of the few ways that LGBTQ individuals felt safe to network with others for both personal and professional reasons. Many couples to this day tell the publishers that they met years ago via the Personals section. Profiles of couples who have met through the *Bay Times* have been published, and an original song entitled “Bay Times Personals Blues,” written by a reader about her longing to meet a new girlfriend, has also been collected and published.

"Personals" existed before the internet, cell phones, and other modern forms of communication. The connections that they made possible are still desired today, so maintaining and forging such bonds are an important part of the *San Francisco Bay Times* mission.

## Historic Events

In recent years, the *San Francisco Bay Times* has published issues devoted to coverage of events such as the United States Supreme Court rulings on the legalization of same sex marriage, the Orlando Pulse Nightclub tragedy, the passing of community icons such as Del Martin and Phyllis Lyon, the passing of Justice Ruth Bader Ginsberg, and more.

Between August and December of 2020, the paper covered the historic election wins of President Joe Biden and Vice President Kamala Harris. Harris has been a contributor to the *San Francisco Bay Times* and attended a reception in her honor hosted by *San Francisco Bay Times* team members.

## Fostering Pride

LGBTQ identity is celebrated in the *San Francisco Bay Times*, strengthening efforts of other nonprofits, such as SF Pride, in fostering pride about and among LGBTQ community members and other traditionally underserved groups. The paper has been used as a teaching tool in schools to instruct others about the LGBTQ community.

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

## The Hongisto Incident<sup>1</sup>

In 1992, the *Bay Times* stood by communities of color and ran an editorial graphic criticizing San Francisco Police Department Chief Richard Hongisto for the mass arrest of hundreds of demonstrators peacefully protesting the Rodney King verdict, according to *The Los Angeles Times*, which wrote about the incident. The *Bay Times* published a front-page graphic of Chief Hongisto with a headline that read: "Dick's Cool New Tool: Martial Law." Subsequently, an investigation was conducted into allegations that Hongisto tried to suppress the paper by ordering officers to remove copies of the publication from news racks. Following the incident and investigation, the Chief was fired by a unanimous decision of the San Francisco Police Commission. Subsequently, the newspaper won a court decision and was awarded compensation.

"We believe the chief exercised poor judgement and abused his power in the incident," said commission Chairman Harry Low, a former state appeals court judge, according to *The Los Angeles Times*. "His explanation of this incident is difficult for this commission to accept in light of the evidence."

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<sup>1</sup> Sources: *San Francisco Examiner*, Wikipedia

## San Francisco Pride Parade and Castro Street Fair

Since 1995, members of the current *San Francisco Bay Times* team have participated actively in the San Francisco Pride Parade held each year in June. After assuming management of the paper, co-publishers Sullivan and Viegas have organized and managed a large multi-vehicle contingent. Varying year by year, the contingent has included a women's drumming core, a costumed dancing troupe, a live rock and roll band, live DJs, stilt walkers, and other special elements. The contingent has been awarded the Best Musical Contingent in multiple years, and in 2013, Sullivan was honored as a Community Grand Marshal.

Additionally, the paper publishes two "Pride Month" issues in June. The first of these includes news from San Francisco Pride, the Frameline Film Festival, and other organizations that sponsor special events during June. The second of the two issues, the "Official Pride Issue," includes unique Pride-related messages, both editorial and advertising, from elected officials, civic leaders, service organizations, small businesses, and corporations supporting Pride each year.

The *San Francisco Bay Times* is an ongoing official Media Partner of San Francisco Pride and provides pro bono online, eblast, social media, and print promotion and marketing services. These services are highly valued as tools to recruit volunteers needed to assist in producing the Parade and also to announce and promote to the community the special activities, entertainers, honorees, and celebrities each year. *The San Francisco Bay Times'* photography team documents the Parade and related activities each year and special photo spread sections are published to commemorate the event.

*San Francisco Bay Times* is also an active supporter and participant in the annual Castro Street Fair, which was founded by Supervisor Harvey Milk in 1974. In addition to creating and staffing an information booth that offers copies of the newspaper and other materials, the *San Francisco Bay Times* also provides promotion and advertising related to the Fair at no cost.

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

Yes, the *San Francisco Bay Times* is referenced in numerous historic documents, books, and periodicals. A selection of these includes the following:

- Library of Congress  
*Bay Times San Francisco (San Francisco, Ca) 2006-Current*  
<https://www.loc.gov/item/2006248175/>
- Wikipedia  
*LGBT culture in San Francisco*  
[https://en.wikipedia.org/wiki/LGBT\\_culture\\_in\\_San\\_Francisco](https://en.wikipedia.org/wiki/LGBT_culture_in_San_Francisco)

- WorldCat  
*San Francisco Bay Times*  
[https://www.worldcat.org/title/san-francisco-bay-times/oclc/42691769&referer=brief\\_results](https://www.worldcat.org/title/san-francisco-bay-times/oclc/42691769&referer=brief_results)
- Wikipedia  
*San Francisco Bay Times*  
[https://en.wikipedia.org/wiki/San\\_Francisco\\_Bay\\_Times](https://en.wikipedia.org/wiki/San_Francisco_Bay_Times)
- Sterling, R.; Gillespie, E. (2010). *The Unofficial Guide to San Francisco*. Wiley. p. 29. ISBN 9780470637241. Retrieved 2015-04-13.
- *San Francisco Chronicle*  
Obituary of founder Roland Schembari (February 24, 2000)  
<https://www.sfgate.com/news/article/Roland-Schembari-Co-Founder-of-S-F-Bay-Times-2773437.php>
- Lesbian and Gay Archives of New Zealand  
*Serials Holdings List*  
<http://www.laganz.org.nz/serials/s.e-squ.html>
- Kevin L. Jones, KQED  
*SF Bay Times, City's First Newspaper Produced Jointly by Gay Men and Women, Celebrates 40th Anniversary*  
<https://www.kqed.org/arts/13834821/sf-bay-times-citys-first-gay-and-lesbian-newspaper-celebrates-40th-anniversary>
- *San Francisco Examiner*, Joe Fitzgerald Rodriguez, June 20, 2018  
*SF Bay Times celebrates 40th anniversary, unity between gay and lesbian communities*  
<https://www.sfexaminer.com/news/sf-bay-times-celebrates-40th-anniversary-unity-between-gay-and-lesbian-communities/>
- Bam, Tracy, Ed.; *Gay Press, Gay Power - The Growth of LGBT Community Newspapers in America*, Windy City Media Group, 2012.

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

Yes, the following notable persons, presented in alphabetical order, are former or current contributors to the *San Francisco Bay Times*:

- Dr. Marcy Adelman, columnist, Openhouse co-founder, State of California LGBT Elders Advisory Committee.
- Randy Alfred, founding editor and National Association of Lesbian & Gay Journalist Life Time Achievement honoree.
- Tom Ammiano, frontpage feature of first issue, educator, activist, and elected official.

- Louise Fischer, columnist, former co-chair Alice B. Toklas Democratic Club, activist.
- Stuart Gaffney and John Lewis, columnists and marriage equality activists who were plaintiffs in the California case for equal marriage rights decided by the CA Supreme Court in 2008.
- Cleve Jones, founding contributor, assistant to Supervisor Harvey Milk, Names Project founder.
- Rebecca Kaplan, Oakland Vice Mayor, columnist and current elected official.
- Kate Kendell, Esq., former executive director of the National Association of Lesbian Rights, activist and national LGBT community leader.
- David Landis, columnist and award-winning public relations agency founder.
- Phyllis Lyon and Del Martin, founding columnists and lesbian pioneers.
- Rafael Mandelman, San Francisco Supervisor, former columnist and current elected official.
- Liam Mayclem, Emmy-award winning broadcaster, celebrity emcee, and community activist.
- Rink, lead photographer who, since the late 1960s, has documented LGBTQ-related events in San Francisco on a near daily basis.
- Donna Sachet, columnist, activist, philanthropist, and entertainer.
- Dr. Tim Seelig, San Francisco Gay Men's Chorus, columnist, SFGMC artistic director and conductor.
- Dr. Betty Sullivan, co-publisher/editor, media education advocate, community organizer, and internationally known newspaper industry consultant.
- Tom Temprano, contributor, current elected official, and activist.
- Phil Ting, California State Assemblyman, columnist, and current elected official.
- Jennifer Viegas, co-publisher/editor, book author, National Academy of Sciences biographer, and former founding member of the Discovery Channel News team.
- Jan Wahl, Emmy-award winning film critic, radio and television personality.
- Jamie Leno Zimron, author, Women's PGA member, Aikido Black Belt sensei (master teacher), and pioneer of holistic life education and business.

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

On an annual basis, the *San Francisco Bay Times* provides ongoing media sponsor services to important LGBTQ community organizations, such as those listed here. As an official media sponsor, the paper produces special front page editions and editorial sections, print and online advertising, social media, e-blast marketing, and assistance at benefit events. A list of organizations supported annually by the *San Francisco Bay Times*, but is not limited to, the following:

- AGUILAS
- AIDS Walk San Francisco
- Art for AIDS - UCSF AIDS Research Institute
- Bay Area American Indian Two Spirits
- Breast Cancer Emergency Fund
- Castro Merchants Association
- Castro Street Fair
- Frameline International Film Festival

- Golden Gate Business Association
- HRC/San Francisco
- Horizons Foundation
- Imperial Court of San Francisco
- Maitri Hospice
- National Center for Lesbian Rights
- Oakland Pride
- Openhouse
- Our Town SF
- PRC (formerly Positive Resource Center)
- Project Open Hand
- Rainbow World Fund
- REAF – (Richmond/Ermet Aid Foundation)
- Rock the Casa
- San Francisco Pride
- San Francisco AIDS Ride
- San Francisco AIDS Foundation
- SF LGBT Community Center
- Sha’ar Zahav Synagogue Hanukkah Lighting
- Shanti Project
- Silicon Valley Pride
- Sisters of Perpetual Indulgence
- Women’s Community Orchestra

Additionally, San Francisco Bay Times supports the work of other organizations, including AIDS Health Foundation Pharmacy/Castro, Community Women’s Orchestra, Human Rights Campaign/San Francisco, Lyon-Martin Health Services, National Center for Excellence in Women’s Health/UCSF, and Lesbian Health & Research Center/UCSF.

Other ways the San Francisco Bay Times supports the community is through attending and hosting benefits, festivals, LGBT Pride Nights and other occasions.

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

The *San Francisco Bay Times* is an LGBTQ community publication serving the Bay Area’s LGBTQ community since 1978. In its first issue, the mission statement of the publication explained that the publication would be published by gay men and lesbians working together and would include content of interest to both. As the community has evolved during the past four decades, the contributors and content have also evolved to reflect the growing LGBTQIA community.

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

There is no building/structure/site/object or interior currently associated with the *San Francisco Bay Times*. The newspaper operates as a virtual newsroom and business. Space is reserved in

San Francisco's Castro neighborhood, the Lake Merritt area of the East Bay, and additional South Bay locations for storage and distribution operations.

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

For over four decades, the *San Francisco Bay Times* has brought together multiple aspects of the local LGBTQ community — individuals, families, businesses, nonprofits, and much more — uniting them in context and strengthening the reach of their contributions to the Bay Area as a whole.

The *Bay Times* also helps to combat isolation, which all have experienced to some extent as a result of the COVID-19 pandemic, but isolation remains a particular problem even outside of a pandemic period for many senior members of the LGBTQ community.

It should be added that the term “newspaper” is arguably a misnomer. Newspapers are now better spoken of as “news outlets” offering multiple platforms.

The *San Francisco Bay Times* introduced its website, [www.sfbaytimes.com](http://www.sfbaytimes.com), in 2006 and subsequently its social media presence, *SF Bay Times*, on Facebook, LinkedIn, Twitter, and Instagram. Additionally, the *San Francisco Bay Times* operates the Betty's List e-blast system comprised of the original Betty's List founded in 1996, the Bay Times List, Harvey's List, and other segmented lists categorized by topic and geographic section of the Bay Area.

Additionally, in 2017, the *San Francisco Bay Times*, in cooperation with Castro businesses Cliff's Variety, Orphan Andy's, and Castro Smoke House, launched the unique Castro Street Cam service that provides four windows featuring 24/7 live-streaming views of Castro Street, viewable at <http://sfbaytimes.com/castro-street-cam/>. The day of the launch marked the 40th anniversary of the day that Harvey Milk became the first openly gay person to be elected to the San Francisco Board of Supervisors. It also marked the 20th anniversary of the installation of the Gilbert-Baker created Rainbow Flag at Market Street in the Castro.

Focal points of the four webcam windows are the view up Castro Street toward the large rainbow flag maintained by the Castro Merchants Association, the rainbow crosswalk at the intersection of Castro and 18th streets, a full view of Harvey Milk Plaza, and a full view of Jane Warner Plaza as seen from the vantage point of Orphan Andy's front signage:

Cam #1 – Views up Castro Street toward Harvey Milk Plaza from Cliff's Variety.

Cam #2 – Views down Castro Street toward the historic 18th and Castro intersection where the rainbow crosswalk is located.

Cam #3 – Views from the top of Twin Peaks Bar into Harvey Milk Plaza.

Cam #4 – Views into Jane Warner Plaza from the top of the sign in front of Orphan Andy's Restaurant

Thousands of readers, website visitors, social media users, and others make use of the services of the *San Francisco Bay Times* every day for 365 days per year. The Facebook page *SF Bay Times*, according to Facebook stats, frequently has the highest overall level of audience engagement of any comparable LGBTQ media outlet in the U.S.

### **CRITERION 3**

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

As a business, the *San Francisco Bay Times* is a media outlet or news organization. It is best known for its longstanding print publication, but it is also now well-known for its e-blast announcements reaching thousands of LGBT community contacts daily, its robust Social Media program that has been rated #1 by Facebook for audience engagement, the popular website [sfbaytimes.com](http://sfbaytimes.com), the webcam service Castro Street Cam, and the new SF Bay Times Video Channel. The current leadership of the *San Francisco Bay Times* is fully committed to continuing the business and to planning for all aspects of its future.

#### **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)**

In the masthead of its first issue, *San Francisco Bay Times* founders Roland Schembari and Bill Hartman noted that the paper would be “by lesbians and gay men” and for lesbians and gay men. Also deemed crucial would be striving to bring the community’s diverse people together and to forge links between our movement and those of racial minorities, feminists, rank-and-file labor, and environmentalists.

These goals have remained true throughout the history of the paper and continue to be of utmost importance today. The content of each issue of the paper is evaluated to make sure that diverse opinions are included, that diversity is represented among the individuals appearing in photographs and other images, and that both women and men are included throughout.

Advertisers and others frequently distinguish *the San Francisco Bay Times* from other LGBT community publications based on the paper’s commitment to unity and to content that is family friendly and suitable for use as a teaching tool in LGBT-related courses of the San Francisco United School District, gender studies and other courses taught at City College of San Francisco, San Francisco State University, and other educational institutions.

Another key way that the *San Francisco Bay Times* demonstrates its commitment to maintaining historical traditions is to keep the publication’s print issues current and continuing. The internet-based formats that have evolved during the past two decades are now critical services, but the traditional print carries great value as first recorder of history as it happens in the community.

Current readers of the *San Francisco Bay Times* include many who have known and read this publication for more than four decades. These original readers are now LGBT elders who trust the

paper and continue to enjoy its print format even as they become familiar with the online ones. Younger readers may prefer the online versions, but if newspaper industry trends hold true, young readers will “age into” spending more time with reading material as they mature, spending more time at home, and coming to value community engagement.

**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.).**

There is no “brick & mortar” structure associated with the operation of the *San Francisco Bay Times*. Content preparation, design, and production are all accomplished online. Rented or leased space is used for storage and distribution work, but these locations are not publicized. The *San Francisco Bay Times* operates as a “virtual business” whereby its publishers, editors, photographers, writers, and other contributors share information, data, and content using the internet and services such as Dropbox and Google Documents. The use of online meeting capabilities has expanded, especially as a result of COVID-19 regulations and restrictions.

Since its founding in 1978, there has been no storefront location for the San Francisco Bay Times. During the 1990s, the publication operated from an office space on 19th Street, but it was not presented as a storefront.

Although not a “physical” component per se, a key element of the business is its brand intellectual property. The original historic logo of the newspaper has been updated and modified a number of times during its more than forty-year history. The logo itself, however, is a physical presence when it appears on the front of each print copy of every issue, on city of San Francisco news racks, and on signage associated with exhibits, festivals, and other events, including the San Francisco Pride Parade.

**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.**

Documentation demonstrating that the business has been a newspaper for more than 43 years is included in this Legacy Business Registry application. Of particular interest is the letter from San Francisco City Archivist (July 11, 2020) giving an overview of the issues of the San Francisco Bay Times that are held on record by the San Francisco Public Library.

FY 2019-20

# BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE  
05-31-2020

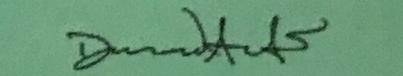
EXPIRATION DATE  
06-30-2020

BUSINESS ACCOUNT NUMBER 1113221	LOCATION ID 1249476-03-201
TRADE NAME (DBA) <b>SAN FRANCISCO BAY TIMES</b>	BUSINESS LOCATION <b>358 NOE ST</b>
BUSINESS SULLIVAN COMMUNICATIONS, INC	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

SULLIVAN COMMUNICATIONS, INC  
358 NOE ST  
SAN FRANCISCO CA 94114

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR

  
José Cisneros  
Treasurer

  
David Augustine  
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to [www.sftreasurer.org/accountupdate](http://www.sftreasurer.org/accountupdate).

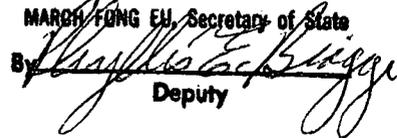
1148894

**FILED**

In the office of the Secretary of State  
of the State of California

AUG 12 1983

MARCH FUNG EU, Secretary of State

By  Deputy

ARTICLES OF INCORPORATION  
OF  
SAN FRANCISCO BAY TIMES, INC.

I

The name of the Corporation is SAN FRANCISCO BAY  
TIMES, INC.

II

The purpose of the Corporation is to engage in  
any lawful act or activity for which a corporation may be  
organized under the General Corporation Law of California  
other than the banking business, the trust company business,  
or the practice of a profession permitted to be incorporated  
by the California Corporations Code.

III

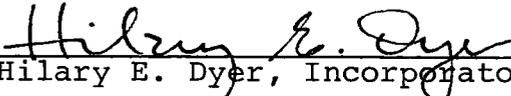
The name and address in the State of California of  
the Corporation's initial agent for service of process in  
accordance with subdivision (b) of Section 1502 of the  
General Corporation Law is:

Michael D. Nolan  
141 Tenth Street  
San Francisco, California 94103

IV

The Corporation is authorized to issue only one class of shares, and the total number of shares that the Corporation is authorized to issue is Five Million (5,000,000).

IN WITNESS WHEREOF, the undersigned incorporator has executed the foregoing Articles of Incorporation on August 11, 1983.

  
\_\_\_\_\_  
Hilary E. Dyer, Incorporator

The undersigned declares that she is the person who executed the foregoing Articles of Incorporation and that such instrument is the act and deed of the undersigned.

  
\_\_\_\_\_  
Hilary E. Dyer

# San Francisco Bay Times

The *San Francisco Bay Times* is a free bi-weekly LGBT newspaper in San Francisco, California that started as *Coming Up!* in 1978. *Coming Up!* was billed as "the gay lesbian newspaper and calendar of events for the Bay Area."<sup>[2][3]</sup>

## Contents

**Background**

**History**

**Online Archives**

**See also**

**References**

**External links**

## San Francisco Bay Times

<b>Type</b>	<span>Bi-Weekly newspaper</span>
<b>Publisher</b>	Betty Sullivan and Jennifer Viegas <sup>[1]</sup>
<b>Editor</b>	Betty Sullivan and Jennifer Viegas
<b>Founded</b>	1978
<b>Language</b>	English
<b>Headquarters</b>	<span>San Francisco</span> and <span>Oakland, California</span>
<b>Website</b>	<span>www.SFBayTimes.com</span> ( <span>http://www.sfbaytimes.com/</span> )

## Background

Founders of the *San Francisco Bay Times* in 1978 were Roland Schembari and Bill Hartman. Kim Corsaro served as editor and publisher from 1981 to 2011. The first issue of the paper states that the publication would be created jointly and equally by gay men and lesbians working together, and this goal has remained a key purpose of the paper continuing to the present. In 2018 the San Francisco Bay Times is observing its 40th Anniversary (1978-2018) with a variety of events planned.

## History

In 1988, *Coming Up!* changed its name to *San Francisco Bay Times*. The name *Coming Up!* (which actually pre-dated by several months the release of the Paul McCartney song of the same name<sup>[4]</sup>) now refers to the *San Francisco Bay Times* events calendar.<sup>[5]</sup>

In June 2011, longtime publisher Kim Corsaro stepped down, with Betty Sullivan of LGBT listserve group Betty's List, and her partner Jennifer Viegas, taking over management of the paper.<sup>[6]</sup>

The *Bay Times* provides news and information of interest to the gay, lesbian, bisexual and transgender community in the San Francisco Bay Area. It includes book and music reviews, lists upcoming events in the area in addition to art, entertainment and social issues of interest to readers including news on health and politics.

The San Francisco Bay Times is now the largest and oldest LGBT newspaper in San Francisco and Northern California that is 100% funded and owned by LGBT individuals. The paper's website as of March, 2017 has the highest ranking among all LGBT newspaper-related sites in the U.S. and the highest level of audience engagement on Facebook according to Facebook stats.

In November, 2017, the San Francisco Bay Times Media Company introduced Castro Street Cam, a webcam providing 24/7 live streaming views of the historic Castro Street in San Francisco. Owned and operated by the San Francisco Bay Times, Castro Street Cam is presented by Cliff's Variety store with support from Orphan Andy's restaurant and Castro Smoke Shop. The cameras of Castro Street Cam offer views of the Rainbow Crosswalk installed at the 18th and Castro intersection, Harvey Milk Plaza, Jane Warner Plaza and more.

To assist advertisers and others who wish to reach the most affluent and most highly educated segments of the gay male and lesbian community of the Bay Area, San Francisco Bay Times provides a "multi-platform" approach with its traditional print newspaper, full content online newspaper, website (sfbaytimes.com), social media, e-blast system, Castro Street Cam and LGBT community event marketing.

To receive the e-blast announcements of the San Francisco Bay Times and its related service, "Betty's List," the lists can be joined at sfbaytimes.com or bettyslist.com

## Online Archives

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The full text of issues of the paper's issues published since 2011 can be viewed on ISSUU.COM at <http://issuu.com/sfbt> and its online content can be viewed on the paper's website: <http://www.sfbaytimes.com>

## See also

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- [LGBT culture in San Francisco](#)

## References

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1. "San Francisco Bay Times | LGBTQ News & Calendar for the Bay Area" ([http://www.sfbaytimes.com/?section\\_id=40&sec=contact&generic\\_id=1](http://www.sfbaytimes.com/?section_id=40&sec=contact&generic_id=1)). sfbaytimes.com. Retrieved 2015-04-13.
2. "Lesbian and Gay Archives of New Zealand - Serials Holdings List" (<http://www.laganz.org.nz/serials/cap-cut.html>) Retrieved on 2007-06-08.
3. Sterling, R.; Gillespie, E. (2010). *The Unofficial Guide to San Francisco* (<https://books.google.com/books?id=FnGGvT3-NfMC>). Wiley. p. 29. ISBN 9780470637241. Retrieved 2015-04-13.
4. [Coming Up \(song\)](#)
5. "*San Francisco Chronicle* obituary of founder Roland Schembari (February 24, 2000)" (<http://www.sfgate.com/news/article/Roland-Schembari-Co-Founder-of-S-F-Bay-Times-2773437.php>). sfgate.com. Retrieved 2015-04-13.
6. "The Bay Area Reporter Online | Questions raised over benefit for paper | Cynthia Laird, *Bay Area Reporter* (August 4, 2011)" (<http://www.ebar.com/news/article.php?sec=news&article=5910>). ebar.com. Retrieved 2015-04-13.

## External links

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- [Official website \(http://www.sfbaytimes.com/\)](http://www.sfbaytimes.com/)
- *San Francisco Bay Times* at Worldcat.org ([http://www.worldcat.org/title/san-francisco-bay-times/oclc/42691769&referer=brief\\_results](http://www.worldcat.org/title/san-francisco-bay-times/oclc/42691769&referer=brief_results))

Retrieved from "[https://en.wikipedia.org/w/index.php?title=San\\_Francisco\\_Bay\\_Times&oldid=961084699](https://en.wikipedia.org/w/index.php?title=San_Francisco_Bay_Times&oldid=961084699)"

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*San Francisco Public Library*

From: Goldstein, Susan (LIB) <Susan.Goldstein@sfpl.org>  
To: Betty Sullivan <bettysnie@aol.com>

Sent: Sat, Jul 11, 2020 11:55 am  
Subject: Re: Question to Susan - From Betty / SFBT & "Betty's List"

Hi Betty:

Good to hear from you. And I'm glad to hear you're moving forward with City Legacy Business status. Here's a list of the copies of the newspaper that we have in SFPL:

SFBT: May 1, 1978 (inaugural issue!)-July 1978 (paper)

Coming Up: October 1979-March 1989 (microfilm)

SFBT: April 1989-March 2006 (m/f)

SF Bay Times: April 2006-January 2019 (m/f) (with current issues continuing to arrive. They are retained until we have m/f for them)

Our only gap seems to be August 1978-September 1979. Let me know if you can track down those issues.

I hope you've been holding up through all this craziness. We're still working from home and not yet back in the office. Let me know what happens with the nomination or if you need anything else.

Best,  
Susan

Susan Goldstein, City Archivist  
San Francisco History Center  
Book Arts and Special Collections  
San Francisco Public Library  
100 Larkin Street  
San Francisco, CA 94102  
415.557.4563  
<http://sfpl.org>

Sampler  
Issue

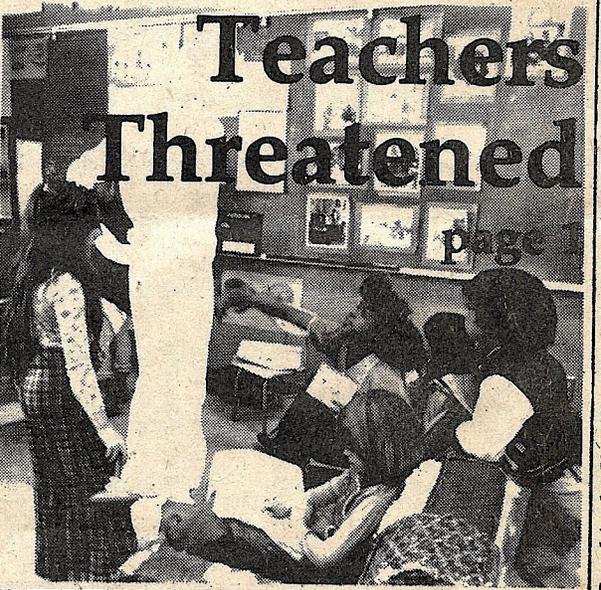
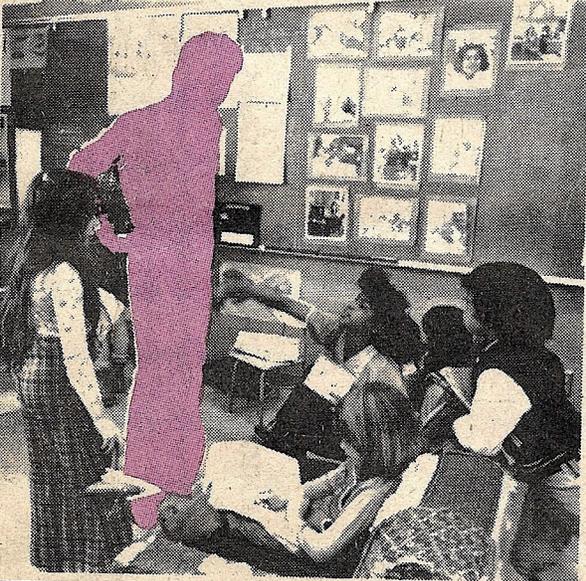
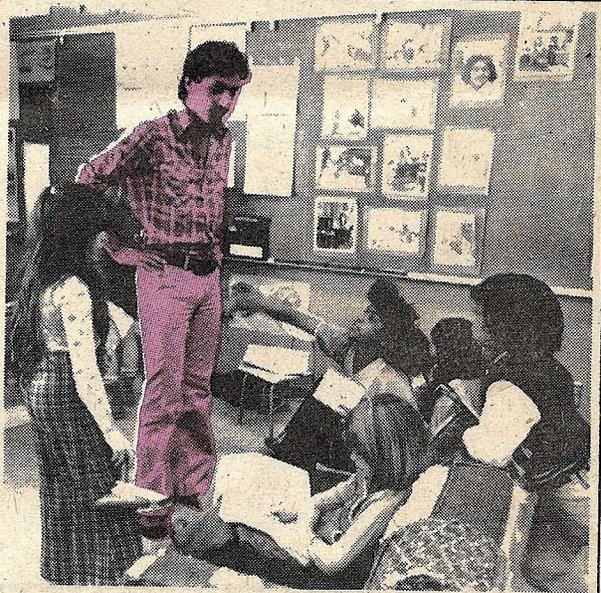
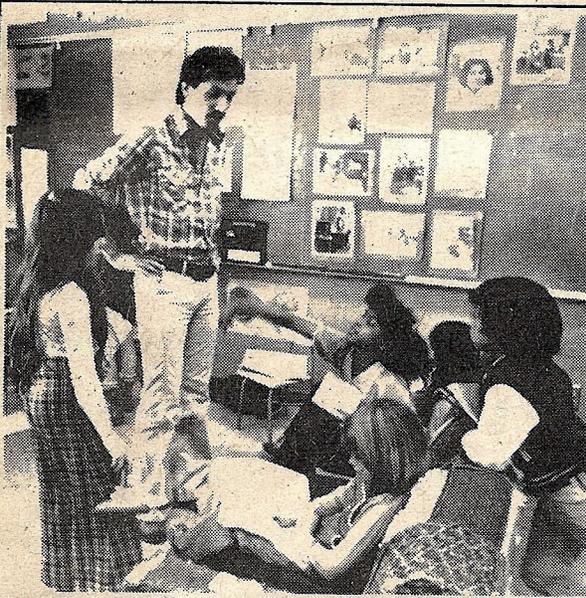
San Francisco

# BAY TIMES

a Newspaper by

Lesbians & Gay Men

COPYRIGHT 1977  
REGULAR PRICE \$3.50



Graphics by Ken Coula Photo by Efrén Ramirez

Garbage to Gallery to Garage

page 6

Dykes & Tattoos — by Louise Rafkin  
International Scientists Convene to Discuss AIDS in Africa — by Michael Helquist  
Gay/Lesbian Organizing in Cuba — by Carmen Vazquez

December, 1985

Volume 7, No. 3

# COMING UP!

The Lesbian/Gay Community Calendar of Events and Newspaper for the Bay Area

## A RITE OF PETITION



The  
AIDS/ARC  
Vigil

BY ALEX MACDONALD

# These Two Men Just Changed Our Lives



Find Out How and About New Calls to Action for CA Couples - Page 3

SAN FRANCISCO

# BAY TIMES

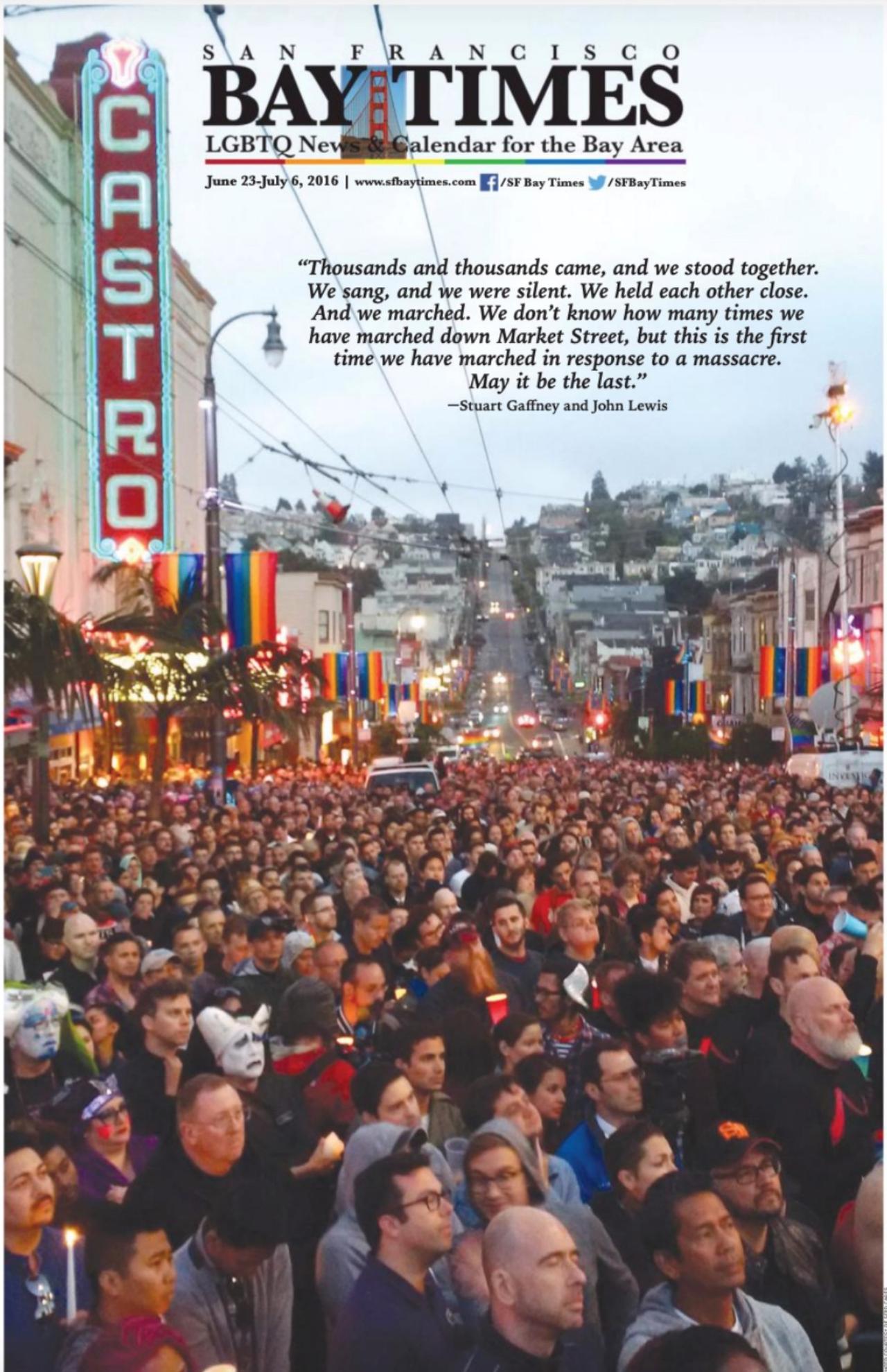
LGBTQ News & Calendar for the Bay Area

June 23-July 6, 2016 | [www.sfbaytimes.com](http://www.sfbaytimes.com)  /SF Bay Times  /SFBayTimes

*"Thousands and thousands came, and we stood together. We sang, and we were silent. We held each other close. And we marched. We don't know how many times we have marched down Market Street, but this is the first time we have marched in response to a massacre.*

*May it be the last."*

—Stuart Gaffney and John Lewis

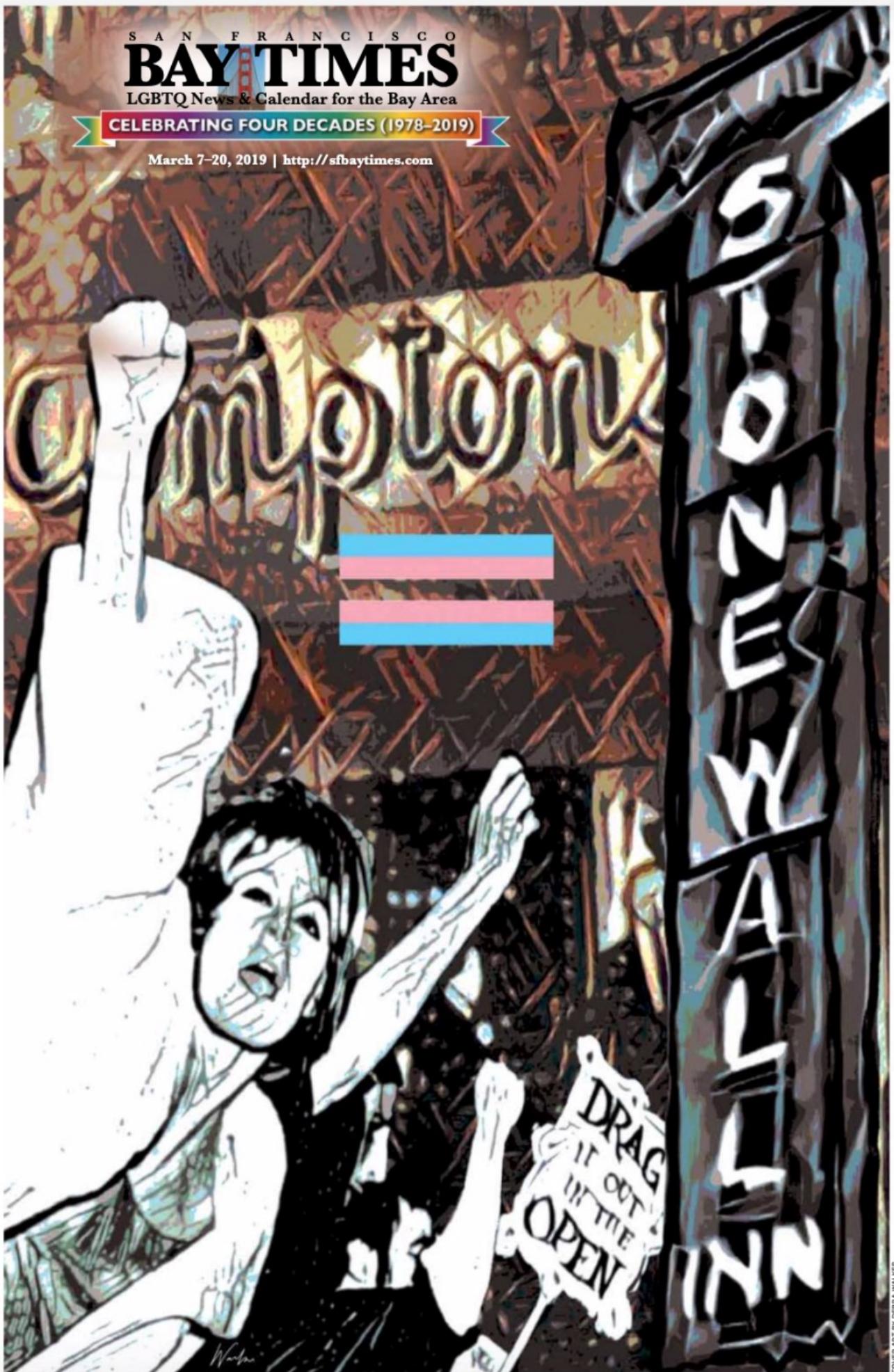


SAN FRANCISCO  
**BAY TIMES**

LGBTQ News & Calendar for the Bay Area

CELEBRATING FOUR DECADES (1978-2019)

March 7-20, 2019 | <http://sfbaytimes.com>



COVER ART BY DEBRA WALKER

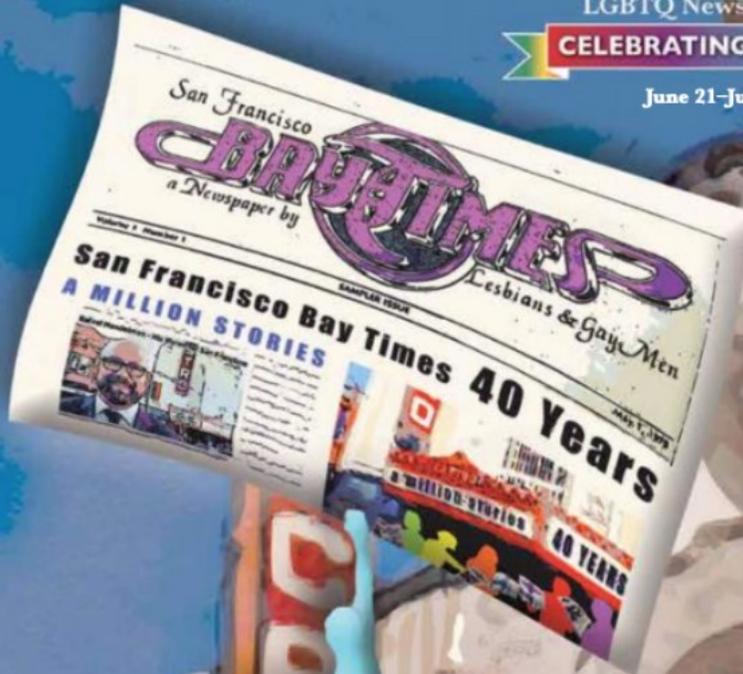
SAN FRANCISCO

# BAY TIMES

LGBTQ News & Calendar for the Bay Area

CELEBRATING FOUR DECADES (1978-2018)

June 21-July 11, 2018 | [sfbaytimes.com](http://sfbaytimes.com)





San Francisco Bay Times volunteer Glenn Michael Baker leads the award-winning contingent on Market Street in the 2017 SF Pride Parade.

PHOTO BY CHRIS JACKMAN

## First LGBTQ Newspaper Jointly Produced by Gay Men and Women Celebrates 40th Anniversary

The *San Francisco Bay Times*, the first LGBTQ newspaper founded jointly and equally by gay men and women, is celebrating its 40th anniversary in conjunction with San Francisco's Pride Month. Launched in 1978, the *San Francisco Bay Times* remains the largest and oldest LGBTQ newspaper in Northern California that is now, and always has been, fully funded and owned by LGBTQ individuals. During its four decades, the *San Francisco Bay Times* has developed from its original newspaper status to a full multi-platform media company with print, digital, video, social, e-blasts, events and more.

Visuals have always been important to the full-color *San Francisco Bay Times*, which earlier this year marked its 40th anniversary with the launch of the 24/7 live-streaming Castro Street Cam (<http://sfbaytimes.com/castro-street-cam/>) that allows anyone in the world to watch in real time the Castro's Rainbow Flags, Rainbow Crosswalks, Harvey Milk Plaza and much more.

"We continue to honor our history and the paper's ability to build and strengthen unity in our community," *San Francisco Bay Times* Co-Publisher and "Betty's List" Founder Dr. Betty Sullivan said. "Read through our pages and, from the transformative events of 1978 to today, you will relive and remember some of our community's most important moments, which are all brought to vivid life by our talented team of photo journalists, led by legendary Bay Area-based photographer Rink."

Since the late 1960s, Rink has photographed LGBTQ events in San Francisco every week. His archive is one of the most extensive of its kind in the world and includes

many iconic images chronicling LGBTQ history over the decades. Rink's photos often accompany stories written by Sister Dana Van Iquity of the Sisters of Perpetual Indulgence. Sister Dana is another longtime, popular *San Francisco Bay Times* contributor.

"I had to get out to come out," says Sullivan, who left her native Mississippi to be part of the Bay Area's LGBTQ community. "Growing up, often my only connection to other queer people like me was through the news, including newspaper reports and televised broadcasts. As a young adult, I came to realize how important media is to LGBTQ people who may often feel isolated and alone. A longstanding mission of mine is to replace isolation and fear with life-sustaining connection and a sense of purpose and belonging. There is no doubt that access to information through media resources plays a key role in overcoming isolation."

### San Francisco Pride 2018

Both Sullivan and Rink—along with *San Francisco Bay Times* columnists, contributors and supporters—will be among the key participants of the first of four upcoming events celebrating the 40th anniversary. This first event, the San Francisco Pride Parade on Sunday, June 24, will include the *San Francisco Bay Times*/"Betty's List" Pride Parade contingent featuring ABC 7 News anchor Dan Ashley and his band.

Like the *San Francisco Bay Times*, Ashley has reported on Bay Area news for decades. The recipient of numerous prestigious industry awards, such as the DuPont Columbia Award and the Edward R. Murrow Award for excellence in journalism, Ashley is also a long-time supporter of the LGBTQ communi-

ty and a talented musician who for many years has performed at AIDS Walk San Francisco.

Ashley has just created a new band, which includes musicians and vocalists known for their work with legendary artists such as Stevie Wonder, Starship, Aretha Franklin, Big Brother & the Holding Company, Melissa Etheridge and many more. Just as you have seen him do on television for 25 years, Ashley also tells stories through his own brand of country, rock and American music (see page 29 for more information).

The *San Francisco Bay Times*/"Betty's List" Pride Parade contingent will also include several noted members of our community, such as Dixie Horning and Judith Young, administrators of the UCSF National Center of Excellence in Women's Health; Silicon Valley Pride CEO Thaddeus Campbell; Paul Pendergast, Past President of GGBA; members of the Bank of San Francisco team; lesbian matchmaker Dr. Frankie Bashan; Sister Dana; Trinchero Family Estates award-winning winemaker Joe Shirley; artist, past Harvey Milk Club President and City Commissioner Debra Walker; representatives of the Rainbow Honor Walk organization and numerous others.

It truly takes a village to assemble a Pride Parade contingent, so the *San Francisco Bay Times* wishes to thank supporters Gray Line San Francisco, Napa Cellars, Olivia Travel, Premium Resources, Celebrity Cruises, San Francisco Federal Credit Union, The Grubstake, Extreme Pizza, Budget Pizzas, The Balloon Lady and Cheat a Little Catering.

2018's Pride Parade theme is "Generations of Strength," referring in



Co-founder Roland Schembari and Features Editor Priscila Alexander in 1978

this case to decades of dedicated work and community empowerment. It will also take on very personal meaning, as many *San Francisco Bay Times* team members will be joined by their families in the contingent. Sullivan will be no exception. She desired this year to be joined by her family, so accompanying her will be her daughter Liz and granddaughter Callie, together representing three generations.

### Additional Upcoming 40th Anniversary Events

On the evening of Monday, September 24, the 40th anniversary of the *San Francisco Bay Times* will be honored during an LGBT community event hosted by Celebrity Cruises aboard the Celebrity Solstice during its Port of Call visit in San Francisco. More details about the event, a benefit for the Richmond/Ermet Aid Foundation, will be forthcoming both about the party and the highly decorated ship, which has been named by *Conde Nast Traveler*



Jennifer L. Viegas and Betty L. Sullivan

as one of the Top 20 Large Cruise Ships in the world.

The third event will be a *San Francisco Bay Times* 40th anniversary panel, to be held on Friday, September 28, at the GLBT History Museum. The paper's original news editor, Randy Alfred, and other early team members will participate in the panel, which will be led by *San Francisco Bay Times* columnist and historian Dr. Bill Lipsky.

(continued on page 19)

## San Francisco Bay Times: Freedom of Expression of Our Community for 40 Years



### 6/26 and Beyond

Stuart Gaffney & John Lewis

It was early May, 1992, and San Francisco was among several cities in the nation where street protests erupted in response to the Rodney King verdicts in Los Angeles. San Francisco Police Chief Richard Hongisto cracked down hard on protestors, even sealing off a portion of the Mission during a protest and arresting hundreds of innocent protestors and bystanders alike. The people arrested were jailed for up to 30 hours and not in San Francisco, but in the eastern reaches of Alameda County so that they could not get released and return to protest.

Numerous San Franciscans, including many in the LGBTIQ community, were outraged. Indeed, an LGBTIQ member of conservative Mayor Frank Jordan's own staff had been arrested in the sweep.

The *San Francisco Bay Times* expressed its reaction and that of the community to Hongisto's unlawful, authoritarian actions in a colorful cover page and lead article. Adorning the cover was Hongisto's grinning face, imposed on the body of what appeared to be a police officer holding a baton emerging upward from the groin area—with his hand positioned on the baton, clearly implying the reason for the police chief's grin. The all caps headline boldly proclaimed: "Dick's Cool New Tool: Martial Law." The article inside detailed how Hongisto's actions constituted a "wholesale suspension of the First Amendment, but also a total abrogation of much of the Constitution."

We remember seeing the eye-catching cover on the newsracks immedi-

ately upon publication and were impressed by the *Bay Times'* fearless journalistic response to what Hongisto had done—both in terms of the paper's creative imagery and written content of the article.

But Hongisto was not amused, to say the least. He was outraged, and he did something extraordinary. He directed several of his force in the wee hours of the night to remove the papers from newsstands across the city. In all, approximately 2,000–3,000 copies of the paper were confiscated and later found in a police officer's garage.

What Hongisto had engineered soon came to light, and the *Bay Times* fought back. The Police Commission fired Hongisto within days, and the *Bay Times* sued, winning an historic verdict.

To be free from arbitrary arrest and to be free to express oneself lie at the heart of a free society. The *Bay Times* stood up for these time-honored values in a dramatic way 26 years ago when it spoke up for the constitutional rights of the protesters and bystanders not to be jailed and then for its own freedom of expression. This is what the *Bay Times* has been doing for our community in less dramatic ways, week in and week out for four decades.

The cherished principles of freedom from arrest and freedom of expression have been essential values to the modern LGBTIQ rights movement and the community from their beginning. For many decades, LGBTIQ people faced the fear of being harassed or arrested. It was only 15 years ago that the U.S. Supreme Court declared that LGBTIQ people could not be arrested and jailed for the physical expression of intimate love for one another. Our community's winning the right not to be branded criminals because of who we love—something we should never have had to fight for in the first place—has been the gateway to many of the substantial advances for LGBTIQ civil rights that we have achieved more recently.

Our courage to express ourselves truthfully in the face of personal, familial and society



obstacles is why we have the vibrant movement and community we have today. The expression of our lives through our talents, passions and commitment to our human dignity and each other has enabled our community to flower in all of its beautiful diversity.

The *Bay Times* and the LGBTIQ press tell our community's stories and creativity that the mainstream media may misrepresent or neglect. It's a place where we can receive accurate news without the distortion of the mainstream's "he said, she said" journalism that can ignore facts and promote false equivalency.

Today, while it seems unlikely that thousands of copies of the *Bay Times* will be seized by the police as they were 26 years ago, journalism faces an even more invidious threat as the President of the United States attacks any news reporting he dislikes as "fake" news. The *Bay Times* is a community treasure, and its role is more vital to our community than ever.

*Stuart Gaffney and John Lewis, together for over three decades, were plaintiffs in the California case for equal marriage rights decided by the California Supreme Court in 2008. Their leadership in the grassroots organization Marriage Equality USA contributed in 2015 to making same-sex marriage legal nationwide.*

FIRST LGBTQ NEWSPAPER  
(continued from page 15)

Contributors to the paper over the years have included some of our community's most influential activists, such as Cleve Jones, author of *When We Rise: My Life in the Movement* and conceiver of the NAMES Project AIDS Memorial Quilt, and Phyllis Lyon, who with her late partner Del Martin formed the Daughters of Bilitis, the first national lesbian organization in the U.S. Lyon and Martin were the first LGBTIQ couple to be married in San Francisco. The namesake Lyon-Martin Health Services provides healthcare for women and transgender people in a safe and compassionate environment.

The panel will address the seminal events of 1978, which included Harvey Milk taking office on January 8 as the first openly gay elected official in the history of California, and his and Mayor George Moscone's assassination on November 27. The *San Francisco Bay Times* was born in the heart of such dramatic emotional highs and lows. Consider that 1978 also saw the creation of the:

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The *San Francisco Bay Times* is also proud to share its anniversary with such esteemed organizations that, like the newspaper, are still thriving, relevant and stronger than ever. There will be much to celebrate at the fourth 40th anniversary event on September 29, a special "Play on the Bay" disco boat party and Bay cruise, which will be hosted on the Bay Celebrations yacht by event producer and artist DJ Rockaway. DJ Rockaway, renowned for her dance events held throughout the Bay Area and on Olivia's cruise and resort locations, said, "We are proud to welcome the entire LGBTIQ community aboard for this very special inclusive event in keeping with the tradition of unity fostered by the *San Francisco Bay Times*."

## As Heard on the Street ... What first comes to mind when you think of 1978, the year the "San Francisco Bay Times" began?

compiled by



**Bonita Cohn**

"I was attending the Art Institute."



**Paul Schmitt**

"I had just graduated high school, and came out one year later in Lexington, Kentucky."



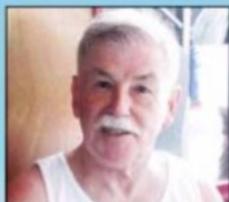
**Jessica Tanzer**

"I was 12 years old in the epicenter of Portland, Oregon's Women's Liberation Movement, with many wonderful feminist women."



**Mitch Altman**

"It meant confusion and depression. I was 21 and desperately trying to stay in the closet in Urbana, Illinois. I allowed myself the first glimmers of the best rest of my life."



**Michael Housh**

"I was here in Orphan Andy's restaurant in 1978, and I had just moved to San Francisco."

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April 18-May 1, 2019 | <http://sfbaytimes.com>

# Sisters of Perpetual Indulgence

SEE PAGES  
14-17

*40th Anniversary*



PHOTO COURTESY OF SISTER KATY CARNIST D.C.F.



PHOTO COURTESY OF SISTER TILDA NEXTINE

SAN FRANCISCO  
**BAY TIMES**

LGBTQ News & Calendar for the Bay Area

CELEBRATING FOUR DECADES (1978-2019)

June 27-July 10, 2019 | <http://sfbaytimes.com>



#SFHasOurBack

PRIDE

PHOTO BY CHLOE JACKMAN/ART DIRECTOR DEBRA WALKER

SAN FRANCISCO

# BAY TIMES

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CELEBRATING FOUR DECADES (1978-2020)

November 19-December 2, 2020 <http://sfbaytimes.com>



**JOE BIDEN  
KAMALA HARRIS**

# FINALLY

177 Fair Oaks St.  
San Francisco, CA 94110

Oct 17, 2020

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

Dear Small Business Commissioners, Executive Director Dick-Endrizzi, and  
Legacy Business Program Manager Kurylo,

We are writing in support of the *San Francisco Bay Times* application to be designated a Legacy Business.

We were both members of the collective that founded the *San Francisco Bay Times* in 1978. Randy Alfred served as its first News Editor, Susan Elisabeth Calico as its first Production Manager.

The *Bay Times* was the first newspaper on West Coast jointly produced by and for both lesbians and gay men. We founded the paper at a time when those communities were often not working well together.

Since then, the paper has published continuously for 42 years, except for an early interruption from August 1978 through October 1979 (15 months inclusive) while two of the original staff members regrouped to continue the project. Bill Hartman and Roland Schembari (sadly, both now deceased) produced a monthly calendar and announcement sheet that was based on the 1978 *Bay Times* calendar centerfolds. Under the name *Coming Up!* the paper thrived anew, adding ever-increasing community news and entertainment coverage.

Under publisher Kim Corsaro in 1980s and '90s, the paper carried key journalistic work on AIDS and other issues by Tim Kingston, John S. James, Michael Helman, Rick Osmon, and many others. It resumed use of its original name of *San Francisco Bay Times* in April 1989 and has since published under that name continuously for more than 31 years. The publication schedule moved from monthly to fortnightly in 1991.

Over the years, the *Bay Times* has continued to publish notices of important cultural and political events and to provide a community bulletin board and forum for wide variety of voices—reflecting the multi-gendered, multi-cultural, multi-racial nature of San Francisco's diverse LGBTQ communities across a wide economic spectrum.

The addition of a popular website, a virtual flip-page format, and live webcams on Castro Street have added to the ways the *Bay Times* serves our communities.

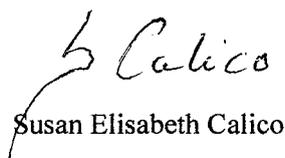
The paper has had a significant impact on the history, culture, and identity of these communities and neighborhoods, including but not limited to the Castro. Picking up the latest copy of the *Bay Times* every two weeks is a tradition among well-informed San Francisco LGBTQ residents.

We urge the Commission to recognize the *San Francisco Bay Times* as an important small business and a historic asset to the diverse San Francisco we all know, respect, and love.

Thank you very much.

Sincerely,

  
Randy Alfred

  
Susan Elisabeth Calico

cc: Betty Sullivan and Jennifer Viegas, *San Francisco Bay Times*

Marcy Adelman, Ph.D  
689 Kansas Street  
San Francisco, California 94107  
415 786 6119

December 30, 2020

Regina Dick-Endrizzi, Executive Director  
Office of Small Business  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 140  
San Francisco, CA 94102

Dear Regina Dick-Endrizzi,

I am Dr. Marcy Adelman, a clinical psychologist in private practice, founder of Openhouse, the only San Francisco non-profit exclusively serving LGBTQ older adults and an LGBTQ aging policy advocate and advisor. I am writing in support of the SFBay Times selection as a legacy business.

For more than three decades, I have looked to the SF Bay Times as a primary resource for news, information and inspiration about our community, and in the last 6 years, I have been honored to be a contributing columnist on LGBTQ aging. The SF Bay Times has played a key role in helping our community to fight and organize for our civil rights, to be informed about issues relevant to our health and well being, hold our community as we grieve our losses, sustained and inspired us during our darkest hours and called us to celebrate and take pride in our accomplishment, victories, heroes and heroines.

For more than 40 years, the SF Bay Times has both reported on, documented and shaped the culture of San Francisco's LGBTQ community.

Page 2

So many of my generation, including myself, moved to San Francisco in the 1970's to find community and live an out life. We found a home in San Francisco. We didn't know it then, but we were building community, an out and proud community that had never existed before. The gay liberation movement was the air we breathed and the SF Bay Times was the paper we read. We looked to the SF Bay Times to place personal adds to find a compatible partner or to find out about movement events, support groups, lesbian and gay softball teams, LGBT film festivals, gay and lesbian books, book stores, plays, restaurants, and more.

In the 1970's our lives were a roller coaster ride of gay civil rights struggles and the election and murder of Harvey Milk and the SF Bay Times was the paper that reflected us back to ourselves. During the HIV/AIDS holocaust we loved and cared for each other, grieved for our lost beloveds and fought like hell for the health care we needed to survive and the SF Bay Times helped us to organize and stay the course and to make sense of what seemed like a world gone mad. Over the decades, with all the challenges and changes our community has experienced, from the right to marry to securing the health and well being of transgender people, LGBTQ seniors and youth, the SF Bay Times has continued to play a pivotal role in the culture of our community.

It will come as no surprise then to know that LGBTQ older adults are among the paper's strongest supporters.

The SF Bay Times deserves to be appointed with Legacy Business Status.

Sincerely,

Marcy Adelman



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: APRIL 7, 2021**

*Filing Date:* March 11, 2021  
*Case No.:* 2021-002581LBR  
*Business Name:* San Francisco Bay Times (“Bay Times”)  
*Business Address:* 358 Noe Street (Primary Location)  
*Zoning:* RH-3 (Residential – House, Three Family) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 3563/007  
*Applicant:* Betty Sullivan and Jennifer Viegas  
2261 Market Street #308  
*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Katie Wilborn - [Katherine.Wilborn@sfgov.org](mailto:Katherine.Wilborn@sfgov.org)

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

The San Francisco Bay Times (“SF Bay Times” or “Bay Times”) was founded in 1978 as a print publication with the mission to reflect and connect the diverse community within the Bay Area. The publication’s name has evolved over time; starting as the “San Francisco Bay Times” in 1978, it then changed to “Coming Up” in 1979, before reverting back to the original name in 1989. Additionally, the content is now offered in several formats, both in print and web-based applications. However, despite the Bay Times evolving as necessary, the core functions and goals have remained the same. After 43 years in business, the Bay Times’ continues to bring high-quality news and design content to its readers, specifically to the LGBTQIA community. The Bay Times was founded by two gay friends and is now a certified LGBT-owned business (specifically, lesbian-owned) by the National Lesbian & Gay Chamber of Commerce. Since its founding, the Bay Times has not had a strong association with any structure. The business’s distribution operations are currently located at 358 Noe Street and 2261 Market Street in San Francisco, and 525 Bellevue Avenue in Oakland, but the business’s keystone features are its content, design, and production, which is all completed virtually.

The Bay Times celebrates the LGBTQIA identity and strengthens the efforts of like-minded organizations, such as SF Pride, by supporting and spreading solidarity amongst its community and other traditionally underrepresented groups. San Francisco Bay Times serves the present reader base, but also understands that their paper serves an important historical and record-keeping function for future generations. The Bay Times has been used in schools as an educational tool and is archived by several institutions, including: The University of California at Berkeley Library; the San Francisco Public Library; the Gay and Lesbian Historical Society; the Lesbian and Gay Archives of New Zealand; and the Library of Congress, among others. In addition to its print presence, the San Francisco Bay Times has a robust archive of electronic content, with its website (launched in 2006), robust social media presence, and e-blast announcements.

On an annual basis, the Bay Times provides ongoing media coverage to many important LGBTQIA- and underserved community events and organizers, including (but not limited to): the AIDS Walk, Bay Area American Indian Two Spirits, Frameline International Film Festival, National Center for Lesbian Rights, Project Open Hand, Rock the Casa, Shanti Project, and Women's Community Orchestra. These aforementioned organizations are just a sampling of the many that the San Francisco Bay Times supports. For a comprehensive list, please refer to the attached Legacy Business Application.

The business's primary location at 358 Noe Street is a Category B (Unknown / Age Eligible) structure on the west side of Noe Street between 17<sup>th</sup> and Market Streets in the Castro neighborhood. It is within a RH-3 (Residential - House, Three Family) Zoning District and a 40-X Height and Bulk District. Although this location conducts distribution operations for San Francisco out of this address, the business's core functions are conducted remotely and neither the present location, nor the previous locations are strongly associated with the Bay Times' significance and cultural contributions.

## Staff Analysis

### Review Criteria

*1. When was business founded?*

The business was founded in 1978.

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

Yes. San Francisco Bay Times qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. San Francisco Bay Times has operated continuously in San Francisco for 43 years.
- b. San Francisco Bay Times has contributed to the history and identity of the Castro / Upper Market neighborhood and San Francisco.
- c. San Francisco Bay Times is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with news production and distribution, and specifically to LGBTQIA-related news.

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

The business has had many notable LGBTQIA persons as former or current contributors, such as Randy Alfred, Cleve Jones, Dr. Marcy Adelman, and Jamie Leno Zimron, among many others. For a full list of significant contributors, please see page 12 of the Legacy Business Application (attached).

5. *Is the property associated with the business listed on a local/state/zor federal historic resource registry?*

No, not as of the date of this Executive Summary.

6. *Is the business mentioned in a local historic context statement?*

Yes, the San Francisco Bay Times was referenced, quoted, and cited in the *Citywide Historic Context Statement for LGBTQ History In San Francisco*, 2016, Donna J. Graves and Shayne E. Watson (pages 210 and 241).

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

Yes. The Bay Times has been featured in several publications, including two books, the San Francisco Examiner, and the San Francisco Chronicle, among others. For a comprehensive list provided by the applicant, please refer to page 11 of the Legacy Business Application.

## Physical Features or Traditions that Define the Business

### Location(s) associated with the business:

#### Current Locations:

- 358 Noe Street (2011 – Present)
- 2261 Market Street, #309 (2011 – Present)
- 525 Bellevue Street (Oakland, 2011 – Present)

#### Previous (No Longer Extant) Locations:

- 150 Central Avenue (1978 – Unknown)
- 613 Laguna Street (1978 – Unknown)
- 2120 Market Street, #104 (1981 – Unknown)
- 288 7<sup>th</sup> Street (1990 – 1991)
- 3410 19<sup>th</sup> Street (Unknown – 2011)
- P.O. Box 410386, San Francisco (2006 – 2011)

### Recommended by Applicant

- Maintaining the Bay Times' mission and goal of bringing diverse Bay Area people together and forging common links and allyship between various movements, such as the LGBTQIA, racial minority, environmentalist, and labor communities.
- Providing news, resources, and support to the various LGBTQIA community members, including individuals, families, businesses, nonprofits, educational space, and more.

- Historical traditions of keeping an aspect of the publication in print format, to provide a physical presence of the business and harken back to its initial roots.
- Maintaining some kind of visual logo, for a physical representation of the business and its goals

#### **Additional Recommended by Staff**

- Maintain the “Castro Street Cam Service”
- Retain the historic (and current) business name of “San Francisco Bay Times”
- Continue publishing news from a diverse pool of contributors
- Attempt to maintain LGBTQIA ownership of the business, if at all possible
- Continue to contribute and support local organizations, community contributors, and events that promote intersectional LGBTQIA support and solidarity.

#### **Basis for Recommendation**

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

#### **ATTACHMENTS**

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



# HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1176

**HEARING DATE: APRIL 7, 2021**

*Case No.:* 2021-002581LBR  
*Business Name:* San Francisco Bay Times (“Bay Times”)  
*Business Address:* 358 Noe Street (Primary Location)  
*Zoning:* RH-3 (Residential – House, Three Family) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 3563/007  
*Applicant:* Betty Sullivan and Jennifer Viegas  
2261 Market Street #308  
*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Katie Wilborn – [Katherine.Wilborn@sfgov.org](mailto:Katherine.Wilborn@sfgov.org), 628-652-7355

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO BAY TIMES CURRENTLY LOCATED AT 358 NOE STREET, BLOCK/LOT: 3563/007 (PRIMARY ADDRESS); AND 2261 MARKET STREET #309, BLOCK/LOT: 3559/016 (SECONDARY ADDRESS).

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; and

WHEREAS, the subject business has contributed to the City’s history and identity; and

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

WHEREAS, at a duly noticed public hearing held on April 7, 2021, 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 San Francisco Bay Times (“SF Bay Times” or “Bay Times”) qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 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 San Francisco Bay Times

*Location(s):*

Current Locations:

- 358 Noe Street (2011 – Present)
- 2261 Market Street, #309 (2011 – Present)
- 525 Bellevue Street (Oakland, 2011 – Present)

Previous (No Longer Extant) Locations:

- 150 Central Avenue (1978 – Unknown)
- 613 Laguna Street (1978 – Unknown)
- 2120 Market Street, #104 (1981 – Unknown)
- 288 7<sup>th</sup> Street (1990 – 1991)
- 3410 19<sup>th</sup> Street (Unknown – 2011)
- P.O. Box 410386, San Francisco (2006 – 2011)

*Physical Features or Traditions that Define the Business:*

- Maintaining the Bay Times’ mission and goal of bringing diverse Bay Area people together and forging common links and allyship between various movements, such as the LGBTQIA, racial minority, environmentalist, and labor communities.
- Providing news, resources, and support to the various LGBTQIA community members, including individuals, families, businesses, nonprofits, educational space, and more.
- Historical traditions of keeping an aspect of the publication in print format, to provide a physical presence of the business and harken back to its initial roots.
- Maintaining some kind of visual logo, for a physical representation of the business and its goals
- Maintain the “Castro Street Cam Service”
- Retain the historic, and current, business name.
- Continue publishing news from a diverse pool of contributors
- Attempt to maintain LGBTQIA ownership of the business, if at all possible
- Continue to contribute and support local organizations, community contributors, and events that promote LGBTQIA support and solidarity.

**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 2021-002581LBR to the Office of Small Business on April 7, 2021.



Laura Lynch  
*Acting Commission Secretary*

AYES: Black, Foley, Johns, Nageswaran, Pearlman, So, Matsuda

NOES: None

ABSENT: None

ADOPTED: April 7, 2021