Small Business Commission
Resolution
HEARING DATE MARCH 27, 2017

ACCION LATINA

LEGACY BUSINESS REGISTRY RESOLUTION NO. 009-17-LBR

Application No.: LBR-2016-17-065
Business Name: Acción Latina
Business Address: 2958 24th Street
District: District 9
Applicant: Georgiana Hernández, Executive Director
Nomination Date: January 26, 2017
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ACCION LATINA, CURRENTLY LOCATED AT 2958 24TH 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 March 27, 2017, 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 Acción Latina 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 Acción Latina:

Physical Features or Traditions that Define the Business:
- Mission to promote cultural arte, community media, and civic engagement within the Latino/a community.
- Juan R. Fuentes Art Gallery space created out of the previously existing storefront in 2015.
- Exterior of the gallery along the street that features 6 foot by 4.5 foot glass windows inset into a mahogany frame and a bulkhead featuring scaled-down, precise replicas of several Maya bas-relief masterpieces set into blue tiles.
- "Acción Latina" aluminum letters along the front façade.
- Office space that is used to manage programs and is also made available to community groups.
- Location on 24th Street within the Calle 24 Latino Cultural District.
- Function as an archive for El Tecolote newspaper and photographs.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Acción Latina on the Legacy Business Registry:
- The promotion of cultural arts, community media and/or civic engagement as a way of building healthy and empowered Latino communities.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 27, 2017.

[Signature]
Regina Dick-Endrizzi
Director

RESOLUTION NO. C09-17-LBR

Ayees – 6: Dooley, Dwight, Ortiz-Cartagena, Tour-Sarkissian, Yee Riley, Zouzounis
Nays – 0
Abstained – 0
Absent – 1: Adams