Small Business Commission
Resolution
HEARING DATE APRIL 10, 2017

RED AND WHITE FLEET

LEGACY BUSINESS REGISTRY RESOLUTION NO. 013-17-LBR

Application No.: LBR-2016-17-070
Business Name: Red and White Fleet
Business Address: Pier 43 ⅓, Fisherman’s Wharf
District: District 3
Applicant: Thomas Crowley Escher, President
Nomination Date: February 6, 2017
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR RED AND WHITE FLEET, CURRENTLY LOCATED AT PIER 43 ⅓, FISHERMAN’S WHARF.

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 10, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

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BE IT RESOLVED that the Small Business Commission hereby includes Red and White Fleet 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 Red and White Fleet:

Physical Features or Traditions that Define the Business:
- Business name of "Red and White Fleet."
- Ferry services and maritime sightseeing cruises, offered in multiple languages.
- Signature red & white colors of the company's vessels.
- Fisherman's Wharf location.
- Iconic "tripod" sign at its box office location at Pier 43 1/2.
- Commitment to using environmentally sustainable practices.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Red and White Fleet on the Legacy Business Registry:
- Ferry service and/or ferry sight-seeing tours of San Francisco Bay.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 10, 2017.

[Signature]
Regina Dick-Endrizzi
Director

RESOLUTION NO. __013-17-LBR__

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