

Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes the nomination by a member of the Board of Supervisors or the Mayor, a written application, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

## **ELIGIBILITY CRITERIA AND APPLICATION INSTRUCTIONS:**

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### **ABOUT THE LEGACY BUSINESS REGISTRY**

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

### **BUSINESS ELIGIBILITY CRITERIA**

A Legacy Business is a business that has been nominated by a member of the Board of Supervisors or the Mayor, and that the Small Business Commission, after a noticed hearing, determines meeting the following criteria:

1. The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years. If the business has operated in San Francisco for more than 20 years but less than 30 years it may still satisfy this criteria if the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face a significant risk of displacement.
2. The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community.
3. The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

### **APPLICATION FEE**

There is a \$50.00 non-refundable application fee. This can be paid by check payable to: City and County of San Francisco - Office of Small Business or (CCSF-OSB)

## COMPLETE ALL SECTIONS OF THE APPLICATION

The application consists of the following sections:

- 1) Business and Applicant Information;
- 2) Business Location(s);
- 3) Disclosure Statement;
- 4) Written Historical Narrative; and
- 5) Supplemental Historical Documents (photo, articles, etc.).

*Sections Four and Five must be submitted with application. The details of what is required for these two sections are listed on pages 6, 7 and 8. Incomplete applications cannot be processed. The Legacy Business Program Manager will contact applicants with incomplete applications and let them know what is needed to make the application complete.*

## APPLICATION SUBMISSION

### Mail Completed Application and \$50.00 Non-Refundable Fee To:

Office of Small Business  
Attn: Legacy Business Registration Application  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, 94102

You will receive an email confirming receipt of your application and a follow-up response within two weeks of the application receipt.

## QUESTIONS?

If you have any of the questions or need assistance regarding the application requirements and process, please contact Office of Small Business staff by phone at (415) 554-6481 or by email at [LegacyBusiness@sfgov.org](mailto:LegacyBusiness@sfgov.org).

# Section One:

**Business / Applicant Information.** Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business’s San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
		(    )
		<b>EMAIL:</b>
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
<b>APPLICANT’S NAME</b>		
<input type="checkbox"/> Same as Business		
<b>APPLICANT’S TITLE</b>		
<b>APPLICANT’S ADDRESS:</b>		<b>TELEPHONE:</b>
		(    )
		<b>EMAIL:</b>
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>		<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
<b>OFFICIAL USE: Completed by OSB Staff</b>		
<b>NAME OF NOMINATOR:</b>		<b>DATE OF NOMINATION:</b>

## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input type="checkbox"/> Yes		

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
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		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined 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.

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Name (Print):

Date:

Signature:

## Section Four:

### Written Historical Narrative.

Provide a written narrative that describes 30 + year history of the business and establish its eligibility per the *THREE BUSINESSES ELIGIBILITY CRITERIA* noted on page one. The narrative should be **attached and no longer than 4 pages.**

Below are suggested topics and pieces of information that should be covered in the written narrative, it does not have to follow the order of the criteria below. Use the historical narrative guide to ensure you include the key elements required in telling the history of the business. Where applicable, please provide supporting documentation to support the historical narrative.

When making claims such as the “The first”, “The only”, “The original”. Please provide information that substantiates the claim.

### Historical Narrative Criteria and Guide.

**Criterion 1:** The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years. If the business has operated in San Francisco for more than 20 years but less than 30 years it may still satisfy this criteria if the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face a significant risk of displacement.

#### Historical Narrative Guide.

- a. *Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business’s founding and or headquartered location) and the opening dates and locations of all other locations.*
- b. *Describe any circumstances that required the business to cease operations in San Francisco for more than six months?*
- c. *Is the business a family owned business? If so, give the generational history of the business.*
- d. *Describe the ownership history when the business ownership is not the original owner or a family owned business.*
- e. *When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.*
- f. *Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.*

**Criterion 2:** The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community. Community does include a business or industry community.

#### Historical Narrative Guide.

- a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.
- b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?
- c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?
- d. Is the business associated with a significant or historical person?
- e. How does the business demonstrate its commitment to the community?
- f. Provide a description of the community the business serves.
- g. Is the business associated with a culturally significant building/structure/site/ object/or interior?
- h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

**Criterion 3:** The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

#### Historical Narrative Guide.

- a. Describe the business and the essential features that define its character.
- b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g. business model, goods and services, craft, culinary, or art forms)
- c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?
- d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

## Section Five:

### Supplemental Historical Documents.

In addition to the narrative, please include as many supplemental historical documents as are available. This information will provide the Commissioners a visual context to build an argument for listing on the Legacy Business Registry.

Materials should include information on all physical features, traditions and practices noted in the written narrative and that identify the business for the Legacy Registry.

### Historic Legal Documents, such as:

- Change in Business Ownership (if current business ownership is less than 30 years)
- San Francisco Business Registration Certificate (original or dating back to 30+ years)

### Photographs:

#### Required

- 1 overall exterior photo (a current photo is fine, including older photos is a plus to help to provide historical context)
- 1 photo of exterior and interior business signage (a current photo is fine, including older photos is a plus to help to provide historical context)
- Additional photos of any unique interior and exterior features of the location called out in the list of “physical features or traditions” that are closely and strongly associated with the significance of the Community engagement

#### Supplemental If Available

- Historic photos of the business location
- Historical events
- Photos of the unique craft, art, cuisine, or tradition that define the business
- Visual support to what is written in the historical narrative

### Ephemera and Memorabilia:

(*Example:* advertising print, audio and video, advertising trade cards, bookmarks, catalog, greeting cards, letters, magazines, matchbooks, menus, pamphlets, postcards, posters, prospectuses, and tickets.)

- Newspaper Clippings from past and present newspapers that support the historical narrative. (please include publication and date of clipping)
- Audio and Video News stories
- Letters of Support

SF Heritage has a [Historical Research Guide \(http://www.sfheritage.org/resources-links/researchguide/\)](http://www.sfheritage.org/resources-links/researchguide/) on where to locate possible supplemental documents or materials.



# Instructions for Submission

Please submit the following:

**Completed application:**

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  - 3) Disclosure Statement;
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