



OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE MAYOR

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For Immediate Release: Tuesday, January 23, 2018
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***** PRESS RELEASE *****

AIDS LEGAL REFERRAL PANEL, LUCCA DELICATESSEN, NOE VALLEY BAKERY AND SF MARKET CORPORATION APPROVED FOR LEGACY BUSINESS REGISTRY

San Francisco, CA — On Monday, January 22, four businesses – **AIDS Legal Referral Panel, Lucca Delicatessen, Noe Valley Bakery** and **San Francisco Market Corporation** – were unanimously approved by the San Francisco Small Business Commission for the Legacy Business Registry. The Registry recognizes longstanding, community-serving businesses as valuable cultural assets to the city. There are currently 123 small businesses on the Legacy Business Registry.

AIDS Legal Referral Panel: 1663 Mission Street, Suite 500

Nominated by Supervisor Jeff Sheehy

AIDS Legal Referral Panel (ALRP), incorporated in 1989, began as a committee of Bay Area Lawyers for Individual Freedom when a group of lawyers banded together in 1983 in response to the burgeoning HIV/AIDS epidemic in San Francisco's LGBT community. What started as a grassroots effort of concerned attorneys grew to a referral network of 700+ attorneys and an array of legal support services for people with HIV/AIDS for virtually every issue they face. ALRP is the oldest organization serving people with HIV/AIDS and played a big role in establishing the ecosystem of volunteer-driven AIDS/HIV services in the city still in place today. The organization has volunteers annually at San Francisco's LGBT events, including the Folsom Street Fair, the Castro Street Fair and LGBT Pride, all of which they have been beneficiaries for. AIDS Legal Referral Panel is a 501(c)(3) nonprofit organization.

"ALRP is deeply appreciative of its designation as a Legacy Business," said Bill Hirsh, executive director of AIDS Legal Referral Panel. "ALRP has been a longstanding business serving the community since its founding in 1983. ALRP is proud of its history of serving San Franciscans living with HIV. We are also proud of providing the forum for hundreds of attorneys to volunteer and each year ALRP's Panel of attorneys leverages over one million dollars in donated legal services."

Lucca Delicatessen: 2120 Chestnut Street

Nominated by Supervisor Mark Farrell

At Lucca Delicatessen, not much has changed in nearly 90 years. Salami still hangs from the ceiling, wheels of parmesan still age on the shelves and the business is still owned by the Bosco family. Founder Mike Bosco, like many Italians before the Great Depression, moved to San Francisco to start a business and raise a family. Today, the store is run by Mike's grandchildren, Paul and Linda, who took over after their father Ed's 20+ years at the helm. They are committed to upholding the values that keep the business thriving – consistency, quality and tradition. Their famous ravioli, once served to patrons at the Fairmont Hotel, is still prepared using the original machine from the 1930s and cutting and rolling by hand. Lucca Delicatessen preserves a piece of old-world charm in the Marina, an area redefined by modern upscale eateries. Lucca Delicatessen has operated at 2120 Chestnut Street since its founding.



Noe Valley Bakery: 4073 24th Street and 28 West Portal Avenue

Nominated by Supervisor Jeff Sheehy

At Noe Valley Bakery, you're welcomed in by a display case of savory and sweet baked goods, chocolate-dipped cupcakes, artisan fig bread and ever-popular cheddar and chive scones. Michael and Mary Gassan, residents of Noe Valley, purchased the bakery in 1994 from original owner Egon Grundmann. As a husband and wife team working together in the industry previously, Michael as a master baker and Mary as an operations and finance expert, they envisioned a full-line artisan bakery where goods were made fresh daily on-site from scratch. The neighborhood embraced their vision, as they sell out of items almost every day. They opened a second location in West Portal in March 2017. Noe Valley is one of the several neighborhood bakeries that continuously occupied 4073 24th Street since 1923.

San Francisco Market Corporation: 2095 Jerrold Avenue, #212

Nominated by Supervisor Malia Cohen

San Francisco Market Corporation operates the San Francisco Wholesale Produce Market, a distribution hub connecting 30 independent produce merchants with Bay Area restaurants, hotels and grocery stores. The San Francisco Wholesale Produce Market opened in 1963 in the Bayview-Hunters Point commercial district originally as a City-run entity through the City and County of San Francisco Market Corporation and San Francisco Produce Association. When the 50-year lease expired in 2013, the organization's leadership, in an effort to ensure long-term stability, created new governance as a nonprofit organization under the name San Francisco Market Corporation. Today, it plays a vital role in San Francisco's thriving food industry through sourcing and distribution of local produce, supporting independent merchants and pioneering the city's composting program to bring organic waste back to the region's farms.

“Along with our 30 merchant businesses that call The SF Market home, we are incredibly honored by the Legacy Business Registry recognition and how it reflects on our strong commitment to our community throughout our long history,” said Larry Brucia, board president of San Francisco Market Corporation. “We are extremely proud of our deep connections and relationships with our customers, farming partners, Bayview Hunters Point community, and the City of San Francisco and look forward to serving them for many years to come.”

A Legacy Business is a for-profit or nonprofit business that has operated in San Francisco for 30 or more years. The business must contribute to the neighborhood's history and/or the identity of a particular neighborhood or community, and it must commit to maintaining the physical features or traditions that define the business, including craft, culinary or art forms.

The registration process for the Legacy Business Program includes nomination by the Mayor or a member of the Board of Supervisors, a written application, an advisory recommendation from the Historical Preservation Commission and approval of the Small Business Commission. Inclusion in the Registry provides Legacy Businesses with recognition and support as an incentive for them to stay in the community. The program also provides educational and promotional assistance to encourage their continued viability and success in San Francisco.

For more information about the Legacy Business Program, including a list and map of businesses on the Legacy Business Registry, visit <http://sfosb.org/legacy-business>.

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