



# Legacy Business Registry Staff Report

Hearing Date: August 22, 2022

## LATIN BRIDAL

*Application No.:* LBR-2021-22-027  
*Business Name:* Latin Bridal  
*Business Address:* 2644 Mission Street  
*District:* District 9  
*Applicant:* Silvia Ferrusquia, Owner  
*Nomination Letter Date:* June 9, 2022  
*Nominated By:* Supervisor Hillary Ronen  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Latin Bridal is an established formal and festive wear store, opened by Silvia and Eleazar Ferrusquia at 3201 24<sup>th</sup> Street, under the name of "Surtimex" in March 1990. This clothing store which initially sold men's, women's, and children's clothing, soon expanded their sales to include formal and festive attires. In 1997, the business changed its name to Latin Bride and then, moved their location to 2631 Mission St in 2004. Eight years later, in 2013, the business moved to its current location at 2644 Mission St under the present name Latin Bridal.

The business specializes in the sale of formal and festive wear that celebrate Latino culture and cater to the Latino demographic. Specifically, they sell formal wear for christenings, first communions, quinceañeras, weddings and other life celebrations. Latin Bridal sells some unique Latino accessories such as bridal coins, cords and handcrafted bouquets that are also pieces of art. They also help tailor and customize outfits to suit the needs and budgets of their customers without compromising on quality.

Latin Bridal has become the one stop shop for local customers shopping for celebratory milestones that are important in the Latinx community. Having seen up to four generations of families shop at their store, Latin Bridal helps keeps the customs and traditions of Latino culture alive and contributes to identity of the Latino Cultural District, although current location is just outside the boundaries. In the early 2000s, Latin Bridal organized fashion shows to showcase traditional Latino celebrations, explaining their origins and significance of various elements. Its founder, Silvia, also contributes to local magazines where she explains the significance and order of the festivities as well as planning and organization of the celebration parties.

The business has provided jobs to locals, some of whom are long time employees and continues to support the local community by accepting credit and layaway payments. The business contributes to religious organizations like St. Charles Borromeo Parish, Saints Peter and Paul Church as well as the 30th Street Senior Center and ICA Cristo Rey Academy with decorations and fashion shows to benefit these institutions. Through these shows, they also support other small businesses such as bakeries, caterers, florists, salons, hotels, photographers, DJs, transportation etc.

### CRITERION 1

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

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





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

3201 24th Street from 1991 to 2004 (13 years)  
2631 Mission Street from 2004 to 2014 (10 years)  
2644 Mission Street from 2014 to Present (8 years)

## CRITERION 2

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

Yes, Latin Bridal has contributed to the history and identity of the Mission 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 the Latino tradition.
- The Mission Street property is not associated with significant events, persons and/or architecture.
- The business is of a topic that is related to the draft Latinx (Nuestra Historia) Historic Context Statement. This process is ongoing as of the time of this Executive Summary.
- Latin Bridal and its owner Silvia was mentioned in an article, "The Quinceañera, a Dying Mission Tradition" in the Mission Local newspaper in 2014. Latin Bridal was also featured on ¡Despierta América!, a Spanish speaking program on Univision, for their beautiful dresses.

## CRITERION 3

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

Yes, Latin Bridal is committed to maintaining the physical features and traditions that define the business.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Latin Bridal 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.

Physical Features or Traditions that Define the Business:

- Formal and celebration-wear attire product offerings.
- Latino culture-specific accessories.
- Event coordination event planning and choreography.
- Excellent workmanship.
- Logo style.

## 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.

- Clothing store featuring special occasion attire.

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## STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Latin Bridal currently located at 2644 Mission Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

### Legacy Business Program

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# Small Business Commission

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

August 22, 2022

## LATIN BRIDAL

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legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Latin Bridal, currently located at 2644 Mission 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 on 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 August 22, 2022, 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 Latin Bridal in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Latin Bridal.

Physical Features or Traditions that Define the Business:

- Formal and celebration-wear attire product offerings.
- Latino culture-specific accessories.
- Event coordination event planning and choreography.
- Excellent workmanship.
- Logo style.

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

- Clothing store featuring special occasion attire.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2022.

---

Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

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# Legacy Business Registry

# Application Review Sheet

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*Nomination Letter Date:* June 9, 2022  
*Nominated By:* Supervisor Hillary Ronen

**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

3201 24th Street from 1991 to 2004 (13 years)  
2631 Mission Street from 2004 to 2014 (10 years)  
2644 Mission Street from 2014 to Present (8 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:** June 22, 2022

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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Member, Board of Supervisors  
District 9



City and County of San Francisco

## HILLARY RONEN

June 9, 2022

Richard Kurylo, Legacy Business Program Manager  
Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of Latin Bridal joining the City's Legacy Business Program. In addition to meeting the requirements necessary to become a Legacy Business, Latin Bridal has a unique history and role within the Mission District of San Francisco.

Silvia and Eleazar Ferrusquia first opened their family business now recognized as Latin Bridal under the name of Surtimex in 1990. The store was located at 3201 24<sup>th</sup> Street and first sold men's, women's, and children's clothing. Over time, the store increased their inventory for formal and festive wear, as demand from the community continued to increase for these items. Silvia and Eleazar were both raised in Mexican traditions and culture, and this enabled them to start selling beautiful gowns, shoes, handcrafted flower bouquets and party favors, many even imported from Mexico. Silvia and her mother also began tailoring dresses and creating handcrafted accessories from their hometown of Toluca, Mexico. Over time, their store came to be the one stop for local customers shopping for quinceañeras, christenings, first communions, and weddings – all celebratory milestones for many in the local Latinx community.

Silvia and Eleazar eventually changed the store's name to Latin Bride, and ultimately in 2013 to Latin Bridal as it is known today. That same year, the store relocated to its current location at 2631 Mission Street. This location is in the heart of the Mission and the Calle 24 Latinx cultural district and is perfect for the Latinx clientele Latin Bridal continues to serve. The family business has also counted on longtime and loyal employees, several whom worked there over a decade. Despite the many changes in the Mission District, Latin Bridal's commitment to offering beautiful dresses, clothing, and accessories for the local community remains strong. The store is known to offer layaway options or price adjustments based on budget, recognizing the hardships that many in the local Latinx community have endured with gentrification and the pandemic. In 2014, local publication Mission Local featured Silvia and Latin Bridal, where they recognized the business for dressing over 10,000 girls for their quinceañeras since its opening! Latin Bridal has truly been an incredible asset and resource for the community.

Latin Bridal is, and has always been, a family business. It has served the residents of San Francisco for decades, and I am thrilled to have this shop in my district. I strongly support their application to be declared a Legacy Business and it is my honor to submit this nomination on their behalf.

Best regards,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen, 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>	
Latin Bridal	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Silvia Ferrusquia	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
2644 Mission Street San Francisco, CA 94110	(415) 647-4200
	<b>EMAIL ADDRESS:</b>
	latinbridal@aol.com
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	
	<b>MAILING ADDRESS – ZIP CODE:</b>
<b>WEBSITE ADDRESS:</b>	
<b>FACEBOOK PAGE:</b>	
<a href="https://facebook.com/LatinBridal/">https://facebook.com/LatinBridal/</a>	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Silvia Ferrusquia	
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
Owner	latinbridal@aol.com
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0480938	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</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.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
3201 24th Street	94110	March 15, 1991
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<b>DATES OF OPERATION AT THIS LOCATION</b>
		March 1991 - September 2004

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2631 Mission Street	94110	Start: September 2004 End: June 2014

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2644 Mission Street	94110	Start: July 2014 End: Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		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. 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.

Silvia Ferrusquia 06/09/22

*Silvia Ferrusquia*

Name (Print):

Date:

Signature:

## **LATIN BRIDAL**

### **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.**

Latin Bridal, currently located at 2644 Mission Street in the Mission District, was registered and established in San Francisco on March 15, 1990, when Silvia and Eleazar Ferrusquia opened the business under the name of Surtimex at 3201 24th Street in a 750-square-foot space.

The focus of sales at this time was a variety store that included regular men's, women's, and children's clothing that soon expanded to more formal and festive attires as well as imported handmade items in order to fulfill their customers' requests at that time. Being raised in an ambiance of traditions and costumes of Mexican culture, they started selling beautiful dresses, shoes, handcrafted flower bouquets, and party favors, some of them imported from Mexico.

Silvia's family back in Mexico was in the textile industry, which made her always feel comfortable around dresses. For years, Silvia's mom would help her tailor dresses and create handcraft accessories from her hometown Toluca. This created unique features that you can only find at Latin's Bridal.

A few months after opening, Latin Bridal hired their first employee, Gloria, who worked for the company for 17 years.

Latin Bridal grew exponentially, which allowed them to expand their business onto an additional floor in the same building. In 1997, the business changed its name to Latin Bride.

In September of 2004, the business moved to a new location at 2631 Mission Street, where they were doing business under the same ownership under the name of Latin Bride.

The business moved again 8 years later, in July 2013, to the current location at 2644 Mission Street under the present name of Latin Bridal. This has been the perfect spot to serve the Latin community – in the heart of the Mission Street. The business has always been inside the present-day Latino Cultural District.

History of San Francisco locations:

- 3201 24th Street  
March 15, 1990, to August 31, 2004  
Under the name of Surtimex and Latin Bride

- 2631 Mission Street  
September 1, 2004, to June 30, 2014  
Under the name of Latin Bride
- 2644 Mission Street  
July 1, 2013, to Present  
Under the name of Latin Bridal

Always thinking about their customers and knowing that this is a very special kind of business, Silvia and Eleazar transferred the business to their son Edward Ferrusquia (when?) with the desire to keep the business going by keeping it within the family. Silvia and Eleazar continued to help manage and work in the store. On March 15, 2019, ownership reverted back to Silvia.

Although Silvia has no plans to retire soon, she plans on leaving the business to their daughter Diana Ferrusquia who enjoys the same enthusiasm and love for Latin traditions, and a current employee Veronica Diaz de Mendoza, who has worked with Latin Bridal since she was 17 years old and is now 43 years old.

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

Latin Bridal has not ceased operations for more than six months since it was established in 1990, and only closed from March 15 to June in 2020 due to City ordinances related to the COVID pandemic.

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

Latin Bridal is a family-owned business. Silvia and Eleazar Ferrusquia founded the business in 1990. In 2013, ownership was transferred to their son Edward Ferrusquia. On March 15, 2018, ownership reverted back to Silvia Ferrusquia.

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

The ownership history of Latin Bridal is as follows:

1990 to 2013:	Silvia Ferrusquia and Eleazar Ferrusquia
2013 to 2018:	Edward Ferrusquia
2018 to Present:	Silvia Ferrusquia

**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 existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**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 historic resource status of the building at 2344 Mission Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building was constructed in 1912; however, it appears to be ineligible for listing in California Register of Historical Resources. It is a simple, rectangular plan, single-story, flat roof commercial building that is brick-clad at the storefront.

## **CRITERION 2**

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

Latin Bridal celebrates Latino culture and helps keep customs and traditions alive. The business sells formal wear and unique pieces that are hard to find at 'traditional' stores that don't cater to a Latino demographic. Specifically, they sell specialty formal wear for christenings, first communions, quinceañeras, and other life celebrations. A typical quinceañera ceremony includes up to 36 accessories, and a typical Latino wedding ceremony has up to 37 accessories.

Family is very important to Latin Bridal, and being part of the community's milestones and lasting memories is something uniquely special about the business. Keeping Latino traditions alive is one way Latin Bridal contributes to the identity of the Latino Cultural District.

The Mission District is home to many of the City's Latino community members, so it has been important for the business to be present there. Latin Bridal has seen multiple generations of families come through its doors and is constantly being told by its current customers that they remember coming in when they were children. Latin Bridal has seen up to four generations of families shop at their store. Latin Bridal has never left the Latino Cultural District, and the owners are proud of having served their community over the three decades they've been in business.

With the Mission becoming more gentrified in recent years, there are fewer Latin families living in the neighborhood. Silvia is positive, however, that her business still has enough cultural relevance for the community.

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

For over 30 years, Latin Bridal has helped their patrons choose the perfect attire and accompaniments for their events, milestones, and celebrations. Some of the unique Latino accessories are available only at this store, which is the only one in San Francisco that still

provides the community with items like bridal coins, cords, and handcrafted bouquets that are unique pieces of art.

In the early 2000s, Latin Bridal organized fashion shows in the city to showcase how traditional Latino celebrations were born, like the origins of the quinceañera baltz and the meaning of each of the elements involved in the party like shoe changes, the doll, and the cake, among many others.

Another way that Latin Bridal has managed to keep traditions alive is through different events and publications such as Sylvia's fashion show and magazine contributions in which she goes over the background of the festivities as well as a step-by-step planning to organize parties. The commitment and dedication that Silvia puts into her work makes you feel like you are not only throwing a party but having an actual ceremony of celebration that connects you to your Latino roots.

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

The newspaper Mission Local wrote an article in 2014 titled "The Quinceañera, a Dying Mission Tradition" in which they highlighted the fact that Silvia has dressed up to 10,000 girls for their quinceañera parties.

Latin Bridal had the privilege of being featured once in ¡Despierta América!, a Spanish speaking program on Univision, for their beautiful dresses.

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

Latin Bridal is not associated with any significant or historical people.

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

One of the way Latin Bridal demonstrate commitment to the community is customizing their complete outfits, adjusting the prices to their particular budgets without cutting quality in their products, and accepting easy layaway payment plans in order to help their customers, especially the traditional unbanked population that for various reasons may not have access to credit or has difficulty establishing credit.

Latin Bridal contributes to religious organizations like St. Charles Borromeo Parish and Saints Peter and Paul Church as well as the 30th Street Senior Center and ICA Cristo Rey Academy with decorations and fashion shows to benefit these institutions. Through the fashion shows, Latin Bridal also helps and promotes many businesses, like bakeries, caterers, hotels, photographers, videographers, DJs, transportation services, florists, choreographers, make-up artists, printers, music organizations, beauty parlors, tuxedo rentals, restaurants, etc. that are connected with Latin Bridal through Latino traditions.

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

Latin Bridal has served, and continues to serve, multiple generations of Latino families in the Mission District and from all around the Bay Area. On top of serving families, it has served as a reference for the Latino community. Latin Bridal has kept their authenticity through times of constant change and gentrification.

Latin Bridal has been serving customers for over three generations. Customers come from San Francisco, the entire Bay Area, Sacramento, Central California, and Northern California. People know that they will find everything they need for those special social and religious occasions. Latin Bridal is a place where families, especially daughters, can realize their dreams and proudly honor beautiful Latino traditions.

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

The business has kept the original cash register from its business. Also, the layout of the present store is the same format as the original store.

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

If Latin Bridal were to close, the Latino community would lose its oldest and last specialty celebration shop where they can buy Latino formal wear. Latin Bridal has helped many people understand the significance of their traditions for which celebratory items are purchased and how to use them. Additionally, if Latin Bridal were to close, jobs would be lost not only in the store but in the industry around this business. San Francisco would lose a business of major historical and cultural significance.

### **CRITERION 3**

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

Latin Bridal is a family-owned business located in the heart of the Mission District. They are an established formal wear and celebration store with extensive knowledge in the traditions of celebrations such as quinceañeras, christenings, and weddings.

The most essential feature of the business is their product offerings: Quinceañera dresses, formal wear, tuxedo rental, custom dressmaking, religious baptism jewelry, and tiaras. They have "arras" (little coins made out of gold or silver, which are traditional tokens/mementos) and specific cultural accessories. At Latin Bridal, one can find many artifacts that are part of the Latino culture and tradition of celebrations.

Aside from formal wear, they offer credit, layaway, alterations, event coordination, planning, choreography, as well as consulting on ways to celebrate the most popular Latino cultural celebrations such as baptisms, communions, quinceañeras, weddings, and other events. With over 30 years in business, they are able to provide excellent workmanship at an affordable price. Most jobs can be done on site and in some instances while customers wait.

**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)**

The products sold at Latin Bridal are essential to keeping traditions alive. As newer generations grow up, it is important that they have somewhere to go to celebrate milestones and not forget their roots. Latin Bridal is a source of inspiration and education within the context of Latino celebrations and milestones.

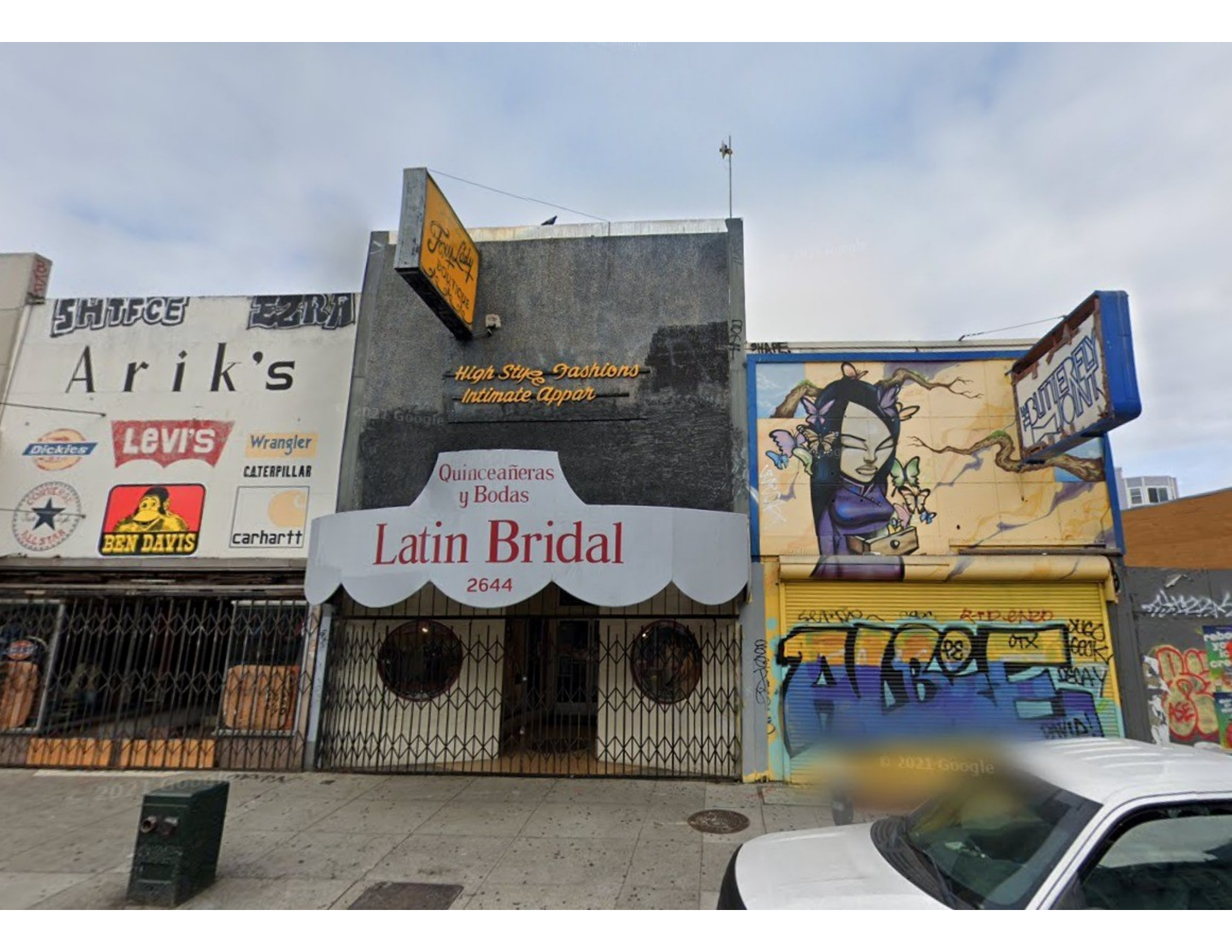
**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

Latin Bridal has maintained the same style in their logo since their inception. This creates an iconic and recognizable trademark that resonates with their customers.

**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 that demonstrates the business has been a jewelry store for 30+ years is included in this Legacy Business Registry application.





Freddie's

SHITCE EZRA

Arik's

High Style Fashions  
Intimate Apparel

Dickies

Levi's

Wrangler

CATERPILLAR

carhartt

BEN DAVIS

Quinceañeras  
y Bodas

Latin Bridal

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DAVID!

© 2021 Google































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BUSINESS, FEATURED, FRONT PAGE, LOCAL HISTORY, MISSION STREET, MOBILE, TODAY'S MISSION

# The Quinceañera, a Dying Mission Tradition



by MOLLY OLESON  
MARCH 1, 2014



Latin Bridal, a shop specializing in dressing up quinceañeras and offering clothes and accessories for weddings, communions, baptisms and proms, has been in the Mission for 23 years.

Owner Sylvia Ferrusquia, who runs the business with her father, husband, daughter and son, estimates that they've dressed up around 10,000 girls for the quinceañera, an event that traditionally celebrates a girl turning 15. But lately, Ferrusquia hasn't seen many Latin girls from the Mission or from other parts of the city visit the store.

“Our communities are hurting because families are moving out,” she says, adding that her business is one of the only ones of its kind left in the Mission. “And it’s hurting our business a lot, because families are not here anymore.”

Diana Campos (the girl featured in the video), however, lives in the Mission and attends Immaculate Conception Academy. She turned 15 on May 4, 2013, and, with the help of Latin Bridal, began planning her quinceañera three months before the Dec. 28 celebration, which took place in Mexico.

Ferrusquia, who grew up in Toluca, Mexico, never had a quinceañera of her own. But she finds joy in helping others plan their celebrations, and says she loves her business.

“Sometimes it’s the only event in the lifetime that is going to be huge,” Ferrusquia says of the quinceañera. “And well, we always try to do the best to make their dreams come true.”



## **MOLLY OLESON**

✉ [olesonmolly@gmail.com](mailto:olesonmolly@gmail.com)

Molly is a multimedia journalist, editor, photographer and illustrator. She has contributed to dozens of publications, and most recently, served as Editor of the Pacific Sun. To view more of her work, visit [mollyoleson.com](http://mollyoleson.com).

**More by Molly Oleson**

3/30/20

To Whom It May Concern,

I Carlos Alfaro:

I am writing this letter  
for business "Latin Bridal".

I have knownd owner  
Silvia Ferrusguia over 30 year

An amazing phenomenal  
business woman that treats her  
customers with Love and Kindnes

This type business is Need  
for the community, be cause  
it brings Families together.

# "Latin Bridal"

Mrs. Silvia Ferrasguia

has done many events for  
my Family & Friends.

They did my daughter's  
First Holy Communion and  
Quince Añera Dresses.

Flowers, Crowns, Rosaries,  
Bibles, Favors and all that  
is needed for Weddings as w

Latin Bridal needs to remain  
open for us consumers to make  
Families happy and bring them toge

I am very pleased  
to be the beneficiary  
of your kindness!

May God Bless All of Yr

Sincerely,

Mr. Carlos Alfaro

March 30, 2022

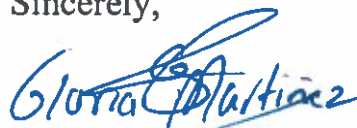
To Whom It May Concern,

I am writing this letter to recommend to you the excellent services of Latin Bridal and Silvia Ferrusquia. I have been a loyal customer to Latin Bridal for the last 25 years. Latin Bridal has been providing excellent services not just for me and my family, but for the local community. They specialize in providing services for weddings, baptisms, quinceneras, and many other celebrations.

Latin Bridal and Silvia have really made occasions extremely special for me and my family throughout the years.

I am confident about the services of Latin Bridal and I can surely recommend their services. Latin Bridal has brought many smiles and such great happiness to many people by making their special occasion spectacular. Feel free to contact me for any questions you might have.

Sincerely,

A handwritten signature in blue ink that reads "Gloria Martinez". The signature is fluid and cursive, with the first name "Gloria" and last name "Martinez" clearly distinguishable.

Gloria Martinez



Diego Garza

---

**Fwd: Letter of support for Latin Bridal**

1 message

---

**Latin Bridal** <latinbridal@aol.com>  
Reply-To: Latin Bridal <latinbridal@aol.com>  
To:

Wed, Mar 30, 2022 at 4:09 PM

-----Original Message-----

From: John Data  
To: [latinbridal@aol.com](mailto:latinbridal@aol.com)  
Cc: John Data  
Sent: Tue, Mar 29, 2022 8:32 pm  
Subject: Letter of support for Latin Bridal

March 29, 2022

From: John Lira,

To: Legacy Business Program

Regarding: Letter of support for Latin Bridal and Ms. Silvia Ferrusquia

To whom it may concern:

I write this brief statement of support for Latin Bridal. Latin Bridal has been and continues to be the center Latinx life events such as weddings, quinceañeras, parties, and all family type of events for over 30 years.

My family and friends have been buying from Latin Bridal for over 30 years, from its early days at 3201 24<sup>th</sup> St. in 1991 until now at [2644 Mission St.](#)

I am pretty confident that at the moment there are no other Latinx owned businesses serving us and being sensitive to our traditions. Not one has survived COVID closures, high rents, etc.

I thank you in advance for your support of keeping Latin Bridal in the Mission. Silvia is a beloved member of the community and of our families.

Feel free to contact me for any other matter,

John Lira





Diego Garza

---

**Fwd: Latin Bridal (carta de Luis)**

1 message

---

**Latin Bridal** <latinbridal@aol.com>  
Reply-To: Latin Bridal <latinbridal@aol.com>  
To:

Wed, Mar 30, 2022 at 4:18 PM

-----Original Message-----

From: Mr. E  
To: Silvia Ferrusquia  
Sent: Wed, Mar 30, 2022 12:28 am  
Subject: Fwd: Latin Bridal (carta de Luis)

----- Forwarded message -----

From: **Luis Espinosa**  
Date: Tue, Mar 29, 2022, 11:27 PM  
Subject: Latin Bridal  
To: Eddie Ferrusquia

To whom it may  
concern...

Through this letter I  
want to inform you  
that a store like Latin  
Bridal that has  
served the Hispanic  
community for so  
many years, has  
become a necessity  
for our community  
because we have

found in this store the items we need to celebrate our events.

Mrs.Silvia

Ferrusquia, who has given us her experience, makes it necessary to have a person specialized in our needs. May the extension of this type of specialized services be for our good.

Luis Espinosa



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: JULY 20, 2022**

*Filing Date:* June 9, 2022  
*Case No.:* **2022-006118LBR**  
*Business Name:* Latin Bridal  
*Business Address:* 2644 Mission Street (Primary Address)  
*Zoning:* Mission Street NCT (MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District  
65-B Height and Bulk District  
*Block/Lot:* 3636/006  
*Applicant:* Silvia Ferrusquia  
2644 Mission Street  
*Nominated By:* Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Kalyani Agnihotri - 628-652-7454  
Kalyani.Agnihotri@sfgov.org

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

## Business Description

Latin Bridal is an established formal and festive wear store, opened by Silvia and Eleazar Ferrusquia at 3201 24<sup>th</sup> Street, under the name of “Surtimex” in March 1990. This clothing store which initially sold men’s, women’s, and children’s clothing, soon expanded their sales to include formal and festive attires. In 1997, the business changed its name to Latin Bride and then, moved their location to 2631 Mission St in 2004. Eight years later, in 2013, the business moved to its current location at 2644 Mission St under the present name Latin Bridal.

The business specializes in the sale of formal and festive wear that celebrate Latino culture and cater to the Latino demographic. Specifically, they sell formal wear for christenings, first communions, quinceañeras, weddings and other life celebrations. Latin Bridal sells some unique Latino accessories such as bridal coins, cords and handcrafted bouquets that are also pieces of art. They also help tailor and customize outfits to suit the needs and budgets of their customers without compromising on quality.

Latin Bridal has become the one stop shop for local customers shopping for celebratory milestones that are important in the Latinx community. Having seen up to four generations of families shop at their store, Latin Bridal helps keep the customs and traditions of Latino culture alive and contributes to the identity of the Latino Cultural District, although current location is just outside the boundaries. In the early 2000s, Latin Bridal organized fashion shows to showcase traditional Latino celebrations, explaining their origins and significance of various elements. Its founder, Silvia, also contributes to local magazines where she explains the significance and order of the festivities as well as planning and organization of the celebration parties.

The business has provided jobs to locals, some of whom are long time employees and continues to support the local community by accepting credit and layaway payments. The business contributes to religious organizations like St. Charles Borromeo Parish, Saints Peter and Paul Church as well as the 30th Street Senior Center and ICA Cristo Rey Academy with decorations and fashion shows to benefit these institutions. Through these shows, they also support other small businesses such as bakeries, caterers, florists, salons, hotels, photographers, DJs, transportation etc.,

The business's primary location at 2644 Mission Street is a Category C (No resource Present / Not Age Eligible) structure on the west side of Mission Street between 22<sup>nd</sup> and 23<sup>rd</sup> streets in the Mission neighborhood. It is within the Mission Street NCT (Neighborhood Commercial Transit) Zoning District and a 65-B Height and Bulk District.

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

The business was founded in 1990.

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

Yes. Latin Bridal qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Latin Bridal has operated continuously in San Francisco for 32 years.
- b. Latin Bridal has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Latin Bridal 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 the Latino tradition.

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

No. The Mission Street property is not associated with significant events, persons and/or architecture.

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

No.

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

The business is of a topic that is related to the draft Latinx (*Nuestra Historia*) Historic Context Statement. This process is ongoing as of the time of this Executive Summary.

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

Yes. Latin Bridal and its owner Silvia was mentioned in an article, “The Quinceañera, a Dying Mission Tradition” in the Mission Local newspaper in 2014. Latin Bridal was also featured on ¡Despierta América!, a Spanish speaking program on Univision, for their beautiful dresses.

**Physical Features or Traditions that Define the Business**

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

Current Locations:

- 2644 Mission Street (2014 – Present)

Previous (No Longer Extant) Locations:

- 2631 Mission Street (2004 – 2014)
- 3201 24<sup>th</sup> Street (1991 – 2004)

**Recommended by Applicant**

- Formal and celebration-wear attire product offerings
- Latino culture-specific accessories
- Event coordination event planning and choreography
- Excellent workmanship
- Logo style

**Additional Recommended by Staff**

- None

**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. 1251

**HEARING DATE: JULY 20, 2022**

*Case No.:* **2022-006118LBR**  
*Business Name:* Latin Bridal  
*Business Address:* 2644 MISSION STREET (Primary Address)  
*Zoning:* Mission Street NCT (MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District  
65-B Height and Bulk District  
*Block/Lot:* 3636/006  
*Applicant:* Silvia Ferrusquia  
2644 Mission Street  
*Nominated By:* Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Kalyani Agnihotri - 628-652-7454  
[Kalyani.Agnihotri@sfgov.org](mailto:Kalyani.Agnihotri@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LATIN BRIDAL CURRENTLY LOCATED AT 2644 MISSION STREET (PRIMARY ADDRESS), BLOCK/LOT 3636/006;

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 July 20, 2022, 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 Latin Bridal 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 2644 MISSION STREET.

*Location(s):*

Current Locations:

- 2644 Mission Street (2014 – Present)

Previous (No Longer Extant) Locations:

- 2631 Mission Street (2004 – 2014)
- 3201 24<sup>th</sup> Street (1991 – 2004)

*Physical Features or Traditions that Define the Business:*

- Formal and celebration-wear attire product offerings
- Latino culture-specific accessories
- Event coordination event planning and choreography
- Excellent workmanship
- Logo style

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 2022-006118LBR to the Office of Small Business on July 20, 2022



Jonas P. Ionin  
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Matsuda  
NOES: None  
ABSENT: Nageswaran  
ADOPTED: July 20, 2022