

Legacy Business Registry Staff Report

Hearing Date: January 9, 2023

BLOOMERS

Application No.: LBR-2021-22-033

Business Name: Bloomers

Business Address: 2975 Washington St.

District: District 2

Applicant: Patric T. Powell & Mary Powell, Owners

Nomination Received: June 30, 2022

Nominated By: Supervisor Catherine Stefani

Staff Contact: Richard Kurylo and Michelle Reynolds

legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Bloomers is a full-service florist shop featuring artistic arrangements crafted with fresh flowers of exceptional quality. Bloomers first opened at 3061 Sacramento Street by Michael Jarrett in 1977. Six months after its founding, Jarrett sold the business to its current owner, Patric Powell, who has continually operated the business ever since.

In 1981, the shop was relocated to 340 Presidio Avenue. During the shop's time at that location, Powell opened a ribbon store in a space adjacent to the building at 346 Presidio Avenue. In January 1989, Bloomers relocated to what has become its permanent home at 2975 Washington Street, in which the floral and ribbon business were consolidated.

Throughout its 45-year history, Bloomers always operated as a flower shop, but as the business became more successful, it evolved to include ribbons, accessories, ornaments, decorative baskets, tabletop items, and various antiques. Moreover, in addition to selling plant and flower arrangements, Bloomers has also provided gallery space to display works of local artists and opportunities for authors to promote and merchandise their books about growing flowers and interior design. Bloomers is further committed to the community by contributing to a variety of non-profits, including schools, churches, and synagogues. Bloomers has regularly been involved in the San Francisco City College Floral Program and regularly contributed to HIV causes in earlier years. Many of those employed at Bloomers have been with the company for many years, with some even going on to start their own businesses.

CRITERION 1

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

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

3061 Sacramento St. from 1977 to 1981 (4 Years) 340 Presidio Ave. from 1981 to 1989 (8 Years) 346 Presidio Ave. from 1981 to 1988 (7 Years) 2975 Washington St. from 1989 to Present (33 Years)

Legacy Business Program





CRITERION 2

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

Yes, Bloomers has contributed to the history and identity of the Pacific Heights 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:

- Bloomers has been recognized both locally and nationally through a variety of publications. These include social media, magazines, newspapers, and blogs. Bloomers has been featured or referenced in the San Francisco Chronicle, San Francisco Examiner, Martha Stewart Living/Weddings, The New Fillmore, Florist's Review, and in the Congressional Record.
- Bloomers has been recognized by numerous publications and by the City College of San Francisco for their contributions. Bloomers also received letters from Senator Dianne Feinstein and Congressperson Mike Thompson in July 2022 congratulating the business on its 45th anniversary.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Bloomers 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:

- Florist services.
- Storefront windows.
- Tile floor.
- Interior counters and shelves.

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.

Florist.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Bloomers currently located at 2975 Washington St. 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





Small Business Commission

Resolution No.

January 9, 2023

BLOOMERS

Application No.: LBR-2021-22-033

Business Name: Bloomers

Business Address: 2975 Washington St.

District: District 2

Patric T. Powell & Mary Powell, Owners Applicant:

Nomination Received: June 30, 2022

Nominated By: Supervisor Catherine Stefani

Staff Contact: Richard Kurylo and Michelle Reynolds

legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Bloomers. currently located at 2975 Washington St.

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 January 9, 2023, 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 Bloomers in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program





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

Physical Features or Traditions that Define the Business:

- Florist services.
- Storefront windows.
- Tile floor.
- Interior counters and shelves.

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

| • F | lorist. |
|-----|---------|
|-----|---------|

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 9, 2023.

| Katy Tang | | | |
|-----------|--|--|--|

Katy Tang Director

RESOLUTION NO. _____

Ayes -

Nays -

Abstained -

Absent -

Legacy Business Program





Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-033

Business Name: Bloomers

Business Address: 2975 Washington St.

District: District 2

Applicant: Patric T. Powell & Mary Powell, Owners

Nomination Received: June 30, 2022

Nominated By: Supervisor Catherine Stefani

| 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? X Yes No |
|---|
| 3061 Sacramento St. from 1977 to 1981 (4 Years) 340 Presidio Ave. from 1981 to 1989 (8 Years) 346 Presidio Ave. from 1981 to 1988 (7 Years) 2975 Washington St. from 1989 to Present (33 Years) |
| CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? |
| CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? |
| NOTES: n/a |
| DELIVERY DATE TO HPC: November 9, 2022 |
| |

Richard Kurylo and Michelle Reynolds Legacy Business Program

Legacy Business Program



Member, Board of Supervisors District 2



City and County of San Francisco

CATHERINE STEFANI

June 30, 2022
Richard Kurylo
Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mr. Kurylo,

It is my pleasure to nominate *bloomers*, owned and operated by Patric T. Powell, for the Legacy Business Registry. *bloomers*, a full-service florist shop, is a distinguished small business serving the Pacific Heights neighborhood.

The nominee has operated in San Francisco for 45 years and has maintained a strong and consistent identity. While *bloomers* has always been a florist shop, they have grown to also offer a large selection ribbons, other accessories, and tabletop items. They are best-known for their unique and elegant arrangements that are always delivered with a personal touch and exceptional customer service. Over the years, *bloomers* has become an important community resource by providing a gallery space to display works by new and local artists. The nominee also frequently hosts authors who focus on floral arrangements and interior design.

As a historic small business, *bloomers* is an essential contributor to the well-being of its surrounding neighborhood. It is my absolute pleasure to nominate *bloomers* for the Legacy Business Registry.

The nominee can be contacted here: Patric T. Powell; 2975 Washington St., San Francisco, CA 94115; (415) 563-3266; ptpbloom@gmail.com.

Sincerely,

Catherine Stefani Supervisor, District 2



Legacy Business Registry Application



| Business Information | | | | | | | | | | | | |
|---|---------------|----------------|--------------------|---|----------|---------|----------|---------|---------|---------|--------|--|
| Business name: | Bloomers | S | | | | | | | | | | |
| Business owner name(s): Patric T. Powell and Mary A. Powell | | | | | | | | | | | | |
| Identify the perso | on(s) with t | he highest owi | nership stak | ke in the | business | ; | | | | | | |
| Current business | address: | 2975 Washi | nton St. S | San Fr | ancisco | , CA 9 | 94115 | | | | | |
| Telephone: (4: | 15) 563 | - 3266 | | Email: | infor | matior | n@bloc | mers | sf.com | 1 | | |
| Mailing address | (if different | t than above): | n/a | | | | | | | | | |
| Website: https: | //bloome | rssf.com/ | | | | | | | | | | |
| Facebook: | | | | | Twi | itter: | | | | | | |
| 7-digit San Franc | isco Busine | ess Account Nu | u mber (BAN | N): 0 | 1 | 2 | 2 | 5 | 2 | 9 | | |
| Do any of these o <i>Requires at least</i> | - | | =' | | • | lled by | the busi | iness d | designa | ation b | pelow. | |
| ☐ Immigrant-Owned Business ☐ Owned by Person with a Disability | | | | | | | | | | | | |
| LGBTQ+-Owned Business | | | | ✓ Veteran-Owned Business✓ Woman-Owned Business | | | | | | | | |
| Minority-Owned Business* Woman-Owned Business *Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander | | | | | | | | | | | | |
| Contact Person Information | | | | | | | | | | | | |
| Contact person name: Patric T. Powell & Mary Powell | | | | | | | | | | | | |
| Contact person title: Owner | | | | | | | | | | | | |
| Contact telephone: () – Contact email: | | | | | | | | | | | | |

Legacy Business Registry | Application

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.

| Original San Francisco address: | 3061 Sacramento St. | | | Zip Code: | 94115 | | | |
|---|---------------------|---------------|-----|-----------|--------|--|--|--|
| Is this location the founding location of the business? (Y/N): γ | | | | | | | | |
| Dates at this location: From: | 1977 | | То: | July 1 | .981 | | | |
| | | | | | | | | |
| Other address (if applicable): | 340 Presidio Ave. | | | Zip Code: | 94115 | | | |
| Dates at this location: From: | July 1981 | | То: | January | / 1989 | | | |
| | | | | | | | | |
| Other address (if applicable): | 346 Presidio Ave. | | | Zip Code: | 94115 | | | |
| Dates at this location: From: | 1981 | 1981 To: 1988 | | | 38 | | | |
| | | | | | | | | |
| Other address (if applicable): | 2975 Washington St. | | | Zip Code: | | | | |
| Dates at this location: From: | January 1989 | | То: | Pres | ent | | | |
| | | | | | | | | |
| Other Address (if applicable): | | | | Zip Code: | | | | |
| Dates at this location: From: | | | То: | | | | | |
| | | | | | | | | |
| Other address (if applicable): | | | | Zip Code: | | | | |
| Dates at this location: From: | | | То: | | | | | |
| | | | | | | | | |

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.
- 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.
- Lunderstand 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.

PATRICT. POWEL 6/28/2072 Mary A pous Manne (Print): by Dete: Signature:

BLOOMERS

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Bloomers is a full-service florist located in the Pacific Heights neighborhood featuring artistic arrangements crafted with fresh flowers of exceptional quality. Their designers have decades of experience and will choose local, seasonal flowers and materials — whenever possible — for their custom designs. Bloomers believes that the beauty of flowers plays a unique role in enriching essential moments in life. Flowers are displayed and arranged to speak for themselves, while their impact may be enhanced owing to the beauty of their design elements. Bloomers provides its products and services at the highest standard, with courtesy and gratitude for its ability to properly serve the San Francisco community.

b. Describe who the business serves.

Bloomers serves the San Francisco community in its entirety, with a wide demographic in a majority of its neighborhoods. San Francisco has always been a flower town, and flowers are an integral part of so many life-cycle events: weddings, hospital deliveries, life milestones, funerals, and people simply stopping to buy a bunch of flowers. Its patrons include multiple generations of families, and in a few cases four generations. It is not uncommon for a grandmother or a mother to come in with a daughter, son, or granddaughter to assist with wedding planning, and then the new mother coming in with a tot following the birth of her baby, or the father accompanying his child to buy flowers for Mother's Day.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Artistically designed arrangements of highest quality fresh flowers.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Bloomers was established by Michael Jarrett in early 1977. Michael was the owner for only six months before selling the business to Patric Powell on July 9, 1977. Patric has remained the owner for 45 years through the present.

The shop was initially located at 3061 Sacramento Street where it operated until moving to 340 Presidio Avenue in July 1981.

During the period of the store's location on Presidio Avenue from 1981 through 1988, Patric opened a ribbon store also under Bloomers ownership and name in a small space in an adjacent building at 346 Presidio Avenue.

In January 1989, Bloomers relocated to what has become its permanent home at 2975 Washington Street, in which the floral and ribbon businesses were consolidated.

Bloomers has always operated as a flower shop, but as the business became more successful, it evolved to include ribbons, accessories and ornaments, a large selection of baskets, tabletop items, and antiques. In addition to selling individual flowers, bouquets, orchids, and plant arrangements, Bloomers has also provided gallery space to display works of new artists and opportunities for authors to promote and merchandise their books about growing flowers and interior design.

As Bloomers' business increased, Patric briefly brought on a friend, Donald Ohlen, as a partner in 1979, but he left shortly thereafter to pursue a career as an artist and interior designer. Bloomers continues under the exclusive ownership of Patric Powell.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1977 to 1977: Michael Jarrett 1977 to 1979 Patric Powell

1979 to 1980: Patric Powell and Donald Ohlen

1980 to Present: Patric Powell

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Gratefully, the building in which Bloomers is located survived the Loma Prieta Earthquake with minimal damage and was able to reopen promptly. Bloomers has never been forced to cease operations other than for the first two months of the COVID pandemic in 2020, during which time flowers were only allowed to be sold at 'big box' stores and grocery outlets. Small retail florists were mandated by the City to remain shuttered until a few days prior to Mother's Day in May 2020.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Bloomers consistently shares a commitment to and its generosity with its immediate neighbors and the larger San Francisco community. Although Bloomers' business derives largely from the

entire San Francisco community, the business prides itself on the recognition of its neighbors who have historically and regularly 'happened by' to do business: A youngster getting off Muni at Presidio Avenue and California Street and stopping to buy flowers for Mom en route home from school; a teacher from the Waldorf School across the street; an exercise instructor or client from the next-door gym.

Also of importance has been the longevity of its staff tenures: Three employees have served 30+ years, two for more than 20 years, and another for more than 15 years. At its maximum, the store employed 10-12 staffers with an annual payroll of approximately \$425,000, in addition to which health care benefits and bonuses have been provided annually, the latter to part-time staff as well. The COVID pandemic compelled a change in the store's operating model: Nonetheless, Bloomers has been able to continue employment of five individuals since the onset of the pandemic, and has recently hired a sixth staff member.

b. Is the business associated with significant people or events, either now or in the past?

Bloomers has been a regular and meaningful participant in local school graduations and other neighborhood, professional, and community events since 1977.

Though one of Bloomers' hallmarks is the consistent protection of its customers' privacy, it has served many highly visible personalities with local, national, and international stature from multiple worlds – the arts, philanthropy, politics, business, labor, media, and more.

c. How does the business demonstrate its commitment to the community?

Bloomers has proactively and regularly addressed community needs in its engagement with and frequent contributions to a variety of non-profit organizations including schools, churches, synagogues, Larkin Street Youth Services, San Francisco Opera, the Fine Arts Museums of San Francisco, Enterprise for High School Students, the San Francisco Education Fund, Catholic Charities, and many other organizations. Bloomers has regularly been involved with the San Francisco City College floral program, both philanthropically and occasionally employing its graduates. Bloomers regularly contributed to HIV causes in earlier years, and, more notably, provided the flowers in the War Memorial Opera House and for the fundraising dinner at 'Lake Louise' adjoining Davies Hall for 1985 Classical Action, a concert of internationally acclaimed artists organized for the benefit of AIDS causes, both charitable and educational, in San Francisco.

Bloomers also gives individual flowers to small children accompanying customers when in the store, and regularly provides treats for its animal friends as well.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Bloomers has been recognized nationally through a variety of publications, social media, and reviewer blogs as one of the best that San Francisco offers, reminiscent of an older world flower store with an exceptional variety of flowers and a quality of service rarely available. The store has

been referenced or featured in the San Francisco Chronicle, San Francisco Examiner, Martha Stewart Living/Weddings, the New Fillmore, Florists' Review (a professional publication), and in the Congressional Record.

Following is a partial list of media references:

• "SIMPLY FLOWERS / Leave big arrangements to florists; natural designs show off buds best at home"

San Francisco Chronicle

May 6, 1998

https://www.sfgate.com/homeandgarden/article/SIMPLY-FLOWERS-Leave-bigarrangements-to-3007683.php

"Bay Area Bounty"
 Victoria
 January 2003
 http://www.prizeshoppe.com/wp-content/uploads/victoria-jan03.pdf

"San Francisco Trip Recap"
 Habitually Chic
 August 30, 2017
 https://www.habituallychic.luxury/2017/08/san-francisco-trip-recap/

"Bloomers turns 40"
 The New Fillmore
 September 1, 2017
 https://newfillmore.com/2017 /09/01/bloomers-turns-40/

 Florists' Review article with YouTube video https://floristsreview.com/bloomers/

e. Has the business ever received any awards, recognition, or political commendations?

Bloomers received recognition as "Gold Medal, The Best" of florists in the city by San Francisco magazine in January 1998, and third place for "Best Florist" the same year from the San Francisco Chronicle through their Readers' Choice awards.

City College of San Francisco presented Bloomers with a Certificate of Appreciation in 2018 and 2019 in recognition of their continued support for CCSF students and programs.

Bloomers received letters from Senator Dianne Feinstein and Congressperson Mike Thompson in July 2022 congratulating the business on its 45th anniversary.

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

Significant relationships, professional and personal, have developed over the 45-year period of Bloomers' history that would be compromised or lost if the store ceased to exist. When a business serves the community for decades during times of joy and sadness, that business is more than a business, it is an institution. Even as its neighborhood has evolved, Bloomers has remained a friendly and appreciated constant.

During the COVID pandemic, many people called to insist how much the business was missed during the two-month period of its closure. Since the store reopened, a number of Bloomers friends continue to come by to meet and discuss how much they appreciate being able to again access the flowers, other products, and services that the store provides.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Bloomers occupies a pre-earthquake, mixed-use building, constructed in 1900 according to public records. The ground floor consists of the retail store, with two residential units above. Great attention and resources have been dedicated to the upkeep of the building while supporting and protecting its unique character.

Bloomers has done its utmost to dedicate efforts and financial resources to the preservation of the exterior and interior of the building, including preserving the exterior design and façade, maintaining the safety and security of the original interior and exterior staircases, providing a new foundation, etc. The internal systems have been updated proactively. The interior includes a tile floor and some of the original counters and tables used at the store's previous locations.

It would be remiss not to mention Patric Powell's interest and respect for San Francisco and California history. Patric was born and raised in St. Helena, and his first job was working after school in the only flower shop in St. Helena. When he moved to San Francisco, he first worked at a flower shop in Colma, followed by a job at Sheridan and Bell, one of San Francisco's most preeminent florists, no longer extant on Maiden Lane, immediately prior to his ownership of Bloomers. Generations of his family have been associated with Native Sons (and Daughters).

b. In a few words, describe the main business activity you commit to maintaining.

Bloomers originated as, and will remain, a flower shop.

Though the business progressed to include additional elements and services, it was and is a neighborhood florist of which exceptional service, artistry, and thoughtful attention to detail are its hallmarks. Though the margins associated with events can be more meaningful, Bloomers will

always wish to retain its traditional character as a store where customers come and can purchase a single, beautiful stem or a simple bunch of flowers. Patric's design expertise and knowledge of flowers, coupled with the ongoing mentorship and partnership of both new and longer-term staff, create and sustain a wonderful environment where business can flourish. Bloomers not only meets the criteria of a Legacy Business, it is an incubator of new business — a few former employees have gone on to develop their own successful businesses.

c. What challenges is the business facing today?

The greatest challenge is finding qualified co-workers, and being able to fully compensate them with salaries and benefits consistent with the cost of living in San Francisco.

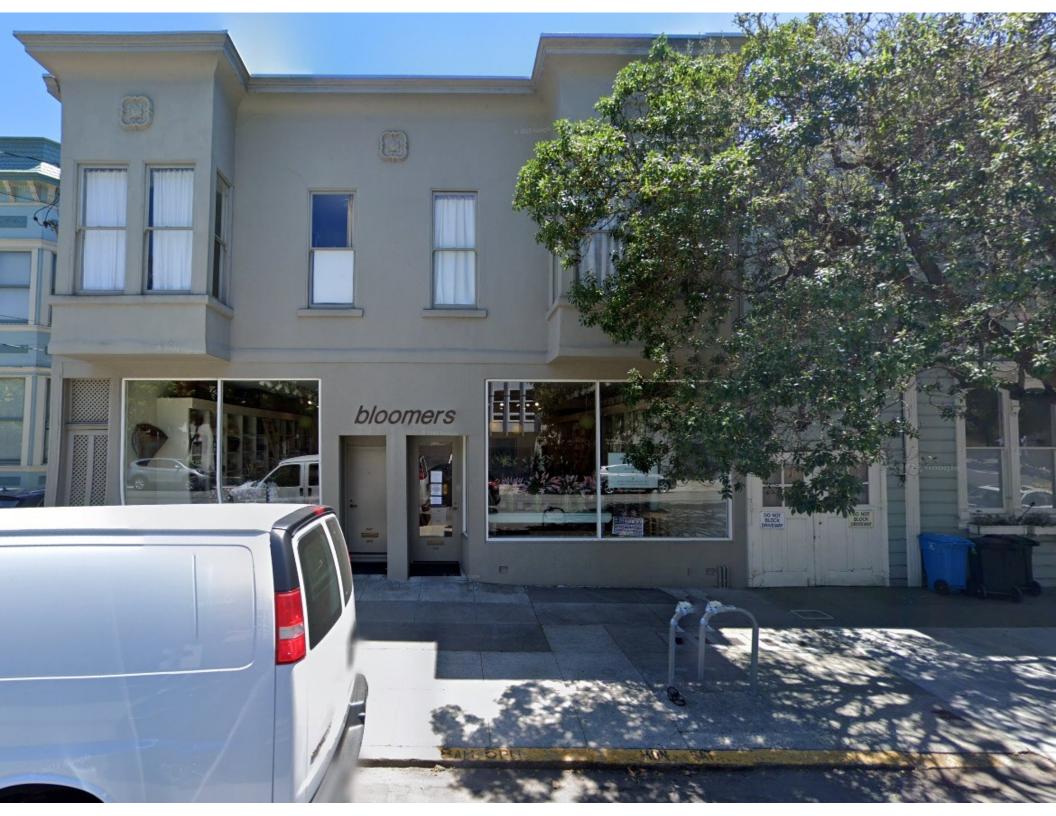
Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Florist.

b. 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.

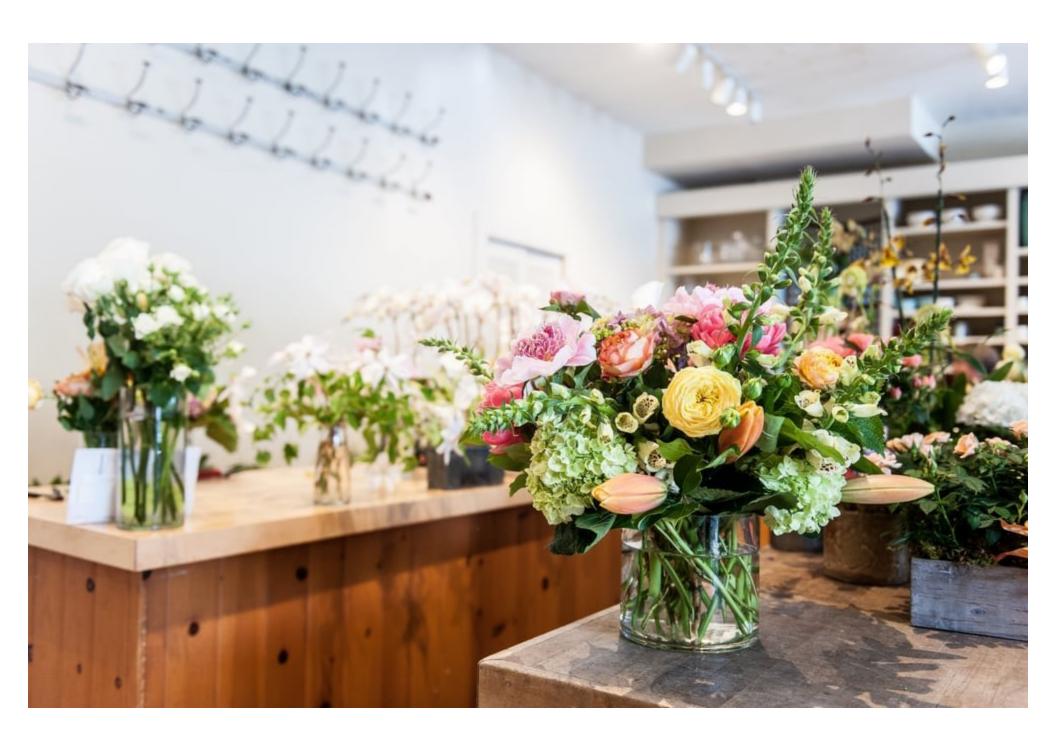
The Planning Department Historic Resource Status of the building at 2975 Washington Street is "B - Unknown / Age Eligible." Though not designated on any registry of historic landmarks, the building that houses Bloomers was constructed in 1900 and survived the 1906 earthquake and fire.

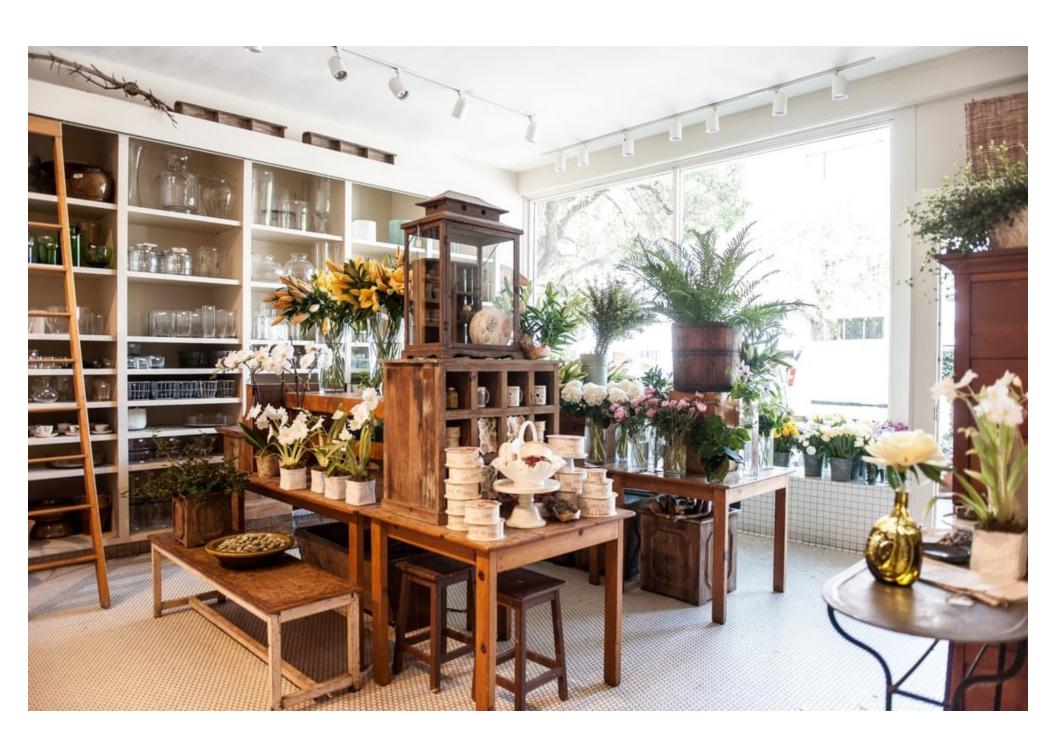












FEBRUARY 1996 \$4.00

FLOWERS&

Packaging with Pizazz FABULOUS COVERUPS

Celebrating Secretaries' Week SMART DESK-TOPPINGS

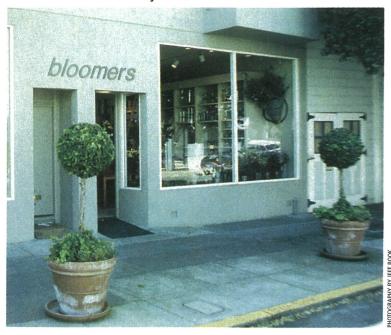
Spring & Easter Flowers MAGIC BASKETS

RESHINGTON STITS-1726



A Showcase for Nature's Beauty

By Jeff Book



Bloomers owner Patric Powell has won the hearts of San Francisco residents by:

- Allowing customer preferences—not the latest design trends—to guide his floral arranging.
- Stocking a large variety of local and imported flowers.
- Accentuating the flowers' beauty by keeping his floral design and shop decor simple.

Even San Franciscans who arrive in this intensely picturesque city without a taste for beauty seem to acquire one with a bit of exposure to it. "It's a flower town. People here are more likely to see flowers as necessities rather than luxuries," says florist Patric Powell. Powell has been selling floral beauty to local residents for more than two decades, including 17 years as the owner of bloomers, one of the city's most successful flower shops.

The shop is located on a block of Washington Street dominated by white and

Above: Topiary bushes in terra-cotta pots announce the understatedly elegant Washington Street storefront of bloomers in San Francisco, CA. Above right: Customers are greeted by a window full of fresh flowers and a signature arrangement in a nearby wall sconce. Right: Owner Patric Powell emphasizes simplicity in his shop's decor and floral design. "The beauty's in the flowers," he notes, "not in overdesigning them."



gray facades, a cool counterpoint for floral colors, and has broad display windows that invite plenty of light into the spacious, high-ceilinged shop. Topiary bushes in terra-cotta pots accent the wide storefront, a clean, well-mannered street presence at home in its upscale Pacific Heights-Presidio Heights neighborhood. "We're a high-end shop, but we try to appeal to everyone," says Powell.

Basking in Minimalism

For all its high-falutin' ways, San Francisco remains a Western town, where the pioneer spirit of the Gold Rush days lingers on. In



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Above: Creating a wonderful yet practical display, parallel racks along one wall of the shop give customers access to a huge assortment of ribbons. Left: While shop tabletops feature plenty of cut flowers and plants, shelving units that line the shop's walls from floor to ceiling perform double duty as attractive display cases and efficient storage space for an orderly arrangement of floral accessories.

bloomers that translates into a love of simple, unadorned materials. Unvarnished wooden counters and display tables rest on a classic white tile floor. The same hexagonal white tile also tops deep display shelves that showcase masses of varied blooms. Containers tend to be appealingly elemental: terracotta pots, glass vessels, galvanized metal, simply glazed ceramics. Wooden ladders give access to the high shelves of the side walls. One section holds an incredible variety of ribbons, from French wired to simple satin, like the notions counter of a grand old general store. And, as if in tribute to San Francisco's own Levi Strauss & Co., Powell and his staff wear denim shirts over their street clothes.

This unfussiness is equally apparent in the shop's approach to flowers. "I favor as little design as possible; for example, stems of one kind of flower grouped in a clear glass vase, not an arrangement that looks tortured," Powell says. "I'm probably in a minority because more and more shops are moving away from selling flowers to selling design, and they often go overboard." On the counter is a big cluster of fragrant lilies-of-the-valley, accented by butterfly

orchids and wreathed by foliage in a low, clear-glass container. "To me, this is a perfect arrangement—flowers for flowers' sake," notes Powell.

Simply Beautiful Blooms

"The selection of flowers now is far greater than when I started nearly two decades ago," Powell says. "Back then, if you didn't get to the flower market early on holidays, you were out of luck. Today we have an abundance of product, both locally grown and imported. I think San Francisco has a better choice of flowers than any other city in the country." He enthuses about the quality now available, and rattles off a list of flowers: Hawaiian-grown anthuriums, orchids from Hawaii and Singapore, irises and daffodils from Washington State, tulips and other blooms from Holland, South American carnations, and garden roses from Petaluma, CA.

A Diverse Clientele

Early in his career, Powell worked for a San Francisco florist with a huge funeral trade, and he found doing two to three casket pieces a day monotonous. In that setting, he explains, "You miss the variety of people coming in, the relationships that develop for a wedding or party," he says. The business at bloomers, in contrast, is a balance of longtime customers and walk-in trade. "This is a mostly residential area, not heavily commercial," says Powell. "At the peak of the '80s, we would have about five appointments a week to provide flowers in people's homes. Now, we're lucky to have three. On the business side, companies don't buy as many reception room arrangements, but they still order special-occasion flowers for employees."

Powell employs nine people, including two part-timers, but the recession of the early '90s necessitated cutbacks. "We have one less employee," he notes. "Our cleaning service comes once a week instead of once a day, and we take the garbage out for pickup ourselves. We try to keep our purchases closer to what we need, and we give our overstock to a couple of hospices."

Flowers Set the Tone

The owner glances at an arrangement one of his designers is concocting on a turntable. "The designers follow my style," he explains. "We're known for loose, airy, mixed bouquets with a natural feeling—they look like the flowers came from someone's cutting garden. Some occasions used to demand formal arrangements, but now this style can work for any occasionalthough if a customer wants a formal design, we'll do it." Taking shape is a

spring explosion of Icelandic poppies, mock orange blossoms, spirea, star of Bethlehem, pink champagne roses, delicate heuchra, copelia lilies, and bearded irises. "The beauty's in the flowers, not in overdesigning them," he remarks. "I used to be more design-oriented, more Victorian. Now I like to

keep it simpler. I find I learn more about what my clients prefer from what they tell me than from what the industry tells me they want."

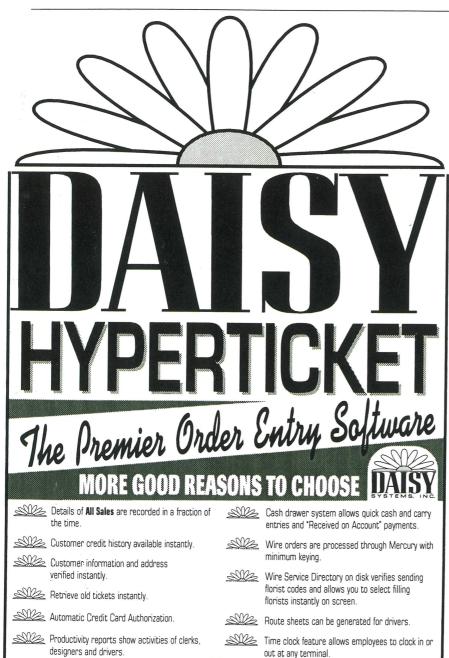
He offers some well-chosen accessories—unusual baskets, galvanized buckets from France, a home altar from the Philippines, a ranch-style metal windmill model, mosaic vases, twig chairs, and a few other full-scale furnishings. "We'll use the furniture as fixtures or display props, but it always has a price tag," explains Powell. The well-organized back of the shop includes more containers and ribbons, boxes of floral foam, work counters, a stainless-steel double sink, and order cubbyholes labeled by delivery date.

Thriving Amid Change

Pausing to arrange fresh sweetpeas in an old glazed drabware container, Powell talks about industry concerns: California growers are being undersold by importers, their children are selling old family nurseries to developers, and some flower market wholesalers are taking business from florists by retailing directly to the public. "I refuse to buy from the retailing stalls-they're our competitors," he states. "Florists have lost a lot of the cut-flower business, so we need to attract more special-occasion work, to go after parties, to build holiday sales, to do what flower markets and supermarkets can't—like delivering an artistically designed arrangement in a beautiful vase across town."

UNIT

But the bottom line is that Patric Powell loves his business. What does he see for the future? He smiles: "Knock on wood, I'll just continue what I'm doing." The shop should continue to thrive, delivering beautiful flowers to a city that can't live without them.



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Bloomers turns 40

Posted on September 1, 2017 by editors



FIRST PERSON | BARBARA WYETH

The flower business is an early morning affair. My morning usually starts with an espresso at Jackson and Fillmore, then a short hop past Alta Plaza Park to work at Bloomers at 2975 Washington Street.

Opening the door, I'm met with the fragrance of fresh flowers and the aroma of more strong coffee brewing in the back room. The crew is already at work trimming, cutting, cleaning, putting flowers into water and setting up the store for another day of business. Presiding over all this industry, as he has since 1977, is owner and proprietor Patric Powell.

This year the venerable Pacific Heights florist is celebrating 40 years of flowering. That alone is a real accomplishment — a thriving small business with a rarefied and fragile product in an expensive city of fickle taste.

Three locations later, Bloomers has weathered the storms of rising operating costs, real estate pressures, a major earthquake, 9/11, the dot-com bust and now the rise of tech culture and online shopping. The first location was on Sacramento Street, the next on Presidio Avenue and now, since 1989, on Washington Street. Our forever home is tucked away on a mostly residential block, but the integrity and classic beauty of the work produced at Bloomers continues to draw longtime customers and lure in new ones. The store, with its fresh and beautiful flowers, gorgeous arrangements and carefully curated gifts and accessories, continues to charm first-time shoppers as well as those in the know.

As we begin work each morning, we talk about the dinner we had last night, a new bakery or restaurant we've found, the trip we're planning to take, or the trip we wish we could take. We talk about family. We tell stories and joke around, but all the while we're mapping out the day's schedule and preparing for the orders ahead of us.

This is my favorite part of the day at Bloomers and often the busiest. For those of us in the crew, this is the beginning of our day. But Patric is already well into his day, having marketed before dawn and driven the van loaded with flowers back to the store. Then it's 9 o'clock and the show is on. Phones start ringing, customers walk in. There are emails to answer, arrangements to make and bouquets to wrap. We are in full swing.

There is something significant about flowers, something more than their beauty or the aesthetics of floral design. Flowers are important. They mark all of life's significant events, from joyous to fun to sad. We welcome babies with flowers; we thank people with flowers; we celebrate holidays, events and achievements with flowers; we express love with flowers; we wed with flowers; we heal with flowers; we say goodbye with flowers.

They are not a mere commodity; they mean something. And, of course, there is the pure wonder and decorative nature of flowers and plants, those things that make our homes welcoming and comfortable, be it a modest apartment or a grand mansion.

I felt positively giddy when I landed a job at this venerable institution 15 years ago. Some of the staff have been at Bloomers twice that long, a testimony to Patric's generosity and respect for the people who work for him. And what good fortune to be surrounded by flowers every day, to see the seasons reflected in the gorgeous materials brought into the store, and to be in a business whose mission is to make beauty happen every day.

In our recent morning conversations about Bloomers' 40 years, Patric tells us he knew early on that he wanted to be a florist. A native of St. Helena, he knew he wanted to be in San Francisco and to have a shop here in the city. That certainty and a genuine love of the business makes it all work.

I feel lucky I followed through with that Craigslist ad years back and got to be a part of the Bloomers family. I am grateful to have a job that is fun and fulfilling — and where every day I learn something about flowers and plants, about antiques and old movies, about running a small business while creating good will in the community I call home.

















BLOOMERS VIDEO



Florist spotlight with Bloomers

https://floristsreview.com/bloomers/
Published on November 18, 2019
Posted by FloristsReview.com

CUSTOMERS TRUSTED ME AND NOW WE'RE SERVING THEIR GRANDCHILDREN

"I opened **Bloomers** in 1977 in Pacific Heights, a lovely neighborhood in San Francisco. It was the days when people entertained, and so we did flowers for the home, building our reputation of artistic arrangements, crafted with fresh flowers of exceptional quality. We're still doing this. Fifty percent of our business is regular, everyday house flowers, and many of our customers are connected to those families who came when I first opened. Their grandkids entertain, but maybe not with the sterling silver! We are a true neighborhood flower and gift shop, where people stop in to see what's new, chat with staff, shop and come back again."

FINDING FRENCH RIBBON IN PARIS AND TREASURES IN THE CITY

"I wanted to feature gifts in the shop. An experienced business friend told me not to buy anything that couldn't hold flowers so, if all else failed, I could use everything as a vase! As

the business grew, I began to see what my customers would want to buy and they really helped me pick things out. I bought things on my travels and found people in the city who were importing interesting things. Our gift selection has grown and is now 50 percent of our revenue. I love curating the store, and the team is constantly moving things around to help our customers find something they missed when they were in last. We have regular shipments of new gift merchandise and we fill the shop with a dizzying influx of flowers three days a week on our market days. We are proud of our store and want it to be as beautiful as it can be."

FUNERALS – NOT A DYING BUSINESS FOR US

Fewer and fewer florists are doing funeral flowers. They are, obviously, last-minute unplanned orders. Studio designers don't have the capacity. Costco and the grocery stores in our area don't do casket flowers, so this has become a great part of my business.

TREATING EMPLOYEES THE WAY I WOULD WANT TO BE TREATED

We have seven staff members, four being full-time. Many are longtime employees; one being here for 32 years. I think they stay because they love flowers, our customers and the work. I hope I'm easy to work with. I offer health insurance and adequate paid time off. I support each professionally and, when people work together for a long time, personally, too. Good staff is key. We can't put out the product with the creative quality that we are known for without consistent talent.

It's getting harder to find good staff. San Francisco is a super-expensive place to live. This past year, I've gone through five floral assistants who were unprepared for the work of the floral business. I'm not alone; every small retail store in this area is in the same predicament. However, I believe that the floral business isn't a profession but a vocation. You have to love it, and you have to work hard."

FORTY-TWO YEARS OF ECONOMIC UPS AND DOWNS

"Flowers are discretionary purchases. When the economy suffers, people in the flower business are really impacted. When this has occurred, I first cut myself – no salary, and no time off. I was able to borrow money and then, fortunately, pay it back. The most difficult part was having to lay off staff. One of my employees, who was last hired so first fired, went to work for two other flower shops. When the economy improved, she returned to work with us again. That was gratifying."

THE ACCOUNTANT SAYS FIVE MORE YEARS!

"I get great advice from my accountant, who's been with me for 10 years. She's done wonderful things for my business, even though I find it difficult to follow her advice. She's saying I need to work a few more years, which seems really easy because I love what I do and it doesn't seem difficult. I have great young people who are stronger and smarter than me. Selling a successful floral shop isn't easy. This is the kind of business where people can start their own place with a little rent and small inventory, so why would anyone buy my shop? Maybe one of my colleagues will be interested, when it's time. Meanwhile, I'm happy, and if I can continue to make my customers and staff happy, then I'm thrilled!"



CCSF CONNECT: 2019 RECOGNIZING EMPLOYER PARTNERS

BLOOMER'S

IN RECOGNITION OF YOUR MANY CONTRIBUTIONS TO CCSF STUDENTS AND PROGRAMS.

DIANNE FEINSTEIN CALIFORNIA



July 9th, 2022

Patric Thompson Powell Bloomers 2975 Washington Street, San Francisco CA 94115

Dear Patric,

I write to express my sincere congratulations to Bloomers for celebrating its 45th anniversary in San Francisco! Since 1977, your stewardship of Bloomers has provided San Franciscans with beautiful bouquets, ribbons, antiques, and other floral arrangements to mark any occasion. You have enriched the lives of many throughout our city, and I offer my deepest appreciation to you and your family for your hard work.

I understand that you are an active member of the San Francisco community and have consistently shown a commitment to causes and to the underserved. Stories like yours of a small business owner giving back to your community is what makes our nation truly exceptional. The story of Bloomers should be celebrated throughout our country. I am honored that I can represent you as your United States Senator.

Congratulations again for 45 years of outstanding service to San Francisco and for continuing to brighten the lives of so many with your beautiful floral arrangements. Should you ever need any assistance at all, please feel free to reach out to my San Francisco office at 415-393-0707.

Sincerely,



Congressional Record

1 States PROCEEDINGS AND DEBATES OF THE 117th CONGRESS, SECOND SESSION

House of Representatives

July 9, 2022 Remarks of the Honorable Mike Thompson Honoring Patric T. Powell

Madam Speaker, I rise today to honor Patric Powell and celebrate the 45th anniversary of his floral business, bloomers. He is an inspiring leader in the community, creating both beauty and change through his work at bloomers.

Born in St. Helena and eventually moving to San Francisco, Mr. Powell has always been passionate about flowers. His first job working after school was at a St. Helena flower shop, and when he moved, he continued to work in flower shops across San Francisco. In 1977, he established bloomers. The small florist shop was originally located on Sacramento Street, eventually moving to its permanent location on Washington Street. Now, it occupies a pre-earthquake building constructed in 1900. Overtime, bloomers has evolved to include ribbons, baskets, antiques, and even a gallery area for artists and authors to share their works. bloomers is a beloved community asset and resource.

Under Mr. Powell's leadership, *bloomers* has regularly contributed to a variety of local non-profit organizations. These past 45 years, Mr. Powell has demonstrated a remarkable dedication to serving his community. Beyond non-profit work, *bloomers* is a full participant in multiple life cycle events, resulting in multiple generations of families becoming loyal patrons of the shop.

bloomers' excellence goes beyond the customer experience. The staff are equally impressive. Their long tenures at the store exemplify this, with three employees serving for 30+ years, two for 20+ years, and one for 15+ years. This longevity is a testament to Mr. Powell's inspired leadership and the care with which his business is operated and managed.

In addition to being a successful business owner, Mr. Powell is a devoted husband to his wife, Mary, a proud father to his children, Blair and Alex, and loving grandfather to Zoe, Luke, Mathilda and Lucie.

Madam Speaker, Patric Powell works incredibly hard for the individuals and community he serves. He and his store, *bloomers*, have been a remarkable part of San Francisco for over 45 years. It is therefore fitting and proper that we honor him and his staff here today.

MIKE THOMPSON

Member of Congress



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 7, 2022

Filing Date: November 9, 2022
Case No.: 2022-011011LBR

Business Name: Bloomers

Business Address: 2975 Washington Street

Zoning: NC- 1 – Neighborhood Commercial, Cluster

40-X Height and Bulk District

Block/Lot: 1001/025

Applicant: Patric T. Powell and Mary A. Powell

2975 Washington St.

San Francisco, CA 94115

Nominated By: Supervisor Catherine Stefani

Located In: District 2

Staff Contact: Branden Gunn – (628) 652-7367

Branden.gunn@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Bloomers is a full-service florist shop featuring artistic arrangements crafted with fresh flowers of exceptional quality. Bloomers first opened at 3061 Sacramento Street by Michael Jarrett in 1977. 6 months after its founding, Jarrett sold the business to its current owner, Patric Powell who has continually operated the business ever since. In 1981, the shop was relocated to 340 Presidio Avenue. During the period of the store's location on Presidio Avenue, Powell opened a ribbon store in a space adjacent to the building at 346 Presidio. In January 1989, Bloomers relocated to what has become its permanent home at 2975 Washington Street, in which the floral and ribbon business were consolidated.

Throughout its 45-year history, Bloomers always operated as a flower shop, but as the business became more successful, it evolved to include ribbons, accessories, ornaments, decorative baskets, tabletop items, and various antiques. Moreover, in addition to selling plant and flower arrangements, Bloomers has also provided gallery space to display works of local artists, and opportunities for authors to promote and merchandise their books

about growing flowers and interior design. Bloomers is further committed to the community by contributing to a variety of non-profits, including schools, churches, and synagogues. Bloomers has regularly been involved in the San Francisco City College Floral Program, and regularly contributed to the HIV cause in earlier years. Many of those employed at Bloomers have been with the company for many years, with some even going on to start their own businesses.

The business location at 2975 Washington Street is a Category B (Unknown/Age Eligible) structure on the south side of Washington Street between Divisadero and Broderick Streets in the Pacific Heights neighborhood. It is within the NC-1 – Neighborhood Commercial, Cluster Zoning District and 40-X Height and Bulk District.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1977.

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

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

- a. Bloomers has operated continuously in San Francisco for 45 years.
- b. Bloomers has contributed to the history and identity of the Pacific Heights neighborhood and San Francisco.
- c. Bloomers 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?

No.

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

No.

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?

No. Not at the time of this executive summary.

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

Yes. Bloomers has been recognized both locally and nationally through a variety of publications. These include social media, magazines, newspapers, and blogs. Bloomers has been featured or referenced in the San



Francisco Chronicle, San Francisco Examiner, Martha Stewart Living/Weddings, The New Fillmore, Florist's Review, and in the Congressional Record.

Bloomers has been recognized by numerous publications and by the City College of San Francisco for their contributions. Bloomers also received letters from Senator Dianne Feinstein and Congressperson Mike Thompson in July 2022 congratulating the business on its 45th anniversary.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

• 2975 Washington Street (1989 – Present)

Previous (No Longer Extant) Locations:

- 3061 Sacramento Street (1977-1981)
- 346 Presidio Avenue (1981-1989)

Recommended by Applicant

- Florist services
- Storefront windows
- Tile floor
- Interior counters and shelves

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
 - o Criterion 1 History and Description of Business
 - o Criterion 2 Contribution to Local History
 - o Criterion 3 Business Characteristics
- Contextual Photographs and Background Documentation





HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1292

HEARING DATE: DECEMBER 7, 2022

Case No.: 2022-011011LBR

Business Name: Bloomers

Business Address: 2975 Washington Street

Zoning: NC-1 – Neighborhood Commercial, Cluster

40-X Height and Bulk District

Block/Lot: 1001/025

Applicant: Patric T. Powell and Mary A. Powell

2975 Washington St. San Francisco, CA 94115

Nominated By: Supervisor Catherine Stefani

Located In: District 2

Staff Contact: Branden Gunn – (628) 652-7367

Branden.gunn@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BLOOMERS CURRENTLY LOCATED AT 2975 WASHINGTON STREET (PRIMARY ADDRESS), BLOCK/LOT 1001/025.

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 December 7, 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 2975 WASHINGTON ST 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 2975 WASHINGTON STREET.

Location(s):

Current Locations:

• 2975 Washington Street (1989 – Present)

Previous (No Longer Extant) Locations:

- 3061 Sacramento Street (1977-1981)
- 346 Presidio Avenue (1981-1989)

Physical Features or Traditions that Define the Business:

- Florist services
- Storefront windows
- Tile floor
- Interior counters and shelves

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 2022-011011LBR to the Office of Small Business on December 7, 2022.

Jonas P. Ionin

Commission Secretary

AYES: Wright, Black, Johns, So, Nageswaran, Matsuda

NOES: None ABSENT: Foley

ADOPTED: December 7, 2022

