



Legacy Business Registry Staff Report

Hearing Date: July 24, 2023

ELLIE AND EVA COMPANY

Application No.: LBR-2022-23-046
Business Name: Ellie and Eva Company
Business Address: 709 Jackson St.
District: District 3
Applicant: Alan Leong, Owner
Nomination Date: June 21, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Ellie and Eva Company was established in 1970 by spouses Louise and Kenneth Leong, both immigrants from China, selling a wide range of local and imported goods. The business was originally called Elle Company (AKA Elle's Company) and was located at 852 Clay Street. It was a retail store that imported products from Hong Kong and sold Chinese jackets, black vinyl records, cassette tapes, mahjong tile sets, lamps and tables, Chinese ointments such as Hoe Hin Pak Fah Yeow, and snacks such as preserved plums and small household goods.

In 1972, the Leongs then opened a second business called Eva Company at 709 Jackson Street as a mini grocery store with traditional Chinese snacks (e.g., preserved plums, beef jerky, Sugus candies, Pacific and Garden brand wafers, Macau traditional almond cookies with pork filling, and more). In 1974, Elle Company moved to 707 Jackson Street in the space next door to Eva Company. A doorway inside combined both stores as one. Elle Company was still an emporium, and Eva Company was still a mini grocery store. In 1980, Louise and Kenneth changed the name of Elle Company to Ellie Company. Under the company name, Louise and Kenneth, were promoters of music and art. They sponsored Chinese opera and concerts in Chinatown for performances hosted at distinguished venues such as Great Star Theater, Pagoda Theater, and Sun Sing Theater. These cultural events offered Chinese expatriates of all ages unique and authentic experiences.

In 2013, Kenneth passed the business to their son, Alan Leong, who combined the two companies into one, Ellie and Eva Company, and continued to operate the business at one location, 709 Jackson Street. Alan, following his passion for music and Chinese Opera, promoted local music and musicians of the community through his company Certified Music, which has sponsored local artists and also brought increased awareness of Chinese classical instruments including the guqin, erhu, pipa, and zheng, some of which existed 2,000 to 2,500 years ago.

Today, Alan Leong continues to own and manage the operations at Ellie and Eva Company. Kenneth Leong, now 93, continues to help with the business tuning violins, playing his erhu, and assembling pinwheels. Alan is still active with Certified Music, which influences the continuation of Ellie and Eva Company. It is the only musical instrument store in Chinatown, providing a convenient location for families to purchase instruments for their children's school. The company also offers free tuning, stringing, and repair services for violins used by students. Ellie and Eva Company is also a store where musicians can access the most traditional Chinese instruments to continue their musical heritage. The company has been committed to the Chinese community and demonstrates this by importing products that help to pass on Chinese traditions and culture to the new generations.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





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, Ellie and Eva Company has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

852 Clay St. from 1970 to 1974 (4 years)
709 Jackson St. from 1972 to Present (51 years)
707 Jackson St. from 1974 to 2013 (39 years)

CRITERION 2

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

Yes, Ellie and Eva Company has contributed to the history and identity of the Chinatown 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:

- Ellie and Eva Company is a renowned Chinese mini emporium at 709 Jackson Street well known for its exceptional range of Chinese musical instruments and traditional Chinese pinwheels that symbolize good fortune. The store also offered a wide range of products, including Chinese snacks and groceries, embroidered jackets, vinyl records featuring artists from Hong Kong, mahjong sets, jade jewelry, cassette tapes, CDs, and wall art throughout the years. Ellie and Eva Company is currently the only musical instrument store in Chinatown, providing a convenient location for families to purchase instruments for their children. The company also offers free tuning, stringing, and repair services for violins used by students. Ellie and Eva Company is also a store where musicians can access the most traditional Chinese instruments to continue their musical heritage.
- The building that houses Ellie and Eva Company is a contributor to the National and California Register eligible Chinatown Historic District.
- Kenneth Leong's, active involvement in numerous Chinese associations and regular invitations to special events has contributed significantly to the company's reputation and credibility. With a noteworthy record of service, Mr. Leong has held esteemed positions such as the former President of Hoy Fung Musical Club, President of the Leong Family Association, and President of Ying On. He is a frequent guest at Chinese banquets organized by various family associations and the Chinese Consulate Embassy, held at their private residence in St. Francis Wood.
- Kenneth Leong, the owner of Ellie and Eva Company has been featured in newspapers regarding his involvement with various associations such as Hoy Fung Musical Club, Leong Family Association, and Ying On Association. Sing Tao newspaper in 2007 featured Kenneth Leong using his Chinese name Leong Ning. Other articles in Sing Tao or World Journal were published between 2007 and 2023, with the most recent from April 2023.
- Ellie and Eva Company is an immigrant- and minority-owned business. They are one of the original vendors of the legendary SF Chinatown Chinese New Year Flower Mart and Community Fair, and the family has been hawking their traditional colorful pinwheels and lucky jade charms during the sidewalk festivities since 1987. The company is committed to the Chinese community and demonstrates this by importing products that help to pass on Chinese traditions and culture to the new generations. Ellie and Eva Company keep its

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products affordable so that all products remain accessible to residents from all walks of life. Additionally, the owners donate toys and musical instruments, such as violins, from the company's inventory, allowing families to provide musical instruments to their children to learn to play. Over the years, Ellie and Eva Company has shown a consistent commitment to supporting Chinatown community events, having sponsored numerous Chinese operas and musical concerts at notable locations such as the Great Star, Pagoda, and Sun Sing theaters.

CRITERION 3

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

Yes, Ellie and Eva Company is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Ellie and Eva Company 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:

- Outdoor sign adorned with original Chinese characters, carefully crafted using a large calligraphy brush and cast in copper, giving it a distinctive appearance.
- Window displays with traditional pin wheels.
- Traditional Chinese musical instruments.
- Musical instrument repair.

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.

- Music and gift store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Ellie and Eva Company currently located at 709 Jackson 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

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Small Business Commission

Resolution No. _____

July 24, 2023

ELLIE AND EVA COMPANY

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Business Address: 709 Jackson St.
District: District 3
Applicant: Alan Leong, Owner
Nomination Date: June 21, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Ellie and Eva Company, currently located at 709 Jackson 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 July 24, 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 Ellie and Eva Company 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 Ellie and Eva Company.

Physical Features or Traditions that Define the Business:

- Outdoor sign adorned with original Chinese characters, carefully crafted using a large calligraphy brush and cast in copper, giving it a distinctive appearance.
- Window displays with traditional pin wheels.
- Traditional Chinese musical instruments.
- Musical instrument repair.

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

- Music and gift store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 24, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-046
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District: District 3
Applicant: Alan Leong, Owner
Nomination Date: June 21, 2023
Nominated By: Supervisor Aaron Peskin

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

852 Clay St. from 1970 to 1974 (4 years)
709 Jackson St. from 1972 to Present (51 years)
707 Jackson St. from 1974 to 2013 (39 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
 X 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?
 X Yes No

NOTES: NA

DELIVERY DATE TO HPC: June 22, 2023

Richard Kurylo and Michelle Reynolds
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City and County of
San Francisco



President, Board of
Supervisors

AARON PESKIN

June 22, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Tang,

I am writing to nominate Ellie and Eva Company, located at 709 Jackson Street, for inclusion on the Legacy Business Registry.

Established by Louise and Kenneth Leong in 1972, the small family-owned mini emporium and music store of Ellie and Eva Company has been selling a wide range of local and imported goods for over half a century. Among its product offering that continues to adapt to the needs of the Chinese immigrant community, Ellie and Eva Company is most notable for its array of Chinese musical string and wind instruments, including traditional er-hu, gu-zhang and yangqin, and personalized instrument tuning and repair services.

Ellie and Eva Company was one of the original vendors of the legendary SF Chinatown Chinese New Year Flower Mart and Community Fair, and the family has been hawking their traditional colorful pinwheels and lucky jade charms during the sidewalk festivities since 1987. Over the years, Ellie and Eva Company has shown a consistent commitment to supporting Chinatown community events, having sponsored numerous Chinese operas and musical concerts at notable locations such as the Great Star, Pagoda, and Sun Sing Theaters.

In 2013, the original owners passed the store to their son, Alan Leong, who is continuing their proud family legacy in Chinatown and ensuring unique aspects and historic features of the store are preserved for generations to come. Additionally, Alan has also taken on his father's active involvement in various local family associations, including serving as the Past-President of the Leong Family Association.

Ellie and Eva Company is more than a store, but a truly joyous place for locals and tourists to shop and get a taste of Chinatown's diverse cultural and commercial offerings. It would benefit greatly from being added to the Legacy Business Registry.

Sincerely,

A handwritten signature in black ink that reads "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Ellie and Eva Company

Business owner name(s): Kenneth Leong, Alan Leong

Identify the person(s) with the highest ownership stake in the business

Current business address: 709 Jackson Street, San Francisco, CA 94133

Telephone: (415) 860 - 3056

Email: EllieEvaCo@gmail.com

Mailing address (if different than above):

Website:

Facebook: <https://www.facebook.com/EllieEvaCo>

Twitter:

7-digit San Francisco Business Account Number (BAN): 0 4 2 4 1 7 7

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

Immigrant-Owned Business

Owned by Person with a Disability

LGBTQ+-Owned Business

Veteran-Owned Business

Minority-Owned Business*

Woman-Owned Business

**Minority is defined as one 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: Alan Leong

Contact person title: Owner

Contact telephone:

Contact email: EllieEvaCo@gmail.com

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: Zip Code:

Is this location the founding location of the business? (Y/N):

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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.

Name: ALAN LEONG

Signature:



Date: 00/07/23

ELLIE AND EVA COMPANY

Written Historical Narrative

INTRODUCTION

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

Ellie and Eva Company is a renowned Chinese mini emporium at 709 Jackson Street well known for its exceptional range of Chinese musical instruments and traditional Chinese pinwheels that symbolize good fortune. The store also offered a wide range of products, including Chinese snacks and groceries, embroidered jackets, vinyl records featuring artists from Hong Kong, mahjong sets, jade jewelry, cassette tapes, CDs, and wall art throughout the years.

b. Describe whom the business serves.

Ellie and Eva Company aims to cater to all potential customers in its target areas, but it primarily attracts local Chinese customers from Chinatown and nearby neighborhoods like North Beach, Russian Hill, Financial District, Jackson Square, and Union Square. In recent years, more foreigners are interested in the Chinese guzheng (a plucked zither) and erhu (two-stringed bowed musical instrument), which are sold at Ellie and Eva Company.

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

Chinese musical instruments and Chinese auspicious pinwheels.

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.

Ellie and Eva Company was founded in 1970 by spouses Louise and Kenneth Leong, both immigrants from China. Louise Leong was from Zhong Shan, and Kenneth Leong was from Toi Shan. The business at the time was registered under the original name of Elle Company (AKA Elle's Company) and was located at 852 Clay Street.

Elle Company was a retail store that imported products from Hong Kong and sold Chinese jackets, black vinyl records, cassette tapes, mah jong tile sets, lamps and tables, Chinese ointments such as Hoe Hin Pak Fah Yeow, and snacks such as preserved plums and small household goods.

In 1972, the young entrepreneurs then opened a second business called Eva Company at 709 Jackson Street. Louise and Kenneth ordered all shelving, counters, and supplies from Hong Kong and started the business as a mini grocery store.

In 1974, Elle Company moved to 707 Jackson Street in the space next door to Eva Company. A doorway inside combined both stores as one. Elle Company at that time sold Chinese jackets, mah jong tile sets, lamps, women's platform shoes, and jade jewelry (bangles, pendants, earrings). Eva Company was still a mini grocery store with traditional Chinese snacks (preserved plums, beef jerky, Sugus candies, and Garden cookies).

In 1980 or the early 1980s, Louise and Kenneth changed the name of Elle Company to Ellie Company. Another company, ELLE magazine, claimed to have the same company name. Although records showed that Louise and Kenneth had registered the name before ELLE Magazine, they changed the name to avoid a threat of lawsuit.

Louise Leong passed away in 2001.

In late 2012, the landlord notified Kenneth of a rent increase by 10% for each location, 707 and 709 Jackson. Kenneth asked for exceptions, but none were granted. A few months later, the landlord asked for the return of 707 Jackson Street.

In 2013, Kenneth passed the business to their son, Alan Leong. Alan combined the two companies into one, Ellie and Eva Company, and continued to operate the business at one location, 709 Jackson Street. Ellie and Eva Company started with arts, crafts, and jewelry by local artists before the arrival of guitars, violins, erhu, guzheng, and other string instruments.

Growing up, Alan followed his grandmother to watch Chinese opera, listened to his mother play the harmonica and father play the violin, and was exposed to Chinese opera, folk songs, and pop music. With influences from his parents, he founded Certified Music (<http://www.certifiedmusic.com/>) to help promote local music and musicians. Certified Music sponsored local artists such as Linda Low, Andrew Lee, Natalie Oei, Ada Sang, and Hannah Hsieh. He offered them the opportunity to record in studios, performed at local events, and released their own tracks since 1997. Certified Music also increased awareness of Chinese classical instruments that were slowly forgotten and unknown to younger generations, including the guqin (古琴), erhu (二胡), pipa (琵琶), and zheng (箏), some of which existed 2,000 to 2,500 years ago.

Today, Alan Leong continues to own and manage the operations at Ellie and Eva Company. Kenneth Leong, now 93, continues to help with the business along with his son Alan. Kenneth tunes violins, plays his erhu, and assemble pinwheels. Alan is still active with Certified Music, which influences the continuation of Ellie and Eva Company through the turnover of the community's older residents to the increasing younger generation.

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

1966 to 2001:	Louise and Kenneth Leong
2002 to 2012:	Kenneth Leong
2013 to Present:	Alan Leong

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

The business ceased operations for a little over a year starting in March 2020 due to mandated closures resulting from the COVID pandemic.

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.

Ellie and Eva Company is one of the longest running businesses in Chinatown managed by the same family. Ellie and Eva Company was a pioneer in importing products that catered to the Chinese community in San Francisco. The business shipped bulk items for Chinese families who wished to maintain the same routine they had back in their hometowns in China, including wired clay pots, Camel brand water thermoses, chicken feather dusters, Sugus brand candies, Pacific and Garden brand wafers, Macau traditional almond cookies with pork filling, and much more.

Under the company name, Louise and Kenneth, were promoters. They sponsored Chinese opera and concerts in Chinatown for performances hosted at distinguished venues such as Great Star Theater, Pagoda Theater, and Sun Sing Theater. These cultural events offered Chinese expatriates of all ages unique and authentic experiences that they may not have had the opportunity to enjoy otherwise.

Louise and Kenneth were trend-setters. They imported things that were new and unheard of, introducing them to the Chinese community in Chinatown. Louise and Kenneth were visionary, converting part of the store into a travel agency, bridging the ocean apart allowing families to visit each other.

Louise and Kenneth were socialites. They founded of musical clubs such as Hoy Fung on Sacramento Street. There is still an embroidered silk wall art displayed on the wall with Kenneth's name, Leong Ning. Louise was the strength behind the business, a bold lady that would just do it without a care of the consequences. She had a good eye as a buyer and shipped products in large containers. Kenneth on the other hand was the smooth salesperson and a member of many Chinese associations.

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

Ellie and Eva Company has the privilege of having a prominent figure in the Chinese community as one of its owners. Kenneth Leong's active involvement in numerous Chinese associations and regular invitations to special events has contributed significantly to the company's reputation and credibility. With a noteworthy record of service, Mr. Leong has held esteemed positions such as the former President of Hoy Fung Musical Club, President of the Leong Family Association, and President of Ying

On. He is a frequent guest at Chinese banquets organized by various family associations and the Chinese Consulate Embassy, held at their private residence in St. Francis Wood.

Ellie and Eva Company made significant contributions to the community through its sponsorship of Chinese opera and concerts in Chinatown. In addition, the company impacted San Francisco by introducing previously unknown items from China, setting new trends and expanding the local community's access to a wide range of products.

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

The company is committed to the Chinese community and demonstrates this by importing products that help to pass on Chinese traditions and culture to the new generations. Ellie and Eva Company keep its products affordable to bring joy and smiles to people's faces. Additionally, the owners donate toys and musical instruments, such as violins, from the company's inventory, allowing families to provide musical instruments to their children to learn to play.

Ellie and Eva Company has been a loyal participant of the Chinese New Year Flower Market Fair and Parade since 1990, where they sell "auspicious pinwheels" every year at the event for a few dollars. Auspicious pinwheels spin away bad luck, bringing good fortune.

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

Kenneth Leong has been featured in newspapers regarding his involvement with various associations such as Hoy Fung Musical Club, Leong Family Association, and Ying On Association. Sing Tao newspaper in 2007 featured Kenneth Leong using his Chinese name Leong Ning. Other articles in Sing Tao or World Journal were published between 2007 and 2023, with the most recent from April 2023.

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

The business has not received any awards, recognition, or political commendation.

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

If the store were to be sold, relocated, or shut down, a significant part of San Francisco's Chinese tradition would be lost. Ellie and Eva Company is currently the only musical instrument store in Chinatown, providing a convenient location for families to purchase instruments for their children's school. The company also offers free tuning, stringing, and repair services for violins used by students. Ellie and Eva Company is also a store where musicians can access the most traditional Chinese instruments to continue the musical heritage.

It is not uncommon for visitors to reminisce about their memories of the store, sharing their recollections with the current owner, Alan Leong. In particular, the preserved plum candy, black vinyl

records, and the unaltered outdoor sign have been etched in the memories of patrons over the years, serving as a testament to the store's enduring legacy in the community.

If the business were to close, a large piece of Chinese tradition would be lost.

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?

The outdoor sign of Ellie and Eva has been a staple in the community for over half a century. The sign is adorned with the original Chinese characters, carefully crafted using a large calligraphy brush and cast in copper, giving it a distinctive appearance.

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

Ellie and Eva Company is committed to selling music, arts, and gifts. Music is the most common thread of diversity, helping to establish and maintain friendships, relationships, and community.

c. What challenges is the business facing today?

The impact of the COVID-19 pandemic on Ellie and Eva Company, a historical establishment that has stood for over half a century, has been significant. A reduction in tourism, the growing concern about health safety among regular patrons, and a lack of support from the City and County of San Francisco have all negatively affected the business's operations. As a result, the company is in dire need of support from the State and City to preserve a significant part of San Francisco's rich cultural heritage.

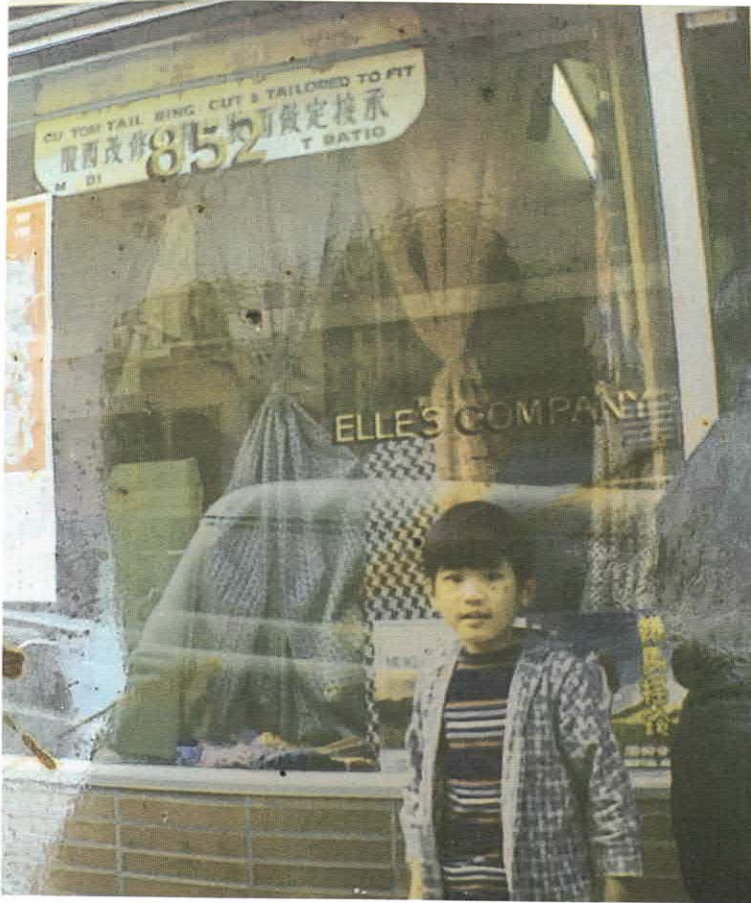
Legacy Business Program staff will add the following details:

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

Music store.

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 building that houses Ellie and Eva Company has a Planning Department Historic Resource Status of "A - Historic Resource Present." The building appears eligible for the National Register as a contributor to the National Registry-eligible Chinatown Historic District.



Alan Leong



Elle's Company
852 Clay Street
San Francisco, CA 94108



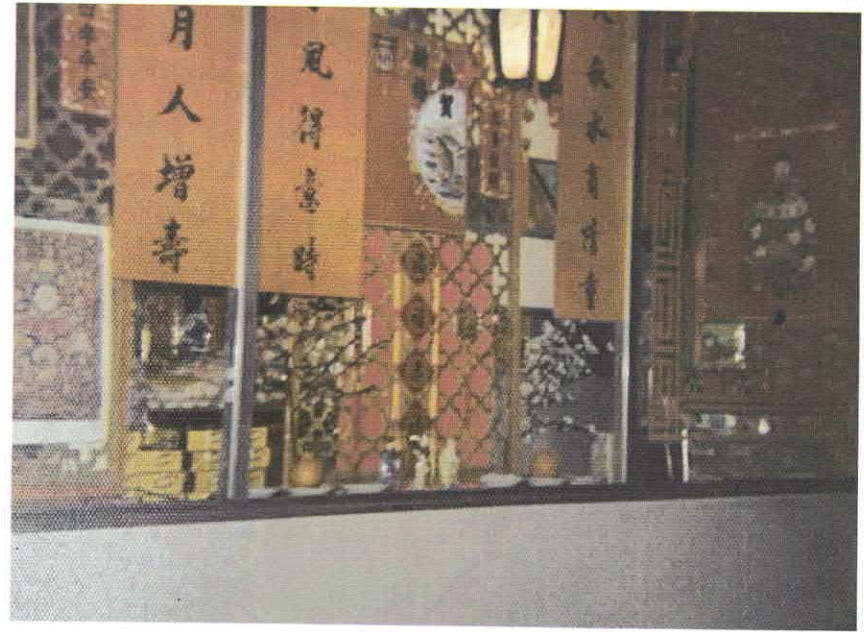
Kenneth and Louise Leong



Elle's Company
707 Jackson Street
San Francisco, CA 94133

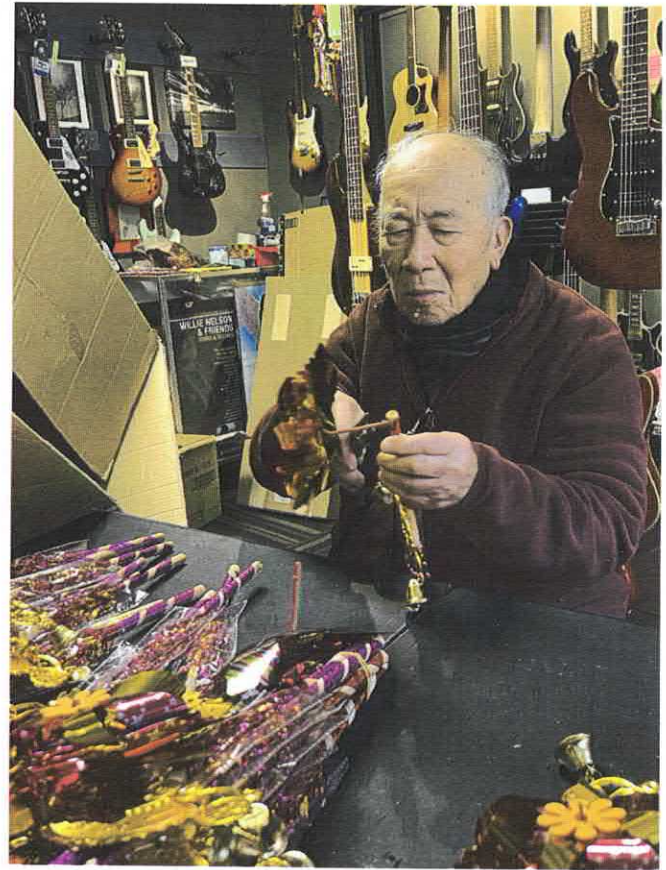
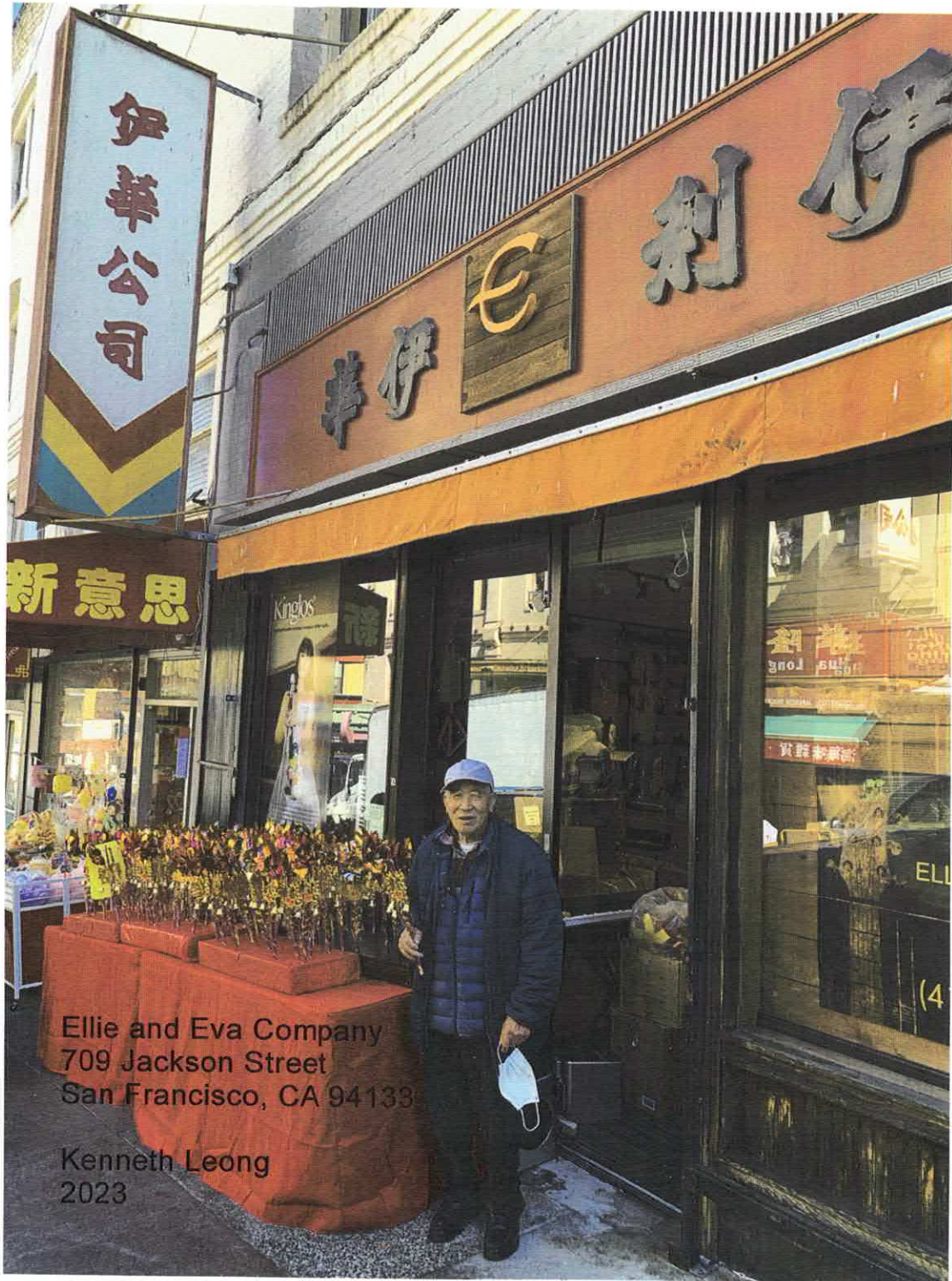
Kenneth Leong
1970's



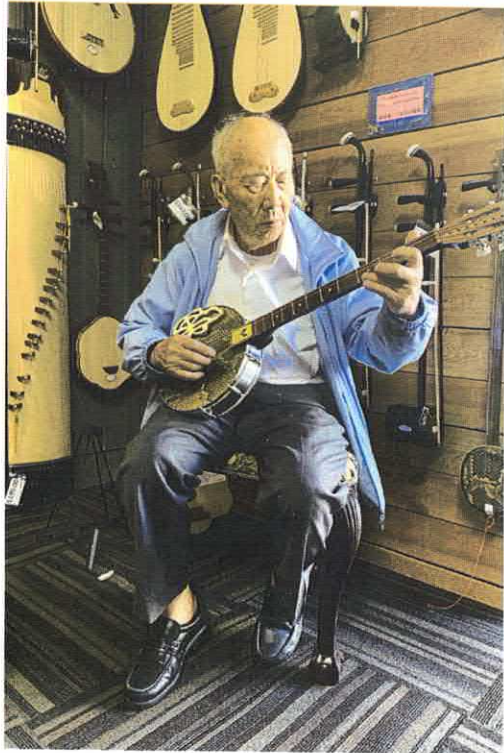
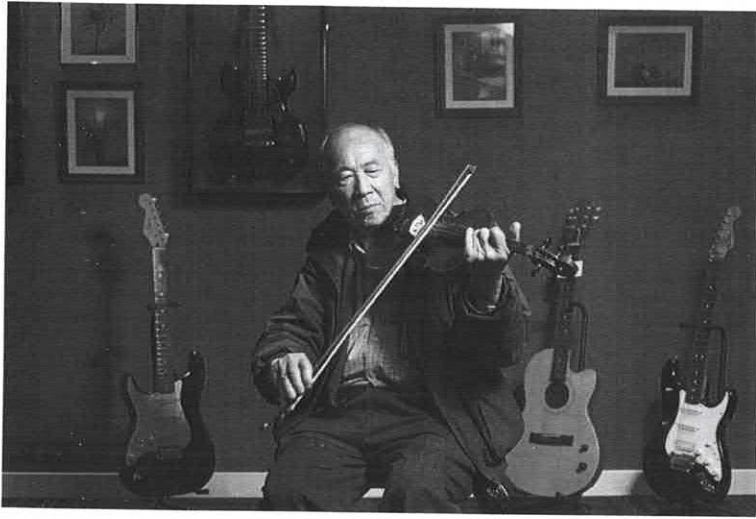


Eva Company, 709 Jackson Street, San Francisco, CA 94133 - 1970s





Father & Son Duo
Kenneth & Alan Leong
Chinese New Year Flower Market Street Festival



709 Jackson Today - Servicing the Community from Close and Afar





世界白鶴體育總會
WORLD WHITE CRANE SPORTS ASSOCIATION
www.jjwn@tw.com 415-729-8830

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WEDDING ACCESSORIES
LOUN & DRAGON BOAT SUPPLIES 415-399-1888

華伊利伊

YAMAHA
EVA & EVA COMPANY
51 860-3054

伊華公司

伊 利 伊 華



Long Trading Inc.
JAPANESE SNACKS ICE CREAM DRINKS DAILY PRODUCT
食零水产 · 417 · 賞辦

YAMAHA
ELLIE & VA COMPANY
music arts and gifts
(415) 400-1111

707

709

Marshall



Please do not touch.
Please ask for assistance.
請不要動手或玩樂器

NOT TOUCH.



TOMMY HILTON
ANTHONY HILTON
FRANCIS HILTON
FRANCIS HILTON

WORLD TOUR 2011

WORLD TOUR 2011

Barbara Gray
U.S. Design
San Francisco, CA 94
MADE IN CHINA





The Who
Counting Crows
SATURDAY, July 6th 2002
THE GORGE







大放鞭炮十萬響

KL: Fifth from the left



左圖：左起為譚國材元老、黃榮輝總理、彭克玉總領事、梁寧副總理及全體嘉賓在英端春節聯歡會中合影。右圖：全美

三藩市 CYC 青年慶典頒

A7 廣告

2010年5月2日 星期日 星島日報 SINGTAO DAILY

斐市那英端工商分會春節聯歡慶會紀盛



李博會會長致詞

四月十九日晚，陽光和煦，春色秀麗。斐市那英端工商分會於該埠綠苑酒樓舉行春節聯歡慶會，全美英端工商總會梁寧副總理，為華聯部長代表總會出席。慶會由黎傳貞副會長任司儀，李博會長致歡迎詞，梁寧副總理致詞，張彬元老、黃朝振元老分別介紹中西首長與職員。風尚、北架斐、拉斯維加斯等分會會長、昆仲遠道而來慶賀，還有斐市那市很多政要蒞臨及該市祥和會館、中華文化協會、業公堂、俊高工商會、黃氏宗親會等僑團大駕光臨。該分會兩派元老、楊煥斌元老及各科職員、會員出席，慶會嘉賓如雲，座無虛席，喜氣洋洋。
(詳見星島日報4月25日社區版報道)
文：僑社記者葉坤玲 攝影：姜家驊



Kenneth Leong





英端工商總會

富彪 健章 寧浩

梁寧 劉榮浩 李彪 譚榮富 榮膺 榮膺 三藩市 三藩市 全美英端

元副總 元老團主席
總 總
老理 理
李雷 譚瑞 黃有和 鄧煥 劉榮浩 梁國材
雷振 譚 輝 浩 寧

禮設場代西中議

KL: First photo on top right corner

全美英端工商總會 2012年春節聯歡慶



恭賀儀式後英端總會會長與嘉賓百長合照。前排右起：英端元老譚瑞輝、羅省元老黃金屏、金門協勝主席伍仕鈞、英端總理梁寧、元老團主席譚國材、副總理劉榮浩、金門協勝元老陳日初、黃柏健、英端元老雷振輝、元老團主席譚國材夫人。

KL: First photo from the top left corner and sixth from the right of group photo



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: July 19, 2023

Filing Date: June 22, 2023
Case No.: 2023-005685LBR
Business Name: Ellie and Eva Company
Business Address: 709 Jackson St.
Zoning: CVR (CHINATOWN- VISITOR RETAIL) Zoning District
50-N Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0193/001
Applicant: Alan Leong
709 Jackson Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Manushi Mathur – 628-652-7355
Manushi.Mathur@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Ellie and Eva Company was established by spouses Louise and Kenneth Leong, both immigrants from China in 1970. As a small family-owned mini emporium and music store, Ellie and Eva Company has been selling a wide range of local and imported goods for over half a century. The business in 1970 was registered under the original name of Elle Company (AKA Elle's Company) and was located at 852 Clay Street. Elle Company was a retail store that imported products from Hong Kong and sold Chinese jackets, black vinyl records, cassette tapes, mahjong tile sets, lamps and tables, Chinese ointments such as Hoe Hin Pak Fah Yeow, and snacks such as preserved plums and small household goods.

In 1972, the young entrepreneurs then opened a second business called Eva Company at 709 Jackson Street. Louise and Kenneth ordered all shelving, counters, and supplies from Hong Kong and started the business as a mini grocery store to serve the neighborhood community. In 1974, Elle Company moved to 707 Jackson Street in the space next door to Eva Company. A doorway inside combined both stores as one. Elle Company at that time

sold Chinese jackets, mahjong tile sets, lamps, women's platform shoes, and jade jewelry (bangles, pendants, earrings). Eva Company was still a mini grocery store with traditional Chinese snacks (preserved plums, beef jerky, Sugus candies, and Garden cookies). The business shipped bulk items for Chinese families who wished to maintain the same routine they had back in their hometowns in China, including wired clay pots, Camel brand water thermoses, chicken feather dusters, Sugus brand candies, Pacific and Garden brand wafers, Macau traditional almond cookies with pork filling, and much more. In 1980, Louise and Kenneth changed the name of Elle Company to Ellie Company. Under the company name, Louise and Kenneth, were promoters of music and art. They sponsored Chinese opera and concerts in Chinatown for performances hosted at distinguished venues such as Great Star Theater, Pagoda Theater, and Sun Sing Theater. These cultural events offered Chinese expatriates of all ages unique and authentic experiences that they may not have had the opportunity to enjoy otherwise.

In 2013, Kenneth passed the business to their son, Alan Leong. Alan combined the two companies into one, Ellie and Eva Company, and continued to operate the business at one location, 709 Jackson Street. Alan Leong, following his passion for music and Chinese Opera, continues the legacy of his parents by promoting local music and musicians of the community through his company Certified Music which has sponsored local artists such as Linda Low, Andrew Lee, Natalie Oei, Ada Sang, and Hannah Hsieh since 1997. His company has also worked towards increased awareness of Chinese classical instruments that were slowly forgotten and unknown to younger generations, including the guqin (古琴), erhu (二胡), pipa (琵琶), and zheng (箏), some of which existed 2,000 to 2,500 years ago.

Today, Alan Leong continues to own and manage the operations at Ellie and Eva Company. Kenneth Leong, now 93, continues to help with the business along with his son Alan. Kenneth tunes violins, plays his erhu, and assembles pinwheels. Alan is still active with Certified Music, which influences the continuation of Ellie and Eva Company. Ellie and Eva Company is currently the only musical instrument store in Chinatown, providing a convenient location for families to purchase instruments for their children's school. The company also offers free tuning, stringing, and repair services for violins used by students. Ellie and Eva Company is also a store where musicians can access the most traditional Chinese instruments to continue their musical heritage. The company has been committed to the Chinese community and demonstrates this by importing products that help to pass on Chinese traditions and culture to the new generations.

The business's primary location at 709 Jackson St is a Category A (Historic Resource present) building on the south side of Jackson St between Stockton St and Grant Ave in the CVR - Chinatown- Visitor Retail zoning district in the 50-N Height and Bulk District and the Group Housing Special District in the Chinatown neighborhood. This building has been mentioned in several surveys completed in 1976, 1978, 1994 and 1997 and is a contributor to a National and California Register eligible Chinatown Historic district.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1970.

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

Yes. Ellie and Eva Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Ellie and Eva Company has operated continuously in San Francisco for 53 years.
- b. Ellie and Eva Company has contributed to the history and identity of the Chinatown neighborhood and San Francisco.
- c. Ellie and Eva Company 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. Ellie and Eva Company is a renowned Chinese mini emporium at 709 Jackson Street well known for its exceptional range of Chinese musical instruments and traditional Chinese pinwheels that symbolize good fortune. The store also offered a wide range of products, including Chinese snacks and groceries, embroidered jackets, vinyl records featuring artists from Hong Kong, mahjong sets, jade jewelry, cassette tapes, CDs, and wall art throughout the years. Ellie and Eva Company is currently the only musical instrument store in Chinatown, providing a convenient location for families to purchase instruments for their children. The company also offers free tuning, stringing, and repair services for violins used by students. Ellie and Eva Company is also a store where musicians can access the most traditional Chinese instruments to continue their musical heritage.

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

Yes. The building that houses the Ellie and Eva Company is located within the National Register-eligible Chinatown Historic District. Kenneth Leong's, (the owner of Ellie and Eva Company) active involvement in numerous Chinese associations and regular invitations to special events has contributed significantly to the company's reputation and credibility. With a noteworthy record of service, Mr. Leong has held esteemed positions such as the former President of Hoy Fung Musical Club, President of the Leong Family Association, and President of Ying On. He is a frequent guest at Chinese banquets organized by various family associations and the Chinese Consulate Embassy, held at their private residence in St. Francis Wood.

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

Yes. The building that houses Ellie and Eva Company is a contributor to the National and California Register eligible Chinatown Historic District.

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

No, not as of the date of this Executive Summary.

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

Yes. Kenneth Leong, the owner of Ellie and Eva Company has been featured in newspapers regarding his involvement with various associations such as Hoy Fung Musical Club, Leong Family Association, and Ying On Association. Sing Tao newspaper in 2007 featured Kenneth Leong using his Chinese name Leong Ning. Other

articles in Sing Tao or World Journal were published between 2007 and 2023, with the most recent from April 2023.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Ellie and Eva Company is an immigrant- and minority-owned business. They are one of the original vendors of the legendary SF Chinatown Chinese New Year Flower Mart and Community Fair, and the family has been hawking their traditional colorful pinwheels and lucky jade charms during the sidewalk festivities since 1987. The company is committed to the Chinese community and demonstrates this by importing products that help to pass on Chinese traditions and culture to the new generations. Ellie and Eva Company keep its products affordable so that all products remain accessible to residents from all walks of life. Additionally, the owners donate toys and musical instruments, such as violins, from the company's inventory, allowing families to provide musical instruments to their children to learn to play. Over the years, Ellie and Eva Company has shown a consistent commitment to supporting Chinatown community events, having sponsored numerous Chinese operas and musical concerts at notable locations such as the Great Star, Pagoda, and Sun Sing Theaters.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

709 Jackson St. from 1972 to Present (51 years)

Previous (No Longer Extant) Locations:

852 Clay St. from 1970 to 1974 (4 years)

707 Jackson St. from 1974 to 2013 (39 years)

Recommended by Applicant

- Outdoor sign adorned with original Chinese characters, carefully crafted using a large calligraphy brush

and cast in copper, giving it a distinctive appearance.

- Window displays with traditional pin wheels.
- Traditional Chinese musical instruments
- Musical Instrument repair

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 DRAFT RESOLUTION NO.

HEARING DATE: July 19, 2023

Case No.: 2023-05685LBR
Business Name: Ellie and Eva Company
Business Address: 709 Jackson St.
Zoning: CVR (CHINATOWN- VISITOR RETAIL) Zoning District
 50-N Height and Bulk District
Block/Lot: 0193/001
Applicant: Alan Leong
 709 Jackson Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Manushi Mathur - 628-652-7355
 Manushi.Mathur@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ELLIE AND EVA COMPANY CURRENTLY LOCATED AT 709 JACKSON ST., BLOCK/LOT 0193/001.

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 19, 2023, 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 Ellie and Eva Company 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 Ellie and Eva Company.

Location

Current Location:

709 Jackson St. from 1972 to Present (51 years)

Previous (No Longer Extant) Locations:

852 Clay St. from 1970 to 1974 (4 years)

707 Jackson St. from 1974 to 2013 (39 years)

Physical Features or Traditions that Define the Business

- Outdoor sign adorned with original Chinese characters, carefully crafted using a large calligraphy brush and cast in copper, giving it a distinctive appearance.
- Window displays with traditional pin wheels.
- Traditional Chinese musical instruments
- Musical Instrument repair

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 to the Office of Small Business on July 19, 2023.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 19, 2023