**BUSINESS NAME HERE**

**Written Historical Narrative**

**INTRODUCTION**

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

Please refer to the business in the third person (using “it”) instead of first person (“I” or “we”).

**b. Describe whom the business serves.**

In general, who are the customers of the business? What neighborhoods or region does the business serve? What are the general demographics of the average customer?

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

Like “World-famous Irish coffee,” or “Wholesale produce.”

**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.**

If the business had multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

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

Founding Year to Year: Co-owner’s name; co-owner’s name; co-owner’s name

Year to Year: Co-owner’s name; co-owner’s name; co-owner’s name

Year to Year: Co-owner’s name; co-owner’s name; co-owner’s name

Year to Year: Co-owner’s name; co-owner’s name; co-owner’s name

Year to Present: Co-owner’s name; co-owner’s name; co-owner’s name

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

Provide a brief explanation of when, why, and for how long operations shut down.

**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.**

What’s the business’ role in its community and neighborhood? Is it the “first of something” or the “last remaining” of its business type?

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

List any significant or historical people associated with the business (e.g., owners or patrons). Is it linked to any major event or historical movement?

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

Does the business provide services to the public? Donate to nonprofit organizations or schools? Participate in neighborhood events? Provide second-chance hiring or a training program? Does the business owner serve on any neighborhood groups, City commissions, or similar?

**d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?**

If so, provide some notable examples.

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

If so, provide some notable examples.

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

“If the business were to close …” what would happen? Would the neighborhood lose something such as the only grocery store in the neighborhood? Would San Francisco lose something? Would a number of employees be without work? Would customers be without a place to buy something specific?

**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?**

List here anything that is significant about the exterior or interior of the business.

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

For example: “Restaurant serving Vietnamese cuisine,” or “Services for the elderly.”

**c.** **What is the plan to keep the business open in the long term beyond the current ownership?**

Describe your plan to keep the business going indefinitely. Will you be converting the business to employee ownership? Keeping the business in the family and passing it on to the next generation? Selling the business?

**d. What challenges is the business facing today?**

Your honest answer will improve services to Legacy Businesses by helping the Office of Small Business design programs that most directly address the challenges businesses are facing.

If the business is older than 20 years but less than 30, also explain that the business is at risk of immediate displacement and describe why.

**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.**

This will be 1-7 words.

**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.**

Information in this section comes from the City’s Property Information Map.