

Legacy Business Registry Staff Report

HEARING DATE AUGUST 12, 2019

JUST FOR FUN

Application No.: LBR-2017-18-015
Business Name: Just For Fun
Business Address: 3982 24th Street
District: District 8
Applicant: David Eiland, Co Owner
Nomination Date: September 27, 2017
Nominated By: Supervisor Jeff Sheehy
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Just For Fun is a retail store featuring a diverse collection of art supplies, gifts, toys, and stationery. Robert Ramsey conceived the concept of Just For Fun and opened the first store in 1987 selling recycled paper products, greeting cards and small toys and novelty items. Just For Fun in Noe Valley outgrew its original location at 4068 24th Street and relocated a block down to its current location at 3982 24th Street. The new location offered a significant opportunity to change the business model beyond greeting cards and novelty toy products since it was significantly larger, and the product offerings started to include frames, photo albums, stationery product and more significant toy and general gift items.

In 1991, David Eiland became a co-owner of Just For Fun. The collaboration of the new partnership resulted in the development of small “departments” within the overall store, allowing the store to maximize on trends and stock product broadly and deeply for maximum inventory and cross merchandising of juvenile, adult, housewares, decorative and gifts in the same trend category. In 1993, the store added Stationery as a department with the addition of Crane & Company and other fine paper lines. As a natural extension, the store opened the first Custom Invitation department featuring on-site printing through the purchase of a new computer system out of Boston, Inscribe, Inc. It proved to be such a huge success in Noe Valley that the store knocked out the back-room walls and made a dedicated room for Custom Printing and Social Stationery. In 1996, Just For Fun leased the storefront next door, underwent a total reconstruction and combined the two locations.

In February 2004, the owners leased a small second floor storefront across the street from Just For Fun and opened “Artsake, for artists of all ages.” At Artsake, customers could buy fine art supplies and take classes in cartooning, drawing, acrylics, oils and workshops for all levels of experience. After spending 5 years developing the business and customer base for Artsake, it was reallocated into Just For Fun, minus the classes and workshops, becoming a department of the store.

The business is located on the north side of 24th Street between Noe and Sanchez streets in the Noe Valley neighborhood.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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, Just For Fun has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

- 4068 24th Street from 1987 to 1990 (3 years)
3982 24th Street from 1991 to Present (28 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Just For Fun has contributed to the history and identity of the Noe Valley neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The property has Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within a California Register-eligible historic district.
Just For Fun has been referenced in many trade magazines like Gifts and Decorative Accessories, and was the featured retailer in Art Materials Retailer in the Fall 2018 edition.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Just For Fun is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Just For Fun 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.





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Physical Features or Traditions that Define the Business:

- Inventory of stationery, cards, custom invitations, toys, housewares, party supplies, and art supplies.
- Signage.

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.

- Art supplies and crafts store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Just For Fun currently located at 3982 24th Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE AUGUST 12, 2019

JUST FOR FUN

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-015
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ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR JUST FOR FUN, CURRENTLY LOCATED AT 3982 24TH STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on August 12, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Just For Fun in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Just For Fun:

Physical Features or Traditions that Define the Business:

- Inventory of stationery, cards, custom invitations, toys, housewares, party supplies, and art supplies.
Signage.

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

- Art supplies and crafts store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 12, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-015
Business Name: Just For Fun
Business Address: 3982 24th Street
District: District 8
Applicant: David Eiland, Co Owner
Nomination Date: September 27, 2017
Nominated By: Supervisor Jeff Sheehy

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes No

4068 24th Street from 1987 to 1990 (3 years)
3982 24th Street from 1991 to Present (28 years)

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

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: N/A

DELIVERY DATE TO HPC: June 20, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

JEFF SHEEHY

September 27, 2017

Re: Nomination of Just for Fun & Scribbledoodles for the Legacy Business Registry

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Just for Fun & Scribbledoodles for the Legacy Business Registry. Since 1987, Just for Fun & Scribbledoodles has served San Francisco and the Bay Area with the most diverse collection of gifts, toys, candles, frames, photo albums, journals, pens as well as the largest social stationery and invitation department. Further, the Scribbledoodles staff prides itself on handmade invitations. They employ natural papers from around the world, and other exciting materials to create one-of-a-kind invitations.

I believe this business would greatly benefit from becoming part of San Francisco's Legacy Business Registry. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Just For Fun (ynk, Inc. dba/Just For Fun)		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Robert Ramsey David Eiland		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3982 24th Street San Francisco, CA 94114		((415))285-4068
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
justforfun.awesomethis.com	just for fun	

APPLICANT'S NAME	
David Eiland	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
co owner (vp/sec ynk, inc.)	
APPLICANT'S ADDRESS:	
3982 24th Street	
TELEPHONE:	
(415) 285-4068	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0338846	c1829502

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
4068 24th Street	94114	1987
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1987 - 1990	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3982 24th Street	94114	Start: 1991
		End: Present

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

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

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

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

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

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

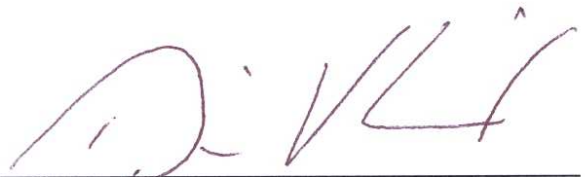
This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

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.

David V. Eiland 4/18/19



Name (Print):

Date:

Signature:

JUST FOR FUN

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Just For Fun is a retail store located at 3982 24th Street in Noe Valley featuring a diverse collection of art supplies, gifts, toys, candles, frames, photo albums, journals, pens, social stationery and invitations. In 3,600 square feet of retail space, customers will find the store stocked floor to ceiling with everything from the practical to the bizarre.

Robert Ramsey conceived the concept of Just For Fun and opened the first store in 1987 at 4068 24th Street selling recycled paper products, greeting cards and small toys and novelty items, most of which were Disney licensed. Over the first few years, the product range began to morph into more gift and stationery products.

Within the first year, the store opened two more locations: the Hearst Building at Five 3rd Street , Ground Floor, in 1988 and 2426 Fillmore Street in 1988. After the Loma Prieta Earthquake in 1989, the Market Street location became a sale outlet store until the end of the lease in 1990. The Fillmore store was not experiencing the robust customer interest as the Noe Valley location and became an outlet store until the end of its lease in 1991.

Just For Fun in Noe Valley outgrew its original 500 square foot location at 4068 24th Street and relocated a block down to its current location at 3982 24th Street, which had been a rotation of many businesses since it was built. The new location offered a significant opportunity to change the business model beyond greeting cards and novelty toy products since it was significantly larger, an increase to 2,100 square feet. The product offerings started to include frames, photo albums, stationery product and more significant toy and general gift items.

In 1991, David Eiland became a co-owner of Just For Fun in Noe Valley. David had left a 20+ year career in publishing and had just retired from Random House, which had a West Coast office in Noe Valley.

The collaboration of the new partnership resulted in the development of small “departments” within the overall store of Just For Fun. It allowed the store to maximize on trends and stock product broadly and deeply for maximum inventory and cross merchandising of juvenile, adult, housewares, decorative and gifts in the same trend category. An example would be the craze of “Moon and Stars,” “Western and Lodge” and “Winnie The Pooh,” which were all huge trends in all markets in the early 1990s with products ranging from toy to blankets to high end décor and

furniture. These “categories” were all mini departments unto themselves. We started changing the layout of the fixtures to create 8- or 10-foot areas for specific trend categories which we called departments.

In 1993, the store added Stationery as a department with the addition of Crane & Company and other fine paper lines. As a natural extension, the store opened the first Custom Invitation department featuring on-site printing through the purchase of a new computer system out of Boston, Inscribe, Inc. It proved to be such a huge success in Noe Valley that the store knocked out the back room walls and made a dedicated room for Custom Printing and Social Stationery. The department exploded in popularity. In 1996, Just For Fun leased the storefront next door, underwent a total reconstruction and combined the two locations into one 4,500 square foot store and branded the stationery and invitation department as Scribbledoodles, employing 5 to 6 employees dedicated to that department alone. One of those employees was dedicated to corporate and business-to-business development alone. It was the boon years of tech and corporate entertaining, serving this department well.

In January 2000, Robert and David wandered in to a showroom of hand-blown glass ornaments while at a gift show in Atlanta. After mulling it over, they took the leap of developing the store into a true holiday environment for the winter holidays, developing relationships with producers of hand blown glass ornaments and hiring professional tree designers. The designers taught the staff how to light trees and decorate them for maximum impact, and a tradition in Noe Valley was born. The holiday tradition has grown to include the extensive decoration of the storefront and now the parklets in front of the store. The tradition expanded to include “Reindeer Night,” when the store hosts two live reindeer and Santa Claus.

In February 2004, Robert and David leased a small second floor storefront across the street from Just For Fun and opened “Artsake, for artists of all ages” in 700 square feet. At Artsake, customers could buy fine art supplies and take classes in cartooning, drawing, acrylics, oils and workshops for all levels of experience. After spending 5 years developing the business and customer base for Artsake, it was reallocated into Just For Fun, minus the classes and workshops, becoming a department of the store.

Today, Just For Fun, and its departments Scribbledoodles and Artsake, continues to carry greeting cards and novelty toys from which it began, but is also a full-service mini department store, variety store, stationery store, art supply store housewares store and give store. Scribbledoodles features five InScribe machines for personalized stationery, the entire Infinite Design Catalog and the ability to work with any custom artwork or photographs to make invitations unique and totally custom. In most cases, orders are delivered in less than a week. Natural papers from around the world are used with other exciting materials to create one-of-a-kind invitations. The department also features a full-service corporate division that works with event planners and in-house marketing departments seven days a week. The client base stretches from the Philippines to Boston to Hong Kong.

A couple of years ago, our landlord Anges Brunner passed away, and his son now manages the property. During lease negotiations, he made it clear to Just For Fun's attorney that the present lease would be the last lease, ending in November 2021. This poses the store's biggest challenge – finding a new location, which the owners are in the process of doing. It is hoped that getting listed on the Legacy Business Registry would put the store in a better position.

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

Just For Fun has never ceased operation since 1987.

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

The business is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of (the business) is as follows:

1987 to 1990	Robert Ramsey
1991 to Present	Robert Ramsey and David Eiland

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

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

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building that houses Just For Fun is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the eligible 24th Street Commercial Corridor Historic District.

CRITERION 2

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

Just For Fun has morphed over its 33 years in Noe Valley to match the changing needs of the demographics of the neighborhood. The store added custom printing (Scribbledoodles) with the ability to plan birthday parties, baby showers, etc. to match the growing population of families since the neighborhood became more family centric. Since incorporating the custom stationery business, Just For Fun has helped celebrate weddings with invitations, which led to baby showers with birth announcements, then birthday parties, christenings, Bar/Bat Mitzvahs and graduations, and full circle back to wedding invitations with a second generation.

Just For Fun has helped an untold number children with their class projects, such as constructing volcanoes, through the Artsake department. Just For Fun has wrapped untold thousands of birthdays presents on Saturday mornings, helped children spend untold dollars in allowance or "chore" money and seen tooth fairy earnings from thousands of baby teeth.

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

Over the years, Just For Fun has participated in every neighborhood event, in many cases acting as a major sponsor. The store continues to be the Co-Sponsor of the Grand Menorah Lighting, which Just For Fun originated with Chabad of Noe Valley 15+ years ago. Just For Fun was one of the founding members of the Noe Valley Merchants and Professionals Association (NVMPA) Events Committee and a major sponsor in the beginning years of the 24 on 24 Holidays and Noe Valley Association Easter Egg Hunt. Just For Fun continues to be the sole sponsor of Reindeer Night on 24th, an event now going in to its 10th year. David Eiland and Robert Ramsey have served on the Steering Committee, Startup Committee and the Board of Directors of the Noe Valley Association. David has served as Vice President since the formation of the CBD and is active in its functioning operations as needed or requested by the executive director. David and Robert have been willing donors for school auctions and fund raisers in the community and never once turned down a sponsorship request or donation from a worthy local organization.

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

Just For Fun has been referenced in many trade magazines like Gifts and Decorative Accessories, and was the featured retailer in Art Materials Retailer in the Fall 2018 edition. For a number of years, Just For Fun was recognized as First Place in a number of categories in J Magazine Readers Choice awards including Favorite Children's Store, Favorite Invitations and Favorite Gift Store.

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

Not applicable.

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

Just For Fun has always had a policy of paying full time employees full health insurance and 10 days of personal paid days off.

Just For Fun donates to many community schools, organizations and charities. Over the years the owners have hired dozens of students as their summer, holiday and first jobs from within the community and for customers as they have grown to work age. A couple returned after college and worked in management positions while deciding where to land career-wise. For a couple of years James Lick (High School?) had a “Mentors Program” that Just For Fun participated in.

David Eiland serves on the Board of Directors of the Noe Valley Association, which manages the Noe Valley Community Benefit District (CBD). He has served as the Vice-President since the CBD’s formation and is also Chairperson of the Streetscape Committee. When applicable, the owners participate in community meetings and city hearings. Just for Fun co- sponsors many community events with the Noe Valley Merchants, Friends of Noe Valley and the Noe Valley Association.

Just For Fun donated and maintains the two play structures in the parklet in front of the store – a painting board and a shape and gear action board – where kids can be creative and active while the adults relax at bistro tables and chairs in the parklet, which Just For Fun maintains for the Noe Valley Association.

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

Just For Fun’s customer base includes young single professionals, families with children, older long-term residents, artists, teenagers and young children. There is no average demographic profile for the Just For Fun customer; the store serves all age groups.

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

Not applicable.

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

Just For Fun started as simple, small neighborhood card and gift/novelty store and is now one of the few remaining general merchandise, multi department/category retailers in the city. If the store were to close, the community would lose a place to buy stationery, greeting cards, toys, art supplies, birthday party gifts, supplies for school projects, Christmas ornaments and decorations, Judaica related products and Jewish Holiday supplies. There is no place else that still carries fine writing pens and refills in Noe Valley. The variety of higher quality housewares

and many other categories of business would disappear, leaving only mass market options from grocery stores and drug stores. There would be a loss of old fashioned customer service – knowing your customers’ names, the dogs’ names, etc. It would be a loss of a culture that rarely exists anymore in large cities.

Starting a multi-faceted, multi department retail operation from scratch would be close to impossible in the current era of retail. The loss of this type of resource to a community would force buying practices to revert to online avenues, further diminishing the culture of neighbors meeting neighbors.

CRITERION 3

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

Just For Fun, including Scribbledoodles and Artsake, is a full-service general gift store offering an eclectic range of stationery, greeting cards, custom printed invitations, stationery, toys for all age groups, housewares, party supplies, art supplies and more.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Just For Fun is and has always been a fluid retailer that grows and changes as the demographic of Noe Valley does. Our commitment will be to serve the needs and whimsies of our customers whenever practical or possible.

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

Not applicable.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.





Just For Fun
& *Scribbledoodles*

SCRIBBLEDoodles

OPEN



Fast For Fun
Scribbledoodles

OLD BA

Just For Fun

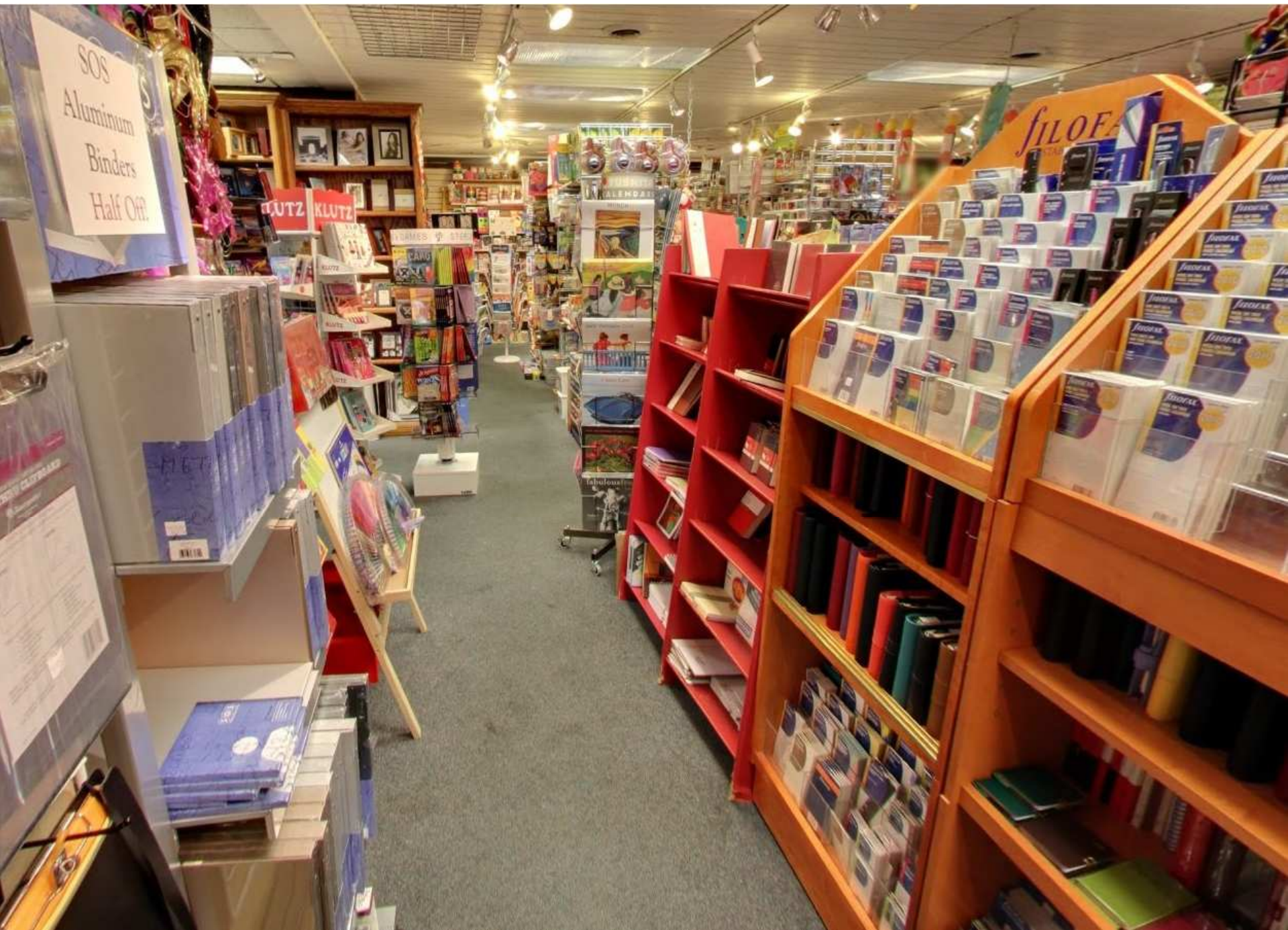
& Scribbledoodles

Just For Fun

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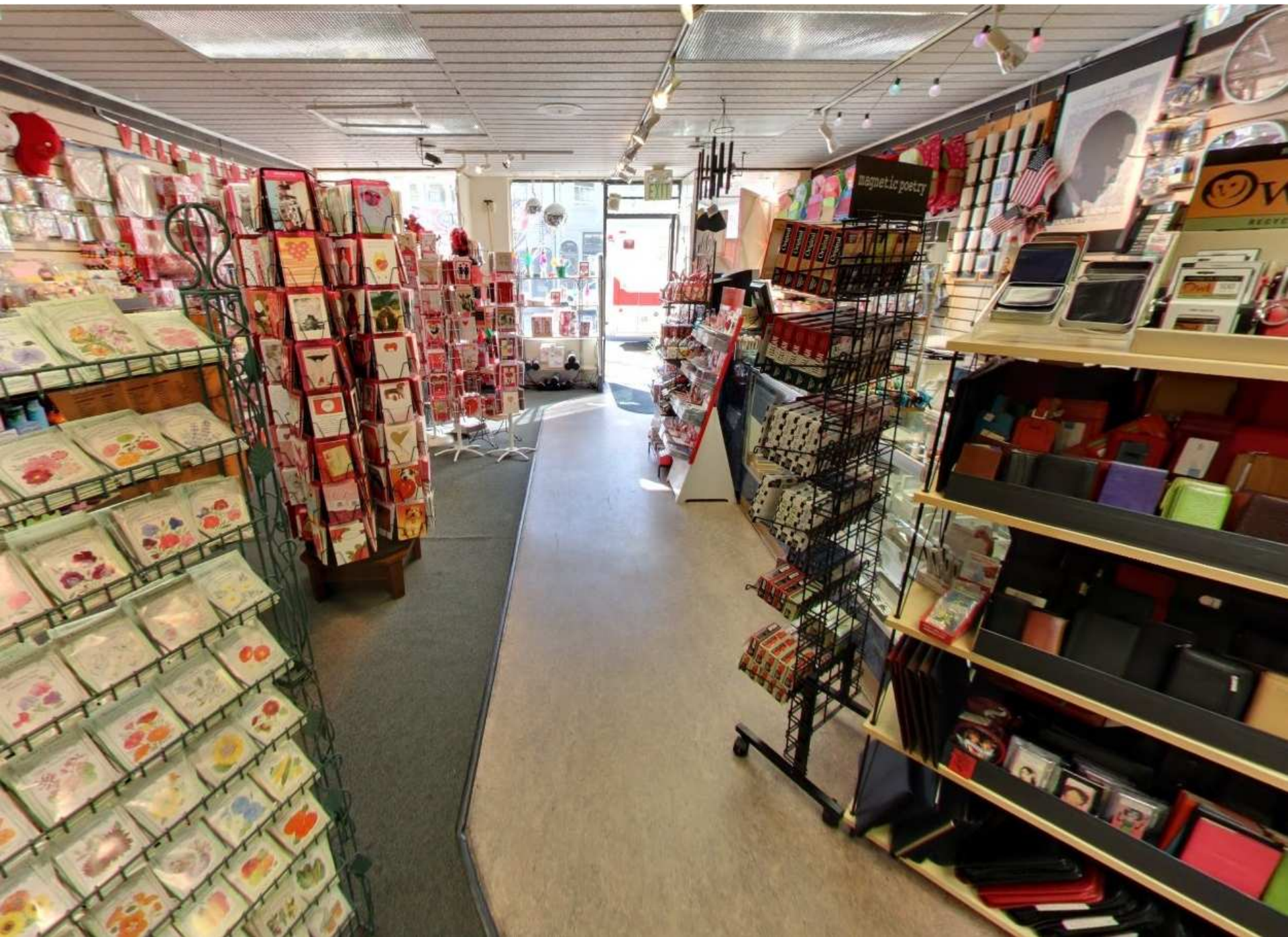


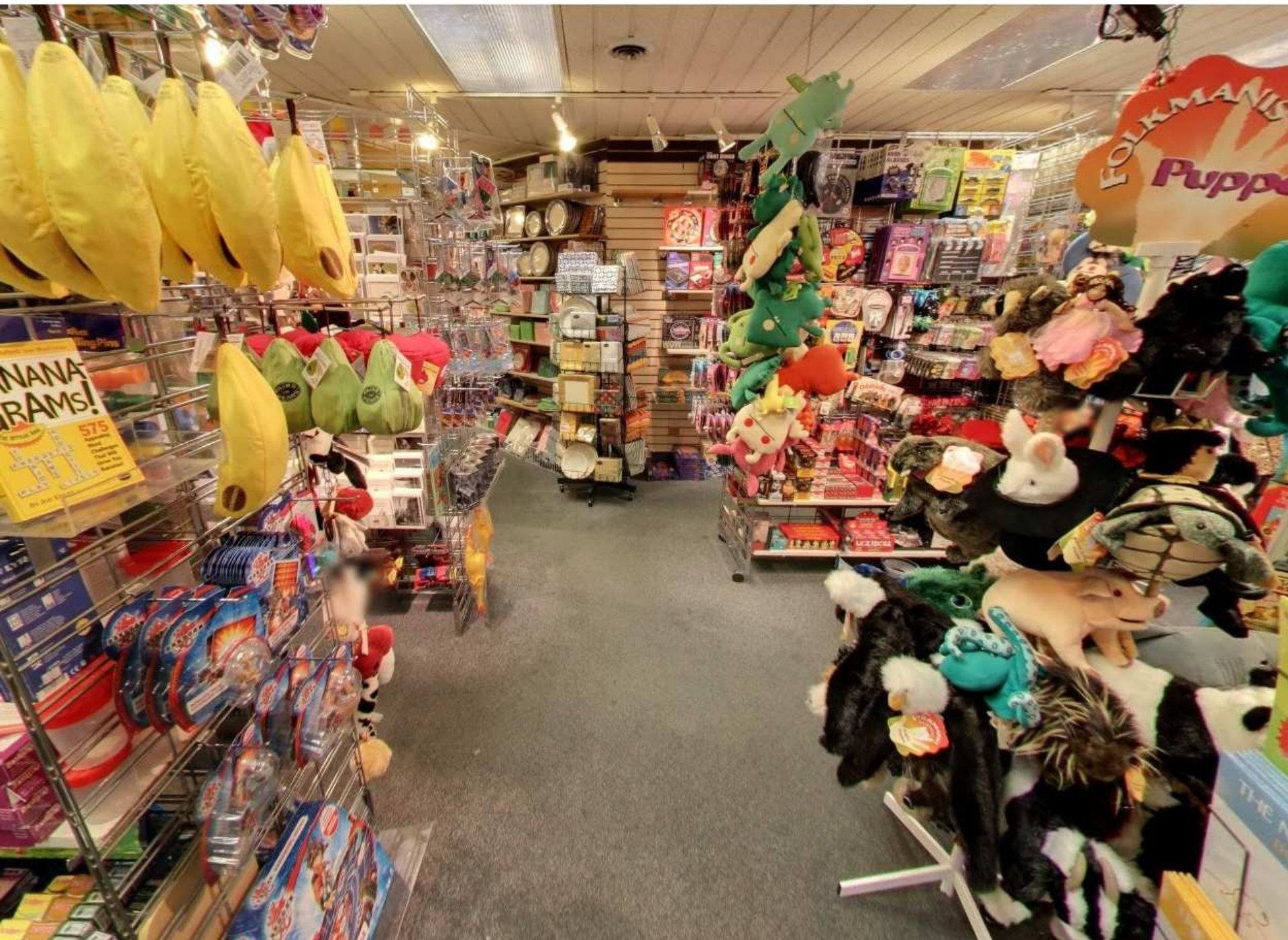


SOS
Aluminum
Binders
Half Off.

KUTZ KLUTZ

SILOE







www.justforfun.invitations.com
(415) 285-4068

Shop

Shop at Just For Fun

Contact Us

Look through our catalogs of invitations and announcements here. You can order right here on our site or contact us at the store.

About Us

Great Ideas

To view our products, click on the catalogs below:

Home



Invitations & Announcements

The world's largest selection of personalized invitations, announcements and labels. Perfect for birth announcements, wedding invitations, graduations, moving, and much, much more! Invitations & announcements for every occasion!



Holiday Invitations & Greeting Cards

A huge selection of holiday-themed invitations, greeting cards, stationery, labels, and more, printed in-store for fast delivery. Great for Christmas, Hannukah, and the Winter season.



Photocards

Traditional Photocards - **Great for holiday cards!** Affix your photo to these great photocard designs. From holiday to everyday! Photocard designs for every occasion!



Stationery & Personalized Gifts

Personalized note cards, note pads, business cards, announcements, candy bar wrappers and more! Every design has matching invitations and announcements available.



InFinite Designs Frames

Your photos scanned into the artwork make these invitations and announcements unforgettable!



Photo-Imaging Cards & Invitations

Great for holidays cards! Your photos scanned into the artwork! The ultimate in personalized invitations and announcements for all occasions! Also great for birth announcements, anniversary celebrations, milestone birthdays and much, much more!



In-Store Imprinting Service

Our versatile in-store color imprinting service

brings rich, exuberant color to all your personalized stationery needs.



Letts of London

Appointment diaries renowned for their quality, usefulness and lasting beauty since 1796.



NEW! Invitations & Announcements

Be the first to choose these hot, new designs! The newest invitation and announcement designs on the market.

No charge for set up. First 5 proofs are free.

Join our e-Friends mailing list to see our latest promotions and sales events! **Sign up today!**

We proudly accept



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SFGATE <https://www.sfgate.com/bayarea/article/Hanukkah-Let-there-be-light-3054445.php>

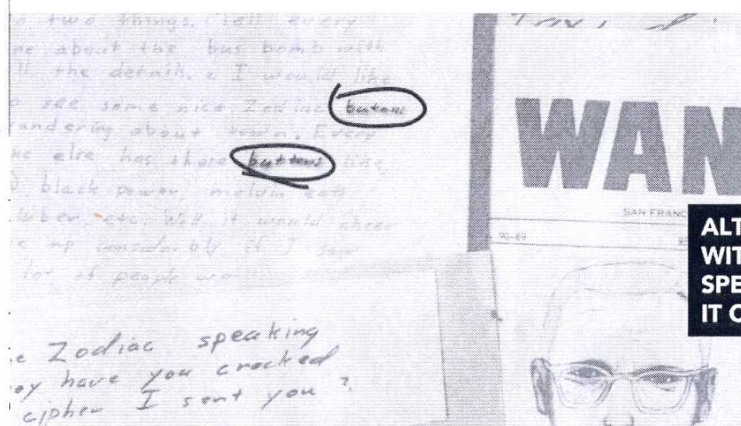
Hanukkah: Let there be light

Venise Wagner, OF THE EXAMINER STAFF Published 4:00 am PST, Sunday, December 13, 1998

On the scale of importance, Hanukkah is a Jewish holiday that ranks with Purim - far below Passover, Rosh Hashana and Yom Kippur. But don't tell **David Eiland**, co-owner of Just For Fun, a gift shop in Noe Valley.

Eiland, who grew up in a mixed-faith family (his grandfather was a rabbi), is bursting with enthusiasm about this eight-day celebration, which starts Sunday at sundown.

RECOMMENDED VIDEO



"The whole thing with Hanukkah is it's a festive holiday," said Eiland, with a giant grin. "It has also become a gift-giving

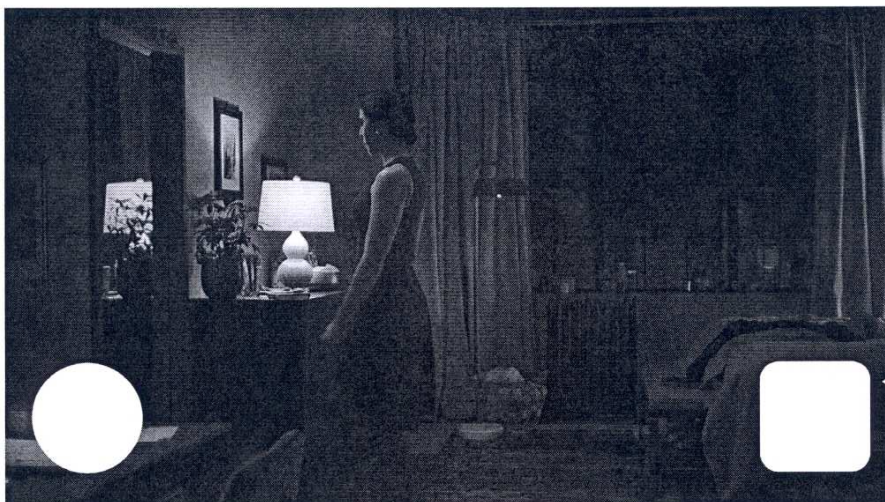
ah spirit, let alone put on your stmas light into a dreidel or liday Rummy, stickers, stamps, Curious George musical menorahs as well as handcrafted classical versions.

Then there are dreidels of every kind. Dreidels suspended in soap; dreidels that light up and play the "Dreidel" song as they spin; **Mickey Mouse** dreidels and pinata dreidels.

The Festival of Lights is even going mainstream, as evidenced by the small selection of menorahs available in Macy's Holiday Lane.

Local merchants of Hanukkah items have noticed an increase in demand over the last five years. Eiland believes that much of the commercial popularity stems from the contagious buying frenzy that takes place around this time of year.

The sales, the advertisements, the dazzle and sparkle are attractive and hard to resist, as they tug and entice the senses. People get into it, he said.



POWERED BY CONCERT

FEEDBACK

As if it's not bad enough that Christmas is marked by the number of shopping days left rather than its spiritual significance, some fear the growing consumer fervor for Hanukkah could make it increasingly susceptible to commercial influences.

Out of the mainstream&It;

Many agree with Eiland that much of the emerging commercialism surrounding Hanukkah is in response to the heightened buying frenzy around Christmas.

"With the holiday season is the time when Jews realize they are not part of the mainstream culture," said Rabbi **Stephen S. Pearce** of Temple Emanu-El in San Francisco.

"So they are trying to compensate by competing. Something that was originally a minor holiday has been elevated to the same level of significant holidays like Rosh Hashana, Yom Kippur and Passover."

While some rabbis and others worry that the trend could prove detrimental to religious integrity, Eiland is unfazed.

"It's getting commercialized, but it's fun and tasteful," he said. "I look at it differently. There are so many mixed marriages. So kids don't lose sight of their heritage, (adults) have to make it fun to learn what the holiday traditions are."

The gifts are often educational and focus on one aspect of the Hanukkah story, he said, so it's an opportunity to pass on the tradition and the culture.

The post-biblical story of the revolt of the Maccabees under Hellenist oppression is filled with messages of freedom, hope, miracles and righteousness overcoming domination.

When the Maccabees returned victorious to their defiled temple in Jerusalem, they found only one vial of oil to rekindle the eternal flame. With so little oil, the flame should have burned for no more than a day. But it burned for eight.

Holiday lessons

Joel Bashevkin, director of finance and administration at the **Jewish Museum** in San Francisco, says the Jewish tradition is full of such tales that strengthen Jewish identity, particularly when everyone is assaulted with Christmas advertisements.

"Just because it's a minor holiday doesn't mean it's lost on the radar . . ." Bashevkin said. "There are some great lessons that are behind the holiday."

Laurel Rest, owner of Mazel Tov gift shop in San Francisco, attributes the heightened interest in Hanukkah more to an effort to reconnect with the religion and culture than with consumer instincts.

She gets a lot of customers in her store seeking to buy their first menorah, the candelabra that holds candles representing the eight-day miracle.

"I think the spending is to fill the house with lots of things so you feel safe," Rest said. "You're Jewish, and it's Hanukkah in your house. I see all this stuff as a way people can connect because they are so out of the mainstream (during Christmas)."



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Store Trek

By Doug Konecky

Store Trek is a regular *Voice* feature profiling new stores and businesses in Noe Valley. This month we introduce a fine art supply store that will double as an art classroom.

Artsake

3961 24th Street between Sanchez and Noe streets

415-695-0506 

Talk too long to Artsake co-owner David Eiland and you'll learn more than you expected about the origins of color. The Impressionists, for example, were influenced by a new technology, which gave Cezanne his blues and earth tones. Picasso, who never had any money, was pleased with the newly developed (and portable) oil pastels with which he could toss off a quick illustration to pay for his bowl of bouillabaisse.

Eiland and partner Robert Ramsey, who also co-own the Just for Fun gift store across the street, are excited to have opened the first professional-quality art supply store in Noe Valley since the early days of Colorcrane in the 1980s.

In February, they took over the old Wavy Footprints space on 24th Street across from Bell Market, and in less than a month, remodeled and unveiled Artsake, subtitled "For Artists of All Ages." The completely refurbished store is bright and airy, with refinished hardwood floors and off-white walls. Sennelier and Lascaux professional oils, gouaches, and acrylics fill the cabinets and bins on one side, while Raphael and Isobay brushes occupy display cases on the other.

Artsake also carries less expensive student-quality lines such as Winton, Liquitex, Etude, and Windsor & Newton. "And we have silk paints, fabric paints, drafting and drawing markers, and the entire range of Sharpies and Microns, in multiple point sizes and multiple colors," Eiland says.

In the front window of the shop sits a collection of Julian easels. The rear of the store offers classroom space and a substantial selection of children's art supplies. Kids' classes are an important part of Eiland and Ramsey's vision, as kid artists tend to turn into grown-up artists who require more paints and brushes, to say nothing of papers, pastel papers, matte board, and canvases.

A former Random House publisher with a degree in fine art photography, Eiland says all the employees at Artsake are art creators or appreciators. "Everybody who works here has a background in some kind of art."

And because he thinks neighborhood residents are a pretty arty bunch too, the store will be offering three- and six-week adult classes in drawing, watercolors, and cartooning, starting in late April.

Eiland, who has lived and worked in Noe Valley since 1981 (he and Ramsey opened Just for Fun in 1986), is a strong believer in the economic vitality of 24th Street. "Twenty-fourth Street will always be a great place to do business," he says.

So it didn't occur to him to locate Artsake anywhere else. Before acquiring the old Wavy spot, he and Ramsey bid on Colorcrane's now-empty storefront, as well as on the space vacated by Workwear. "We want to be a community store," he says.

Eiland invites all the Monets in our midst to stop by the shop and ask about teaching or taking classes. "We will have classes all day long if I can get enough teachers," he laughs.

Artsake is open Monday through Saturday, from 10 a.m. to 7 p.m., and Sunday from 10 a.m. to 6 p.m.

On Saturday, April 10, from 10 a.m. to 3 p.m., the store will hold an outdoor demonstration of paints, brushes, and other art implements.

APRIL 2004

NOE VALLEY VOICE

Obama Icon Raises the Ire of Local Priest

By Corrie M. Anders

Millions of Americans may view Barack Obama as a savior, but his saintly image on a giant prayer candle in a Noe Valley gift shop window has drawn the wrath of a prominent Catholic priest.

Father Tony LaTorre, pastor of St. Philip the Apostle Church, last month urged parishioners to boycott Just for Fun, a 24th Street store that has been selling the candles since December.

LaTorre claimed that owners of the store, whom he erroneously identified as Jewish, for years have been selling merchandise items that "mock and ridicule" the faith of Catholics



and other
Christians.

"And now for the last couple of weeks, in their front window, they have President Obama displayed with many of our devotional items in a very negative way, which again is considered to be mocking the Catholic faith," LaTorre wrote to his parishioners in a weekly church bulletin distributed in late January.

"I am urging all you Catholics, for a change, to stand up for your faith and stay out of 'Just for Fun,'" he wrote. "But be sure to poke your head in the store and tell them why."

The harsh condemnation stunned David Eiland and Robert Ramsey, co-owners of the 22-year-old store.

"I'm not angry. I'm just flabbergasted," Eiland said. "He's done this before, and I think it's mean-spirited and bizarre, frankly."

Eiland said he has no plans to remove the window display or stop selling the candles at the store, located at 3982 24th Street less than three blocks from St. Philip's at 725 Diamond Street.

"Let's not make too much of this. It's a candle of hope, I guess. It's funny and people like it. It's a novelty item, and I'm not going to read too much into it," Eiland said.

Halo on His Head

The candle, which comes in two sizes, one 28 inches tall, depicts Obama wearing a white clerical collar, brown frock, and a heavy rosary dangling below the waist. A halo shines above his head, and he clutches a crucifix in one hand and a staff in the other.

The image, made by a local graphic designer, was created by digitally morphing Obama's face onto a traditional statue of St. Martin de Porres, a 16th-century friar who is revered as one of the first black saints in the Americas.

Eiland said the 12-inch Obama candle was the store's bestselling item over the December holiday season. Buyers took home more than 650 of the smaller candles at \$14.95 each. The larger candle has a price tag of \$395.

"It certainly saved our sales at Christmas, let me tell you," he said. "We're talking thousands and thousands of dollars in sales in a time that was very bad."

Interviewed less than a week after the printing of the bulletin, LaTorre said he had gotten a "very positive" response to his message, adding that parishioners were "very, very appreciative of the fact that it was brought to people's attention."

On the other hand, Eiland said the store during that same week had seen a constant stream of St. Philip's church members, "who said we don't agree with it and we're so sorry."

Not a Joke in Pastor's Eyes

Father LaTorre, who came to St. Philip's from St. Charles Church in San Carlos in July 2004, defended his public stand.

He said he found "it hard to take in a family-oriented neighborhood that people have to walk by and look at this large religious candle. Some people might think it's cute and a joke. Maybe they look at it and have a chuckle, but Catholics say it doesn't make any sense to them," LaTorre said. "It's offensive and it's hurtful."

While "Catholics are joked about and made fun of," LaTorre continued, he doubted people would appreciate the image of Obama holding a menorah or a statue of a Buddha wearing rosary beads.

"And Barack Obama is not even Catholic, and he's got a rosary around his neck," LaTorre said. He stressed that his complaint was "not a political statement" against Obama, pointing out that "I voted for him."

In his bulletin, LaTorre singled out Just for Fun as a Jewish-owned store. He later recanted, saying that he had gotten misinformation.

LaTorre explained, "The only point I was making there" was that "if I were to put up a statue of Moses and make some comments about that, that would certainly be unacceptable, and I'd have everyone on my neck."

But then he added, "It's a very popular Jewish store, and here they can provide right here in the front window the religious symbols of another faith and get away with it."

Store Has Rabbis and Nuns

The store owners say LaTorre is wrong about their religious affiliation--but what does it matter anyway? They're running a gift shop.

Ramsey said he was raised as a Baptist. Eiland said he is the son of a Jewish father and a mother who was a Methodist-Lutheran. In Jewish culture, children take the religion of the mother, not the father.

"I'm a big supporter of all the synagogues," Eiland said. "I'm also a big supporter of St. Philip's"--giving merchandise to charity auctions for the parish school.

Eiland said LaTorre had complained in the past "about all the Jewish things we carried for Hanukkah" and that "we had nothing for Christmas."

The store, which carried a gag toy of a punching rabbi until it was discontinued recently, also sells the once trendy boxing nuns--two puppet figures dressed in traditional habits.

"In its heyday, our biggest sales were to the nuns at the Catholic church further down 24th Street," Eiland said. "They thought it was hilarious. He [LaTorre] complained about that."

Ironically, a San Francisco resident from a devout Catholic family dreamed up the Obama candle. Designer Johnny Oliver said a "little Photoshop magic turned Saint Martin de Porres into Santo Obama."

"Many hardcore Catholics are Spanish speakers, and I'm Mexican myself. They get a giggle out of it," said Oliver, a real estate agent who took on the candle sideline after the slump in the housing market.

Oliver, who now sells the candles in 10 stores across three states, said he had gotten very little flack from the Catholic Church or ardent believers.

"I mostly got it from my mom," he said.

Here is the text of Father Tony LaTorre's appeal to St. Philip's parishioners in a church newsletter, published in late January.

JUST FOR FUN? HARDLY!

For a year now, I have not shopped at the general merchandise store called "Just for Fun" on 24th Street because of the anti-Catholic, anti-Christian merchandise they sell. In fact, I am rather appalled that in such a family-oriented neighborhood any retailer would be so bigoted and so hateful to carry such merchandise just to "make a buck." They carry merchandise that depicts our beloved saints in not so saintly ways. They sell "Jesus" merchandise that mocks Jesus (and let me remind you that Jesus is the Son of God, the Creator of all, Jews and Gentiles alike).

And now for the last couple of weeks, in their front window, they have President Obama displayed with many of our devotional items in a very negative way, which again is considered to be mocking the Catholic faith.

I am sorry the owner of this store, who happens to be Jewish, feels the need to mock and ridicule the Catholic/Christian faith. I am urging all you Catholics, for a change, to stand up for your faith and stay out of "Just for Fun." But be sure to poke your head in the store and tell them why. It is time that our faith, our beliefs, and our Lord are respected.

--Father Tony

<https://www.sfgate.com/bayarea/article/Saintly-Obama-gets-priestly-slam-3251034.php>

San Francisco Chronicle

Saintly Obama gets priestly slam

Phillip Matier and Andrew Ross
Published Sunday, February 15, 2009



Phil Matier and Andy Ross for their column logo. Liz Mangelsdorf / The Chronicle

He may be the Second Coming to many San Franciscans - but one local Catholic priest wants a popular prayer candle with **President Obama's** picture on it pulled from a local gift shop, saying it "mocks Jesus" and "depicts our beloved saints in a not so saintly way."

The Rev. **Tony La Torre** of St. Philip the Apostle Church, in ever-hip Noe Valley, is so riled up that he's calling for a boycott of the neighborhood's Just For Fun card and novelty shop, which has been selling the \$15 candles at a fast clip.

The candles feature the president's halo-adorned head plastered onto the crucifix-clutching body of St. Martin de Porres, the Peruvian-born friar regarded as one of the first black saints in the Americas.



Brant Ward / The Chronicle

David Eiland, who runs "Just For Fun," holds one of the \$14.95 candles he sells like hotcakes. A 24th Street store in San Francisco, CA is selling candles with the likeness of President Barack Obama in religious gowns. "Just For Fun" store has sold hundreds of the smaller \$14.95 candles and has a large \$395 candle in the window as well Thursday, February 12, 2009

Photo: Liz Mangelsdorf, SFC

"I am appalled that in such a family-oriented neighborhood, any retailer would be so bigoted and so hateful (as) to carry such merchandise just to 'make a buck,' " La Torre declared recently in the parish newsletter.

Store owners **Robert Ramsey** and **David Eiland** say they've sold more than 700 candles since putting them on display over the Christmas holiday.

And while the candles are a big hit, Ramsey says they're not much different from the line of gag gifts they've been selling without complaint at the store on upper 24th Street for the past 22 years.

"Believe me, there is a lot of nasty stuff you can sell - you can get it down in the Castro," Ramsey said. "This is just fun stuff."

Besides Hula Hoops, Barbie lunch bags and Valentine heart trinkets, the novelty store stocks such joke religious items as Jesus pencil erasers, "Beware of Nunzilla" wind-up toys and, most recently, the Obama devotional candles.

But to La Torre, the candles featured in a big window display were "the final straw" for a store "that feels the need to mock and ridicule the Catholic/Christian faith."

It's not first time "anti-Catholic, anti-Christian" attitudes, as La Torre calls them, have been decried in the city.

A couple of years back, Archbishop **George Niederauer** said he had been duped into giving communion to a couple of the Sisters of Perpetual Indulgence - cross-dressing, prankster "nuns" - prompting outrage from religious conservatives across the country.

The candle commotion might have passed quickly, except that La Torre also described the store's owners as Jewish (they're not) and urged parishioners not only to boycott the store but to "be sure to poke your head in ... and tell them why."

The San Francisco Archdiocese weighed in, contacting the priest to express its concern over his "Jewish" reference. La Torre has since retracted the reference, saying he only meant that the owners - if Jewish, as he says he was led to believe - "should know what it feels like to be mocked and ridiculed."

The flap hit the front page of the local Noe Valley Voice, and the store's owners found themselves besieged with questions from all sides.

The owners ignored La Torre's offer to meet with them to discuss his concerns, but did post a copy of the priest's newsletter in their store window - right next to the king-size, 2-foot-tall version of the Obama candle that had set him off.

So far, the only effect of the controversy seems to be free advertising and a demand for even more candles.

"Tomorrow, I got 72 more coming," Ramsey said.

and now for the RUMORS behind the news

By Mazook



Taking Bows: Supervisor Scott Wiener (second from left) blew into Noe Valley May 19 to hand out commendations from the Board of Supervisors to six Noe Valley business owners (and one wacky Voice columnist) during Small Business Week. Those being honored for their years of service to the neighborhood were Ranny Viquez of Atomica Media, David Eiland of Just for Fun, BJ Droubi of the Droubi Team/Coldwell Banker, Martha Monroy of Martha & Bros. Coffee, Roger Rubin (aka Mazook), Vince Hogan of the Dubliner and Valley Tavern, and Robert Ramsey, also of Just for Fun (shown second from right, between Bob Roddick and Carol Yenne of the Noe Valley Merchants and Professionals Association). Congrats to all! *Photo by Sally Smith*

Letters



The parklet in front of Just for Fun on 24th Street became a paddock for two reindeer when Santa visited Noe Valley on Dec. 15. Dancer, an 8-year-old female, and Prancer, a 9-month-old male, provided good cheer for their local fans. Photo courtesy David Eiland

A Reindeer Reminder

On Dec. 15, Just for Fun hosted Santa and two reindeer at the store on 24th Street. We took pictures of everyone who visited with Jolly Old St. Nick. For those who never picked up their photos we still have them. They are free, and there are some really cute pictures that we would hate to toss out, so please, everyone who was there that night, come on by and grab your photo!

David Eiland
Just for Fun & Scribbledoodles
3982 24th Street
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Fall 2018

For People Who Sell Art Supplies

ART MATERIALS

RETAILER

What shoppers want NOW

***in this / The Future of Art?
issue / PLUS: A store that has it all***

SOUP TO NUTS

by Tina Manzer

"There is a store in Noe Valley in San Francisco that has, by far, the best merchandising of any store I've ever seen," began an email I received from Lynn Sauter, a sales rep with SLS Arts. "It's a small store in footprint but a very large store in surface coverage. Every inch offers products; all perfectly presented. The owners, David Eiland and his business partner Robert Ramsey, create 'rooms' within the space to sell the most diverse mix of products. They range from art supplies to watches and pens, and from kitchen accessories to games and eye ware. The common thread? Everything has great design."

We couldn't wait to find out more. Here's the story.

Art Materials Retailer: Is Art Sake/Just for Fun/Scribble-doodles three stores in one?

David Eiland: Actually, it has four main components: general gifts, stationery, fine art supply and toys. My business partner, Robert, opened it in 1987 as a gift-and-toy store called Just for Fun.

We expanded first into personalized stationery. Greeting cards and stationery used to be overwhelmingly good, but now our custom stationery business is negligible – people simply don't do parties they way they used to.

We didn't start the art supply business until 2004 when we opened a freestanding storefront across the street. In 2007 or '08 we moved it into the Just for Fun space. We take up three storefronts here totaling 4,800 square feet.

The two biggest departments driving our business are toys and art supplies. Sometimes toys are number one, sometimes art supplies are number one. I believe that by the end of this year, toys will be tops because of Christmas. Our fourth quarter is really good – about one-fifth our overall business.





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How many SKUs do you carry?

I just looked it up: 85,679. That could be off by a couple of thousand up or down because greeting card companies, for instance, SKU by price point not design. There may be 100 titles of greeting cards under one SKU. By the same token, there may be whole categories that for some reason have not been purged from the computer.

A good portion of merchandise – Christmas ornaments, for example – sits in our warehouse until the fourth quarter.

**Wow!
In terms of art supplies, what sells best in Noe Valley?**

Our art business is quite diverse and quite good. It's probably the most consistent department we have and the easiest to buy for.

We got a boost when Flax closed in San Francisco a few months ago, but we've always done pretty well.

Sketchbooks and sketchpads sell best overall, but our number-one medium – and I'm sure this is true for everybody – is acrylic. I would say our number two is watercolors.

We do a really well with watercolor pencils of all kinds, from Cretacolor to

Caran d'Ache. People like the idea of being able to sketch anywhere they want in color – not just in black. Then later, they sit down with a water brush and maybe a glass of wine or a cocktail and color it out. We put together our own kits. It's become a really big category.

What toys sell best?

Squishables.

What art techniques are your customers into right now?

My art supply business is pretty basic. It's funny, because we've been talking up pouring; talking up alcohol inks and other things that are trending in the industry right now, but our customers are just not interested. Yes, we sell pouring medium and supplies, and they sell okay, but it's not a huge craze.

Our artist customers know exactly what they want. They work in a certain medium and always use the same specific products. Other people come in to be inspired. They want to see something different, and if they're interested in finding out how a product works, I'll clear a table and demo it right in the store, no problem. That's how watercolor pencils became so popular around here.



Are your customers hobbyists, professionals, students or all three?

They are people who paint and/or craft and draw. Some people sell their work and others do it pretty much for themselves. Here's a yardstick: when we had classes, every "beginner" class was full, every intermediate class was about three-quarters full, and advanced classes drew two or three people.

There is a group of friends who have been our customers now for 31 years. Art was something they had never done until we started selling supplies. Then it became convenient for them to come here and learn to draw. Now they're retired and come into the store every day to buy something new to try.

Our children's art department is right next to the LEGOs in the toy department. A lot of new craft kit companies have been doing well here for a couple of years. One is Kid Made Modern – we just got a new shipment from them yesterday.

The neighborhood is full of families with both parents working in the tech industry. The shuttle buses stop in front of my store every day to take them to Silicon

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Valley. If it weren't for the nannies, we wouldn't have to open during the week until the afternoon. They keep us busy between 10 a.m. and 1 p.m. and late in the afternoon. That's also when we see the "ladies who lunch" crowd.

Ask any parent – the hardest person to buy for is someone between the ages of 12 and 16. But if a kid loves to draw at all, he will love a manga kit. We put some together that have everything he needs.

Students who come in specifically for art supplies will wander around and buy other stuff, like the funky, irreverent socks by Blue Q, bags and backpacks, and novelty items from NPW from England.

Funky/cool stuff is just one part of our mix. I have a whole kitchen/housewares department that is very basic. I do not buy guitar-shaped spatulas, but I do have funny T-towels, along with traditional flour sack and terrycloth. We carry Kilner canning supplies from England. They do really great jars and bottles for storage.

How's retail, in general, where you are?

There are vacant storefronts on our street now, but it was worse a few months ago. Most of them have been leased and are waiting for city approval – a slow process in San Francisco – and four buildings are under earthquake retrofit.

So foot traffic is down overall, but our per-sale is up. Our store is good, we're happy, but we're not growing at the rate that we used to. I will never have another 1999 and 2000. The store will never make that much money again, but it was a boom time that ended in a bust. I would rather have slow and steady.

Here's what I say to the naysayers in our merchants' association: when your business is down, you are always ready to blame

continued on page 37 ▷

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▽ "Soup to Nuts" from page 11

the Amazons, the tech world, and many other factors. If you're going to play the blame game, you probably should close your store. I cannot abide the retailers who complain that there's no foot traffic. Make the most of the foot traffic you do have!

You can make it work. Become creative and make changes. Make your store visually exciting, a tactile experience. Make people want to touch it, pick it up, and find out more about it. If you have a fun, exciting, vibrant store, people are going to want to shop in it.

DO YOU HAVE SPECIFIC MERCHANDISING TIPS YOU CAN SHARE?

Sure, but remember: I'm not a boutique retailer. I'm a push-and-shove merchandiser. I use every square inch of ceiling, wall and floor for product. I can't afford to put just nine things on a table just because it's pretty. Not at city rents. So here is my advice.

- Make your displays make sense. For instance, people should be able to consider their choices of canvas, sketchpads and pencils all in one place. That way, you won't be running people back and forth comparing items. If they ask you a question, you can stand right there and explain why you like this one versus that one, and so on.
- Be extensive in all the categories you carry. When I spot something that will work. I won't buy just one. I'll look for every product in that category and create a big department.
- Use every square inch of space. Don't let shoppers look at a blank wall or a half-empty shelf. I don't want to have two clocks on a 4-foot shelf, I want 20 clocks and they should all be different!
- Same with readymade frames. Our frame wall features 60 or so different styles. Each of them has a number on the back. Customers bring the frame to the register, tell me how many they want, and I retrieve them from the back room. That way we have space to show them our total selection. The broader the better. ▲

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 INNOVATIVE QUALITY TOOLS FOR ARTISTS SINCE 2009
 Pottery, Sculpture, & Craft Tools

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 For cutting and printing
 General purpose linoleum
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 Professional linoleum
 printing, professional quality
 with 5 different styles of
 nibs, and 10 pieces of
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The Linoleum C...
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A-120500

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- ★ Wooden handle with tool remover
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- ★ Water based ink and ink roller
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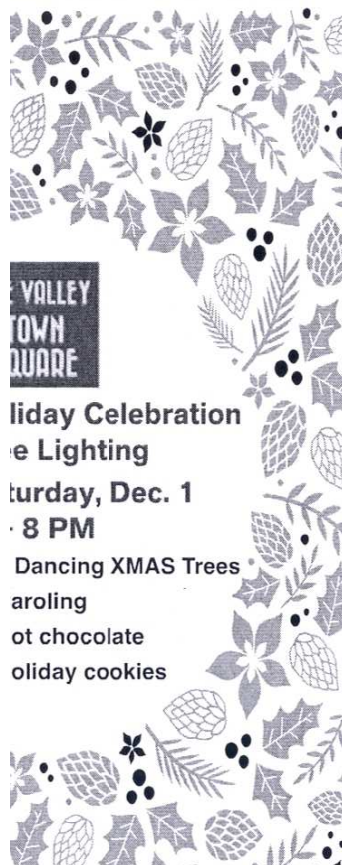
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the festivities at the 8th annual 24 HoliDAYS on 24th Street, Dec. 1-24

for event calendar & all details, visit

www.24on24th.com



NOE VALLEY
TOWN
SQUARE

Holiday Celebration
Menorah Lighting

Tuesday, Dec. 1

5-8 PM

Dancing XMAS Trees
Singing
Hot chocolate
Holiday cookies

Chanukah Wonderland
Noe Valley Town Square
December 2, 3:30– 5:30 PM

Menorah, Latkes, Gelt, Dreidles,
Children's Arts and Crafts, Singing
co-sponsored by Just for Fun
& Chabad of Noe Valley




Menorah Lighting & Singing
December 6, 6 – 6:30 PM
with Congregation Emanu-El
West Parket on 24th St. near Noe St.

Vine Walk
12/1, 3-8pm
www.24on24th.com



READERS' CHOICE '07



from **J** the Jewish news weekly

Favorite Invitations

Just for Fun & Scribbledoodles

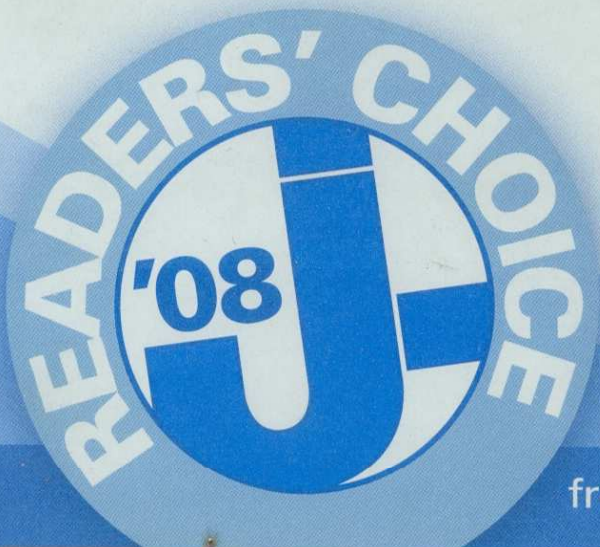
First Place

San Francisco

FAVORITE INVITATIONS

Just for Fun & Scribbledoodles

1st PLACE
San Francisco

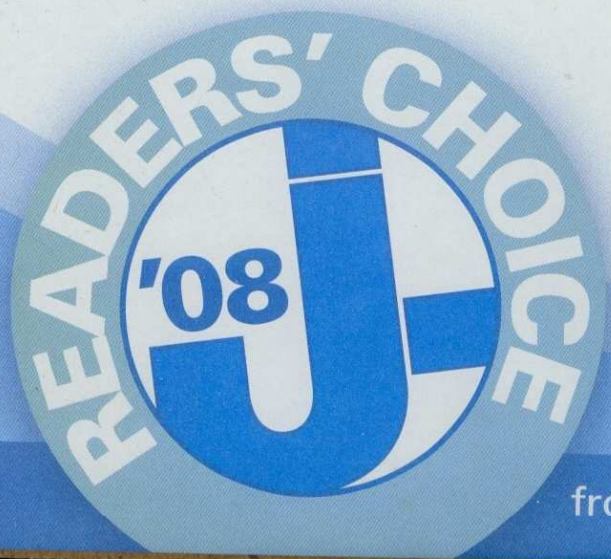


from **j.** the Jewish news weekly of Northern California

FAVORITE CHILDREN'S GIFT STORE

Just for Fun & Scribbledoodles

1st PLACE
San Francisco



from **j**- the Jewish news weekly of Northern California

Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

DAVID EILAND

In recognition of making Just For Fun Scribbledoodles, the go-to place for custom stationary and art supplies in Noe Valley, and for offering the largest social stationery and invitation department in the City for nearly 25 years, we salute you. You do this with great care, great humor, and community spirit. In recognition of your accomplishments, the Board of Supervisors of the City and County of San Francisco extends its highest commendation to you.

Scott Wiener

Supervisor Scott Wiener
San Francisco Board of Supervisors
May 19, 2011





April 20, 2019

To: Legacy Business Registry

I am writing as a 30-year Noe Valley resident, woman business owner and patron of Just for Fun and Scribbledoodles. My family and I would like to share our experience over the years, and how deeply connected and valuable Just for Fun and their owners are to the community.

I began my event marketing business Wilsonwest 27 years ago, and from the start, I developed a business relationship with David Eiland, as we had a need for custom printed items such as invitations, place cards, signs, menus, you name it - they produced it. These were the days before digital, and having a local small business able to support us with high quality custom work, delivered at rush speed was a true find. When we got so busy that we had orders every week, they even set up complimentary delivery to our Noe Valley office. We continue to look to Just for Fun to support our business, and the service remains stellar.

Now, let's talk family. Where do I begin? How many birthday gifts, toys, clever gifts and art supplies have we purchased? Their selection is unique, and fun, just like the store name implies. Giftwrap for free? Sure, they do that.

My two children Charlie, now age 27, and Annie, age 23, grew up shopping at Just for Fun. And when it was time for them to look for a summer job, guess what? They were BOTH hired to work at the store, and had their first jobs there! What valuable experiences it was for both of them. Annie still lives and works in the Bay area in the fast paced technology sector, and Charlie lives in Denver where he teaches at a school for kids with autism. They both benefitted from their time at Just for Fun.

Ok, now let's talk a bit about COMMUNITY. This is really the heartbeat of all of this. Just for Fun and team are the center of the neighborhood festivities, leading and supporting the Noe Valley Merchants and Professional associations, fundraisers, fests and always opening the store for special events. They bring their hospitality alive with lights, reindeer, books events, and more. The place is literally aglow during the holidays and many other times during the year with special events. It's a super fun place for families, pets, and friends to shop, enjoy an outdoor art activity or just relax on the sidewalk terrace.

As neighborhoods grow, change and evolve, businesses do come and go. Please allow Just for Fun to remain at the center our beloved 24th Street. They represent all that Noe Valley and our city hold as core values, and creating and building community as they have done and will continue to do for so many years, is key to a vibrant and safe environment.

Sincerely,

Cynthia Wilson

The Wilson Family - Cindy, David, Charlie & Annie
& The Employees of Wilsonwest

Filing Date: June 20, 2019
Case No.: 2019-013674LBR
Business Name: Just For Fun
Business Address: 3982 24th Street
Zoning: 24th Street-Noe Valley NCD (Neighborhood Commercial District) Zoning District
40-X Height and Bulk District
Block/Lot: 3654/017
Applicant: David Eiland, Co-Owner
3982 24th Street
San Francisco, CA 94114
Nominated By: Supervisor Jeff Sheehy
Located In: District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

Just For Fun is a retail store featuring a diverse collection of art supplies, gifts, toys, and stationery. Robert Ramsey conceived the concept of Just For Fun and opened the first store in 1987 selling recycled paper products, greeting cards and small toys and novelty items. Just For Fun in Noe Valley outgrew its original location at 4068 24th Street and relocated a block down to its current location at 3982 24th Street. The new location offered a significant opportunity to change the business model beyond greeting cards and novelty toy products since it was significantly larger, and the product offerings started to include frames, photo albums, stationery product and more significant toy and general gift items.

In 1991, David Eiland became a co-owner of Just For Fun in Noe Valley. The collaboration of the new partnership resulted in the development of small “departments” within the overall store, allowing the store to maximize on trends and stock product broadly and deeply for maximum inventory and cross merchandising of juvenile, adult, housewares, decorative and gifts in the same trend category. In 1993, the store added Stationery as a department with the addition of Crane & Company and other fine paper lines. As a natural extension, the store opened the first Custom Invitation department featuring on-site printing through the purchase of a new computer system out of Boston, Inscribe, Inc. It proved to be such a huge success in Noe Valley that the store knocked out the back-room walls and made a dedicated room for Custom Printing and Social Stationery. In 1996, Just For Fun leased the storefront next door, underwent a total reconstruction and combined the two locations.

In February 2004, the owners leased a small second floor storefront across the street from Just For Fun and opened “Artsake, for artists of all ages.” At Artsake, customers could buy fine art supplies and take classes in cartooning, drawing, acrylics, oils and workshops for all levels of experience. After spending 5 years developing the business and customer base for Artsake, it was reallocated into Just For Fun, minus the classes and workshops, becoming a department of the store.

The business is located on the north side of 24th Street between Noe and Sanchez streets in the Noe Valley

neighborhood. It is within the 24th Street-Noe Valley NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1987.

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

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

- i. Just For Fun has operated continuously in San Francisco for 32 years.
- ii. Just For Fun has contributed to the history and identity of the Noe Valley neighborhood and San Francisco.
- iii. Just For Fun 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?*

Yes. The property is located within the 24th Street historic district displays the architectural congruity necessary to qualify for listing under Criterion 1 for its early history as the commercial corridor for the Noe Valley streetcar suburb. Generally, the 24th Street historic district features a range of one to three story buildings that have ground floor commercial storefronts that were constructed either originally as part of the building, or were later alterations made to residential buildings. As the street became more and more commercialized, early residences were modified to accommodate a retail space on the ground floor. Contributors to the historic district are mixed residential and commercial buildings constructed sometime between the 1880s, when the first residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.

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

No. However, the property has Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within a California Register-eligible historic districts.

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

No.

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

Yes. Just For Fun has been referenced in many trade magazines like Gifts and Decorative Accessories, and was the featured retailer in Art Materials Retailer in the Fall 2018 edition. For a number of years, Just For Fun was recognized as First Place in a number of categories in J Magazine Readers Choice awards including Favorite Children's Store, Favorite Invitations and Favorite Gift Store.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3986 24th Street

Recommended by Applicant

- Inventory of stationery, cards, custom invitations, toys, housewares, party supplies, and art supplies

Additional Recommended by Staff

- Signage



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JULY 17, 2019

Case No.: 2019-013674LBR
Business Name: Just For Fun
Business Address: 3982 24th Street
Zoning: 24th Street-Noe Valley NCD (Neighborhood Commercial District) Zoning District
40-X Height and Bulk District
Block/Lot: 3654/017
Applicant: David Eiland, Co-Owner
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Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin - (415) 575-9117
jeff.joslin@sfgov.org

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Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JUST FOR FUN CURRENTLY LOCATED AT 3982 24TH STREET, BLOCK/LOT 3654/017.

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 17, 2019, 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 Just For Fun 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 Just For Fun.

Location(s):

- 3986 24th Street

Physical Features or Traditions that Define the Business:

- Inventory of stationery, cards, custom invitations, toys, housewares, party supplies, and art supplies
- Signage

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 2019-013674LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: