



# Legacy Business Registry Staff Report

Hearing Date: October 28, 2024

## PACT, PLAN OF ACTION FOR CHALLENGING TIMES

*Application No.:* LBR-2024-25-014  
*Business Name:* PACT, Plan of Action for Challenging Times  
*Business Address:* 635 Divisadero St.  
*District:* District 5  
*Applicant:* Annette Dennett, Project Director  
*Nomination Date:* September 13, 2024  
*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

PACT, Plan of Action for Challenging Times (PACT, Inc. or PACT), is a community-based non-profit organization providing college access to low-income, first-generation, and historically underrepresented minority middle and high school students. PACT also provides support to underserved students and students of color in San Francisco, and in the East Bay as well. PACT advisors, tutors, and mentors prepare students for college and the workforce by providing college navigation and application support, financial aid and scholarship advising, tutoring and mentoring, and enrichment exposure activities. PACT educates and supports low-income high school students in the college access process, empowering them to realize the dream of a brighter educational and financial future, while becoming tomorrow's community leaders.

PACT was founded in 1963 by Everett Brandon and Henry Lucas, Jr., DDS. Originally a free job placement and development office, PACT was established to address the lack of Black employment in downtown businesses. PACT opened its first office at 593 Market Street and was officially incorporated as a nonprofit in 1964. In 1970, PACT acquired its San Francisco headquarters at 635 Divisadero Street in the Western Addition, an area of great importance to the African American community of the city.

In 2002, PACT expanded into the East Bay, serving 600 students annually through TRiO Talent Search and Upward Bound programs, with sites in Richmond and Vallejo. However, by 2016, PACT's programmatic work for San Francisco residents ceased due to demographic shifts and difficulties meeting federal funding criteria, reflecting broader issues of Black displacement and gentrification in the City. PACT's East Bay activities have continued, and the Divisadero headquarters in District 5 has remained active throughout and is a landmark of Black history in San Francisco.

Despite the setback in 2016, PACT is determined to reconnect with San Francisco's schools and address the ongoing inequalities that continue to displace Black communities. The organization's three-year strategic plan aims to relaunch its college advising work, free from the constraints of federal guidelines. PACT is actively seeking new funding from city, county, state, and foundation sources to support an innovative program for students from elementary to high school, focusing on academic intervention, persistence, and college advising. PACT recently celebrated its 60th anniversary, and this renewed effort mirrors the original spirit of the organization, reaffirming PACT's commitment to closing the achievement gap for historically underserved youth in San Francisco.

### 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](http://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, PACT, Plan of Action for Challenging Times has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

593 Market St. from 1963 to 1970 (7 years)  
635 Divisadero St. from 1970 to Present (54 years)

## CRITERION 2

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

Yes, PACT, Plan of Action for Challenging Times has contributed to the history and identity of the Western Addition and Haight-Ashbury neighborhoods and San Francisco.

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

- The business is associated with the tradition of Black-led organizations founded during the civil rights movement.
- The property is associated with significant architecture. 635 Divisadero Street is located within the California Register-eligible NOPA Historic District. The area known as the North of the Panhandle (NoPa) neighborhood consists primarily of two- and three-story residential buildings that were constructed during the late 19th century and early 20th century. The area exhibits a predominantly Victorian and Edwardian era architectural character, and includes styles such as Italianate, Stick/Eastlake, Queen Anne, Craftsman, and Classical Revival. The Planning Department Historic Resource Status of the building at 635-637 Divisadero Street is "A - Historic Resource Present." The building is a contributor to the Eligible NOPA Historic District.
- The business is associated with significant events. PACT was founded in 1963, in the midst of the civil rights movement. It was the year of the March on Washington for Jobs and Freedom, Martin Luther King Jr.'s "I have a dream" speech, the bombing of the 16th Street Baptist Church in Birmingham, Alabama, that took the lives of four Black schoolgirls, the assassinations of Medgar Evers and President John F. Kennedy, and Langston Hughes' "Dream Deferred" poems. It was a time of civil rights unrest in the Bay Area as well: the San Francisco State University and Berkeley campus protests, San Francisco hotel picket lines, and the Van Ness Auto Row sit-in. Additionally, PACT was incorporated in 1964, the year the Civil Rights Act was signed into law by President Johnson. At the time, no Black people were employed in downtown San Francisco's businesses. In its early days, PACT's free job placement office immensely contributed to the economic development of its community.
- There have been a number of features and articles on Everett Brandon and PACT, dating back to its founding, and as recently as a featured interview with Everett Brandon on the Beyond the Fog Radio podcast in 2024.
- A Black-led organization founded in the civil rights movement to provide economic and educational opportunities to Black people, PACT's history is intimately tied to the history of the Black community in San Francisco from the 1960s through today. In 1970, PACT acquired its San Francisco headquarters at 635 Divisadero Street in the Western Addition, an area of great importance to the African American community of the city. As one of the few Black-owned properties that has survived decades of urban renewal and gentrification, it serves as an important landmark for PACT and the broader community. Its core mission

### 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](http://www.legacybusiness.org)





has been to serve low income, first generation, Black and historically underserved students, English learners, and transitional youth since its early days.

### **CRITERION 3**

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

Yes, PACT, Plan of Action for Challenging Times is committed to maintaining the physical features and traditions that define the organization.

### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that PACT, Plan of Action for Challenging Times 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:

- Educational advisement and other services for low income, first generation, Black and historically underserved students, English learners, and transitional youth.
- Victorian-style, two-story building built in 1900 and PACT signage above the front porch.

### **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.

- Services for youth.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include PACT, Plan of Action for Challenging Times currently located at 635 Divisadero 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**

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





# Small Business Commission

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

October 28, 2024

## PACT, PLAN OF ACTION FOR CHALLENGING TIMES

*Application No.:* LBR-2024-25-014  
*Business Name:* PACT, Plan of Action for Challenging Times  
*Business Address:* 635 Divisadero St.  
*District:* District 5  
*Applicant:* Annette Dennett, Project Director  
*Nomination Date:* September 13, 2024  
*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### **Adopting findings approving the Legacy Business Registry application for PACT, Plan of Action for Challenging Times, currently located at 635 Divisadero 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 October 28, 2024, 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 PACT, Plan of Action for Challenging Times 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 PACT, Plan of Action for Challenging Times.

**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](http://www.legacybusiness.org)







Physical Features or Traditions that Define the Business:

- Educational advisement and other services for low income, first generation, Black and historically underserved students, English learners, and transitional youth.
- Victorian-style, two-story building built in 1900 and PACT signage above the front porch.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain PACT, Plan of Action for Challenging Times on the Legacy Business Registry:

- Services for youth.

---

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 28, 2024.

---

Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

**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](http://www.legacybusiness.org)





# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2024-25-014  
*Business Name:* PACT, Plan of Action for Challenging Times  
*Business Address:* 635 Divisadero St.  
*District:* District 5  
*Applicant:* Annette Dennett, Project Director  
*Nomination Date:* September 13, 2024  
*Nominated By:* Supervisor Dean Preston

**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

593 Market St. from 1963 to 1970 (7 years)  
635 Divisadero St. from 1970 to Present (54 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:** NA

**DELIVERY DATE TO HPC:** September 18, 2024

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

## 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](http://www.legacybusiness.org)





## DEAN PRESTON

September 13, 2024

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

Re: *Letter of Nomination for PACT, Inc. to the Legacy Business Registry*

Dear Mr. Kurylo:

I am writing to nominate Plan of Action for Challenging Times (PACT, Inc.), located at 635 Divisadero Street, to the Legacy Business Registry Program.

PACT was founded in 1963 by Everett Brandon, JD, and Henry Lucas, Jr. DDS, in San Francisco during the civil rights movement, and was established to address the lack of Black employment in downtown businesses. Originally a free job placement and development office, PACT opened its first office at 593 Market Street and was officially incorporated as a nonprofit in 1964. In 1970, PACT acquired its San Francisco headquarters at 635 Divisadero Street in the Western Addition, an area of great importance to the African American community of the city.

In 2002, PACT expanded into the East Bay, serving 600 students annually through TRiO Talent Search and Upward Bound programs, with sites in Richmond and Vallejo. However, by 2016, PACT's programmatic work for San Francisco residents ceased due to demographic shifts and difficulties meeting federal funding criteria, reflecting broader issues of Black displacement and gentrification in the City. PACT's East Bay activities have continued, and the Divisadero headquarters in District 5 has remained active throughout and is a landmark of Black history in San Francisco. As one of the few Black-owned properties that survived decades of urban renewal and gentrification, it serves as an important landmark for PACT and the broader community.

Despite the setback in 2016, PACT is determined to reconnect with San Francisco's schools and address the ongoing inequalities that continue to displace Black communities. The organization's three-year strategic plan aims to relaunch its college advising work, free from the constraints of federal guidelines. PACT is actively seeking new funding from city, county, state, and foundation sources to support an innovative program for students from elementary to high school, focusing on academic intervention, persistence, and college advising. PACT recently celebrated its 60th anniversary, and this renewed effort mirrors the original spirit of the organization, reaffirming PACT's commitment to closing the achievement gap for historically underserved youth in San Francisco.

*Letter of Nomination for PACT, Inc. to the Legacy Business Registry*

September 13, 2024

Page 2

Given its historic presence in District 5's Western Addition, and its ongoing commitment to helping low-income and minority youth access higher education, I strongly believe that Plan of Action for Challenging Times would benefit greatly from being a part of San Francisco's Legacy Business Registry.

Thank you for your consideration.

Sincerely,



Dean Preston  
District 5 Supervisor



# Legacy Business Registry Application



## Business Information

**Business name:** PACT, Plan of Action for Challenging Times

**Business owner name(s):** N/A

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

**Current business address:** 635 Divisadero St., San Francisco, CA 94117

**Telephone:** ( 707 ) 556 – 9357      **Email:**

**Mailing address (if different than above):** 301 Georgia St., Suite 315, Vallejo, CA 94590

**Website:** www.pactinc.org

**Facebook:** www.facebook.com/PACTEastBay      **Twitter:**

**7-digit San Francisco Business Account Number (BAN):** 1 0 2 4 9 3 1

**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.*

- |  |  |
|--|--|
| <input type="checkbox"/> Immigrant-Owned Business            | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business               | <input type="checkbox"/> Veteran-Owned Business            |
| <input checked="" type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> 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:** Annette Dennett

**Contact person title:** Project Director

**Contact telephone:** ( 707 ) 556 – 9357      **Contact email:**

## 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 t finds that the business no longer qualifies, and that placement on the Registry does not entitle t grant of City funds.

**Name:** Annette Dennett

**Signature:** 

**Date:** April 10, 2024

# **PACT, PLAN OF ACTION FOR CHALLENGING TIMES**

## **Written Historical Narrative**

### **INTRODUCTION**

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

Plan of Action for Challenging Times (PACT, Inc.) provides support to underserved students and students of color in San Francisco, and in the East Bay as well. PACT advisors, tutors, and mentors prepare students for college and the workforce by providing college navigation and application support; financial aid and scholarship advising; tutoring and mentoring; and enrichment exposure activities. PACT educates and supports low-income high school students in the college access process, empowering them to realize the dream of a brighter educational and financial future, while becoming tomorrow's community leaders.

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

Since its early days, PACT has served low income, first generation, Black and historically underserved students, English learners, and transitional youth.

PACT has served students from two middle schools and 14 high schools in the San Francisco Unified School District (SFUSD). At the peak of its activities, PACT educational advisors were deployed at Mission, Philip Burton, Lincoln, Thurgood Marshall, Wallenberg, George Washington, Balboa, Lowell, Downtown, Independence, International Studies Academy, Gateway, Leadership, and Ida B. Wells, Willie Brown, and James Lick, serving up to 2,500 students annually.

Since 2002, PACT has also served students in West Contra Costa and Solano Counties at schools located in Richmond, Vallejo, and Vacaville.

All these schools typically have a high enrollment of African American or Hispanic/Latino students as compared to the corresponding school districts. In addition, over 90% of the students served by PACT are low income and 20% are undocumented students.

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

Many decades of education advising.

### **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.**

PACT, Plan of Action for Challenging Times (aka PACT, Inc. or PACT) was founded in 1963 in San Francisco in the midst of the civil rights movement, by Everett Brandon and Henry Lucas, DDS.

The co-founders created a “plan of action for challenging times” to change the fact that no Black people were employed in downtown San Francisco businesses in those days. PACT, in short, was born as a free job placement and job development office. Mr. Brandon remains PACT Board Chair as of today.

PACT's first office, which opened in 1963, was a room in a building at 593 Market Street located at the corner of 2nd and Market streets.

PACT was officially incorporated as a California nonprofit corporation on January 30, 1964.

In 1970, PACT was able to purchase a property at 635 Divisadero Street in the Haight Ashbury/Western Addition neighborhood. The property has served as PACT official San Francisco headquarters to this date.

As of 2002, PACT expanded into the East Bay, serving 600 students annually in Richmond and Vallejo supported by additional TRiO Talent Search and Upward Bound Programs. Therefore, in 2002 PACT opened an additional business location in Vallejo, holding two operational sites between 2002 and 2016.

PACT was able to maintain its San Francisco activities until 2016. Significant shifts in Bay Area demographics had made it increasingly difficult for the city's low-income students to meet the eligibility criteria for federal funding. For this reason, PACT was unable to renew its San Francisco TRiO grants, while PACT's East Bay activities have continued to this date.

PACT's physical location of its headquarters at 635 Divisadero Street, in the Western Addition neighborhood, is emblematic of the African American heritage in post-WWII San Francisco. Even the loss of PACT's federal funding to San Francisco underserved students is emblematic of the displacement of the Black community to Oakland and the East Bay, as well as of the gentrification of San Francisco's neighborhoods since the turn of the millennium.

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

Plan of Action for Challenging Times is a non-profit organization.

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

Since the early 1960s, PACT has offered San Francisco low-income students continuous and dedicated service, without any breaks.

PACT has been the recipient of the Federal TRiO Educational Talent Search Program since 1965 to support San Francisco's low-income students with college advising. TRiO grants are 5-year renewable funding programs specifically targeting low-income and first-generation students who must meet the Federal poverty line. Unfortunately, low-income definition by Federal standards does not align with today's California economic standards and demographics. It is for this reason that in 2016 PACT was not able to renew its federal funding to serve San Francisco students.

However, the organization maintained its mission by offering services to schools in other locations, such as Richmond, Vallejo, and Vacaville in West Contra Costa and Solano counties, where the need is even greater and median income levels are lower than in the city. Indeed, with the city's gentrification trends, much of the population originally served by PACT in neighborhoods like Western Addition and the Mission was displaced to the East Bay.

Although not serving San Francisco students since 2016, PACT has maintained its Divisadero headquarters, as well as an active San Francisco Business Registration. In addition, PACT is a San Francisco Landlord at 635 Divisadero Street, hosting since 2012 San Francisco Skate Club ([sfskateclub.com](http://sfskateclub.com)), an afterschool and educational program for youth.

Recently, PACT has launched a three-year strategic plan. One of its major goals is to secure alternate funding sources to grow and enable PACT to re-enter San Francisco's schools.

## **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.**

A Black-led organization founded in the civil rights movement to provide economic and educational opportunities to Black people, PACT's history is intimately tied to the history of the Black community in San Francisco from the 1960s through today.

Recognizing early on that survival in the job market would soon demand a college degree, PACT started helping young adults and high school students to get into college and receive financial aid. In 1965, PACT was able to secure federal funding from the Health Education and Welfare Department, pioneering one of the first TRiO Educational Talent Search programs on the West Coast, a funding that consistently supports PACT until today.

In 1968, PACT had become a \$500K organization with a staff of 20 and a three-pronged approach to advance economic and educational opportunities for Black people: job placement and workforce development, education, and business promotion.

In the 1970s, PACT's economic development arm dried up, shifting PACT's focus entirely to education. By the end of the 1990s, PACT's presence in San Francisco had grown to 14 high schools and two middle schools, providing college advising, mentoring, enrichment exposure activities, scholarships, college and financial aid counseling, and tutoring to 2,500 low-income students and students of color.

PACT has been tirelessly committed to providing equality of opportunities for its community. Since it was founded, PACT has provided tutoring and mentoring to nearly 60,000 alumni from Black, low income, first generation, and historically underrepresented students in San Francisco. Of that record number, 20,000 students graduated from college mostly with financial aid.

PACT's contribution to the education and economic development of the Black community in the city and to the city of San Francisco at large, since the early challenging times of the 1960s, is undeniable.

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

PACT was founded in 1963 in the midst of the civil rights movement. It was the year of the March on Washington for Jobs and Freedom, Martin Luther King Jr.'s "I have a dream" speech, the bombing of the 16th Street Baptist Church in Birmingham, Alabama, that took the lives of four Black schoolgirls, the assassinations of Medgar Evers and President John F. Kennedy, and Langston Hughes' "Dream Deferred" poems. It was a time of civil rights unrest in the Bay Area as well: the San Francisco State University and Berkeley campus protests, San Francisco hotel picket lines, and the Van Ness Auto Row sit-in.

PACT was incorporated in 1964, the year the Civil Rights Act was signed into law by President Johnson. At the time, no Black people were employed in downtown San Francisco's businesses. In its early days, PACT's free job placement office immensely contributed to the economic development of its community.

In 1970, PACT established its headquarters at 635 Divisadero Street, a Victorian style home in the Haight Ashbury/Western Addition neighborhood. The property purchase was made possible through a bequest from Elizabeth Heller, a member of the Heller family, a San Francisco notable benefactor and early supporter of PACT. The ribbon cutting ceremony was attended by then Department of Commerce Secretary Maurice Stans.

On October 19, 2023, PACT celebrated its 60th anniversary at the Southeast Community Center at 1550 Evans Street in San Francisco. PACT was blessed by the presence of special guest Congresswoman Barbara Lee; keynote speaker Tony Thurmond, California State Superintendent of Public Instruction; and Mistress of Ceremony Kumasi Aaron, ABC News Anchor. The Honorary Committee included Mayor London N. Breed, Mayor Willie Brown, and District Attorney Brooke Jenkins, who were also present. On that day, Mayor London Breed presented PACT with a Proclamation establishing October 19 as PACT Day in San Francisco.

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

PACT is a community-based organization providing college access to low-income first generation and historically underrepresented minority middle and high school students. Therefore, PACT does provide services to the community and the public at large.

In addition, PACT Board and Board Chair have been serving in a variety of other non-profit boards. Everett Brandon, PACT co-founder, served as President of the San Francisco Mental Health Board between 1988 and 1996.

Kimberly Brandon served as Commissioner of the San Francisco Port Commission from 1997 to present, past Chair of the Museum of the African Diaspora (MOAD), first African American Chair of the San Francisco State Foundation, Chair of the San Francisco Grants for the Arts Advisory Panel, and Chair of Metta Fund.

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

Following are key media references for PACT:

- ***Everett Brandon, Civil Rights Leader***  
Beyond the Fog Radio  
February 28, 2024  
<https://mailchi.mp/b6bedf07d186/july-12th-6703003?e=ae4fc08cb4>
- ***Talented Twenty-Five***  
Sun-Reporter  
December 28, 2023  
<https://drive.google.com/file/d/1pg6rOpKltHcKGyCXUCE1d7hTe1XWRXIG/view>
- ***Meet PACT, Plan of Action for Challenging Times***  
Hoodline  
August 1, 2014  
<https://hoodline.com/2014/08/meet-pact-plan-of-action-for-challenging-times/>
- ***Blacks, Blues, Black – Everett Brandon JD, PACT Co-Founder, Interviewed by Dr Maya Angelou***  
KQED San Francisco  
1968  
<https://vimeo.com/134524627>
- ***The Negro Middle Class is Right in the Middle***  
Fortune Magazine  
November 1966
- ***Article written by Columnist Warren Hinckle***  
San Francisco Chronicle  
1964

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

For its 60th anniversary, PACT received a proclamation by Mayor London N. Breed declaring October 19, 2023, "PACT Day in San Francisco."

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

If PACT's headquarters at 635 Divisadero Street were to be sold or relocated, San Francisco would definitely lose a symbol of its own history. In addition to being an example of the city's iconic Victorian style architecture, 635 Divisadero is an emblematic symbol of the history of the Western Addition neighborhood which has embodied African American legacy in San Francisco



for several decades. To PACT and the community it serves, 635 Divisadero truly is a historic landmark. Seemingly standing as a witness to the sad unfolding of 40 years of Western Addition urban renewal that did not always live up to its promises, 635 Divisadero is one fully owned Black property that survived the times, hopefully casting light into the future.

### **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?**

PACT is associated with its physical property located at 635 Divisadero Street in the Western Addition neighborhood, just a block from iconic Alamo Square. Once a major north-south thoroughfare punctuated by gasoline stations, Divisadero has now become a hipster commercial corridor. The Victorian style two-unit two-story building was built in 1900 and boasts approximately 5,000 square feet of interior usable space, including a basement and attic. It has housed PACT headquarters since its purchase in 1970. The PACT signage above the front porch of the yellow Victorian has remained intact since.

The building needs refurbishing, whether in the form of partial upgrading in the short term or as an extensive renovation in the long term. The PACT Board is evaluating these options and the necessary funding.

Refurbishing 635 Divisadero Street will be undertaken not only in connection with PACT returning to San Francisco schools, but also in connection with the Community Education Opportunity Center that the renovated headquarters will host in the future.

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

PACT has recently celebrated its 60th anniversary, commemorating its founders and 60 years of extraordinary service that impacted 60,000 alumni. In practice, and since inception, PACT's main business activity has been to support low-income and minority youth to get to college. The PACT Board is committed to continue this legacy: "tutoring and college advising for low-income and historically underserved students to build equity through education in San Francisco."

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

PACT has not been serving San Francisco students since 2016, when San Francisco Federal funding came to an end due to the number of low-income and first-generation students not meeting the low-income standards required by the TRiO grant programs. As a community-based organization rooted in Western Addition, PACT's absence from the city replicates the displacement of Black communities. The lack of representation of the Black community in San Francisco unfortunately points to the stark inequalities that still exist today.

With recent city's initiatives to redress, at least in part, such inequities, PACT hopes to return to its college advising work and continue its legacy in San Francisco. Indeed, closing the achievement gap for historically underserved youth sadly remains as timely a challenge as it was in the troubled 1960s. PACT is committed to reconnect with public schools in San Francisco and pursue its mission to serve low-income students, without the strict limitations of the federal guidelines.

PACT's return to its San Francisco original roots has become a major goal of its three-year strategic plan. To make this possible, PACT has been seeking alternate sources of funding at the city, county, state, and foundation levels. PACT's innovative approach will tackle academic intervention in the early development years by targeting elementary to high school students while focusing on student persistence, academic achievement, and college advising. The program will be modeled after the TRiO program without the federal low-income ceiling.

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

The major challenge PACT is facing is related to funding. The loss in 2016 of the San Francisco-based TRiO grant programs shed light on the fact that for 60 years PACT has been relying on federal funding. The return of PACT to serving San Francisco's low income, first generation, minority, and transitional youth is now dependent on securing alternative types of funding. Therefore, a major goal of PACT's strategic plan is to diversify the organization's funding sources at the city, county, and state levels, as well as at the philanthropy level.

---

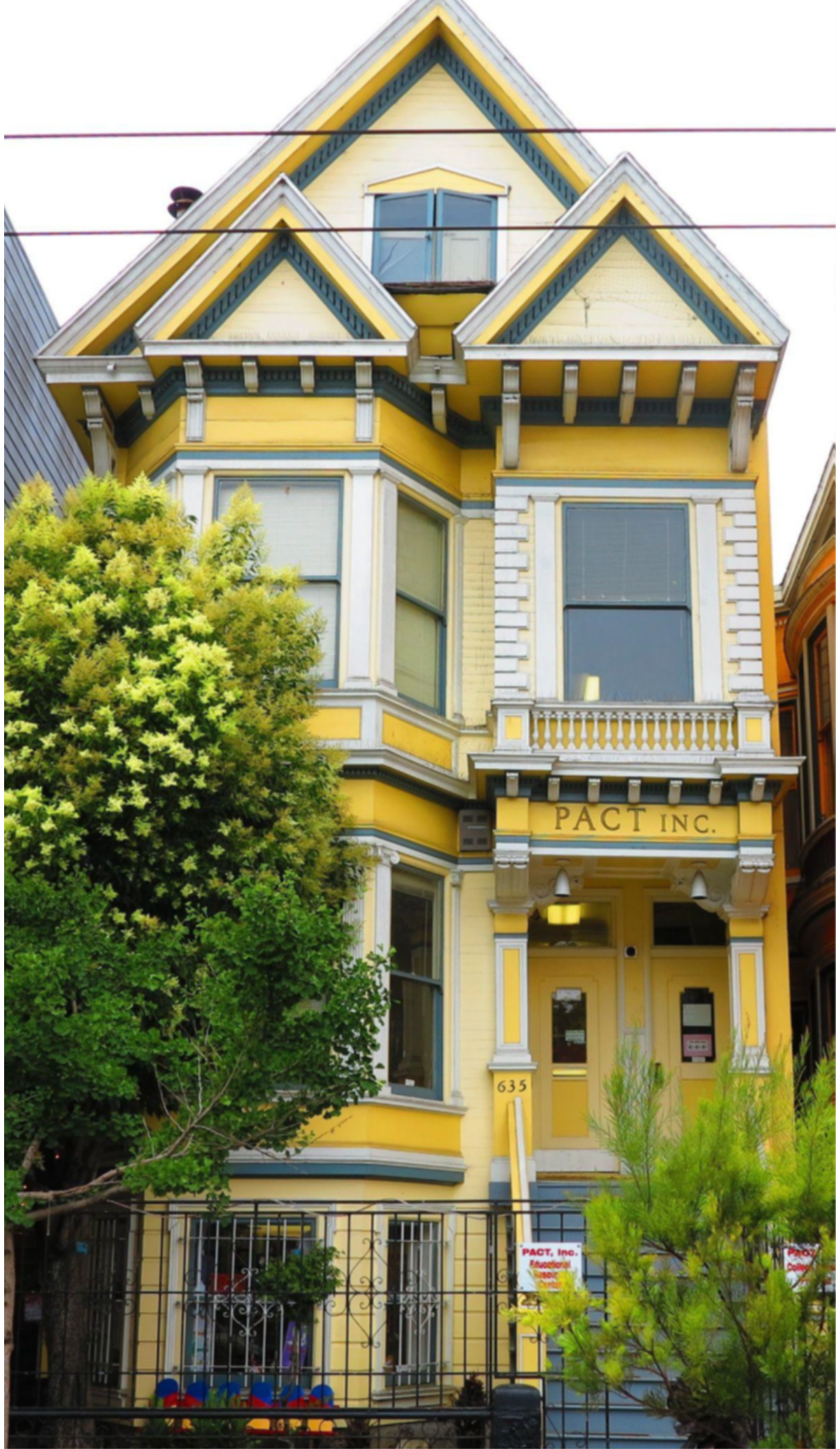
**Legacy Business Program staff will add the following details:**

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

Services for low-income and minority youth.

**b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The Planning Department Historic Resource Status of the building at 635-637 Divisadero Street is "A - Historic Resource Present." The building is a contributor to the Eligible NOPA Historic District.



PACT INC.

635

PACT, Inc.  
Educational  
Support  
Services

PACT  
Collaborative





664855

ARTICLES OF INCORPORATION OF

ENDORSED  
FILED  
JAN 30 1964  
FRANK M. JORDAN, Secretary of State  
By JAMES E. HARRIS

The undersigned hereby organize a non-profit corporation under the laws of the State of California and do hereby certify:

FIRST: The name of this corporation is FACT, Plan of Action for Challenging Times.

SECOND: The specific and primary purposes for which the corporation is formed are:

(1) To promote social growth and welfare in the Negro community and in the community generally by

[a] The improvement of employment opportunities for Negroes through the education of prospective employers and Negroes concerning available opportunities and personnel;

[b] Promoting community development and halting community deterioration through the improvement of economic conditions in the Negro community;

[c] Educating the Negro community about its human and civil rights.

[d] Improving the education of Negroes;

[e] Educating Negroes concerning the history and cultural resources and development of the Negro people.

(2) To develop needed service and

public organizations fundamental to the accomplishment of these purposes.

(3) To create the conditions essential for growth within the Negro community by stimulating new approaches, experimentation and workable ideas.

(4) To do all things necessary and appropriate to carry out the purposes described in this Article Second.

THIRD: Notwithstanding any other provision of these Articles, the purposes and powers and activities of the corporation and the distribution of principal and income by it shall be subject to the following limitations:

(1) No part of the net earnings of the corporation shall inure to the benefit of any member, private shareholder or individual, and,

(2) No part of the activities of the corporation shall consist in carrying on propaganda or otherwise attempting to influence legislation and the corporation shall not participate or intervene in any political campaign on behalf of, or in opposition to, any candidate for public office.

FOURTH: This corporation is organized pursuant to the General Non-profit Corporation Law of the State of California.

FIFTH: The principal office for the transaction of business of the corporation is to be located in the City and County of San Francisco, State of California.

SIXTH: The number of directors of the



corporation shall be three unless and until such number shall be changed by an amendment to these Articles or by a By-Law adopted by the members; provided, however, that the number of directors shall in no event be less than three. The names and addresses of the persons who are appointed to act as the first directors until the selection of their successors are:

Henry Lucas, Jr.	90 Argonaut Avenue San Francisco 34, California
Everett Brandon	59 Lobos Street San Francisco 27, California
Elizabeth Heller	3157 Jackson Street San Francisco 15, California

SEVENTH: Upon the liquidation, dissolution or winding up of the corporation, the directors shall distribute its assets to one or more non-profit corporations or organizations organized and operated exclusively for charitable, scientific, educational and religious purposes.

IN WITNESS WHEREOF, the undersigned, first directors, have hereunto signed our names this 14 day of January, 1964.

Everett C. Brandon

Henry Lucas, Jr. D.D.S.

Elizabeth Heller

STATE OF CALIFORNIA, :  
: ss.  
City and County of San Francisco :

On this 14th day of January, 1964, before me, Laura J. Grignon, a Notary Public for the State of California with principal office in the City and County of San Francisco, personally appeared EVERETT BRANDON, HENRY LUCAS, JR. and ELIZABETH HELLER, known to me to be the persons whose names are subscribed to the within Articles of Incorporation and acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal on the day and year first above written.

[SEAL]



*Laura J. Grignon*  
/s/ LAURA J. GRIGNON  
Laura J. Grignon, Notary  
Public in and for the City  
and County of San Francisco,  
State of California

My Commission Expires April 14, 1968

ENDORSED  
FILED  
In the office of the Secretary of State  
of the State of California  
MAR 23 1964  
MARK M. JORDAN, Secretary of State  
By F. C. VOGEL  
Deputy

CERTIFICATE OF AMENDMENT OF ARTICLES OF  
INCORPORATION OF PACT, PLAN OF ACTION  
FOR CHALLENGING TIMES

HENRY LUCAS and EVERETT BRANDON certify:

1. That they constitute at least two-thirds of the incorporators of PACT, Plan of Action for Challenging Times, a California non-profit corporation.

2. That they hereby adopt the following amendment of the Articles of Incorporation of said corporation:

ARTICLE SECOND is amended to add a new subparagraph

(5) as follows:

" (5). The purposes of this corporation shall be exclusively charitable and educational and the corporation will engage in the activities outlined in this Article Second for charitable and educational purposes only."

3. This corporation has admitted no members other than the incorporators.

Dated: March 17, 1964.

/s/ Henry Lucas, Jr. D.D.S.  
HENRY LUCAS

/s/ Everett Brandon  
EVERETT BRANDON

Each of the undersigned declares under penalty of perjury that the matters set forth in the foregoing Certificate are true and correct.

Executed at San Francisco, California on March 17, 1964.

/s/ HENRY LUCAS, Jr. D.D.S.

/s/ EVERETT BRANDON

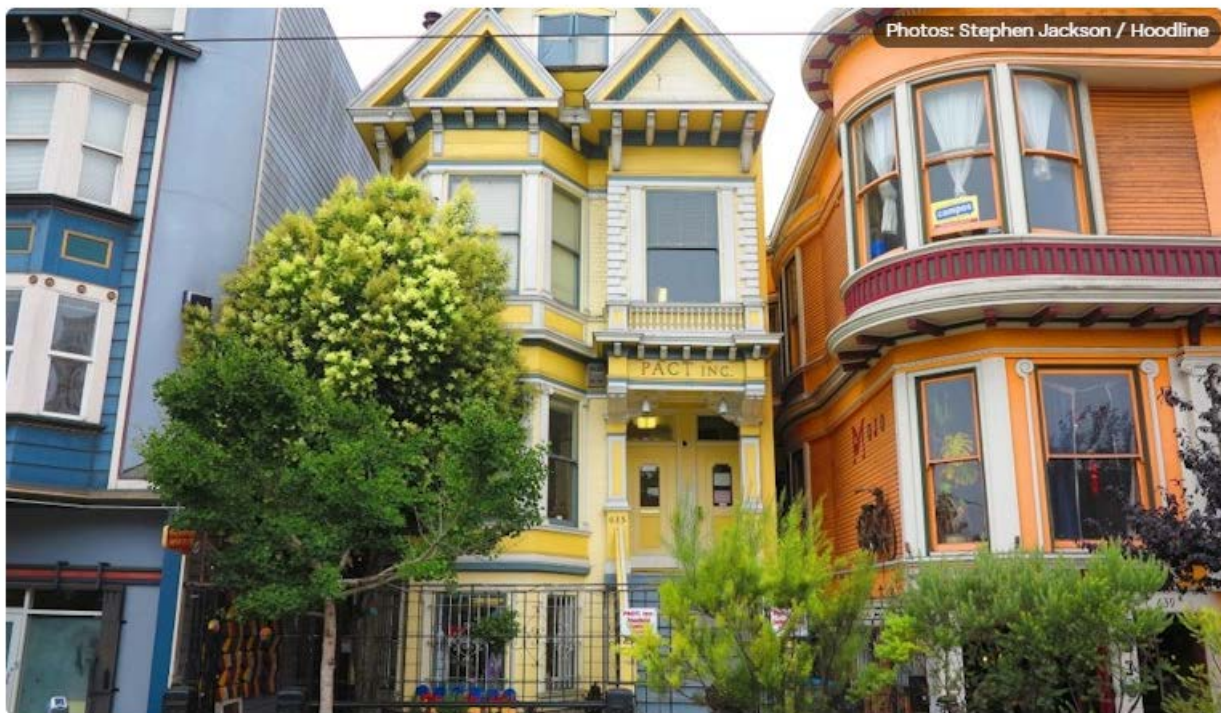
Bay Area / San Francisco



# MEET PACT, PLAN OF ACTION FOR CHALLENGING TIMES

By Stephen Jackson

Published on August 01, 2014



Amidst the coffee shops, bars, restaurants and artisan knick-knack stores that line Divisadero these days, there remains a powerhouse for social justice that has been operating in the same location since the late 70's.

Welcome to PACT. Founded in 1963 by Everett Brandon, JD and Henry Lucas, Jr., DDS, PACT is a Community Based Organization (CBO) that helps low-income students in the Bay Area get into college. The name stands for Plan of Action for Challenging Times, and although the original intention of Brandon and Lucas was to provide support to the young African-American community of San Francisco, their services have always targeted all low-income and underserved populations.

We sat down with CEO and Executive Director Derek Toliver and Project Director Annette Dennett to learn a bit more about a valuable organization headquartered right here in the neighborhood.

Toliver told us that the original founders got the idea for the program while walking through the city's Financial District back in the early sixties and seeing little to no black people whatsoever.

"They were trying to figure out a way to empower the black community in San Francisco to achieve more employment and educational opportunities," Toliver told us. He says Brandon was actually the first African-American stockbroker in the Bay Area. Seeing the vast disparity between whites and others, both founders realized that it was critical to step in and give underserved communities a fighting chance for economic and educational success.



When PACT was formed, it was, according to Toliver, the first CBO to bring in federal dollars to San Francisco. Funded initially through SBA and HEW grants, the organization remains a

501c3 non-profit organization, but now receives funding through a TRiO Talent Search grant. This grant mandates certain performance standards, including a minimum enrollment of 2,225 students per year (although they estimate there are roughly 3,000 participants in San Francisco), and an 80% success rate in enrolling high school seniors into college each year. It should also be noted that although they are headquartered in San Francisco, PACT also has offices in Richmond and Vallejo, and serve roughly 700-800 students in those areas combined.

Although PACT initially provided support to both teenagers as well as adults either reentering college or enrolling for the first time, the main focus of the organization has evolved to serving middle and high school level students, partially due to a condition of their grant stating that participants must be under 27 years old. This, however, is slowly changing, with more and more “alternative “ clients using the office on Divisadero as a locus for services.

PACT provides both individual and group support to students beginning in the sixth grade. At that level, kids receive tutoring at their school site, as well as early advising with the aim of getting kids thinking about college as a very real possibility early on. Once in high school, participants begin attending “College 101” workshops at their schools, and also receive individual college counseling by advisors who are on site roughly twice a week. Workshop topics include financial aid, introductions to the UC/CSU system, campus tours, job readiness, and writing the personal essay. Although about 40% of the entire program in the city consists of seniors, PACT offers support to students throughout their high school career. Currently, PACT has advisors at Burton, Lowell, Washington, Balboa, Lincoln, Wallenberg, and Thurgood Marshall. They also run a summer academy out of their Divisadero location, holding workshops with many of the same components.

To give you an idea of the effectiveness of the program, just last year PACT saw 93% of seniors enrolled in their first year of college, nearly all coming from low-income households, many of them being the first person in their family to attend college. PACT has served over 60,000 students, and 36,000 of those folks have successfully matriculated into post-secondary institutions.

Those are some serious numbers.

If you really wanted to know the impact that PACT has had on someone’s life, just ask Tolliver. He himself participated in PACT at San Francisco’s Woodrow Wilson High School back in 1970. He told us how his advisor, Charlene Folsom, was the first person who told him he could go to Stanford, something he had never even considered as a possibility. He told us how her careful guidance and encouragement, including her suggestion to get



letters of recommendation from his senator and state congressman, put him on a path through which he was successfully enrolled at Stanford.

“The experiences and connections I made at Stanford were life-changing and never would have happened without PACT. In my family alone, PACT is responsible for five degrees,” he told us, referring to the fact that his three daughters went on to get degrees when they came of age, a reality he feels would not have happened had he not received the initial support from PACT way back when.

Toliver spoke a great deal about how PACT is able, among other things, to truly change the mindset of a student from a challenging background and provide them with a worldview that includes a post secondary education. “It changes your entire perception of what’s possible,” he told us.

When asked how their initial goal of serving the largely marginalized African American population of San Francisco has changed as a result of the changing racial makeup of San Francisco, Toliver said that “PACT is still standing for a level playing ground, for equity,” despite dwindling numbers of African-Americans in San Francisco (in 2010, it was just 6.3%, a 35.7% decrease from 20 years prior). Due to the demographic shifts of today, PACT serves predominantly Asian students, followed by Latinos, and then African-Americans. Despite these changes Toliver is optimistic, as is Dennett. “I believe the reason PACT works so well is because we aren’t targeting a specific group. We are not tracking the 3.0’s [GPA] ... we are there to let any type of student there is a place for them,” Dennett told us.

Toliver sees the new influx of cash into San Francisco as a “tsunami of opportunities” for students in his program, stating that he’s committed to making the fields of tech, medicine and engineering available to those who might miss it without their help. He hopes to help develop a pipeline for the next generation of workers, many of whom could come from underserved communities with the correct amount of guidance.

“We want to turn needy communities into communities we need, by empowering them through education and opportunities.”

# P

# roclamation

City and County of San Francisco

**WHEREAS**, the City and County of San Francisco traditionally recognizes organizations that have made significant and remarkable contributions to the vitality of our City, and the dedicated work of Plan of Action for Challenging Times also known as PACT, Inc. truly represents San Francisco values at their best; and

**WHEREAS**, founded by Everett Brandon, J.D. and Dr. Henry Lucas in 1963, PACT, Inc. first began on Market Street and has since grown into an organization that has served thousands of students by placing them into post-secondary institutions, most of whom with financial assistance; and

**WHEREAS**, located in the heart of San Francisco, PACT, Inc. opened its official headquarters and the Educational Opportunity Center on Divisadero Street in 1970; and

**WHEREAS**, as a testament to its steadfast dedication, PACT, Inc. has worked with multiple San Francisco high schools over many years to ensure that students have the support they need to develop and achieve a higher education; and

**WHEREAS**, PACT, Inc. continues to provide tools to students across the Bay Area necessary for our next generation of leaders to learn and grow including college advising, mentoring, scholarships, financial aid counseling, and more; and

**WHEREAS**, the unwavering commitment of PACT, Inc. has undoubtedly made a positive, lasting impact on our students and the incredible work of the staff and volunteers to uplift our young people deserve a grand celebration; now

**THEREFORE BE IT RESOLVED**, that I, **London N. Breed**, Mayor of the City and County of San Francisco, on the occasion of the 60th Anniversary of PACT, Inc., do hereby proclaim October 19, 2023 as...

## PACT, INC. DAY

*...in San Francisco!*



*IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.*

A handwritten signature in blue ink that reads "London Breed".

*London N. Breed*  
Mayor



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: OCTOBER 16, 2024**

*Filing Date:* September 18, 2024  
*Case No.:* **2024-008631LBR**  
*Business Name:* Plan of Action for Challenging Times/PACT, Inc.  
*Business Address:* 635 DIVISADERO ST  
*Zoning:* NCT (DIVISADERO STREET NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT) Zoning District  
 65-A Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 1201/004  
*Applicant:* Annette Dennett  
 635 Divisadero Street  
*Nominated By:* Supervisor Dean Preston  
*Located In:* District 5  
*Staff Contact:* Michelle Langlie - 628-652-7410  
[Michelle.Langlie@sfgov.org](mailto:Michelle.Langlie@sfgov.org)

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

## Business Description

Plan of Action for Challenging Times (PACT, Inc.), is a community-based non-profit organization providing college access to low-income, first-generation and historically underrepresented minority middle and high school students. PACT also provides support to underserved students and students of color in San Francisco, and in the East Bay as well. PACT advisors, tutors, and mentors prepare students for college and the workforce by providing college navigation and application support; financial aid and scholarship advising; tutoring and mentoring; and enrichment exposure activities. PACT educates and supports low-income high school students in the college access process, empowering them to realize the dream of a brighter educational and financial future, while becoming tomorrow's community leaders.

PACT was founded in 1963 by Everett Brandon and Henry Lucas, Jr., DDS. Originally a free job placement and development office, PACT was established to address the lack of Black employment in downtown businesses. PACT opened its first office at 593 Market Street and was officially incorporated as a nonprofit in 1964. In 1970,

PACT acquired its San Francisco headquarters at 635 Divisadero Street in the Western Addition, an area of great importance to the African American community of the city.

In 2002, PACT expanded into the East Bay, serving 600 students annually through TRiO Talent Search and Upward Bound programs, with sites in Richmond and Vallejo. However, by 2016, PACT's programmatic work for San Francisco residents ceased due to demographic shifts and difficulties meeting federal funding criteria, reflecting broader issues of Black displacement and gentrification in the City. PACT's East Bay activities have continued, and the Divisadero headquarters in District 5 has remained active throughout and is a landmark of Black history in San Francisco.

Despite the setback in 2016, PACT is determined to reconnect with San Francisco's schools and address the ongoing inequalities that continue to displace Black communities. The organization's three-year strategic plan aims to relaunch its college advising work, free from the constraints of federal guidelines. PACT is actively seeking new funding from city, county, state, and foundation sources to support an innovative program for students from elementary to high school, focusing on academic intervention, persistence, and college advising. PACT recently celebrated its 60th anniversary, and this renewed effort mirrors the original spirit of the organization, reaffirming PACT's commitment to closing the achievement gap for historically underserved youth in San Francisco.

## Staff Analysis

### Review Criteria

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

The business was founded in 1963.

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

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

- a. PACT has operated continuously in San Francisco for 61 years.
- b. PACT has contributed to the history and identity of the Western Addition and Haight-Ashbury neighborhoods and San Francisco.
- c. PACT is committed to maintaining the physical features and traditions that define the organization.

#### 3. *Is the business associated with a culturally significant art / craft / cuisine / tradition?*

Yes. The business is associated with the tradition of Black-led organizations founded during the civil rights movement.

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

Yes. The property is associated with significant architecture. 635 Divisadero Street is located within the California Register-eligible NOPA Historic District. The area known as the North of the Panhandle (NoPa) neighborhood consists primarily of two- and three-story residential buildings that were constructed during the late 19th century and early 20th century. The area exhibits a predominantly Victorian and Edwardian Era



architectural character, and includes styles such as Italianate, Stick/Eastlake, Queen Anne, Craftsman, and Classical Revival. The Planning Department Historic Resource Status of the building at 635-637 Divisadero Street is “A - Historic Resource Present.” The building is a contributor to the Eligible NOPA Historic District.

The business is associated with significant events. PACT was founded in 1963, in the midst of the civil rights movement. It was the year of the March on Washington for Jobs and Freedom, Martin Luther King Jr.’s “I have a dream” speech, the bombing of the 16th Street Baptist Church in Birmingham, Alabama, that took the lives of four Black schoolgirls, the assassinations of Medgar Evers and President John F. Kennedy, and Langston Hughes’ “Dream Deferred” poems. It was a time of civil rights unrest in the Bay Area as well: the San Francisco State University and Berkeley campus protests, San Francisco hotel picket lines, and the Van Ness Auto Row sit-in. Additionally, PACT was incorporated in 1964, the year the Civil Rights Act was signed into law by President Johnson. At the time, no Black people were employed in downtown San Francisco’s businesses. In its early days, PACT’s free job placement office immensely contributed to the economic development of its community.

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

No.

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

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

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

Yes. There have been a number of features and articles on Everett Brandon and PACT, dating back to its founding, and as recently as a featured interview with Everett Brandon on the Beyond the Fog Radio podcast in 2024.

**Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 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.

A Black-led organization founded in the civil rights movement to provide economic and educational opportunities to Black people, PACT's history is intimately tied to the history of the Black community in San Francisco from the 1960s through today. In 1970, PACT acquired its San Francisco headquarters at 635 Divisadero Street in the Western Addition, an area of great importance to the African American community of the city. As one of the few Black-owned properties that has survived decades of urban renewal and gentrification, it serves as an important landmark for PACT and the broader community. Its core mission has been to serve low income, first generation, Black and historically underserved students, English learners, and transitional youth since its early days.

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

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

Current Locations:

- 635 Divisadero Street (1970 – Present)

Previous (No Longer Extant) Locations:

- 593 Market Street (1963 – 1970)

#### **Recommended by Applicant**

- Educational advisement and other services for low income, first generation, Black and historically underserved students, English learners, and transitional youth.
- Victorian-style, two-story building built in 1900 and PACT signage above the front porch.

#### **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: OCTOBER 16, 2024**

*Case No.:* **2024-008631LBR**

*Business Name:* Plan of Action for Challenging Times/PACT, Inc.

*Business Address:* 635 DIVISADERO ST

*Zoning:* NCT (DIVISADERO STREET NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT) Zoning District  
65-A Height and Bulk District

*Block/Lot:* 1201/004

*Applicant:* Annette Dennett  
635 Divisadero Street

*Nominated By:* Supervisor Dean Preston

*Located In:* District 5

*Staff Contact:* Michelle Langlie - 628-652-7410  
[Michelle.Langlie@sfgov.org](mailto:Michelle.Langlie@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PLAN OF ACTION FOR CHALLENGING TIMES/PACT, INC., CURRENTLY LOCATED AT 635 DIVISADERO ST, BLOCK/LOT 1201/004.

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 October 16, 2024, 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 PLAN OF ACTION FOR CHALLENGING TIMES/PACT, INC. 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 PLAN OF ACTION FOR CHALLENGING TIMES/PACT, INC.

*Location(s):*

Current Locations:

- 635 Divisadero Street (1970 – Present)

Previous (No Longer Extant) Locations:

- 593 Market Street (1963 – 1970)

*Physical Features or Traditions that Define the Business:*

- Educational advisement and other services for low income, first generation, Black and historically underserved students, English learners, and transitional youth.
- Victorian-style, two-story building built in 1900 and PACT signage above the front porch.

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 October 16, 2024.

Jonas P. Ionin  
*Commission Secretary*

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: October 16, 2024