



Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 28, 2016

BAY AREA VIDEO COALITION, INC.

Application No.: LBR-2016-17-020
Business Name: Bay Area Video Coalition, Inc.
Business Address: 2727 Mariposa Street, Second Floor
District: District 9
Applicant: Carol Varney, Executive Director
Nomination Date: October 3, 2016
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Bay Area Video Coalition, Inc. (BAVC) is a non-profit organization founded in 1977 that has become a community hub for media makers in the Bay Area and across the country, serving many low-income, unemployed and under-employed teens and adults. They are located in and serve the Mission District on Mariposa Street between Bryant and Florida streets. The organization annually serves as a resource center for educational and artistic work in video and multimedia in San Francisco. It serves thousands of freelancers, filmmakers, job-seekers, activists and artists by providing access to media making technology, storytelling workshops, and a diverse and engaged community of makers and producers, services and resources. The mission of BAVC is to "inspire social change by empowering media makers to develop and share diverse stories through art, education and technology." BAVC works to support skillsets of the individuals and groups they serve while also supporting their searches for meaningful employment.

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

2940 16th Street from 1977-1982 (5 years)
1111 17th Street from 1982-1997 (15 years)
2727 Mariposa Street, Second Floor from 1997-Present (19 years)

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

Yes, the applicant has contributed to the Mission District neighborhood's history and identity.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

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:

- Bay Area Video Coalition, Inc. is associated with the art of film and media creation.
- Bay Area Video Coalition, Inc. has contributed to the Mission District and Bay Area community's history and identity in a number of ways. BAVC offers industry standard technology to people outside of the mainstream broadcast stratum and offers a job center for students, job seekers and industry professionals to network and share opportunities. The organization also offers an ever-expanding roster of classes and resources for film and television creators as well as a no-cost media training program for low-income San Francisco youth and adults. The founding of BAVC was based on the idea of providing low-cost access to the most current, commercial grade equipment, training and technical assistance to underserved communities, and is an idea that is carried over continuously in its mission.
- Bay Area Video Coalition, Inc. is associated with Rockefeller Foundation Director Howard Klein, who gave the organization its first grant, and the Honorable Mayor Willie Brown who spearheaded the initial launch of the organization's workforce development programming in digital media.
- The business has been cited in the following publications:
 - SF Gate, 7/20/2015, "Coalition explores how to train workers for 21st century jobs," by Carolyn Said.
 - SF Weekly, 1/7/2015, "Record Keepers: The Bay Area Video Coalition Keeps the Static at Bay," by Pete Kane.

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

Yes, Bay Area Video Coalition, Inc. is committed to maintaining the physical features and traditions that define its craft and art of collaborating with and supporting media students, media professionals and job-seekers.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Bay Area Video Coalition, Inc. 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:

- Space(s) for classes, trainings, workshops and for people to come together and support one another in their personal and professional growth. This includes the Access Lab, Meeting Room and Blue lab.
- Business model that includes offering free or very low-cost services to anyone wanting to learn new technology and offering access to the latest technology innovations.
- Original factory use features including open light-filled spaces, high ceilings, and tall windows.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Bay Area Video Coalition, Inc. currently located at 2727 Mariposa Street, Second Floor, in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 28, 2016

BAY AREA VIDEO COALITION, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-020
Business Name: Bay Area Video Coalition, Inc.
Business Address: 2727 Mariposa Street, Second Floor
District: District 9
Applicant: Carol Varney, Executive Director
Nomination Date: October 3, 2016
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BAY AREA VIDEO COALITION, INC., CURRENTLY LOCATED AT 2727 MARIPOSA STREET, SECOND FLOOR.

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 November 28, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Bay Area Video Coalition, Inc. 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 Bay Area Video Coalition, Inc.:

Physical Features or Traditions that Define the Business:

- Space(s) for classes, trainings, workshops and for people to come together and support one another in their personal and professional growth. This includes the Access Lab, Meeting Room and Blue lab.
- Business model that includes offering free or very low-cost services to anyone wanting to learn new technology and offering access to the latest technology innovations.
- Original factory use features including open light-filled spaces, high ceilings, and tall windows.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 28, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-020
Business Name: Bay Area Video Coalition, Inc.
Business Address: 2727 Mariposa Street, Second Floor
District: District 9
Applicant: Carol Varney, Executive Director
Nomination Date: October 3, 2016
Nominated By: Mayor Edwin Lee

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

Incorporated in 1977.

2940 16th Street from 1977-1982 (5 years)
1111 17th Street from 1982-1997 (15 years)
2727 Mariposa Street, Second Floor from 1997-Present (19 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: October 3, 2016

Richard Kurylo
Manager, Legacy Business Program



Office of the Mayor
City & County of San Francisco



Edwin M. Lee

October 3, 2016

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

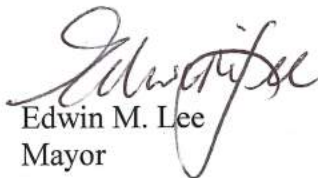
I am writing to nominate Bay Area Video Coalition (BAVC) for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

BAVC's mission is to empower media makers to develop and share diverse stories. Incorporated in 1976, BAVC has been a trusted community educator, collaborator, incubator, community builder and resource for San Francisco and beyond, annually serving over 7,500 youth, freelancers, filmmakers, job-seekers, activists and artists with artist residencies, technology, instruction and support services. BAVC continues to inspire positive social change and amplify the voices of independent media makers.

It is an honor to recognize the legacy and contributions of BAVC to our great city of San Francisco.

Sincerely,


Edwin M. Lee
Mayor



September 14, 2016

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

Dear Committee Members:

On behalf of the board and staff of Bay Area Video Coalition (BAVC), and I am thrilled to have the opportunity to submit for your review BAVC's application to become a Legacy Business in San Francisco. This year BAVC celebrates 40 years of serving the San Francisco community of artists, job seekers, creative professionals, youth and adults – a feat for any nonprofit organization, and a real testament to BAVC's ability to serve the San Francisco Bay Area in its need for employment and creative arts training while creating a vibrant creative community for all ages.

This year as we celebrate turning 40 we'll serving thousands of low-income, unemployed and under-employed teens and adults, helping them to grow their skillset while supporting them in gaining meaningful employment. This work is supported by San Francisco's Office of Economic and Workforce Development as well as many local and national funders. We are also operating the City's two Public Access television stations, and more than 100 San Francisco producers creating content for those channels. Our youth programs are serving 100 teens annually, and our membership services provides opportunities for artists and creative professionals to connect with leaders in the field, funders, and most importantly – a community of like-minded professionals for peer support. **The connections made through this network of programs and individuals**, as well as the network of resources amongst industry – and the support of City colleagues in our many endeavors has made a remarkable difference in our ability to do our work.

I share this as a small way of conveying the strong connections between the City of San Francisco and BAVC's success. **And this year, with our 40th anniversary to celebrate, we are hoping we will know about our Legacy Business status before November 17 – the date of our celebratory anniversary event (our biggest event ever, in fact) to take place at Bluxome Winery.** At the event we will be honoring members of our community who have been integral to our success, including The Honorable Mayor Willie Brown, Adobe, San Francisco Public Library, and Pam and Dick Kramlich, among others.

I would, of course, be happy to answer any questions the committee may have about our application. I can be reached at (415) 558-2149, or via email at carol@bavc.org.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads 'Carol Varney'.

Carol Varney
Executive Director

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:		
Bay Area Video Coalition, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Carol Varney, Executive Director (it is a nonprofit organization, without owners)		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2727 Mariposa Street, Second Floor San Francisco, CA 94114		((415) 558-2149
		EMAIL:
		carol@bavc.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
bavc.org	facebook.com/bayareavideocoalition	www.yelp.com/biz/bay-area-video-coalition-san-francisco

APPLICANT'S NAME	
Carol Varney	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	
2727 Mariposa Street, Second Floor San Francisco, CA 94114	
TELEPHONE:	
(415) 558-2149	
EMAIL:	
carol@bavc.org	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0948720	

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
50 Oak St.	94102	December 1976
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	December 1976 - September 1977	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2940 16th Street	94103	Start: September 1977
		End: August 1982

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1111 17th Street	94107	Start: August 1982
		End: August 1997

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2727 Mariposa St., 2nd Floor	94110	Start: August 1997
		End: Current

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.

Carol Varney 08/11/2016



Name (Print):

Date:

Signature:

Bay Area Video Coalition 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.

In a 1976 video shared with the Bay Area Video Coalition by the San Francisco GLBT Historical Society, a man in San Francisco's Castro District is being interviewed when suddenly he stops, mid-interview, and suggests that the man behind the camera -- the interviewer -- go to a meeting at "the main library, Civic Center" to share with "all the video people" in the Bay Area what they could do if they had "a center for video." He mentions "a study for the Rockefeller Foundation" and that "it's for video people; regardless of what your trip is. If you're into video, do it." (To see the GLBT Historical Society video shared with Bay Area Video Coalition, visit: <https://vimeo.com/183061868> Password: bavc2727.)

In the late 60s and early 70s, a new technology revolutionized media. Battery-powered and portable enough to be operated by a single person, the Portapak recording system offered ordinary people the possibility of creating their own video content. Portapak inspired and motivated a new generation of activists, artists and community groups who quickly seized upon the opportunity to tell new stories to larger and more diverse audiences. Social issue and experimental media making exploded around San Francisco and the Bay Area. So many independent video makers were applying to the Rockefeller Foundation for support during that time, in fact, that Howard Klein, then Director of Arts for Rockefeller, arranged a meeting of Bay Area video makers in 1976 to determine if there was a way to commonly support their efforts.

That initial collaboration of artists, activists, broadcasters, funders and industry -- those meetings at places like "the main library, Civic Center" -- sparked a unique synergy that founded and has sustained the Bay Area Video Coalition (BAVC) ever since.

Upon becoming incorporated as a nonprofit in September of 1977, BAVC moved to its second location, the red brick building at 2940 16th Street in the Mission District.

In the summer of 1982, BAVC moved to its third location at 1111 17th Street in Potrero Hill.

In 1997, BAVC moved to a more expansive location at 2727 Mariposa Street, where it is still located to this day.

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

BAVC is a not-for-profit corporation that, for the past forty years, has existed with the primary purpose of serving as a resource center for educational and artistic work in video and multimedia in San Francisco. Through forty years and four different locations around the city, BAVC has continued its mission to empower media makers to develop and share diverse stories through art, education and technology, adding to the cultural and artistic tapestry of San Francisco.

As a not-for-profit, BAVC has never had an official business owner, but has been supported by numerous individual, government and foundation entities throughout its existence. Before being

granted nonprofit status, BAVC operated from the Archdiocesan Communication Center at 50 Oak Street, just off of Market Street in the building that now houses the San Francisco Conservatory of Music. Without the not-for-profit status required to apply for grants from funding entities, BAVC was fiscally sponsored by the Archdiocesan Communication Center and applied for funding through them.

The countless BAVC initiatives over the years were supervised and spearheaded by a successive line of Executive Directors, starting 1976 with Gail Waldron, who served in the position until spring of 1983. BAVC's current Executive Director is Carol Varney.

c. 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.

BAVC resides in a building that is the former home to the Best Foods Mayonnaise Factory. The factory closed in 1992, and the area soon became a home to the growing creative, digital media business community. Protozoa, later replaced by Dotcomix, were housed in the building during the growth of the online animation industry. BAVC took over the second floor space in the building where it has resided for more than 20 years, remaining a vital community center as the neighborhood continues to grow and change around it.

Criterion 2

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

When BAVC was incorporated as a nonprofit in 1977 and moved to its second location at 2940 16th Street, the organization established its membership program for \$10 a year and created America's first nonprofit, broadcast-level suite that conformed to PBS standards. At the 16th Street location, BAVC also offered its first-ever workshop "Color Production" taught with a Hitachi FP-1020 camera and JVC portable recorder. Designated a "Major Media Center" by the National Endowment for the Arts in 1978, BAVC became renowned for offering industry-standard technology to people outside the mainstream broadcast echelon. In this spirit, in 1980, BAVC opened its first job center - a space for students, job seekers and industry professionals to network and share opportunities.

In 1982 when BAVC moved to its third location at 1111 17th Street, Portapak video, as portable as it was, proved to be broken more than it was functional. To support Portapak users, BAVC began an early version of what is now its Education department. The workshops and classes offered evolved throughout the 1980s and 90s. With the dawn of new, more efficient personal video technologies, Portapak eventually grew to be obsolete. To ensure that historic content filmed on Portapak and other video formats would not be lost, BAVC was awarded an NEA Challenge Grant to develop an in-house video preservation center.

With an ever-expanding roster of classes and resources for film and television creators of all stripes, BAVC moved to a more expansive location at 2727 Mariposa St. in 1997. At this time, BAVC launched its JobLink program, an intensive no-cost media training program for low-income San Francisco residents -- the echoes of which can today be felt in BAVC's current TechSF Program, a city-sponsored initiative which assists unemployed and underemployed San Francisco residents in finding meaningful work in the tech industry. By 1999, BAVC offered over 500 workshops per year, winning the Best Practices Award from the U.S. Department of

Housing and Urban Development for its JobLink efforts. This same year, BAVC established YouthLink, its media training program for young people in the community.

The new millennium saw BAVC collaborating with KQED on *Spark*, a co-production about the Bay Area arts scene. Numerous films nominated for Academy Awards completed their Post Production and closed-captioning at BAVC, including *The Weather Underground*, which was nominated for Best Documentary in 2004. In 2006, BAVC added YouthSounds, a music and video production training program, to YouthLink. In offering more expansive trainings, YouthLink became known as Next Gen and began serving over 500 low-income youth per year. In 2010, BAVC became the official home to SF Commons, San Francisco's Public Access Television station and, during a year of major renovations, signed a contract with the city of San Francisco to offer its TechSF program and expand its Employee Training Panel (ETP) efforts to offer more no-cost training to companies looking to expand their staff's technical expertise. The John D. and Catherine T. MacArthur Foundation recognized BAVC with its prestigious Award for Creative & Effective Institutions in 2011.

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

One of the ways in which BAVC remains connected to that which made it a business in the first place is through its preservation program. Since 1994, BAVC has served as a national hub for the preservation of culturally significant and community-based audio and moving image media. To this day, BAVC preserves the very type of media for which it became an organization in 1976 — Portapak 1/2" open-reel video. Through its preservation efforts, it continues to serve the artists, activists and community groups which have used video since the 1960s and 70s. Much of BAVC's preservation work is seen in museums, archives and libraries across the country, ensuring that vital pieces of history and vital images and sounds of San Francisco are digitized and preserved in perpetuity.

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

BAVC's founding documents and work created with BAVC's support have been featured in exhibitions at the Getty Center in Los Angeles (California Video Exhibition in 2008), the history of media art at the Denver Art Museum, and in 2013 at the Berkeley Art Museum / Pacific Film Archive as part of the *Radical Light* exhibition about the history of alternative media in the Bay Area, going back to 1945.

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

Bay Area Video Coalition received its first grant from renowned music critic and Rockefeller Foundation Director, [Howard Klein](#). BAVC's initial launch of workforce development programming in digital media was spearheaded and supported by the Honorable Mayor Willie Brown.

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

Long before the rest of the world realized that we had entered an Information Age, BAVC's founders recognized that the relentless march of technology, and its high price tag, would effectively block equal participation in the dissemination of information by nonprofits and the causes and populations that they exist to serve. They founded BAVC in an attempt to level the

playing field by providing low-cost access to the most current, up-to-the-minute commercial grade equipment, training and technical assistance to underserved communities.

Almost from the beginning, BAVC realized that training in media technology was going to be as crucial to its stakeholders as access to emerging technology tools. BAVC offers nearly 600 hands-on classes and workshops annually in the areas of video production, postproduction, audio, graphic design, game design/3D media arts, motion graphics and effects, web design and programming.

Since 1991, BAVC has offered MediaMaker Fellowships to independent artists working on social issue film and multimedia projects. Now known as the National MediaMaker Fellowship Program and supported in part by the National Endowment for the Arts, The Andy Warhol Foundation for Visual Arts and the California Wellness Foundation, this program nurtures filmmakers and artists the country over on projects seen internationally. In 2012, BAVC became the first-ever Tech Sector Coordinator for the City of San Francisco. For its work with freelancers, BAVC was named by the Aspen Institute as a participant in its national "Communities That Work" partnership in 2015. That same year, BAVC launched its first official Artist-in-Residence Program offering support, exhibition and public programming opportunities to artists working in the San Francisco Bay Area.

While the technological landscape is ever-changing, BAVC's mission to bring increased cultural and economic participation to underserved communities in San Francisco through media, and our belief that telling stories has transformative potential for both media maker and audience, remains. Over the past 40 years, BAVC has developed an entrepreneurial and adaptive web of programs and services that bring together a multi-generational mix of artists, experienced media professionals, educators, low-income youth and adults, and industry partners in that pursuit.

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

Its San Francisco location and deep connections to the heart of the digital media industry support BAVC's role in community and economic development. On a given day at BAVC's Mariposa St. facility, young people create beats or design games, learning invaluable skills that will lift them into lifelong careers in the tech and entertainment industries. On that same day, lifetime San Francisco residents in their 60s or 70s experiment with editing techniques for their public access television programs, which allow them to share their unique perspective on neighborhood issues and goings on with an audience. Down the hall, people take an Adobe Photoshop or Search Engine Optimization class, learning techniques that will help them to stay current and afloat with current digital marketing trends. BAVC is where technology, art and social justice meet.

This type of community-oriented business is essential to the character of San Francisco and its unique, determined residents. As technology and all it brings to the city start to outpace all else, BAVC helps to keep the culture and stories of San Francisco alive, using the very technology that sometimes threatens to diminish them. BAVC has helped to put storytelling technology in the hands of San Francisco residents for forty years and hopes to continue doing just that for the next forty. While BAVC began life as a local technical access center for video, it has grown into one of the most successful nonprofit production centers in the country. Over 10,000 *noncommercial film*, video, and new media programs have been produced at BAVC, including programs that have gone directly into the community to be used as information and organizing tools, and programs which are featured in major art museums and/or on national public broadcasting produced by artists and documentary makers.

BAVC's programs and community offerings have grown considerably over the years. The sheer number of activities that BAVC hosts and participates in within a given year make it an asset to San Francisco and the mediamaking communities and neighborhoods it serves, helping to amplify stories and voices that might not otherwise have a chance to be heard; ensuring that those kept outside the barriers of certain jobs have a chance to participate. Through all of its many initiatives, the organization still operates in the same neighborly, skill-sharing way in which it was first founded.

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

BAVC is housed in the original Best Foods Mayonnaise Factory.

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

BAVC brings thousands of community members to the neighborhood each year, providing customers for businesses in the area every day of the week, adding to the local economy. BAVC also serves low-income youth and adults in gaining workforce skills, and providing services for job matching with technology and digital media employers. The loss of BAVC at this site would mean the loss of low- and no-cost access to in-demand skills training for those with least access to these services, as well as a loss to businesses in the neighborhood.

Criterion 3

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

BAVC is well-known as a community center that welcomes anyone and everyone who is interested in learning new digital media skills and creating a network that supports every member. BAVC was started by volunteers, and while it has grown to a paid staff that supports more than 40 people annually, the character of that community-centric, collaborative environment remains. BAVC then, and now, creates a space for people from every walk of life to come together and support one another in their personal and professional growth, encouraging the sharing of stories – personal and community-based – that might not otherwise be heard.

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.)

BAVC was founded as a kind of “teaching hospital” for those learning what was at its founding a brand new technology: PortaPak Video. BAVC has retained two long-standing aspects of its business model traditions from the beginning: offering services free or at very low-cost to anyone at all who wants to learn new technology, and always offering the latest technology innovations. BAVC has always made new technology normally accessible to the few, accessible to the many.

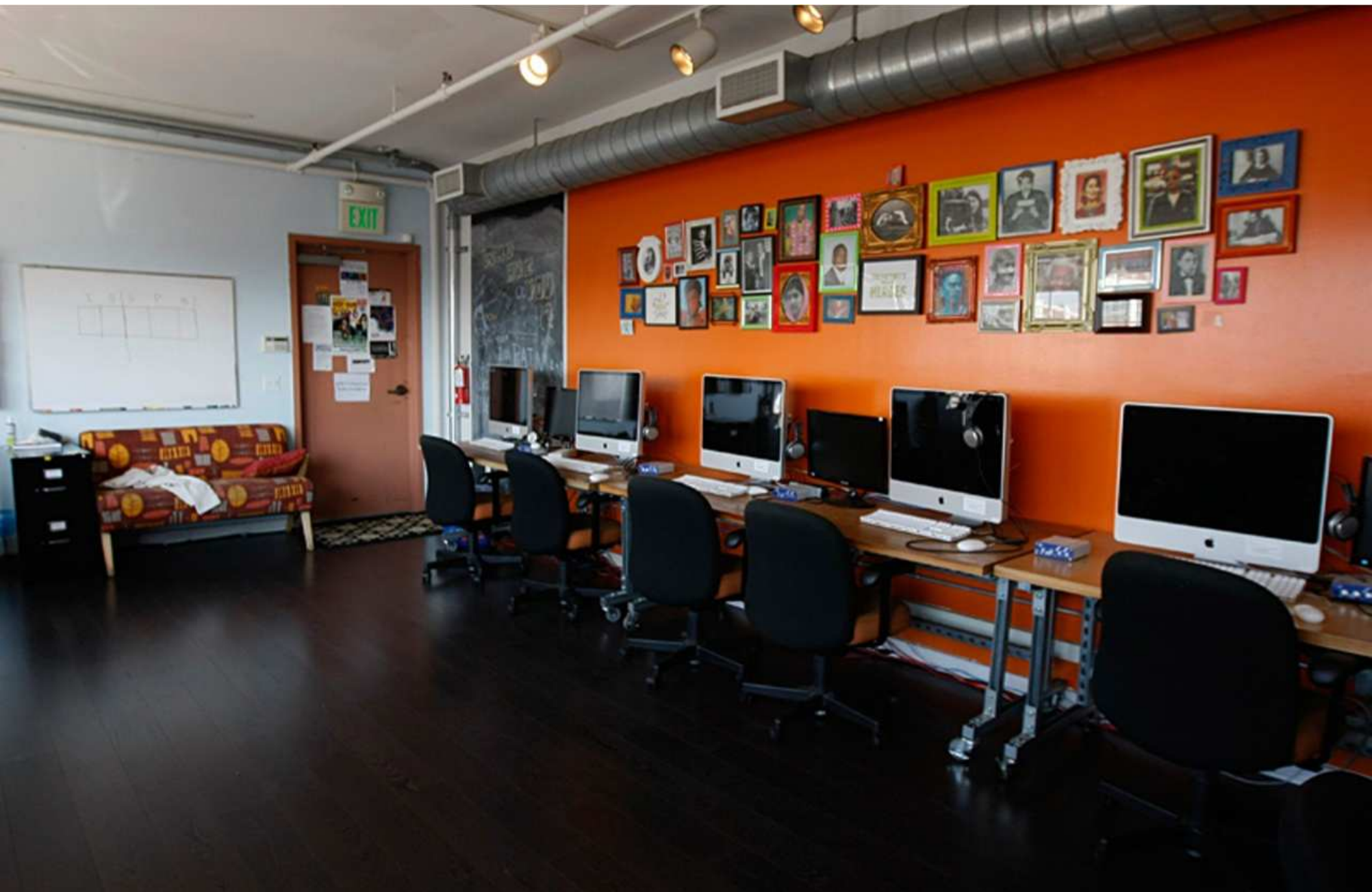
Whether it comes in the form of learning to create videos or virtual reality, deciding on the appropriate career path or preserving the artistic legacy of other venerated institutions, there are

many ways that San Francisco residents engage with and help to cultivate BAVC. From the 1970s until today, BAVC has acted as a steward for the sharing and saving of stories formed in San Francisco, ensuring that those unique stories find their place in the world and shape our collective memory of the City and its people.

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.). Does the building occupied by the business relate to the immediate neighborhood?

Everyone who enters BAVC's space is impressed by the way in which its initial use as a factory has been retained in its current function as a community-serving and training location. The space is very open, with high ceilings and tall windows, with light-filled spaces that reflect the building's original use.

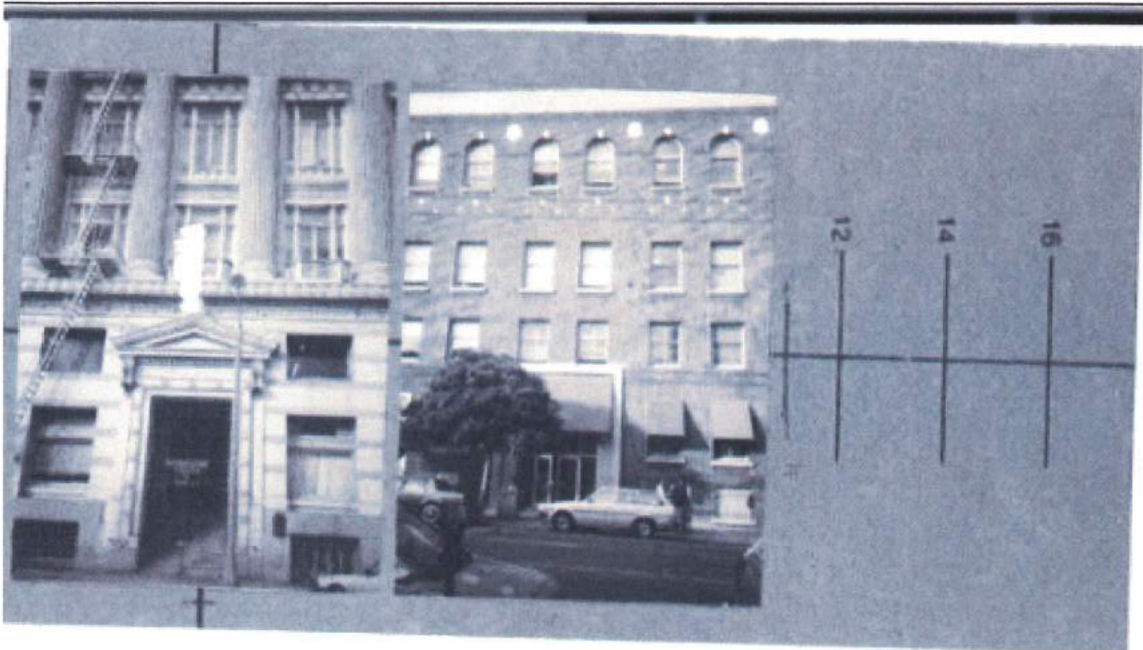












Above: BAVC's first location at 50 Oak Street; BAVC's second location at 2940 16th Street



Above: 1111 17th Street location

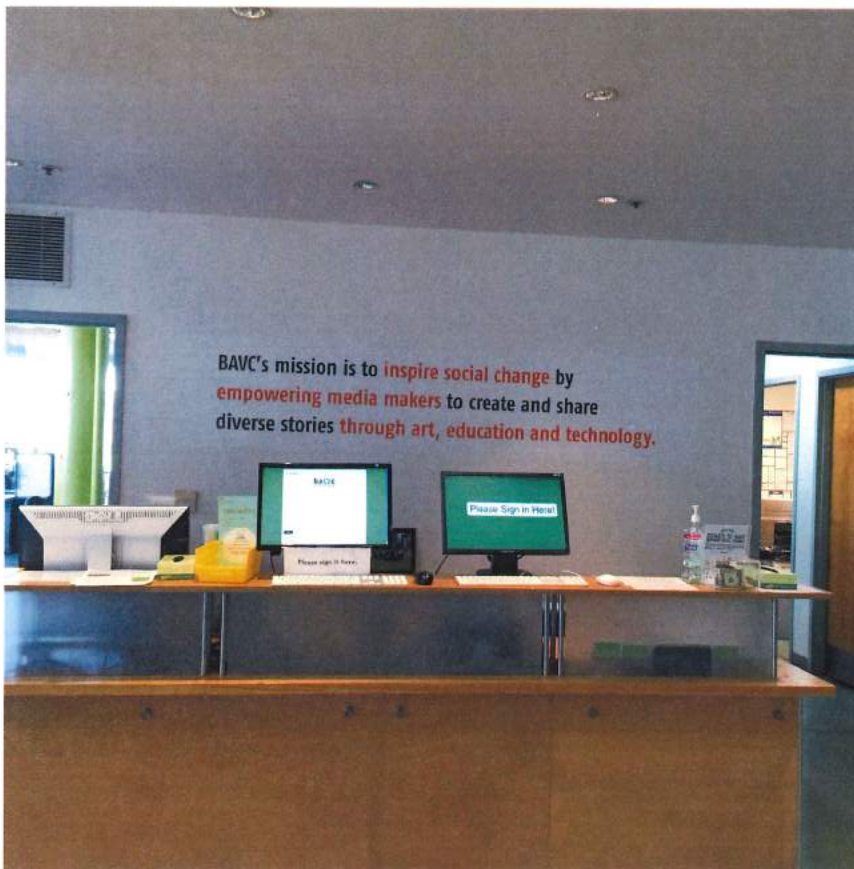
Below: BAVC's location at 2727 Mariposa St., undergoing renovations



Below: Current sign at BAVC's current location at 2727 Mariposa St.



Below: Front desk at BAVC's current location at 2727 Mariposa St.



Below: A machine in BAVC's Preservation Suite, playing back a 1/2" open-reel video recording, originally recorded on Portapak



Facilities + Facilities Rental

Host your next event at BAVC! Our facilities, appointed with state-of-the-art equipment and comfortable amenities, are the perfect place for co-working sessions, screenings, retreats, or lectures. Or, treat yourself to some quality solo work time in a distraction-free environment.



BAVC is located in a 12,000 square foot space (a former mayonnaise factory) on the corner of Mariposa and Bryant streets in San Francisco.

BAVC's facility is fully equipped with the most relevant media making hardware and software available including:

- SF Commons Flash Studio
- Mac computer labs
- Dedicated youth space with Audio Suite, Mac lab, and collaborative space
- Multi-purpose room meeting room

Most BAVC systems are equipped with the latest versions of design and editing software programs including Adobe Creative Suite and Apple Final Cut X Studio.

Finally, working in partnership with the City of San Francisco and City College of San Francisco, BAVC is connected to high-speed 10Gb fiber Internet networks.

BAVC FACILITY RENTALS

BAVC is pleased to offer its the Access Lab, Meeting Room (MPR) and the Blue Lab at a discounted rate to members. The rest of our facilities, including the sound booth are currently unavailable to the general public. To request a facility rental please fill out the form below.

Please note that all rentals must occur within BAVC business hours (9 am-5 pm, Tue-Sat), pending availability. Holidays excluded. For questions and quotes, please contact membership@bavc.org.

AVAILABLE SPACES AND RATES

ACCESS LAB



Access Lab computer stations are reserved for use by Members and SF Commons producers. SF Commons producers have priority to the computers and need to book their time through SF Commons. BAVC Members who are not SF Commons producers are entitled to use the Access Lab computers for up to 8 hours free/month. Additional time can be booked in 8 hour blocks for \$50. The Lab is available to Members 12 - 7 pm, Tue-Sat. To make a reservation, please email membership@bavc.org with the date and time.

MEETING ROOM (MPR)



The Meeting Room is free for 4 hours/month for members at the Producer's Bundle level or higher and \$75/hour for any additional use. The public rate is \$90/hour. To make a reservation, please fill out the Facility Rental Request Form below.

BLUE LAB



The Blue Lab is available to members at a discount for \$900/day. The public rate is \$1200/day. Each of the 11 Mac workstations has 2.4GHz Intel Core 2 Duo iMac contains 4gb of RAM, and the instructor station projects to LED screens between workstations. Blue Lab is only available Mon, Weds, Fri only.

The Rockefeller Foundation

1133 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10036

Arts

CABLE: ROCKFOUND, NEW YORK
TELEPHONE: (212) 869-8500

January 28, 1976

Dear Bonnie and Arthur:

This is our formal recognition of the existence of the Bay Area Video Coalition. Let me start by congratulating you both and the members for the energies and spirit flowing into this effort.

It might make sense at this point if I were to put on paper some of my understandings of what it is that the Coalition is about and perhaps these comments will be of some use to you.

In recent years there has been a surge of important activity in the Bay Area on the part of independent video producers, both artists and documentarians. These independents probably constitute a unique resource for information and communication on many levels. But if activity is high, exposure is low, and this is the area which causes common concern. Lack of access to broadcast via cable, network or public television stations severely limits the effectiveness of the independents and also denies access to their work on the part of the large viewing public.

The question is therefore raised, what can be done to improve the lot of the independent with respect to exposure? The answer cannot be a simple one, but on at least one level, there is a promising way to deal with the situation. To a varying extent, the quality of independent work is hampered by another kind of access, namely, access to equipment that would render the product capable of consideration for broadcast. If independents had access to the appropriate equipment, the question is asked, would that materially improve chances for greater exposure? The tentative answer seems to be yes. Based on this generally agreed principle, the question then arises -- how to provide many independents with equipment?

Ms. Bonnie Engel
Mr. Arthur Ginsberg

-2-

January 28, 1976

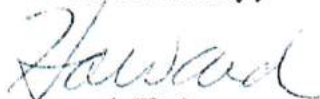
For the sake of economy only a solution that would benefit the most independents should be considered, since to provide equipment to each independent would demand extensive resources not now in evidence in the Bay Area for these purposes. The Bay Area Video Coalition was formed to seek solutions by conducting a feasibility study based on the assumption that one way to benefit the most would be to create one or more post-production and editing facilities in the area. Such a study should develop a coherent rationale which can then be fed into policy at municipal and state levels and which would appeal to support organizations and broadcasting (network, cable, public television) and educational institutions as well. The "Bay Area Video Post Production Facility -- A Working Proposal" draft prepared by Bonnie Engel for the January 24 meeting serves as a good model for the feasibility study.

The feasibility study should be completed by July 1 for submission to the National Endowment for the Arts and other funding agencies by August 1. The manner of conducting the study should be thorough and open. That is, many independents should be contacted to answer basic questions on needs for equipment, access to exposure. Organizations with basic or related interests to the study should be questioned -- these would include cable and broadcast facilities, equipment manufacturers, etc. Support agencies should be questioned on their policies of support for the areas of need indicated by the independents.

The Rockefeller Foundation would be most interested in assisting with the feasibility study and would like to see a budget for it. On the basis of the results of the study we may wish to be further involved.

Please feel free to call me collect at anytime with questions or comments.

Yours sincerely,

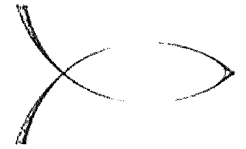


Howard Klein
Director

Ms. Bonnie Engel
Mr. Arthur Ginsberg
1531 California Street
San Francisco, California 94109

HK:esb

ACC
Archdiocesan Communications Center
50 Oak Street
San Francisco, California 94102
Telephone: (415) 864 3232



To Whom It May Concern;

In support of the aims and objectives of the Bay Area Video Coalition, and until that ad-hoc organization of independent video artists and producers can acquire non-profit, tax-exempt status - the Archdiocesan Communications Center is willing to serve, where appropriate, as the conduit for grants from funding institutions. The Archdiocesan Communications Center is a non-profit agency registered with the Internal Revenue Service and can accept tax-deductible donations of any proportion. A more specific description of the A.C.C. and a list of its clients and awards is attached.

For further information, contact: Rev. Miles O. Riley.

Networks

August 1977

The BAVC Monthly

Volume I, No. 1

Video Coalition Opens Shop, Phase Two

The number and incredible variety of phone calls the Bay Area Video Coalition office fields are a good indication of the crying need for the BAVC's multi-purpose video center.

BAVC emerged from a task force funded by the Rockefeller Foundation which completed a 500-page detailed summary of local video use and its growth potential.

The study concludes:

"An integrated 'attack' on all fronts is needed to both improve the quality of what is being produced and to facilitate the exhibition of independent work. Equipment access in and of itself will not guarantee improved quality. It must be accompanied by fundraising assistance, and training. At the same time high quality work is being encouraged and produced, it must also be promoted, and an audience must be educated and developed."

Not content to allow the study to languish on the shelf, participants in the task force and others began the transition toward a group that could act on the study's conclusions.

The BAVC will be setting up a post-production center as well as offering fundraising assistance, grants management and an information clearinghouse. BAVC also embarks on a broadcast project, outlined below.

According to BAVC Director Gail Waldron, the logistics of access to equipment, membership policy and other details have not yet been worked out by the BAVC Board.

The current BAVC Board, an evolution of the group which supervised the study, includes:

Lawrence Andrews, independent producer; Wendy Blair, independent producer and teacher at the College of Marin; Roberto Esteves, Director of the SF Public Library Communications Center; Arthur Ginsberg, Director of the BAVC Broadcast Project and independent producer; Manuel Gonzalez, teacher and producer of "Lo Que Es" at Hayward cable; Marilyn Laatsch,

independent producer and teacher at the SF Art Institute and SF State University; Lynne Svenning, independent communications researcher; Gail Waldron, BAVC Executive Director.

The BAVC is supported by grants from the Rockefeller Foundation (\$35,000), the San Francisco Foundation (\$12,000), and the National Endowment for the Arts (\$10,000).

The Cultural News and Services provides technical assistance support (\$3,500) to help the Networks newsletter get off the ground.

The offices of the BAVC are located in the Redstone Building, 2940-16th Street (near Mission), Room 200 in San Francisco. Phones: 861-3282 (general offices); 861-3279 (Networks).

Nancy Dunn

Towards "access to air"

Beginning in August 1977 the BAVC will start a year-long Broadcast Project. Partially supported by the Rockefeller Foundation, the project is designed to promote relationships between independent videotape artists/producers and SF Bay Area television stations.

The project will give support to independents who want to produce tapes specifically for broadcast on television and will help them to create a "broadcastable product," working toward increased "access to air" for independents.

This year's effort of the Broadcast Project is designed in two phases.

First, the project will find tapes potentially of broadcast quality, whether finished or in progress. The tapes would be post-produced and upgraded if needed. A format for broadcasting the selected tapes will be developed.

We anticipate that this phase of the project will be completed and aired by this spring.

The second phase of the Broadcast Project will also begin this month but should be completed during the summer of 1978. This is the co-production of six original works with Bay Area independents who wish to produce for television.

BAVC will promote the six finished tapes as a package for local (or perhaps national) broadcast.

In the collaboration, the BAVC will function as a kind of executive producer, aiding in fundraising, production organization, access to facilities and administrative services.

In a nutshell, the Broadcast Project is looking for independent talent, for ideas and inspirations, for tapes that exist already (completed or not) and tapes that exist only in the mind.

We look forward to working with independent artist/producers, towards getting Bay Area independents on television.

Arthur Ginsberg

Applications and guidelines for both phases of the Broadcast Project will be available at the BAVC office beginning Tuesday, August 9, 1977.

The application will ask for a written description of your project, so if you have one bring it.

Project Director Arthur Ginsberg will be available at the office from 2-6 pm, Tues.-Thurs., thru the month of August to chat, debate, clarify, defend, explore, expand or explain further about the project.



courtesy CVRP Patch Panel

MACARTHUR

The John D. and Catherine T. MacArthur Foundation

January 19, 2011

Mr. Ken Ikeda
Executive Director
Bay Area Video Coalition
2727 Mariposa Street, Second Floor
San Francisco, CA 94110

Dear Mr. Ikeda:

I am delighted to congratulate the Bay Area Video Coalition on receiving the MacArthur Award for Creative and Effective Institutions, which recognizes exceptional Foundation grantees and helps ensure their sustainability.

Your work at the intersection of media, technology, art, and social change exemplifies what the Foundation seeks in its grant recipients - organizations that creatively address challenges that are important to all of us and demonstrate that smaller organizations can make a big impact.

Bay Area Video Coalition was one of eleven award recipients in this fifth year of the program. You were chosen because your work makes an important contribution to one of the Foundation's core fields of work and because your organization has shown that it has the potential to be an effective force for change long into the future.

The Foundation awards these grants as a reflection of our belief that the institutions of civil society help make the world better. We consider organizations like yours essential partners in reaching the ambitious goals we have defined.

I look forward to meeting with you during my tenure at the Foundation. We are honored to support the important work that you do.

Congratulations, again.

All the best,



Robert Gallucci
President

cc: Elspeth Revere, Vice President

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SFGATE <http://www.sfgate.com/business/article/Coalition-explores-how-to-train-workers-for-21st-6395876.php>

Coalition explores how to train workers for 21st century jobs

By Carolyn

Said

Updated 4:37 pm, Monday, July 20, 2015



IMAGE 1 OF 2

U.S. Commerce Secretary Penny Pritzker supports the coalitions.

Bay Area Video Coalition trains about 6,000 San Franciscans a year in programming, multimedia and film, as well as providing career counseling. But it wants to make sure it's effectively helping job hunters and providing training tailored to what employers need.

So it has joined with two local workforce investment boards plus CBS Interactive to explore these issues with similar public-private alliances from other areas of the country. As part of **the Communities that Work Partnership**, backed by the U.S. Commerce Dept. and the Aspen Institute, the new regional group aims to accelerate training workers for 21st century jobs.

"There are (similar) coalitions in many parts of the country but this is the first real effort to have coalitions come together, meet and work with each other to learn best practices," said Commerce Secretary Penny Pritzker. "Different regions may be focused on different sectors, but learning how each is approaching their problems will help."

The San Francisco Office of Economic and Workforce Development and the Work2Future/Silicon Valley/San Jose Workforce Investment Board are also part of the program locally. Around the country, the six other areas are greater Phoenix, Buffalo-Niagara Falls, N.Y., greater Houston, metropolitan Washington, New York and northwest Georgia.

While the Bay Area's 3.6 percent unemployment is very low, Pritzker said, much of it is getting met by contract positions. "We want to focus on how to increase the number of permanent workers," she said.

Larry Robbin, a workforce-development expert in Oakland who is not involved in the program, said he appreciates that it brings together nontraditional partners.

"I hope this effort will go beyond serving dislocated workers to including engaging the long-term unemployed, people with severe disabilities, people who are homeless and other disenfranchised populations," he said. "That will truly make a difference in our regional economies."

Pritzker said the project will target ideas for the hard-to-employ, which in the Bay Area often means those who lack tech skills. "We want that population to have a greater exposure to the technology sector so they can be a greater source of workforce for our businesses," she said.

Practically speaking, the partnership will involve a lot of local and national meetings, with published findings due in fall 2016. Are meetings and reports enough to make a difference?

"The seven communities we selected have the ability to influence change in their region," Pritzker said. "They have specific goals and metrics and records of success. You will see that influence on the ground."

Megan Lavelle, marketing manager for the Bay Area Video Coalition, also said that she thinks the process will yield significant results.

"We're a training facility, but we want to work better with other training centers and make sure we communicate effectively to our constituents," she said. "It's a panicky moment when you don't have a job. How can we make that process as easy as possible for people?"

Carolyn Said is a San Francisco Chronicle staff writer. E-mail: csaid@sfgate.com Twitter: @csaid

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Record Keepers: The Bay Area Video Coalition Keeps the Static at Bay

By Pete Kane

Wednesday, Jan 7 2015

Comments 1

When Manchester University in Indiana stumbled on a tape in 2011 that may have contained the last speech Martin Luther King Jr. ever gave on a college campus, it had no way of playing it. So the school sent it to the Bay Area Video Coalition, a media nonprofit housed in a former mayonnaise factory on Mariposa Street in San Francisco.



JESSICA CHRISTIAN
BAVC Executive Director Carol Varney

"After a lot of research, we found out that that kind of videotape was only made for one year and was only playable on one kind of playback deck," says Ingrid Hu Dahl, director of BAVC's youth mentoring Next Gen program. "When we were finally able to play it back, you could hear his voice but you could only see lines. Eventually we were able to remaster it so you could see him and hear him, and we were able to preserve it, so we sent it back to the university," which was able to show the work. Even the civil rights hero's estate, known to be strict with such matters, allowed BAVC 10 seconds of the restored footage to use for promotional purposes.

Such preservationist acumen is but one aspect of this surprisingly integrated media nonprofit, which, if people know it at all, is generally regarded as a place for low-income people to get job training. That's accurate, but BAVC does more, from helping young musicians record albums to broadcasting public-access radio shows to keeping seasoned media professionals up-to-date on new technologies. They do so much that, midway

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through a 45-minute tour, I expressed chagrin that I hadn't known about all their resources and technical know-how before.

I'm not alone. "No one does the breadth of what we do," says Executive Director Carol Varney, noting that BAVC's reach is global. Hu Dahl adds that BAVC has digitized California choreographer June Watanabe's archive of videotapes, as well as work held by SFMOMA, the Pacific Film Archive, and the Tate Modern. And oh yeah, they worked closely with the Getty Museum's video preservationist, who exchanged ideas with BAVC's team, went back to L.A., and replicated BAVC's own suite there.

There is a sense of urgency to these endeavors, as "VHS and other kinds of tape have got to be preserved now," Varney says, as they will all, eventually, disintegrate. Even the machines, some of which haven't been manufactured for decades, require specialized knowledge, and BAVC scours Ebay for extras to harvest components from, the way a hot-rod enthusiast might keep a parts car behind the garage. Referring to an ancient-looking box, Mindy Aronoff, BAVC's director of training, says they know of only one guy, "in his 70s or 80s, in Castro Valley, who knows how to fix these." BAVC is rescuing from oblivion a sizable portion of the world's cultural heritage dating to the 1970s and '80s, and few people even know about it.

Salvaging treasure from self-destructing magnetic tapes is one thing, but BAVC's dedication to social justice in San Francisco goes beyond that. When I was shown "The Annex," a den for teenagers that's laden with high-end equipment, my jaw dropped. It's a studio for advanced filmmaking classes and a digital audio suite and sound booth (which BUMP Records, BAVC's youth label, uses twice a week to record music), capable of producing the kind of high-quality stuff that gets underprivileged kids a free ride to college. And it's got a great view.

As the best possible afternoon hangout spot, it's where kids get "a sense of healthy eating, greenscreen, taking photographs, storyboarding, songwriting, talking about issues that are going on, and snacks," Hu Dahl says, ticking them off as equally important parts of an education. The BAVC having been burglarized several times, she and Varney are obsessed with security, but they express nearly as much irritation with the kids leaving unwashed dishes in the sink.

There's also quite a bit of Girl Power to BAVC, and it's the synergistic, multimedia kind, centered on an all-girl game-design lab. Independent filmmaker Kristy Guevara-Flanagan worked with BAVC on a documentary project about Wonder Woman, which led to a videogame made specifically for girls to build self-esteem. "Anybody could play the game, but you could only choose to be a superheroine" as your avatar, Hu Dahl says. "And it would walk you through it, like, 'If you were faced with this situation at school, what would your superheroine do?' We paired [Guevara-Flanagan] with some game developers and teachers, and helped her prototype the game here. When the film was launched on PBS, the game was launched online."

Freelancers are another target demographic. Aronoff cites stats that some 40 percent of the American workforce could be independent contractors by 2020, and "the Department of Labor is finally taking notice." In 2012, the feds began supporting Gig Union, a BAVC program geared toward connecting freelancers with employers on a per-project basis, as well as helping them with planning budgets and doing their taxes (which most freelancers are terrible at).

Aronoff is especially proud of BAVC's lounge, which sounds like an organic version of the cross-fertilization chambers Silicon Valley is always trying to construct from the top down. It's a place where freelancers socialize and network; an Annex for adults. "They

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- Never
- Maybe
- If I trained

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ask, 'Will you be on my shoot' or 'I'm looking for someone to code this part of my project.' People end up getting jobs in here," Aronoff says.

But every story needs a villain. The threat to net neutrality looms large. Though the government received 3.7 million citizens' comments urging the FCC not to hand the keys to the internet over to Comcast and Time Warner, Aronoff admits that she's "pessimistic." (The commission votes in February.)

"The worst-case is a replication of what's happening on television," Varney says. "We still have PBS, but every year, PBS is under threat. Similarly, for the internet, are we in a position where it will just be taken over by the huge conglomerates? That's highly likely. The beauty of the internet was that people actually thought they had a shot to get stuff out into the world, but if there's a tax placed on everyone who creates media, especially high-bandwidth media, the ability to do that is curtailed." As with the race to preserve decaying tapes, they're laboring under an externally imposed clock.

In the meantime, however, BAVC is chugging ahead. It's gearing up for a media entrepreneurs fellowship ("Bridges," for people ages 18-26) that starts up Jan. 8; an Artist-in-Residence program launching in February; and summer internships after that. Even if an unfavorable FCC ruling clamps down on the public radio shows that BAVC produces and Comcast is obligated to air, it won't necessarily have a direct impact on girls making documentaries about superheroines. Varney believes BAVC will still be able to fulfill its core mission, helping people to learn the tools so they can make stories and make social change. "Everybody who works here is like, 'Damn, I wish I had this in high school.'"

Clarification: An earlier version of this article mischaracterized the Getty Museum's relationship with BAVC.

Tags: News

2088



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SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: NOVEMBER 2, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date: October 3, 2016
Case No.: 2016-013034LBR
Business Name: Bay Area Video Coalition, Inc.
Business Address: 2727 Mariposa Street, Second Floor
Zoning: UMU (Urban Mixed Use)/
68-X Height and Bulk District
Block/Lot: 4017/002
Applicant: Carol Varney, Executive Director
2727 Mariposa Street, Second Floor
San Francisco, CA 94110
Nominated By: Mayor Edwin Lee
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Bay Area Video Coalition (BAVC) is a non-profit organization founded in 1977 that has become a community hub for media makers in the Bay Area and across the country, serving many low-income, unemployed and under-employed teens and adults. Located in and serving the Mission District on Mariposa Street between Bryant Street and Florida Street, BAVC occupies a portion of a Mission Revival style two-story commercial building that was constructed in 1923. Social issue and experimental media making grew around San Francisco and the Bay Area with the introduction of the Portapak recording system in the 1960s and 1970s. Many independent video makers utilizing this new technology were seeking support through the Rockefeller Foundation that the then Director of Arts for the foundation, Howard Klein, arranged a collaboration of individuals with varying background that led to the founding of the Bay Area Video Coalition. The organization annually serves as a resource center for educational and artistic work in video and multimedia in San Francisco. It serves thousands of freelancers, filmmakers, job-seekers, activists and artists by providing access to media making technology, storytelling workshops, and a diverse and engaged community of makers and producers, services and resources. The mission of BAVC is to “inspire social change by empowering media makers to develop and share diverse stories through art, education and technology.” BAVC works to support skillsets of the individuals and groups they serve while also supporting their searches for meaningful employment.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was incorporated as a non-profit in 1977.

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

Yes, Bay Area Video Coalition qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Bay Area Video Coalition has operated for 39 years.
 - ii. Bay Area Video Coalition has contributed to the Mission District and Bay Area community's history and identity in a number of ways. BAVC offers industry-standard technology to people outside of the mainstream broadcast stratum and offers a job center for students, job seekers and industry professionals to network and share opportunities. The organization also offers an ever-expanding roster of classes and resources for film and television creators as well as a no-cost media training program for low-income San Francisco youth and adults. The founding of BAVC was based on the idea of providing low-cost access to the most current, commercial grade equipment, training and technical assistance to underserved communities, and is an idea that is carried over continuously in its mission.
 - iii. Bay Area Video Coalition is committed to maintaining the physical features and traditions that define its craft and art of collaborating with and supporting media students, media professionals and job-seekers.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the art of film and media creation.

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

The 1923 property has been previously evaluated by the Planning Department for potential historical significance as part of the Showplace Square Historic Resource survey and found to not be significant for architecture. However, it requires further review per the Planning Department's CEQA review procedures for historical resources to determine if it retains significance under other Criteria as it is located in the original Best Foods Mayonnaise Factory.

BAVC is associated with Rockefeller Foundation Director Howard Klein, who gave the organization its first grant, and the Honorable Mayor Willie Brown who spearheaded the initial launch of the organization's workforce development programming in digital media.

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.

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

Yes. SF Gate, 7/20/2015, "Coalition explores how to train workers for 21st century jobs," by Carolyn Said; SF Weekly, 1/7/2015, "Record Keepers: The Bay Area Video Coalition Keeps the Static at Bay," by Pete Kane.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2727 Mariposa Street

Recommended by Applicant

- Space(s) for classes, trainings, workshops and for people to come together and support one another in their personal and professional growth. This includes the Access Lab, Meeting Room, and Blue lab.
- Business model that includes offering free or very low-cost services to anyone wanting to learn new technology and offering access to the latest technology innovations.
- Original factory use features including open light-filled spaces, high ceilings, and tall windows.

Additional Recommended by Staff

- Primary façade and rear façade fenestration.
- Outdoor open space at the rear that's available for students to utilize.



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 807 HEARING DATE NOVEMBER 2, 2016

Case No.: 2016-013034LBR
Business Name: Bay Area Video Coalition, Inc.
Business Address: 2727 Mariposa Street, Second Floor
Zoning: UMU (Urban Mixed Use)/
68-X Height and Bulk District
Block/Lot: 4017/002
Applicant: Carol Varney, Executive Director
2727 Mariposa Street, Second Floor
San Francisco, CA 94110
Nominated By: Mayor Edwin Lee
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

1650 Mission St
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 BAY AREA VIDEO COALITION, CURRENTLY LOCATED AT 2727 MARIPOSA STREET (BLOCK/LOT 4017/002).

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 Mission District 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 November 2, 2016, 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 Bay Area Video Coalition 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 Bay Area Video Coalition

Location (if applicable)

- 2727 Mariposa Street

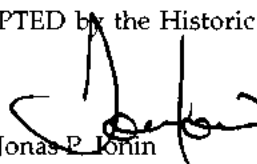
Physical Features or Traditions that Define the Business

- Space(s) for classes, trainings, workshops and for people to come together and support one another in their personal and professional growth. This includes the Access Lab, Meeting Room, and Blue lab.
- Business model that includes offering free or very low-cost services to anyone wanting to learn new technology and offering access to the latest technology innovations.
- Original factory use features including open light-filled spaces, high ceilings, and tall windows.
- Primary façade and rear façade fenestration.
- Outdoor open space at the rear that's available for students to utilize.

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 2016-013034LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on November 2, 2016.


Jonas P. Iohn
Commission Secretary

AYES: Johns, Hasz, Hyland, Johnck, Pearlman, Wolfram

NOES: None

ABSENT: Matsuda

ADOPTED: November 2, 2016