

Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 13, 2017

EI RIO, YOUR DIVE

Application No.: LBR-2017-18-013
Business Name: El Rio, Your Dive
Business Address: 3158 Mission Street
District: District 9
Applicant: Dawn Huston, Owner
Nomination Date: September 22, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

El Rio, Your Dive ("El Rio") is a local bar and event space located in the Mission District. Founded in 1978 as a Brazilian leather gay bar, El Rio is an anchor for the LGBTQ community in the Mission. Opened by Malcom Thornley and Robert Nett, El Rio was inspired by their leather motorcycle riding lifestyle and their love for Brazil, and they wanted to create a space that combined these interests in the form of a neighborhood bar mixed with a community center. Their intent was to develop a space of inclusivity, and they opened their doors to all in the community to gather, socialize, plan events, and unite.

The business partners with local nonprofits and community-based organizations to help promote an equitable San Francisco for all and offers its space for these organizations to host benefits, fundraisers, and community events. El Rio has become a vital gather space for many individuals and groups in the neighborhood and throughout the city and, apart from offering its space to local organizations for events, the business also hosts its own events open to everyone. These include Salsa Sundays, a biweekly event that features dancing and live salsa music from musicians throughout the Bay Area, and Mango, a monthly dance tea party for queer women of color. The outdoor patio and garden with large lemon tree and community altar has become a significant aspect of the business as a community-oriented space and has played host to many events and fundraisers since opening.

El Rio is a neighborhood dive bar with a strong community-centered agenda. The business' mixed space has become an anchor to the Mission District, LGBTQ communities of color, and underserved communities, and has rendered the reputation of being a welcoming place that does not tolerate harassment, discrimination or bigotry. Placed at the crossroads of a diverse intersection of communities in San Francisco, El Rio has thrived on its inclusive and welcoming environment.

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:





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

3158 Mission Street from 1978 to Present

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.

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:

- El Rio is associated with the tradition of being a welcoming and inclusive space for all in the community to gather.
- El Rio has contributed to the Mission District community's history and identity by continuously offering a space of inclusivity for people in the community to gather, socialize, and host benefits and other events. El Rio prides itself in its dedication to giving back to the community and neighborhood in which it is rooted through profit sharing and community benefits.
- The 1924 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publications:
 - SF Gate, 11/26/2009, "11 Things: Arty institutions to be grateful for," by Kimberly Chun.
 - SF Chronicle, 3/22/2009, "The City Exposed," by Mike Kepka.

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

Yes, El Rio is committed to maintaining the physical features or traditions that define its presence as a welcoming and inclusive space.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that El Rio, Your Dive 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:

- Patio and garden with large wooden deck, large lemon tree and community altar.
- Long front interior bar.
- Large wooden Carmen Miranda and Marilyn Monroe paintings.
- Indoor shuffle board.
- Key traditions that define the heart of El Rio as a community institution in the Mission neighborhood:
 - We are a LGBTQ+ space that is welcoming to all good people.
 - We actively invest in communities to promote social change.
 - We actively invest in our local arts and music scene to give space for artists.
 - We actively pursue underserved communities in the use of our space.
- Business model that includes profit sharing and community benefits that drives the business' fundamental purpose of giving back to the community and neighborhood in which it is rooted.





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- Signage at the front that says “El Rio” and “your dive”
- Location in the Mission District.

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.

- Bar.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include El Rio, Your Dive currently located at 3158 Mission Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 13, 2017

EI RIO, YOUR DIVE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-013
Business Name: El Rio, Your Dive
Business Address: 3158 Mission Street
District: District 9
Applicant: Dawn Huston, Owner
Nomination Date: September 22, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR EI RIO, YOUR DIVE, CURRENTLY LOCATED AT 3158 MISSION STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on November 13, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes El Rio, Your Dive 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 El Rio, Your Dive:

Physical Features or Traditions that Define the Business:

- Patio and garden with large wooden deck, large lemon tree and community altar.
• Long front interior bar.
• Large wooden Carmen Miranda and Marilyn Monroe paintings.
• Indoor shuffle board.
• Key traditions that define the heart of El Rio as a community institution in the Mission neighborhood:
- We are a LGBTQ+ space that is welcoming to all good people.
- We actively invest in communities to promote social change.
- We actively invest in our local arts and music scene to give space for artists.
- We actively pursue underserved communities in the use of our space.
• Business model that includes profit sharing and community benefits that drives the business' fundamental purpose of giving back to the community and neighborhood in which it is rooted.
• Signage at the front that says "El Rio" and "your dive"
• Location in the Mission District.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain El Rio, Your Dive on the Legacy Business Registry:

- Bar.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 13, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-013
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Applicant: Dawn Huston, Owner
Nomination Date: September 22, 2017
Nominated By: Supervisor Hillary Ronen

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

3158 Mission Street from 1978 to Present

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 22, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

September 22nd, 2017

Dear Director Kurylo

I am writing to nominate to the Legacy Business Registry, El Rio. El Rio was founded in 1978 as a Brazilian gay bar at its original location on 3158 Mission St, where it has become a pillar of the Mission District. Its outdoor patio and garden has hosted many events that have created a safe and inclusive space for San Franciscans of very diverse backgrounds.

El Rio actively invests in its community through partnering with local non-profits and community based organizations that help promote an equitable San Francisco for all. Several times a week El Rio hosts fundraisers, events, and happy hour beneficiaries for organizations that assist San Francisco's most underserved communities. From the minute they opened their doors, El Rio has been a haven for the LGBTQ community as well as for people of color, women and the working class. The Mission District has been hit the hardest by rapid gentrification; similar businesses have closed its doors, leaving San Francisco's marginalized communities with few spaces to feel safe to express themselves. El Rio is one of the last remaining establishments of its kind. It continuously promotes social justice while enriching and improving its local community.

El Rio is an anchor for the Mission District. It my distinct honor to nominate El Rio to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen
San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
El Rio, Your Dive		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Dawn Huston		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
3158 Mission St, San Francisco, CA 94110	((415) 282-3325	
	EMAIL:	
	elriosflive@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.elriosf.com	https://www.facebook.com/elriosf/	https://www.yelp.com/biz/el-rio-san-francisco

APPLICANT'S NAME	
	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0396483	

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
3158 Mission St, San Francisco, CA	94110	1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		

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:
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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.

Jaron Browne 9/18/17

jaron
browne

Digitally signed by jaron browne
DN: cn=jaron browne, o, ou,
email=jaronbrowne@gmail.com,
c=US
Date: 2017.09.22 11:28:02 -07'00'

Name (Print):

Date:

Signature:

EL RIO

Section 4: Written Historical Narrative

CRITERION 1

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

El Rio began her life in 1978 as a Brazilian leather gay bar. The original owners, Malcolm Thornley and Robert Nett, ran El Rio until their retirement when they passed the club to Dawn Huston. Malcolm and Robert were motorcycle-riding leather gay men. They also always loved Brazil. They wove these elements of their community into all aspects of the club, with world music, community -serving events, caipirinhas on the menu and original art on the walls reflecting both Marilyn Monroe and Carmen Miranda. The infamous Salsa Sundays live music afternoon tea party was one of the first parties they started. Salsa Sundays remains one of the cornerstones of El Rio today, featuring some of the best live salsa musicians in the Bay Area.

From inception, El Rio was always intended to be an LGBTQ-friendly place that was also a mixed bar, open to everyone. This characteristic has remained throughout as one of the defining aspects of the club. There are four key aspects that define the heart of El Rio as a community institution in the Mission neighborhood of San Francisco:

1. We are a LGBTQ+ space that is welcoming to all good people.
2. We actively invest in communities to promote social change.
3. We actively invest in our local arts and music scene to give space for artists.
4. We actively pursue underserved communities in the use of our space.

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

El Rio has not ceased operations in San Francisco for more than six months.

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

While El Rio is not formally a family-owned business, in our community Malcolm and Robert were like chosen family to Dawn. Dawn worked at El Rio as a door person and they were very close.

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

Malcolm Thornley and Robert Nett owned El Rio for the first 19 years, from 1978 to 1997. Dawn Huston took over the bar in 1997 when Malcolm and Robert were ready for retirement. The former owners remained connected to El Rio for many years after their retirement.

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

Documentation is provided in the Legacy Business Registry application.

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

The property is considered a "Category B Property." Further consultation and review will be required for evaluation as to whether the property is an historical resource for the purposes of CEQA.

CRITERION 2

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

El Rio has always been driven by a fundamental purpose of giving back to the community and neighborhood where we are rooted. Profit sharing and community benefits are elemental to El Rio's entire mission and business model. We believe that our club is a resource that can be a vehicle to support funds returning back to our community to support many vital community services and programs. Malcolm and Robert began that tradition with a weekly benefit party. When Dawn took over and applied some of her strengths coming from non-profit community service, the benefit model expanded to many nights of the week.

Through years of practice, we have developed a well scaffolded model of community-based benefit opportunities to address the wide range of needs and experiences of our community partners. In our model, we aim to accommodate everyone – those who have never organized a fundraiser before can easily apply to be one of our weekly happy hour beneficiaries, while experienced fundraising and event organizers can make use of our make use of our staffing and event infrastructure to throw a larger, more curated event. At this point, El Rio has hosted benefits for several thousand community organizations, with priority always given to Mission-based and local Bay Area organizations.

Not only does El Rio open our doors for people to approach us with requests for benefits, we also pay close attention to many of the needs and crises that happen in our city. At least half a dozen times a year, we reach out to community organizations in struggle and ask how we can

offer support. In addition to prioritizing local organizations in the Mission, priority is also given to LGBTQ rights organizations, local schools, children and family support organizations, women's and gender justice organizations and animal rescue agencies.

Some of the beneficiaries of fundraisers at El Rio in the last few years include: the Housing Rights Committee; Causa Justa::Just Cause; Mujeres Unidas y Activas; Modern Times Bookstore; the San Francisco Dyke March; the Transgender, Gender Variant and Intersex Justice Project; Breast Cancer Action; the Chinese Progressive Association; St James Infirmary; The Mario Woods Foundation and many more.

Included in this Legacy Business Registry application is a list of some of the community beneficiaries from El Rio fundraisers.

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

El Rio has been home some of the longest running cultural events that provide an anchor for LGBTQ communities of color in San Francisco. Salsa Sundays, a mixed live music party rooted in LGBTQ Latino community, has been running for over 30 years. Mango, a monthly dance tea party for queer women of color and their friends, is celebrating their 20th anniversary this year. During Pride weekend, El Rio has been the site for the after parties of both the Trans March and the Dyke March, as well as the gathering point for Dykes on Bikes before the Dyke March.

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

Over the years, El Rio has received numerous awards, reviews and articles highlighting our contribution as a community business in San Francisco. Included in this Legacy Business Registry application is a list of some of the awards and business media coverage that El Rio has received over the years.

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

San Francisco feminists and well-known LGBTQ civil rights activists Phyllis Lyon and Del Martin were patrons of El Rio. Jello Biafra, the former lead singer and songwriter of the San Francisco punk band The Dead Kennedys regularly attends shows at our club. Several well-known San Francisco supervisors, including Tom Ammiano and David Campos, have held events at El Rio over the years. Additionally, Monika Treut, a famous German lesbian filmmaker, filmed part of the legendary 1988 film "The Virgin Machine" at El Rio.

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

El Rio's commitment to our community is expressed through our consistent hosting of benefits and community events that provide an anchor, gathering place and resource generator for

LGBTQ+ peoples, communities of color, working class and low-income families in the city. In addition to revenue sharing through our benefits model, El Rio is also very intentional about maintaining the most accessible pricing possible. We work hard to keep entry and product prices low so that our long-term community members at various income levels are always able to feel welcome and at home in our club.

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

El Rio is a resource to an extremely diverse intersection of communities in San Francisco. The heart of our community includes lesbian, gay, bisexual, transgender, queer and intersex communities of color and their friends. We have always been a mixed space, and our community also encompasses a broad range of public school teachers, service workers, construction workers and trades people, musicians, dancers, artists, politicians and activists. As the demographics of the Mission neighborhood have changed over the last few decades, we have also found our club to be an intersection of the long term San Francisco natives, and the newer tech workers who have been moving to the Bay Area. Within these changing conditions, we have found ways to continually teach, model and enforce best practices around inclusive space including zero tolerance policies around sexual harassment, racism, homophobia, transphobia and other forms of discrimination or harassment.

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

El Rio's patio and garden with our large lemon tree and our community altar is the most significant aspect of our physical space that has deep association with our club.

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

Witnessing the deep community grief associated with the closure of Maud's Study in 1989, Amelia's in 1991 and the Lexington Club in 2015, we know how incredibly precious and rare women-centered queer spaces are in San Francisco and how difficult they are to maintain in this competitive economy. Safe and inclusive gathering spaces are essential to the survival and resilience of LGBTQ and all marginalized peoples.

CRITERION 3

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

The essence of El Rio is a neighborhood dive bar mixed with a community center. We feel a really deep responsibility to our community, our neighbors and the communities we have chosen to focus on and create space for.

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)

The key practices that have supported and preserved our historical character include our centering of El Rio as an LGBTQ and mixed space, and our cultural practices that create a welcoming space and do not tolerate harassment, discrimination or bigotry. Our business model of benefits and giving back further develops this community-centered orientation throughout the club. Lastly, our commitment to affordability and keeping prices as accessible as possible to low-income and longtime San Franciscan residents is a core practice that preserves our character and traditions.

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.).

Physical features that define El Rio include our long front bar as a welcoming space when you first enter the club, and the expansive patio and garden that open the space up in the back of the club. Other notable physical features with historic significance to El Rio include the large wooden Carmen Miranda and Marilyn Monroe paintings that were commissioned by Malcolm and Robert from a local San Francisco artist in 1983. Finally the classic shuffle board inside the club, along with the large lemon tree, community altar and large wooden deck in the patio of the club are key physical features of El Rio.

In 2009, the website Burrito Justice published historical records on the history of El Rio's building as it transformed over 100 years ago from a horse and carriage space to an area with a historic concentration of saloons and bars: <https://burritojustice.com/2009/10/21/el-rio-31-el-rio-123/>.

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

El Rio's original owners, Malcolm and Robert, ran the club for the first 19 years. Dawn, the current owner, has been running El Rio for the last 20 years. While the core character has been maintained, there has been some evolution and development of the club along our maturation. When Malcolm and Robert began El Rio, we had one night a week designated for benefits. Dawn took that essential model and expanded it to 3-6 nights a week. Throughout all of our years, El Rio has been a mixed space for LGBTQ communities and the broader neighborhood

with a focus on people of color, women and folks of all genders and gender expressions. The original party that Malcolm and Robert began when they first opened the club, Salsa Sundays, is still going strong and is foundational to our club. Some of our regular customers span the full history of our club and help to hold this history and tradition with our staff. El Rio has been such a vital community center for so many San Franciscans that we have also been host to a number of weddings, anniversaries and even memorials as a reflection of deep importance many San Franciscans feel about the community space created in our club.

EL RIO

Press

2016 “Best Neighborhood Bar” - Bay Area Reporter
2016 “Best Small Live Music Venue” - Bay Area Reporter
2016 “Best Women’s Party, Mango” - Bay Area Reporter
2016 “Best Nightlife Party, Hard French” - Bay Area Reporter
2015/16 “Best Dog Friendly Bar” - Bay Woof Readers
2015 “Best Neighborhood Bar, Mango,” “Best Women’s Party, Hard French,” “Best Afternoon Party” - Bay Area Reporter
2014 “Best Dog Friendly Bar” - Bay Woof Readers
2014 “Best Lesbian Bar” - Bay Guardian Readers
2013 “Best Dive Bar” - Bay Guardian
2013 [“Best Dive Bar”](#) - foursquare
2013 “Best Queer Dance Spot ~ Hard French” - Bay Guardian
2013 “Best Food Cart ~ Rocky’s Fry Bread” - Bay Guardian
2012 “Small Business Award: Community Service”
2012 “Community Ally Award” - Harvy Milk Club
2012 “Pride Community Award” - SF Pride
2012 “Certificate of Special Congressional Recognition” - SF Mayor/Board Of Supervisors
2012 “Certificate of Honor” - Board of Supervisors

Bay Guardian Best Of

“Best Place to pretend you’re in a Fellini Movie- El Rio on a Sunday Afternoon”

1995 “Best Dive Bar”
1998 “Best of the Bay”
1999 “Best Salsa Club”
2000 “Best Place to meet Women, Mango on Saturday”
2001 “Best Salsa Club”
2002 “Best Bar To Play Pool In”
2002 “Best Salsa Club”
2003 “Best Gayish Bar”
2004 “Best Queer Revolutionary Headquarters”
2005 “Best Happy Hour- Audience Award”
2008 “Best Happy Hour”
2008 “Small Business Award: Community Service”
2008 “Best Happy Hour - Free Oysters” - Audience Award
2009 “Best Happy Hour” and Swing Goth
2011 “Community Spirit Award”- Frameline
2011 “Best Dive Bar” and “Best Super Duper Gay Party - Hard French”

Bay Guardian Scene Spring 2007

“Party spaces that give a damn: Billing itself as ‘your dive,’ El Rio defines ‘you’ as a crowd of anarchists, trannies, feminists, retro cool kids, and heat-seeking salseros as diverse as you’re likely to find congregating around one shuffle board table. Whether featuring a rawkin Gender Pirates benefit show or a rare screening of ‘The Fall of the I-Hotel as part of a radical film series Televising The Revolution, El Rio encourages and intimacy and camaraderie among its dance floor-loving patrons less frequently found these days in an increasingly class divided Mission.”

City Search

2006 “Best Outdoor Bar” - Audience Winner

2008 “Best Happy Hours”

2010 “Best Happy Hour”

AOL City Guide

“Best Gay Bar”

Examiner & The Independent

“Peninsulas Best Latin Music Club”

SF Chronicle/BayList Winner 09 Voted Best Neighborhood Bar

Sf Chronicle/SF Gate 09 Best Nightlife/Neighborhood Bar

Red Hots Burlesque

<http://www.flickr.com/photos/redhotdottie/sets/72157604035538444/>

El Rio on You Tube

http://www.youtube.com/results?search_query=el+rio+sf&search_type=

Gay Cities

<http://sanfrancisco.gaycities.com/bardetail/24/>

Some of the Community Beneficiaries from El Rio Fundraisers

AIDA
Bernal Heights Outdoor Cinema
Finding Insight
Girls Rock Camp Alliance
Jeff 'Free' Luers
John Avalos for SF mayor campaign
Larkin Street Youth Services
Lyon Martin Health Services
SF LGBT Center
Warrior 3
.change1021.org
[SSEX BBOX]
99% Print Committee
AIDS-LIFECYCLE
Amazon Watch
AMERICAN TRIPPS ? Berlin-Style Ping Pong Party
Americans for Safe Access
Angela Park
Art XX Magazine
Auto-Defensa Bilingue/Bilingual Self-Defens
BAAWL
Bad Rap
Bay Area Coalition for Our Reproductive Rights
Bay Area Radical Women
Bayan USA
Beast of the Bay Awards
borderOUT
Born To Drum
Brass Liberation Orchestra
Breast Cancer Actio
Building Bridges: Struggle, Solidarity, Equality LGBTQ Conference
Capoeira Ijexa
Casa Besu
Charming Hostess
Chinese for Progressive Association
CIS Elementary School Fundraiser
Community Boards
Derby Dog
Doctors With Out Borders
Earthquake & Tsunami Relief Fund
Fabulosa
Faith Golden
Fat Fancy
Feel Good

Fellowship of Reconciliation Colombia Program
Flying Needle Project Acupuncture Clinic
Friends of 3356 (victims of the 24th Street fire)
Give A Dog A Bone
GLBTQ PACIFIC ISLANDERS COMMUNITY
Golden Roots
Good Vibrations Indie Erotic Film Fest
GreenEmpowerment.org
Grrrl Camp
Haiti Medical Aid Project
Harvey Milk Day
Hip Hop Against Hate
Homobiles
Housing Rights Committee
IEP Clinic
ImmigrationEquality.org
Jewish Funds for Justice
Karlyn Lotney (aka Fairy Butch.)
KeepTurningHeads.org
Larry Gibson
Leonard Flynn Elementary school PTA
Leonard R. Flynn Elementary School
Liberation Institute
Livid Cult Burlesque Theatre
Lusty Lady Cinema
Maria Machetes
Mckinley Elementary
Memoir Journal
Mia Tu Mutch Sex Change Fund
Michigan Womyn's music festival
Modern Times Bookstore
Monica Nolan
Mujeres Unidas y Activas
Muttville
Mutual Aid Disaster Relief
NAMI Walk San Francisco
NOLOSE
Pachamama Alliance
Palestinian Circus School Documentary
Pancake Playhouse
Paulie Milagros Schreck
Precita Eyes
Produce to the People
Progressive Jewish Alliance
ProjectCommotion.org
Public Interest Reporting Project

Queer Art Camp Fundraiser
Queer Ballroom
Queer Girl Theatre Project
Queer Porn Summer Camp Film Project
Queer Porn TV
QueerSouth.com
Radiant Dark
Rae Thomas
Rocket Dog
Saint James School
San Francisco Community Land Trust
San Francisco Community School
San Francisco Dyke March
San Francisco General Hospital's Special Homeless Programs (EDCM)
San Francisco Living Wage
San Francisco Trans March
San Francisco Womens' Film Festival
San Pancho Art Collective
Schools for Salone
Sexual Minorities Uganda
SF Aids Foundation
SF Community School
SF Creatures of the Loin, Moped Rally
SF Dimensions Queer Youth Clinic
SF Dykes on Bikes
SF Food Bank
SF Pride at Work
SFSU's Health Education/Public Health Department
Shawna Virago
Sisters of Perpetual Indulgence
Soccer Without Borders
St. James Infirmary
Storm Miguel Flore
Street Level Heath
TCB Courier
Team In Training
The Bay Area Booking Collective
The Center for Sex & Culture
The Crow & The Wolf Project
The Great Grandfather's Club
The Hop-Cinco De Mayo Edition
The Icarus Project
The Kariua Project
The Leukemia & Lymphoma Society
The Leukemia and Lymphoma Society
The Stack: Fully Occupied News

Transgender, Gender Variant and Intersex Justice Project.

TransLatinas

US Federation of Worker Cooperatives Conference

Wild Horse Sanctuary

Wotever World

Yes Alexander

Young Workers United



your dive

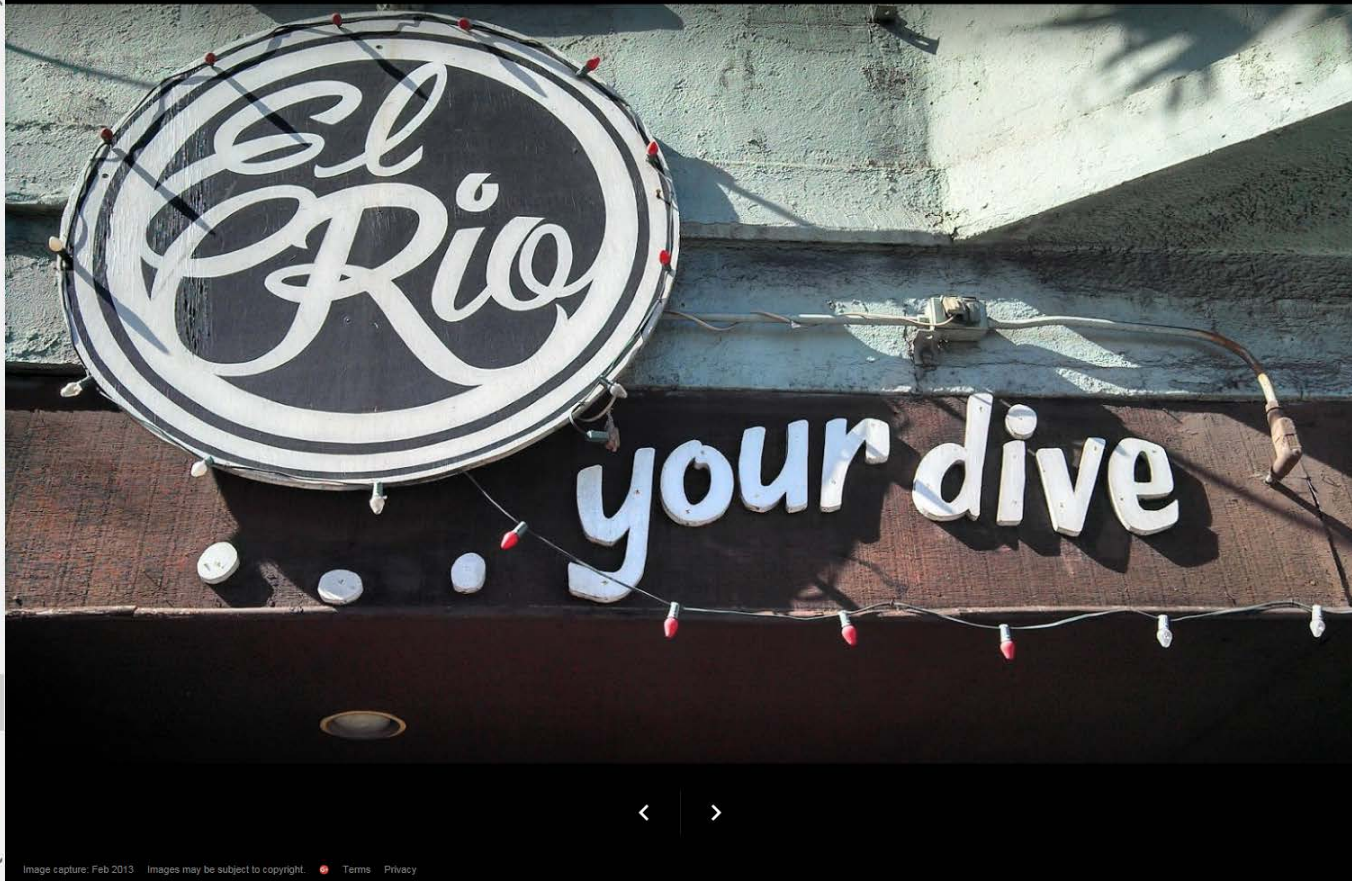
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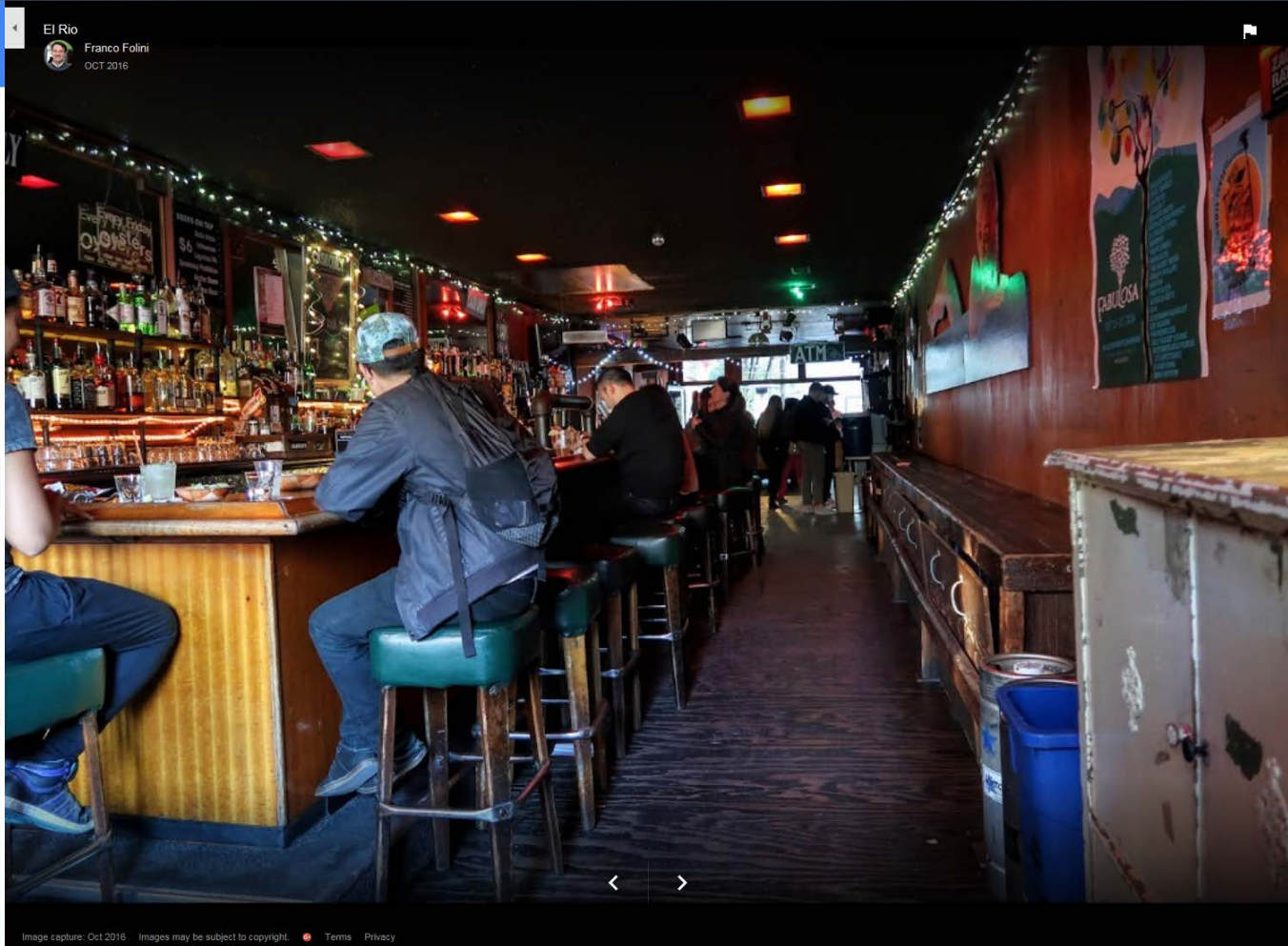
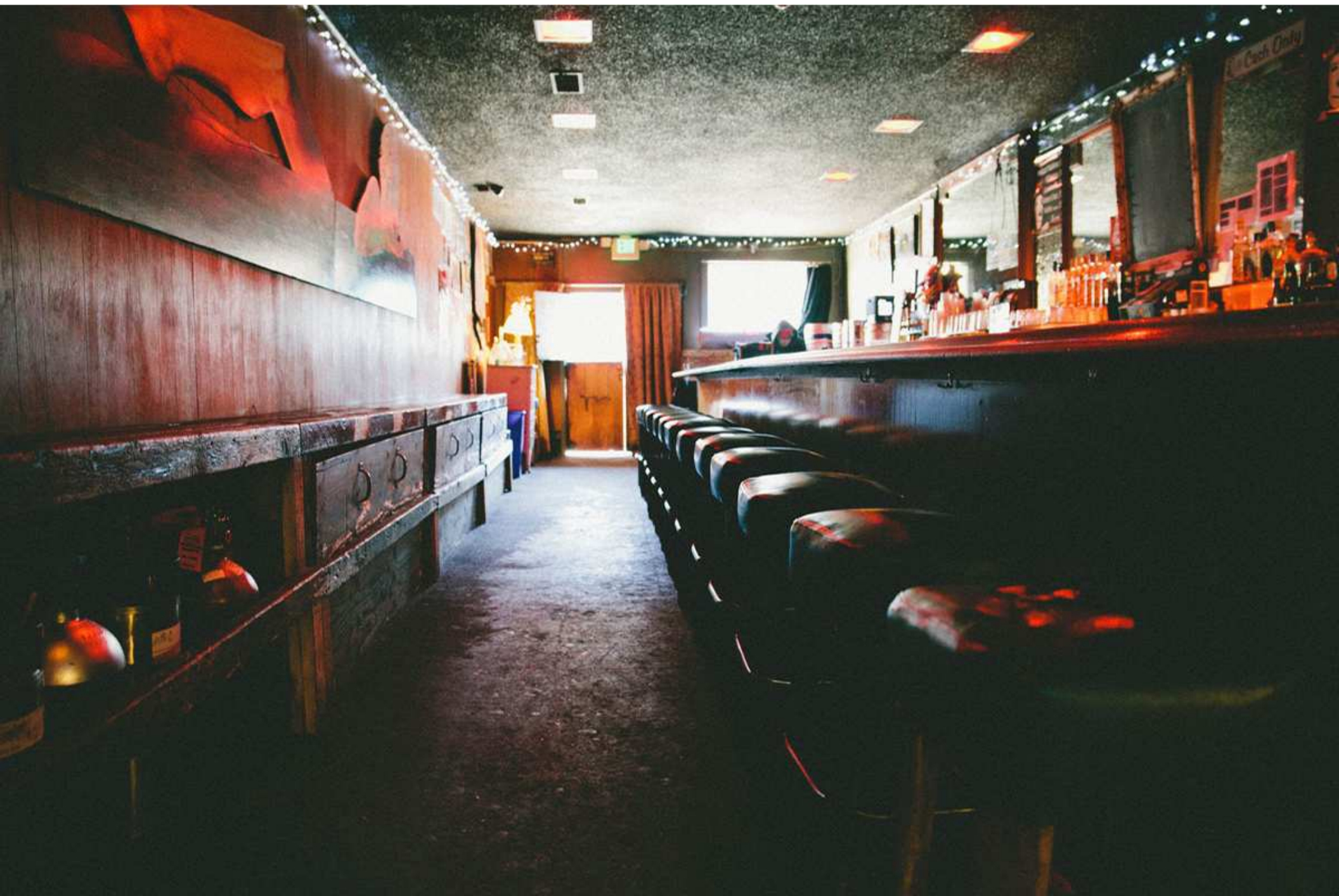
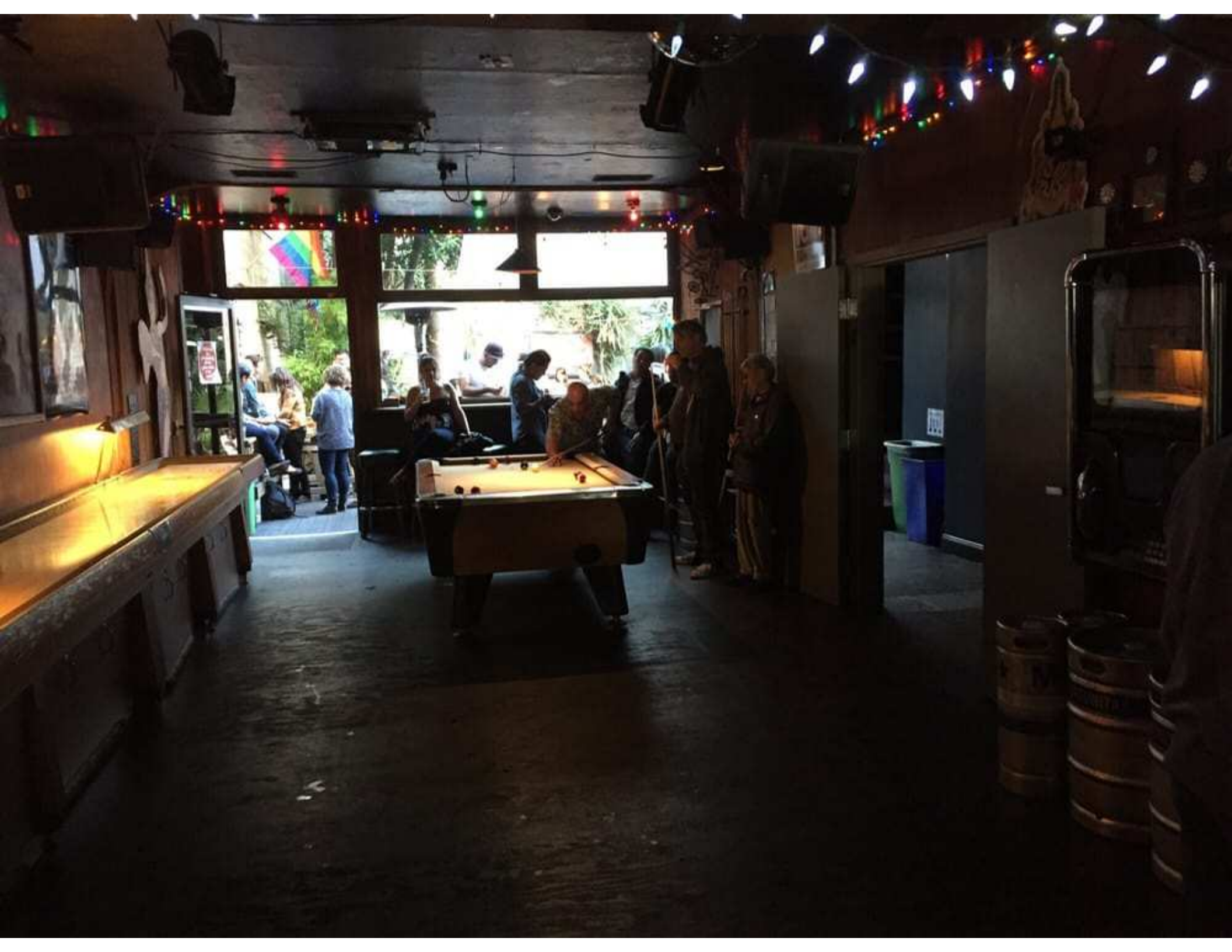


Image capture: Oct 2016 Images may be subject to copyright. Terms Privacy











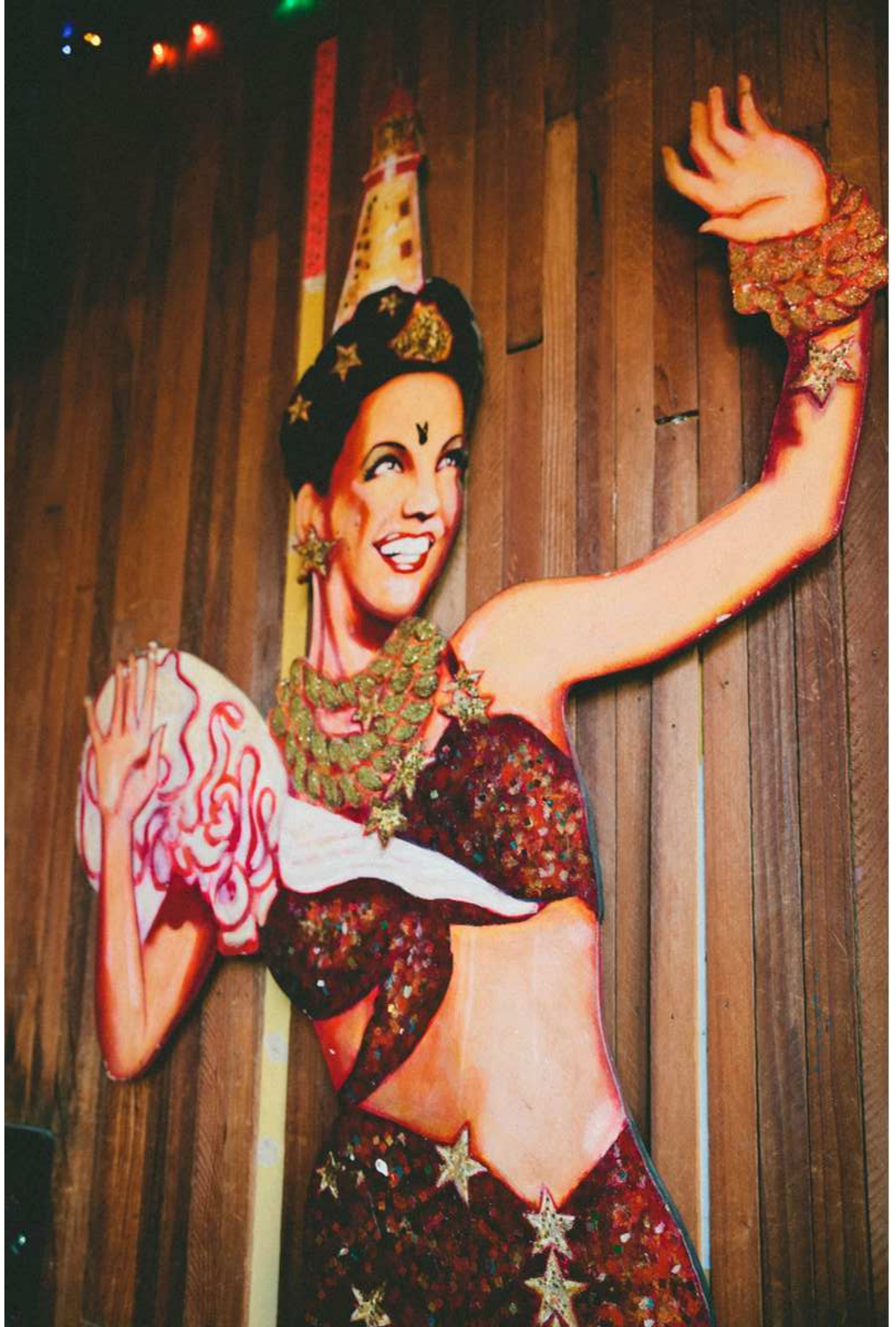
A collection of various award posters and certificates pinned to a wood-paneled wall. The posters include:

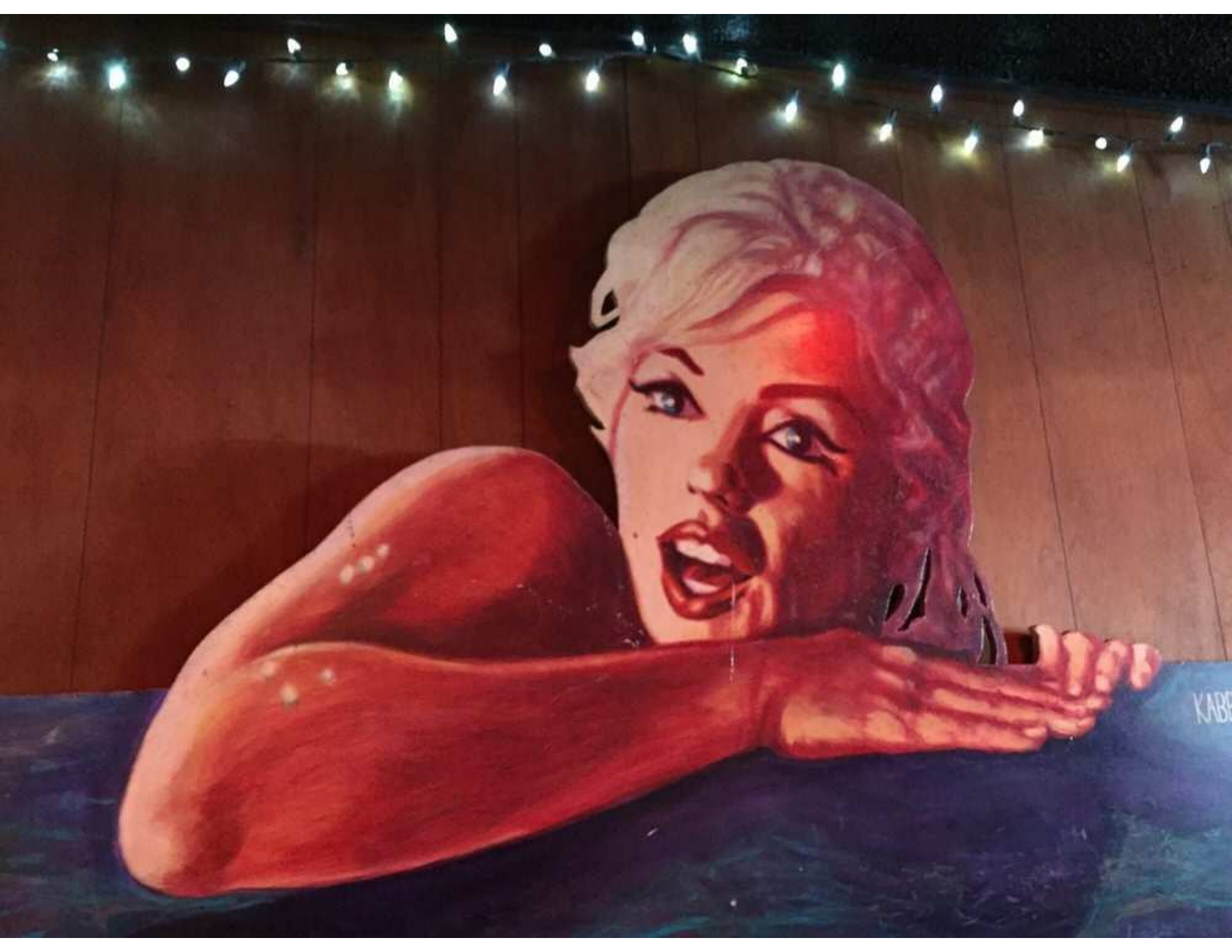
- Three "WINNER" certificates from Citysearch.
- "ZAGAT SURVEY" posters for various categories.
- "SF BEST OF SAN FRANCISCO" posters for "BEST DAYTIME BAR/CLUB PARTY" and "BEST ALL-PURPOSE RESTAURANT".
- "GUARDIAN" award posters.
- "Mango" award poster for "Best Sunday of the Month".
- "SwaggerLikeUs" award poster for "First Sunday of the Month".
- "ZAGAT RATED" poster.
- "No Persons Under 21 Allowed" sign.
- "BayList Winner" poster.
- "food + drink" poster.
- "ZAGAT SURVEY" poster for "Best Sunday of the Month".



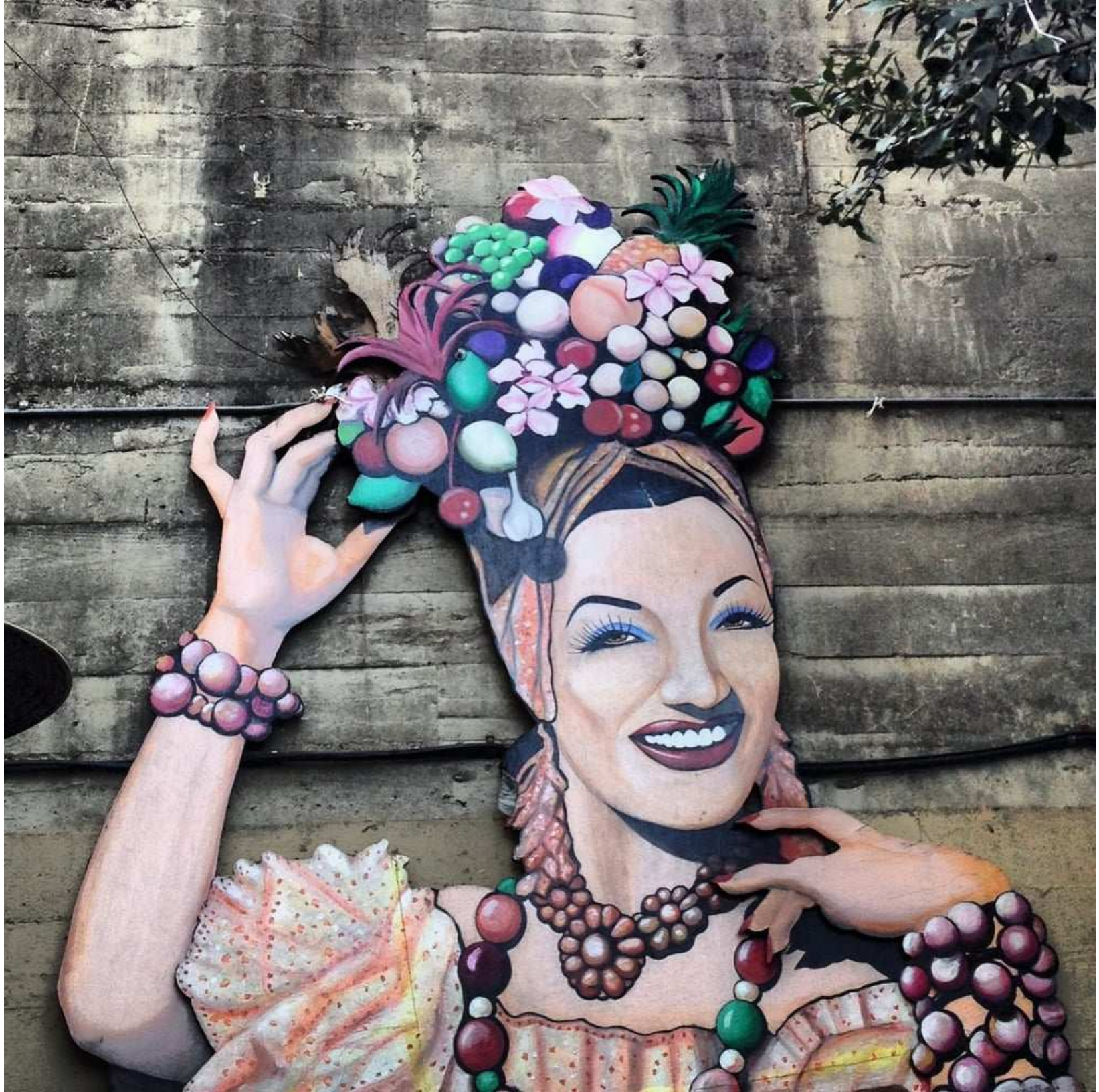
Give us your EMAIL address & WE'LL GIVE YOU 10% OFF YOUR TIME

Recyclables

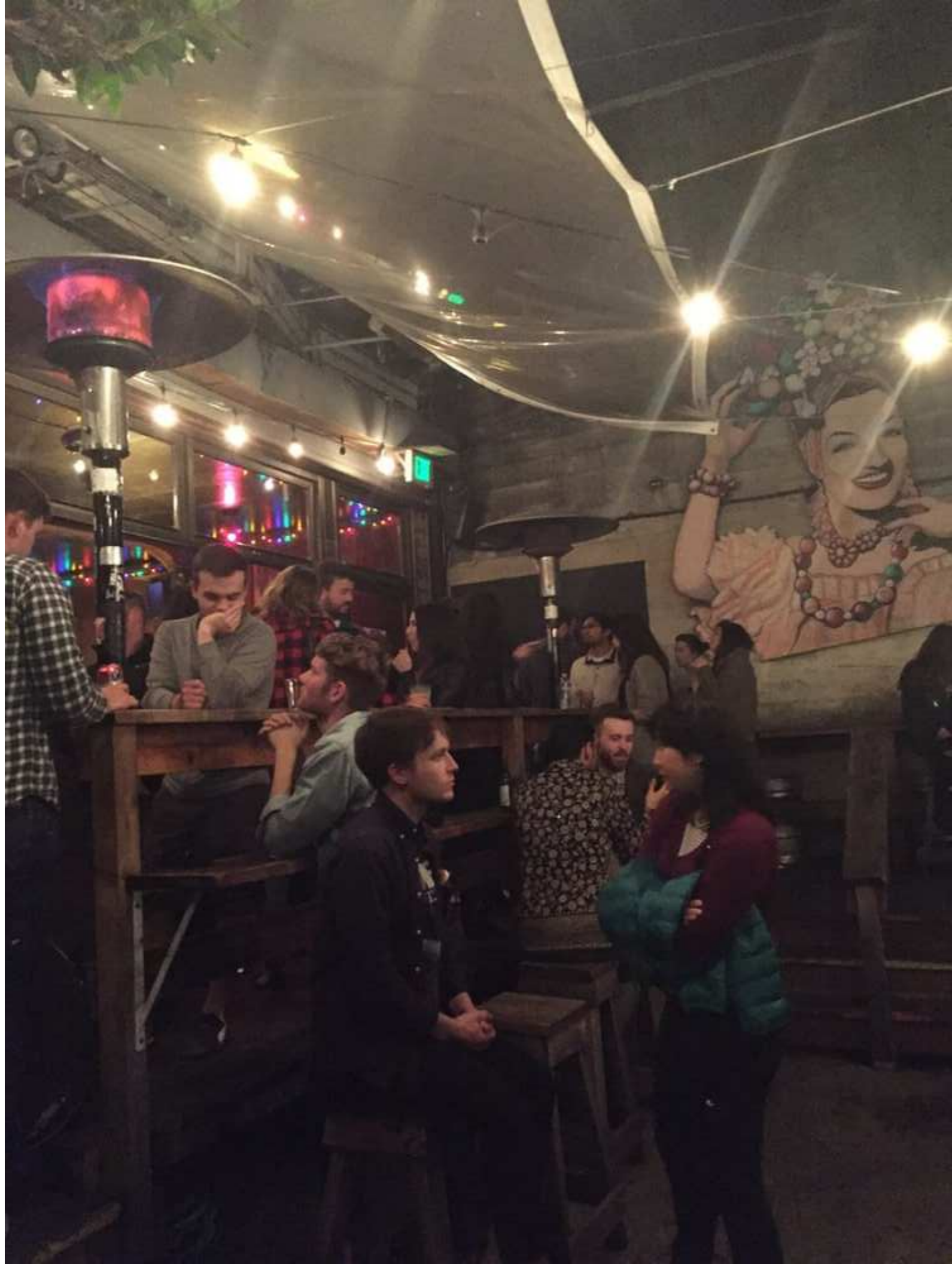




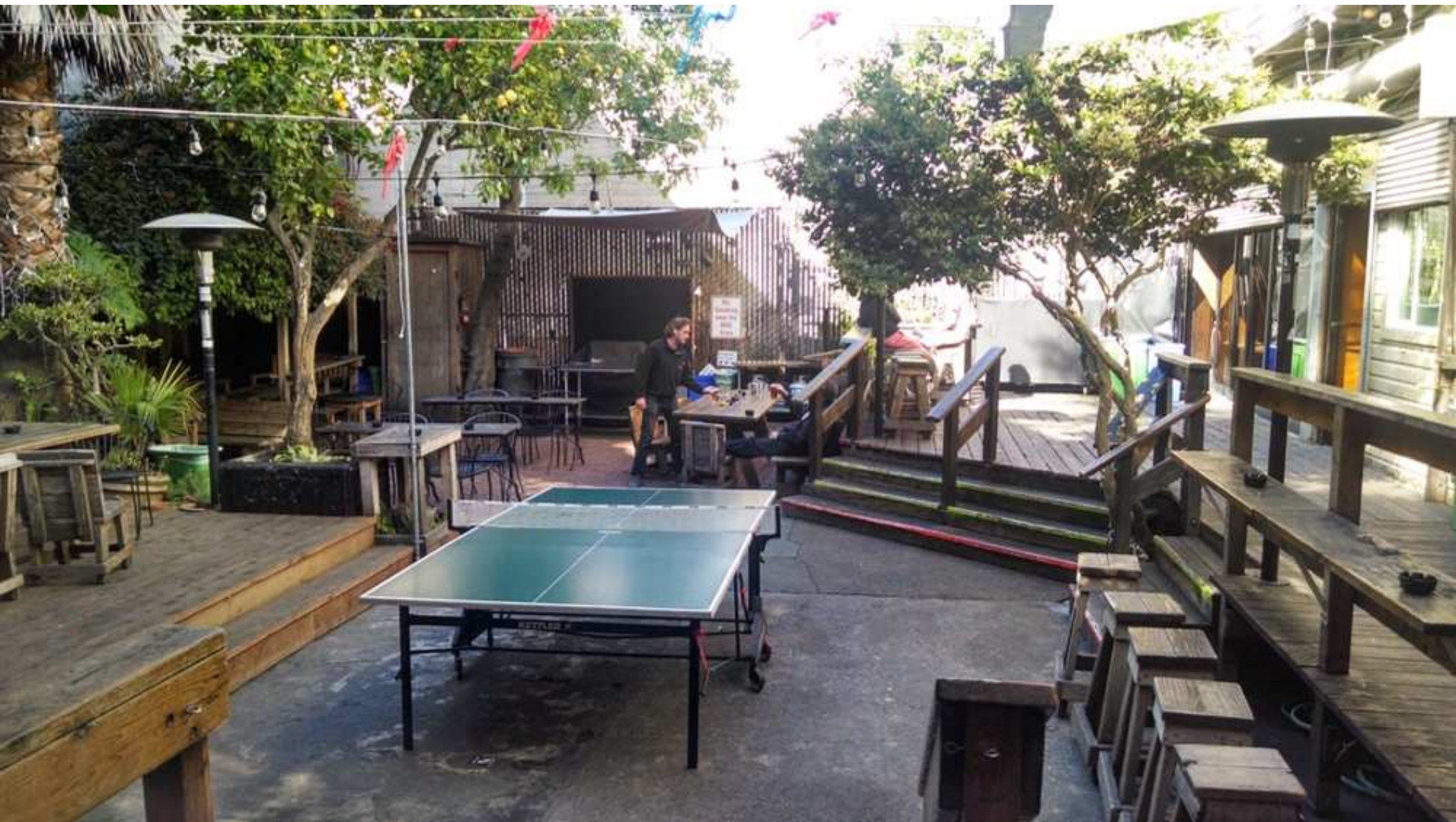
KABE



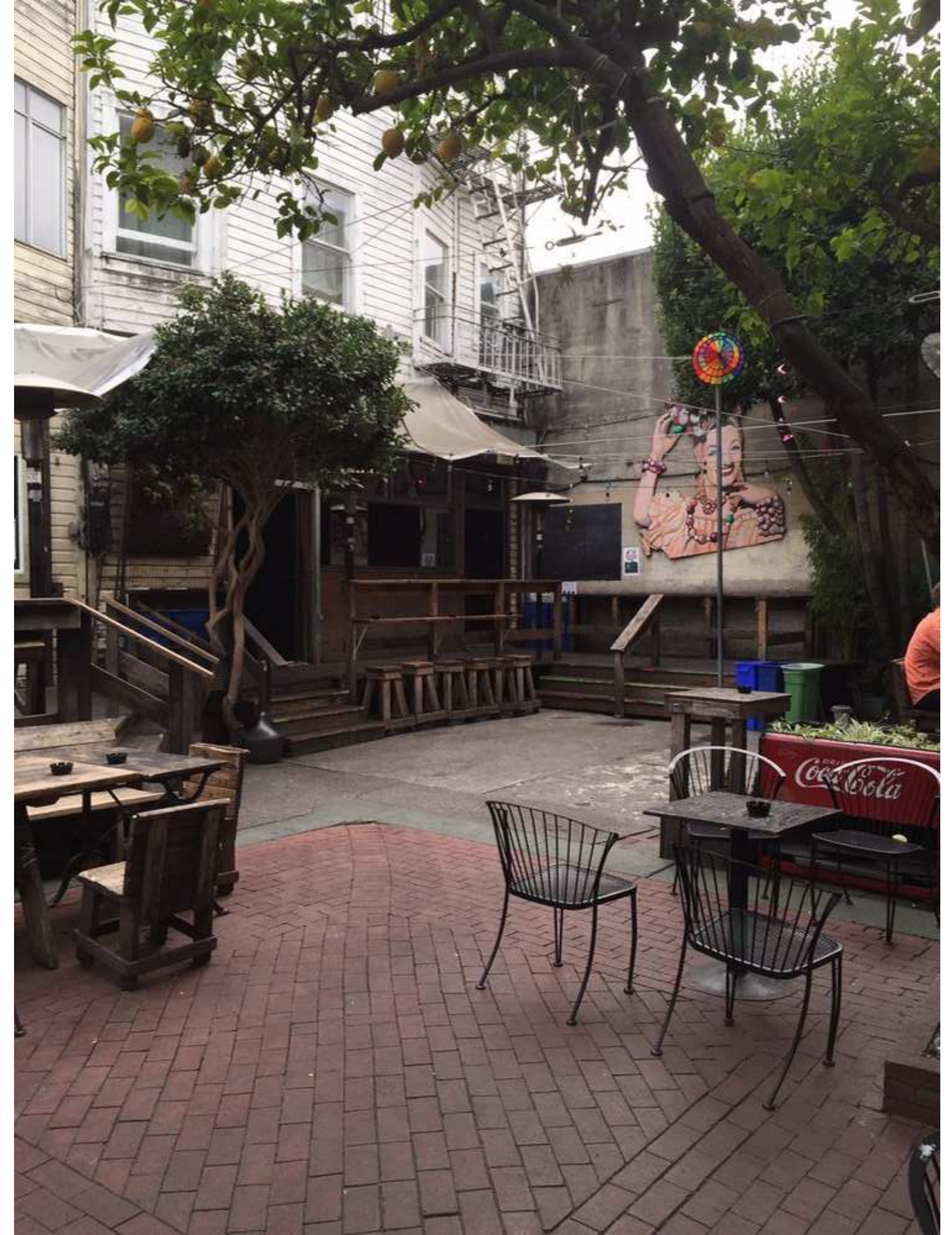










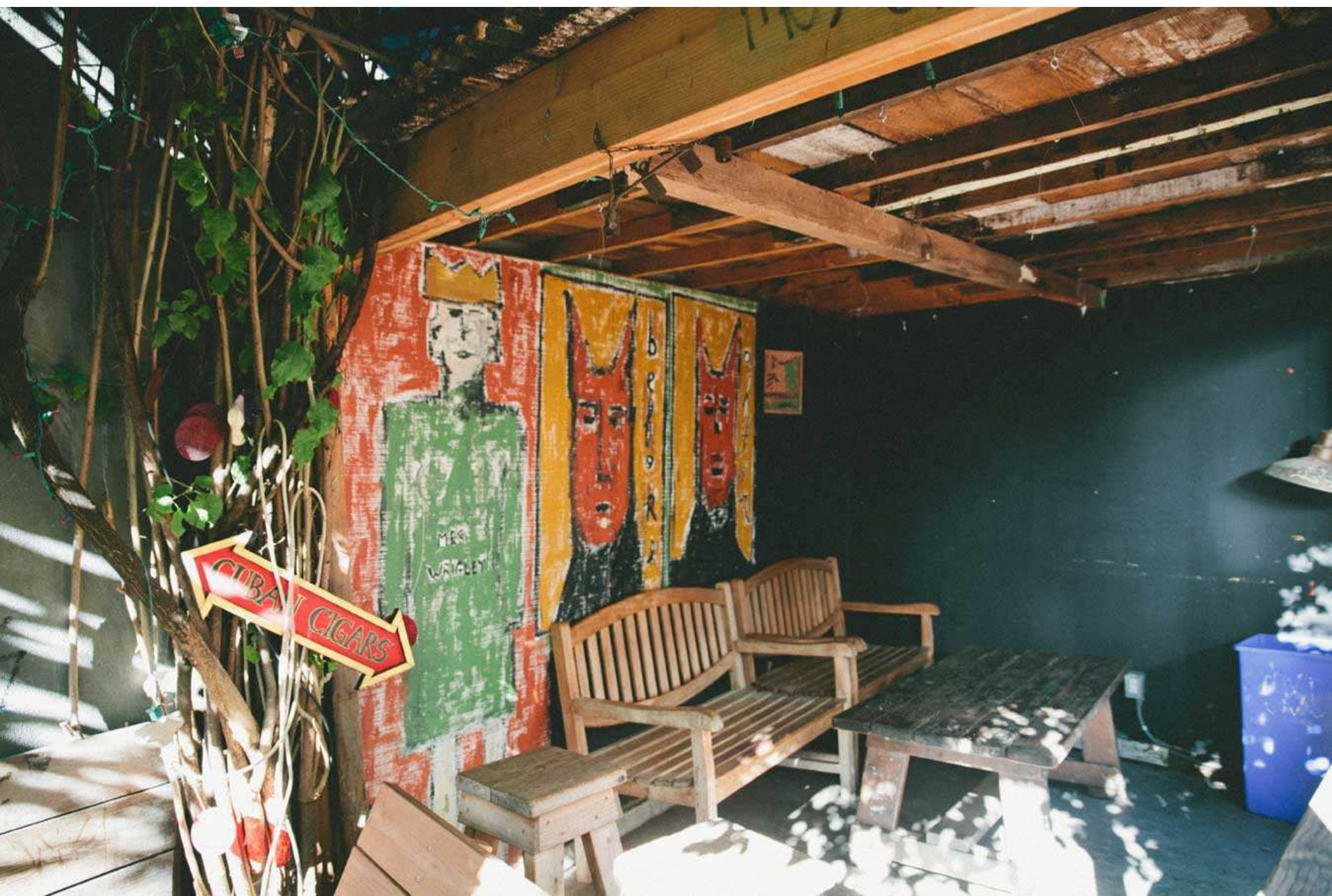




El Rio







CUBAN CIGARS

MRS WRIGHT











El Rio

ALL FROM MENU BY OWNER







A photograph including the original owners of El Rio,
Malcolm Thornley and Robert Nett



Hard French
Photos by: Shot in the City

A BENEFIT FOR



BAY AREA RISING



Skip the Needle

SATURDAY JANUARY 16TH 3-8PM

EL RIO- 3158 MISSION ST, SF, CA

\$10 - ALL PROCEEDS GO TO ONE BILLION RISING
INCLUDES A RAFFLE TICKET FOR THE MAIN EVENT FEB 13TH



PRESS RELEASE

EL RIO 3158 A Mission Street, San Francisco, CA

2 -20- 79

There is a new bar in the Mission District of San Francisco, EL RIO! The two owners, Robert Nett and Malcolm Thornley live in the area and opened up a friendly and spirited bar which is comfortable and organized. They worked with the Latin flavor of the area thru the name, the tile work behind the bar and the whopping big Margaritas they serve in addition to a Peruvian speciality, Pisco sours. Tortilla chips and home made salsa are placed on the bar for customers. The rust sculptures throughout the bar are unique. They and the fresh flower arrangements are executed by Robert. For playing they have one of the only long board shuffle boards left in San Francisco in addition to pinball and pool. The juke box features everything from Chuck Mangione to Gloria Gaynor to Marilyn Monroe doing 'The River of No Return.' When asked what kind of clientele come in they said, "We are running a bar where people don't feel pressure to act stereotyped but can enjoy themselves and other people."

<http://www.sfgate.com/thingstodo/article/>

SFGATE

11 Things: Arty institutions to be grateful for

Kimberly Chun

Published 4:00 am, Thursday, November 26, 2009



Photo: Sterling Andrews

Wallpaper performs Friday at the Regency Ballroom in San Francisco. Anglos 0409

1. S.F. Museum of Modern Art

Casting aside the crowd pleasers, you gotta love the substantial overview of Bill Viola, the walloping whaling ship mania of Matthew Barney and the psychedelic mind games of Olafur Eliasson.

2. El Rio

Thank the river gods for those thick, toothsome and super-savory Bloody Marys, sipped as the bodies start to wiggle and writhe at a dance party in back.

3. Multi-genre Mission art spaces

It's a mixed bag, but sometimes you stumble over brilliance, laughs and outright weirdness when you least expect it.

4. Club Sandwich

All-ages shows took a turn from the emo and mall-punk and toward the cool and art-schooled at these rotating-venue DIY events, complete with PB&J sammies.

5. Hemlock Tavern

You have to wade through a lot of bellowing drunks on weekends, but it's a consistently fab, comfortably snug spot to see intrepid rock, folk and experimental sounds.

6. Sumptuous movie palaces

Even crankies can enjoy a fix of theatrical eye candy with places like the Castro, the Paramount and the Fox.

7. Festival fever

Music festivals like Noise Pop and Outside Lands, film fests such as S.F. International, Jewish, Hole in the Head - we love our arts firmly packaged, well-edited and thoroughly curated.

8. Free stuff

Even a curmudgeon can't complain about Hardly Strictly Bluegrass and the First Thursday gallery crawl. Be thankful that there are a few fee-less upsides to the pricey city.

9. Indie movie houses

Netflix can't do this: Provide soda in a can and films that are uncanned, sometimes obscure and, at moments, mind-blowing.

10. Indie bookstores

City Lights and Green Apple are more fun and fruitful than midnight cruising the Marina Safeway - and the pickings are much brainier.

11. Local musical talents

Watch pop savant Eric Frederic of Wallpaper scale the walls of the onetime psych palace opening for Peaches. Then text him your love. 9 p.m. Fri. \$25-\$27. Regency Ballroom, 1290 Sutter St., S.F. (415) 421-8497, www.goldenvoice.com.

BACK PAGE

MIKE KEPKA

The City Exposed

Naked lady

A recent Friday, 7:59 p.m.: It's a minute till showtime. Dottie Lux takes one last drag on her cigarette before running off to announce the start of her weekly Red Hots Burlesque show in the back room at El Rio. A little over a year ago, Lux left New York. She needed a change, so she packed the show and her corset and headed west for a new city that she says has stolen her heart. She's joined a new community that shares the same thrill of performance. "I'm doing what I love," said Lux. "I knew when I was 8 years old and Mommy asked me what I wanted to be when I grew up — I pretty much knew I was going to be a naked lady ... so for me, I'm living my dream."

To hear audio and more photos, go to sfgate.com/cityexposed. If you have ideas for the City Exposed,





September 19th, 2017

To Whom It May Concern,

I am writing on behalf of Community United Against Violence (CUAV) to fully support with appreciation and enthusiasm El Rio's request to be designated a legacy business in San Francisco.

El Rio is without a doubt one of the anchor businesses in San Francisco that truly reflects the principles and values that this city prides itself in: inclusion, diversity, community and humanitarianism. El Rio has invested time, energy and its generosity to the larger community by hosting fundraising events for many different causes, including the work of local non-profits, political races, individuals who've lost their homes to fires, public school teachers, SF Dyke March, TransMarch, animal rescue organizations and so many more.

As a past beneficiary of El Rio's fundraising events, CUAV has counted on El Rio's support for the work that we do, serving LGBTQ survivors of violence, sexual assault and police misconduct. One thing we have learned by working with survivors is the crucial importance of safe spaces that are respectful and inclusive of our diverse communities. And El Rio is committed to being as safe a space as possible for all!

Where identities intersect in the Mission District, El Rio has been there! For example, to the Latinx communities, especially queer and trans individuals, El Rio has been a treasure, a place to celebrate culture, gender and sexuality at Salsa Sundays, dancing openly and freely as LGBTQ people.

The emergence of the World Music scene had one of its roots at El Rio, and the club continue to provide a space in which to highlight local artists: musical acts, DJs and performers from a variety of genres and backgrounds.

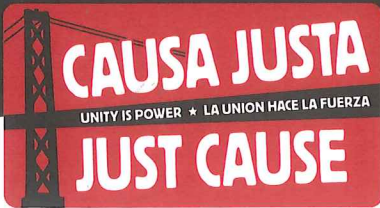
El Rio is known around the world as a destination when visiting San Francisco. This is a testament to the club's practice of being a place where most everyone feels welcomed and seen. These are the kinds of businesses that make this city a beautiful place to live and grow, or visit.

Please support El Rio's request to be designated a legacy business in San Francisco. We thank you!

Cordially,

Pablo Espinoza-Schaudel
Co-Director
CUAV - Community United Against Violence
The Mission District, San Francisco, CA





September 18, 2017

To Whom it May Concern:

I am writing on behalf of Causa Justa :: Just Cause to express our strong support for El Rio to officially be recognized as a legacy business. Causa Justa :: Just Cause (CJJC) has partnered with El Rio for years, because El Rio has actively made their business available for grassroots events that not only provided safe, community-building space for diverse communities of color, LGBT communities and low-income communities. CJJC is a community organization that builds solidarity and power amongst immigrant Latino and black communities to defend and advance immigrant and tenant rights across the Bay Area.

In San Francisco, these kind of spaces are dwindling, as are the businesses that invest in finding ways to partner with and support mission-driven organizations like CJJC. El Rio not only responds to requests for support, but proactively reaches out to create programming that raises funds for social justice work and speaks directly to the people that CJJC organizes. All of their staff stand by the business's zero tolerance policy for bigotry and harassment, expecting all patrons to treat each other with respect while ensuring that LGBT people, differently abled people, women and people of color feel at home at El Rio. The long-standing events such as Salsa Sunday and Mango have offered a very special multi-generational, multi-racial and queer spaces that have built solidarity and strengthened community for decades.

El Rio stands as an indispensable gathering place of celebration and community involvement for the communities most in need of a safe, supportive space. El Rio models for all other businesses in our city the principles of diversity and inclusion, social justice and community service.

We urge you to recognize El Rio as a legacy business and protect this unique and historic community space for many years to come, for the communities and organizations that see it as a second home, a partner and an ally.

In Solidarity,


Vanessa Moses
Executive Director

September 16, 2017

To Whom It May Concern,

I am writing with great enthusiasm in support of El Rio's application for legacy business status in San Francisco. As a dyke leader in San Francisco, preserving our spaces and experiences is of the utmost importance to me and to our city's rich queer history. El Rio has supported and embraced our lesbian community throughout its 39-year existence. Today, El Rio continues its legacy of upholding our values and opening their hearts - and doors - while we experience a dramatic shift among our community.

From 2013 - 2017, I served as the Co-Chair of the San Francisco Dyke March, a radical, grassroots feminist organization that thrives on community support. The Dyke March is a fiscally sponsored project of Community Initiatives and is overseen by a volunteer organizing committee. Our success has always been rooted in community partnerships that share a commitment to lesbian visibility. The Mission District was once a booming lesbian neighborhood with business, bars, bookstores and even our own bathhouse. Today, there are few of us left and even fewer business we can call our own. El Rio thrives as one such business, with a staunch commitment to queer visibility and direct support for the lesbian community in San Francisco.

During my time as Co-Chair, and prior to that for more than a decade, El Rio has hosted fundraising events for Dyke March. This annual event became known as the SUPER BIG GAY Dance Party, produced by Lila Thirkield of the Lexington Club, in partnership with several lesbian centric parties including Mango, Uhaul, Soulovely, Hella Saucey and House of Babes. This event raised funding for Dyke March while promoting visibility and community building. At its peak, the event hosted nearly 1000 people and raised \$10,000 for Dyke March. El Rio held our community for this event and many others with incredible generosity and heart.

El Rio is more than a bar, it is a sanctuary for us, and even more so as we face a chaotic and uncertain future. It is the place where I first came out to a friend from my midwest home town, and home to Mango (the longest running T-Dance in San Francisco). It is a space for us to come together to grieve, to organize, to celebrate, and to build. It is a community space that truly embodies its community, and is deeply deserving of recognition for its legacy. Thank you in advance for your consideration.

In gratitude,



Elizabeth Lanyon
Co-Chair, San Francisco Dyke March (2013-2017)
e.m.lanyon@gmail.com

September 14, 2017

To Whom It May Concern:

I'm writing in strong support of the El Rio Bar on Mission Street being designated a legacy LGBTQ business.

Speaking personally as a long-term member of San Francisco's LGBTQ community, El Rio is really important to me, and has been for a long time. I first moved to the Bay Area in 1983 to attend graduate school at UC Berkeley. I lived then in the East Bay, and for the first few years I was deeply immersed in my academic program and being a young parent, but by the later 1980s I was actively exploring San Francisco's fabled queer world. *The Virgin Machine*, a 1988 film set in San Francisco and directed by the internationally-acclaimed German lesbian experimental filmmaker Monika Treut, was a vital point of entry for me into San Francisco's underground sexuality scene. Dorothee, the heroine of that film, is a young German woman searching for her mother who had run off to become a lesbian in San Francisco, and she makes the rounds of all of the then-iconic lesbian or women-centric bars in the city, including El Rio. I retraced the fictional Dorothee's path through real-life San Francisco, expanded my own community, and discovered El Rio's wonderful vibe for myself. It has been my favorite San Francisco bar ever since. Sadly, El Rio is the only bar featured in *The Virgin Machine* that remains open. On that basis alone I think it merits support as a legacy business.

By the mid-1990s I was partnered with someone who lived in the Precita Park neighborhood, moving in with her in 2002, and we always took seriously the slogan on El Rio's sign that said "It's Your Dive!" We literally made it "our dive." It's walking distance from our house, and we go there numerous times a year. We love the back patio on a sunny weekend afternoon (especially if there's salsa dancing!) or a rare warm fall evening. We've gone to music and comedy performances there—particular when our favorite impresario Lisa Geduldig is hosting. When out of town friends come to visit and want to go on a pub crawl, El Rio is always the first stop (and sometimes the last, because it's such a great place to hang out). In short, El Rio is an important thread in the fabric of my life, and if it were ever to close I would miss it with the passion that I miss another neighborhood institution shuttered not long ago by fire, Cole Hardware.

Speaking in my professional capacity as a gender and sexuality studies professor, historian, documentary filmmaker, and former executive director of the GLBT Historical Society, as well as a person who consults regularly on LGBTQ historic preservation and landmarking issues (including having a single-authored chapter in the National Park Service's watershed 2016 publication *LTBTQ America*, and serving on the advisory committee for the Stonewall Inn National Historic Site), I am well qualified to appreciate the historical significance of lesbian bars, and to advocate for the preservation and support of these vital yet increasingly vulnerable subcultural spaces in a shockingly gentrified San Francisco.

My own research has been vital to the establishment of the Compton's Cafeteria transgender historic district in San Francisco's Tenderloin, and I am well aware of the many benefits to be gained through mobilizing unique historical and cultural resources for economic stabilization and community empowerment. El Rio deeply merits support from the City and County of San Francisco for its long-established centrality to the distinctive lesbian and women's community that has been rooted in Bernal Heights and the Mission since the 1970s. Please support this request for El Rio's designation as a legacy LGBTQ Business.

Sincerely,



Susan Stryker, Ph.D.

Associate Professor, Gender and Women's Studies, University of Arizona
Director, *Screaming Queens: The Riot at Compton's Cafeteria*
Former Executive Director, GLBT Historical Society

1541 Alabama Street
San Francisco, CA 94110
susanstryker@email.arizona.edu
(415) 824-6553

<https://burritojustice.com/2009/10/21/el-rio-31-el-rio-123/>

BURRITO JUSTICE

El Rio, 31 (El Rio, 151)

October 21, 2009

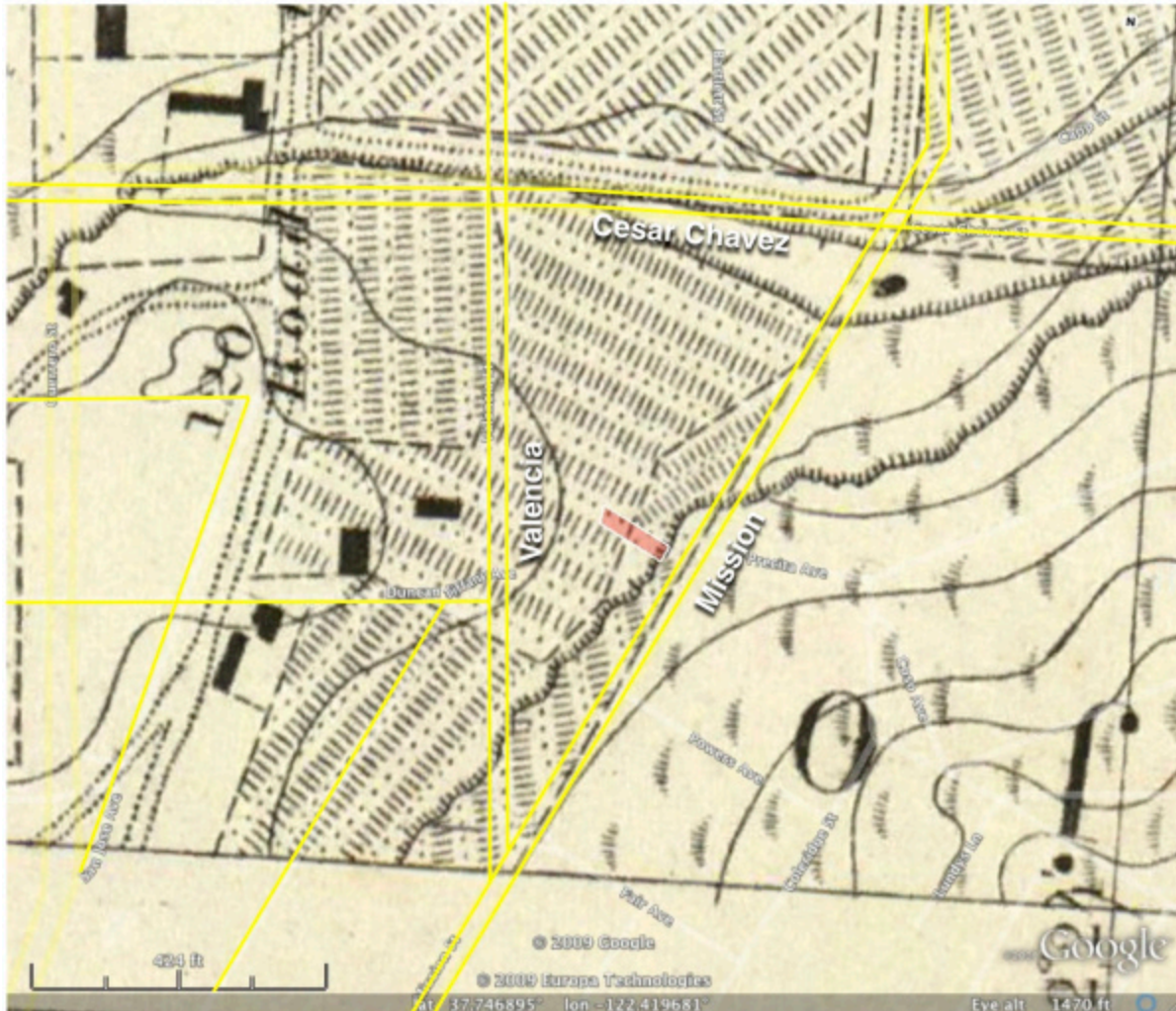
tags: [bar](#), [bernal](#), [el rio](#), [history](#), [la lengua](#), [maps](#), [mission](#), [sanborn](#), [st. luke's](#), [valenica](#)

El Rio's 31! Hooray! Being able to drink in the open air is the best.

[Mission Mistaken asked for some recent history on El Rio](#), but my time machine only starts working a minimum of half a century back.

Mission and Valencia, 1858:

El Rio's future site is the red rectangle.



The 1859 US Coast Survey map (surveyed in 1858, published in 1859) is digitally available thanks to the fine work of [David Rumsey](#), including a [Google Earth layer](#).

A field and a creek mark what will become El Rio. Valencia is not yet a road, and the path that will become Mission makes a hard right at stone wall bordering Precita Creek, the future Serpentine/Army/Cesar Chavez. A few buildings are clustered to the west of the future El Rio site, around the “Road to San Jose” (now cut off by the St. Luke’s doctors parking lot, Salvation Army and [Guerrero Park](#)).

I suspect that these buildings were the home of [Jose C. Bernal](#), son of Juan Francisco Bernal, a soldier under [Captain Juan Bautista de Anza](#), “Father of San Francisco”. (There is apparently a photo of the Bernal homestead floating around — if you know of it, please oh please let me know.)

After a successful stint as a government administrator in San Jose, Bernal was given [a land grant in the 1830s](#) that encompassed most of the land south of CC and east of the road to San Jose.

October 10th, 1839. Governor Alvarado to J.C. Bernal; one square league, being "[Rincon de Salinas y Potrero Viejo](#)." It will be seen, by an examination of the archives, that Bernal applied for a grant of this land, and "La Visitacion," on the second of November, 1834, two days before the order was issued by the Governor for organizing the pueblo of San Francisco. On the second of January, 1835, Governor Figueroa decreed on this as follows:

"As it appears, from the preceding reports, that the land asked for by José Cornelio Bernal is of the property of the pueblo of San Francisco de Assis, to which it serves as ejidos for the common cattle, the petition is not granted, as it cannot be given in ownership (en propiedad), but the party interested may keep his cattle there, the same as other citizens do."

The Rincon de las Salinas land grant (encompassing La Lengua, Bernal and Excelsior/Crocker/Outer Mission) was secured by 1839. (He previously received a grant of farmland near Mission Dolores in 1834 and was given a third grant, El Potrero Viejo (Bayview and Hunter's Point) in 1840.

But J.C. Bernal died in 1842, aged 46, and his widow Carmen Cibrian de Bernal and their son, José de Jesus Bernal, took over the land. However, like many rancheros, the family was not exactly focused on business and sold the land off bit by bit. Within 15 years the family moved off the Rincon de las Salinas holdings to live near Mission Dolores. By 1917, the Bernal descendants lost their last bit of land. [The Bernal History Project points us to this 1929 obituary of the grandson](#), which gives more detail of their lifestyle. While not business savvy, they certainly seemed friendly:

The history of the passing of the Bernal grant was similar to that of nearly every one of the great Spanish and Mexican families who once held a huge portion of the best agricultural and grazing lands of Alta California. The dons and their descendants lived a feudal life, giving little care to business and leaving their vast herds of cattle and horses and great flocks of sheep largely to the supervision of the vaqueros and herdsmen. The homes of the owners were centers of hospitality. The Bernal family was no exception to the deep seated tradition of extending hospitality. The best road from the little Mission Dolores and the Presidio to the southern missions ran at the foot of the hill where the Bernal hacienda stood. The latch string was always out, and day or night weary travelers were welcomed by the Bernal overlord. It was this carefree life and lavish hospitality, coupled with the lack of good business instincts that led to the gradual breaking up of the grants. When the owners needed money, especially when the country began to attract Americans following the Mexican war, they borrowed. They never seemed to get ahead, and little by little the vast ranchos were whittled down through foreclosure of the mortgages.

SOLD FOR \$1500: The first portion of the Bernal grant to pass to other hands was in 1859, when a foreclosure of a mortgage held by General William T. Sherman, resulted in the sale of a large tract from Butchertown to the San Bruno road by the Sheriff for \$1500. General Sherman had loaned old Bernal \$4298 in the early fifties. (ed: \$4298 in 2009 dollars is about \$100,000.) Later, the tract containing Hunters Point and South San Francisco was also sold for \$1500. Other portions were sold from time to time, until in 1908 the last owner under the grant, the late Jose Cornelio Bernal, found himself in possession of only about twenty-five acres located west of Mission road in the little valley crossed by the Ocean House road, now Onondaga avenue, and

used for vegetable gardens. This last tract was lost through foreclosure in 1917, and it marked the passing of the final bit of San Francisco real estate from the families of the original grantees.

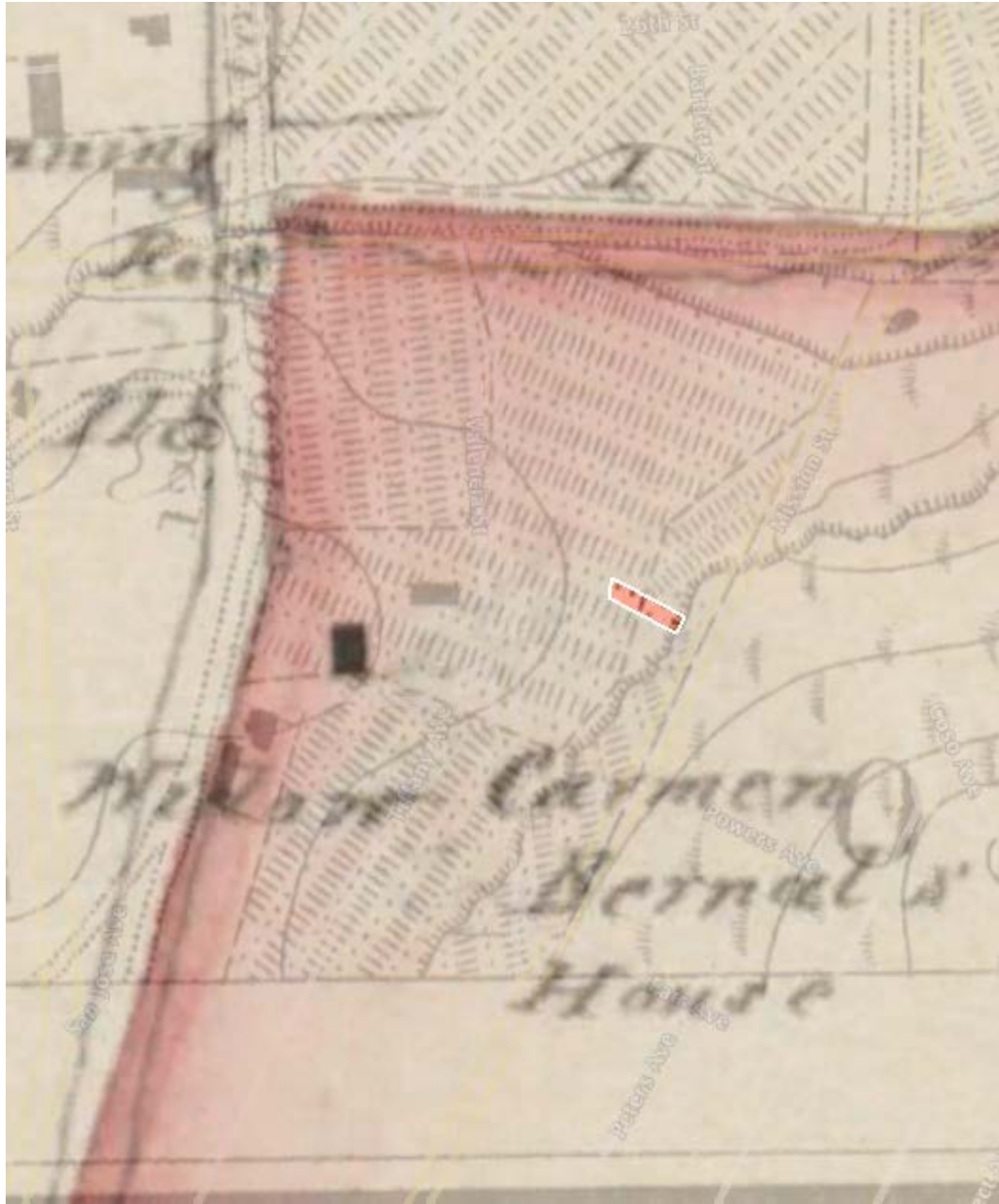
(That vegetable garden was next to Balboa High School, and the Bernal Mission Dolores tract was on or near Mission High School.)

Thanks to Greg Pabst and his [expansive article on the Bernal family](#), even longer than my typical diatribe but well worth the read.

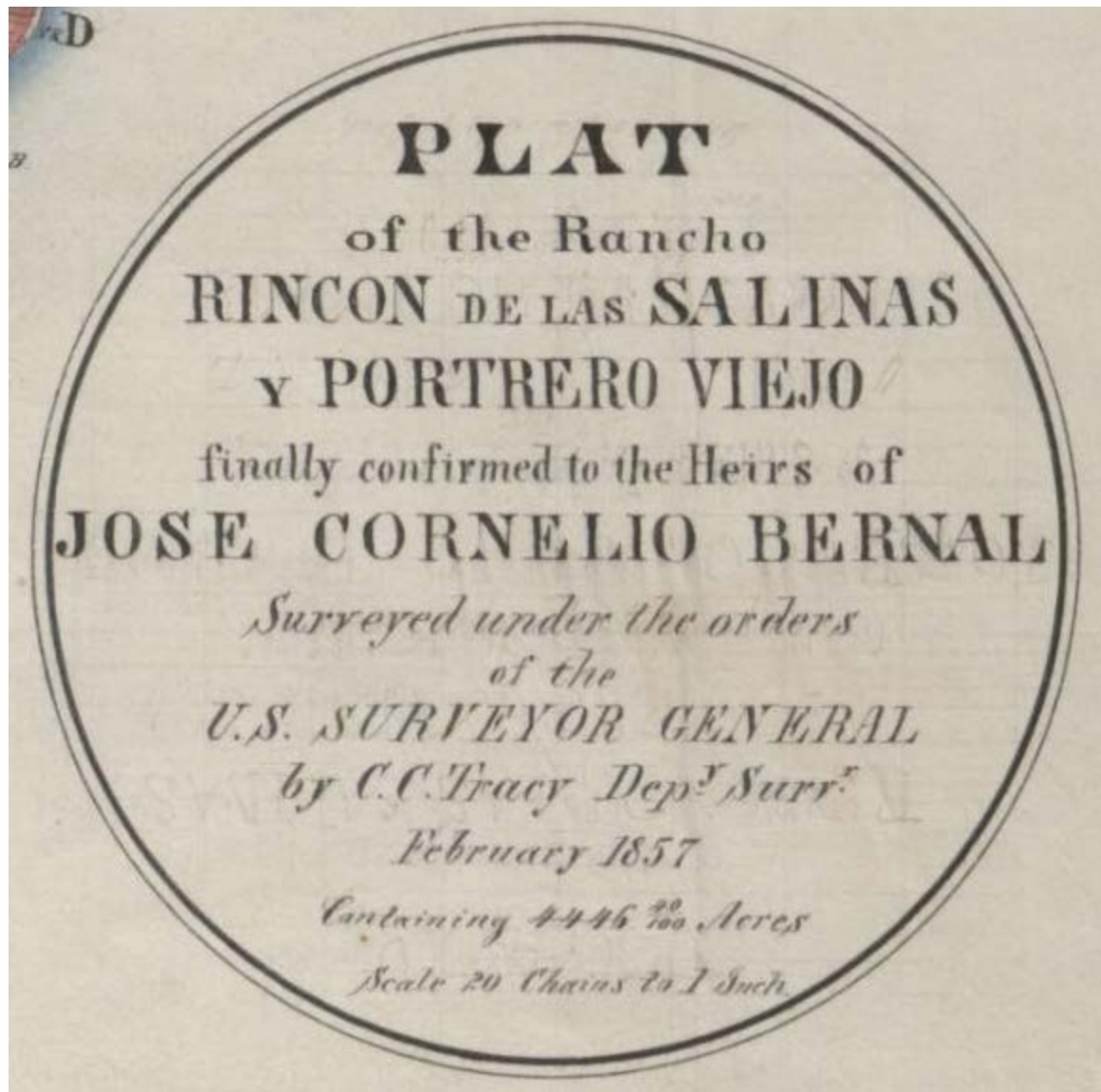
UPDATE: Spanish land grants had to be approved by the US Federal government after California entered the Union, and here is a slice of the 1857 map showing the approved boundaries of the Bernal tract.



Bigger map of the tract [on Calisphere](#). The Bernal residence was on the north side of what is now Duncan, at the SE corner of the St. Luke's parking structure. Mashup of Google Earth, the 1859 Coast Survey map and the Bernal Survey.



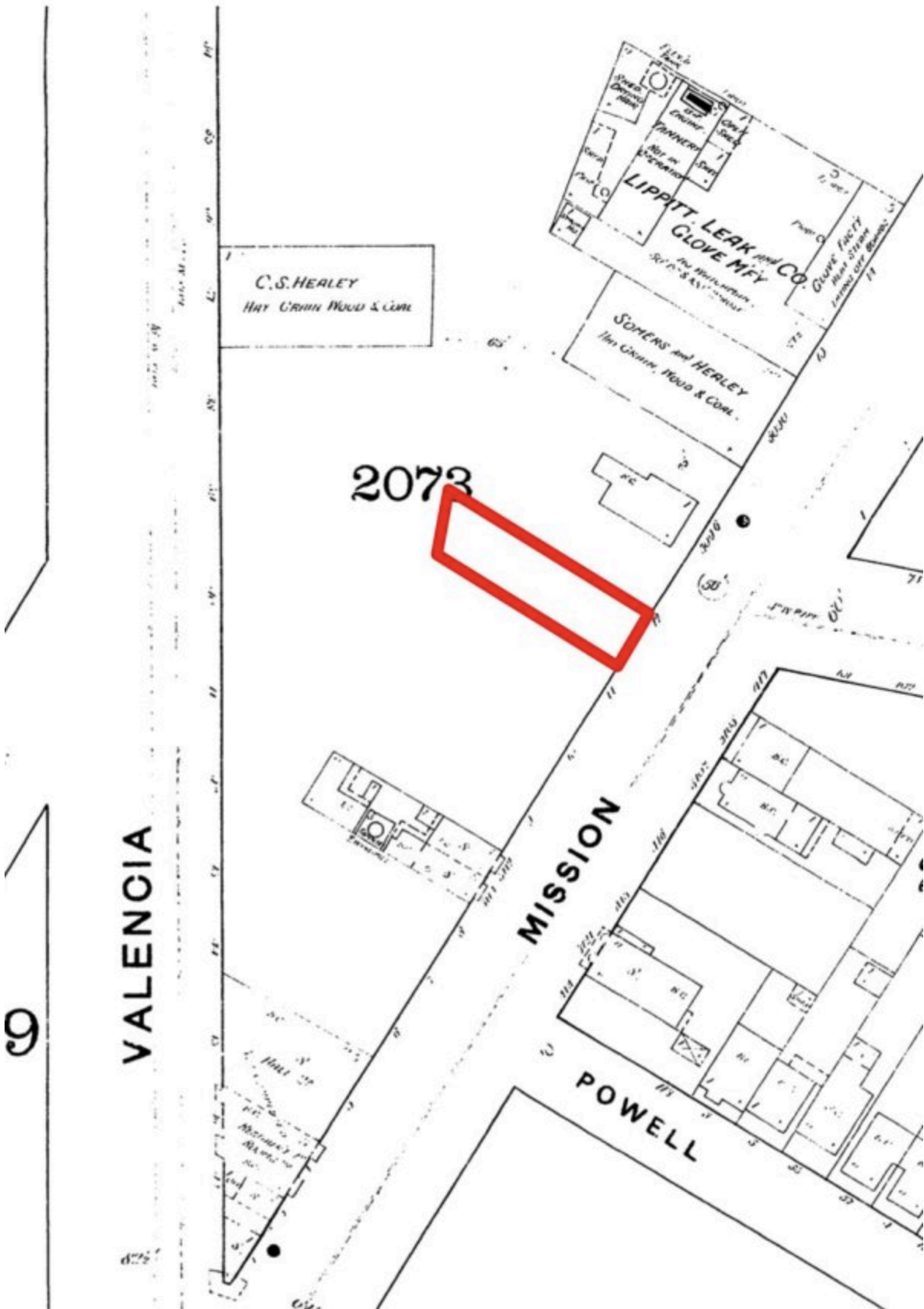
I wish I had a seal like this for my house.



Mission and Valencia, 1886:

El Rio is an empty lot, next to some dude's house, a glove factory and Misters Somers & Healy's Hay, Grain, Wood and Coal Emporium.

1886



In fact you can see many of the buildings in this wonderful (but sadly small) picture of the Mission [from the SF Public Library's collection](#), taken from the top of Bernal in 1888. You are looking to the NW and you just should be able to see the Mission/Valencia/Army triangle in the center, heart of [La Lengua!](#)

Somers and Healy's two white buildings are just to the left of center, and the glove factory is to the right. El Rio would have been just to the left of the little white house beside Somers/Healy empire. (St. Luke's is right behind that.)



(Anyone have a bigger version of this?)

2012 UPDATE:

Not the same photo, but roughly the same angle and much higher resolution! (Click to zoom, [more detail at Bernalwood.](#))



Mission and Valencia, 1900:

In the 1900 Sanborn map of the area, you see progress – we have a harness and carriage trimming shop on the future site of El Rio! While I am not entirely certain what harness and carriage trimming involves, I suspect it would certainly be handy to amble on over to Mr. C.S. Healy's and pick up some hay, or get your carriage painted at "Powell" and Mission. (Click to zoom btw.)

1900

VALENCIA

TIFFANY AV.

633

2073

C. S. HEALY
BALED HAY WARE HD.

C. S. HEALY
HAY & FEED WARE HD.

Messing & Creamery
Ice Plant

MISSION

578
PREC

AV.

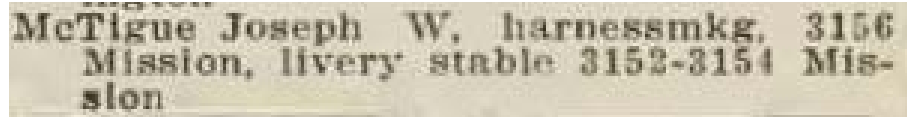
POWELL

579

428



The 1908 directory tells us that [JW McTigue](#) owns that harness shop over at 3154 Mission on the future Rio site.



McTigue Joseph W. harnessmkg. 3156
Mission, livery stable 3152-3154 Mis-
sion

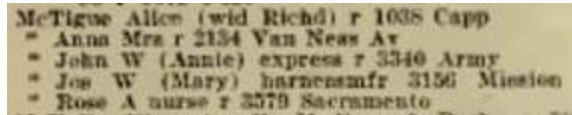
And there seems to be a saloon across the street as well now – hooray, that’s handy! I bet [Thomas Donlan’s bar at 3151 Mission](#) is a fine establishment where you could get a nice steam beer from [his wife Julia, listed in the 1915 SF phone book](#).

Mission and Valencia, 1914:

Jumping forward another 14 years, we find that (at least as of 1907) Healy’s is gone [with Eagle Stables in its place](#). (I guess stables were like public parking lots?)

More saloons — one on the tip of Valencia and Mission — a drug store. [Joe McTigue is still hard at work](#), and other [friends and neighbors on Mission are listed](#) thanks to the hard work of the [Bernal History Project](#).

Joe (and his wife Mary) are still listed in the 1921 directory.



McTigue Alice (wid Richd) r 1038 Capp
" Anna Mrs r 2134 Van Ness Av
" John W (Annie) express r 3340 Army
" Joe W (Mary) harnessmfr 3156 Mission
" Rose A nurse r 357B Sacramento

UPDATE: [UC Berkeley Calisphere](#) has a picture of the McTigue building in 1923, with carriages out front.



But within three years, the building will be torn down.

Mission and Valencia, 1925:

Let us venture into the future, somewhere between 1920 and 1950. Joe McTigue's building is gone and we get our first glimpse of El Rio's building (but no information on 3150 in the 1936 directory. No listing for Joe McTigue either, though there is a [Mrs. A McTigue on Army near Capp](#), perhaps a relative.)

2012 UPDATE: [A commenter in a Bernalwood post](#) did a rundown on the McTigues!

Did some genealogical research on the McTigue family, the harness makers. Michael McTigue and Frances Acton were Irish immigrants born in 1830 and 1832 who started the business South of Market .

In 1872, they were living at 273 Minna, In 1880 on 8 1/2 Moss. with children Augusta, Fanny, Joseph, Richard, John and Jennie. By 1896 they were living at 19 Alvarado with their harness factory at 3156 Mission Street.

Joseph W. McTigue was born in 1866 and died in 1939. He married Mary Theresa Costello and they had a daughter, Marie. She married William Dabel and in the 1940 census they lived at 3182A Mission Street. They had a son William (1927-2006) and I'm trying to trace his descendants.

A corner that once specialized in horse-related industries made a wholesale jump into cars (and on the east side of Mission, apparently paint). Click to zoom.

VALENCI

SEARS ROEBUCK & CO. AFA
AUTO SERVICE

8574
(2013)

BOWLING
WOOD PASTA
12-WB STRIPS

AUTO SALES & SERVICE
USED CAR SALES

A & S IGE

AUTO SALES
USED CAR SALES

USED CAR SALES

AUTO TOP SHOP

PAPERWORK

CARPE

FURNIT

AUTO PARKING

AUTO SERVICE

GAS & OIL IN YARD

MISSION

DRUGS

PRINTS

STORAGE

PAINTER

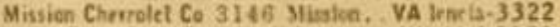
POV

PRINTS

LAUNDRY

27 W. PIPE
24 W. PIPE
826



Pretty much everything in the triangle south of [Sears](#) is car related, with the exception of a bowling alley (where Roccapolco is now) and a beauty parlor. Atlas Motors' historical echo is doing the same thing as now, the AAMCO is the old Sears auto department, and Kragen was a car dealership – [Mission Chevrolet!](#) 

UPDATE: The crack Imaging Systems team at [Telstar Logistics](#) points us to these shots of Mission and Precita in 1926 and 1927 from the UC Berkeley archives. You can see Mission Chevrolet under construction in the first shot, and finished in the second.



North on Mission at Precita, 1926



North on Mission at Precita, 1927

The restaurant on the left will be called the [Superior Grill](#) in the 1930s, and will come to house Nap's.

And here's [that great picture](#) of the gas station on the corner of Valencia and Mission in 1944.



Some will remember the [then-and-now shot I made a while back](#).

Finally, the [Telstar Logistics Aviation Group](#) presents us with this picture of the intersection in October 2009.



And such is 151 years of history from the corner of Valencia and Mission. Happy birthday, El Rio.



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: OCTOBER 18, 2017

Filing Date: September 22, 2017
Case No.: 2017-012394LBR
Business Name: El Rio, Your Dive
Business Address: 3158 Mission Street
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
50-X Height and Bulk District
Block/Lot: 6574/007
Applicant: Dawn Huston, Owner
3158 Mission Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
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

BUSINESS DESCRIPTION

El Rio, Your Dive ("El Rio") is a local bar and event space located in the Mission District. Founded in 1978 as a Brazilian leather gay bar, El Rio is an anchor for the LGBTQ+ community in the Mission. Opened by Malcom Thornley and Robert Nett, El Rio was inspired by their leather motorcycle riding lifestyle and their love for Brazil and they wanted to create a space that combined these interests in the form of a neighborhood bar mixed with a community center. The intent was to develop a space of inclusivity and opened its doors to all in the community to gather, socialize, plan events, and unite.

The business partners with local non-profits and community based organizations to help promote an equitable San Francisco for all and offers its space for these organizations to host benefits, fundraisers, and community events. El Rio has become a vital gather space for many individuals and groups in the neighborhood and throughout the city and, apart from offering its space to local organizations for events, the business also hosts its own events open to everyone. These include Salsa Sundays, a bi-weekly event that features dancing and live salsa music from musicians throughout the Bay Area, and Mango, a monthly dance tea party for queer women of color. The outdoor patio and garden with large lemon tree and community altar has become a significant aspect of the business as a community-oriented and -driven and has played host to many events and fundraisers since opening.

El Rio is a neighborhood dive bar with a strong community-centered agenda. The business' mixed space has become an anchor to the Mission District, LGBTQ+ communities of color, and underserved communities and has rendered the reputation of being a welcoming place that does not tolerate harassment, discrimination or bigotry. Placed at the crossroads of a diverse intersection of communities in San Francisco, El Rio has thrived on its inclusive and welcoming environment.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1978

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

Yes, El Rio qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. El Rio has operated for 39 years.
- ii. El Rio has contributed to the Mission District community's history and identity by continuously offering a space of inclusivity for people in the community to gather, socialize, and host benefits and other events. El Rio prides itself in its dedication to giving back to the community and neighborhood in which it is rooted through profit sharing and community benefits.
- iii. El Rio is committed to maintaining the physical features or traditions that define its presence as a welcoming and inclusive space.

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

The business is associated with the tradition of being a welcoming and inclusive space for all in the community to gather.

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

No. The 1924 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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. The business has been cited in numerous publications including but not limited to: SF Gate, 11/26/2009, "11 Things: Arty institutions to be grateful for," by Kimberly Chun; SF Chronicle, 3/22/2009, "The City Exposed," by Mike Kepka.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3158 Mission Street

Recommended by Applicant

- Patio and garden with large wooden deck, large lemon tree and community altar
- Long front interior bar
- Large wooden Carmen Miranda and Marilyn Monroe paintings
- Indoor shuffle board
- Key traditions that define the heart of El Rio as a community institution in the Mission neighborhood:
 - We are a LGBTQ+ space that is welcoming to all good people.
 - We actively invest in communities to promote social change.
 - We actively invest in our local arts and music scene to give space for artists.
 - We actively pursue underserved communities in the use of our space.
- Business model that includes profit sharing and community benefits that drives the business' fundamental purpose of giving back to the community and neighborhood in which it is rooted.

Additional Recommended by Staff

- Signage at the front that says "El Rio" and "your dive"
- Location in the Mission District



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE OCTOBER 18, 2017

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR EL RIO, YOUR DIVE, CURRENTLY LOCATED AT 3158 MISSION STREET (BLOCK/LOT 6574/007).

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 October 18, 2017, 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 El Rio, Your Dive 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 El Rio, Your Dive

Location (if applicable)

- 3158 Mission Street

Physical Features or Traditions that Define the Business

- *Patio and garden with large wooden deck, large lemon tree and community altar*
- *Long front interior bar*
- *Large wooden Carmen Miranda and Marilyn Monroe paintings*
- *Indoor shuffle board*
- *Key traditions that define the heart of El Rio as a community institution in the Mission neighborhood:*
 - *We are a LGBTQ+ space that is welcoming to all good people.*
 - *We actively invest in communities to promote social change.*
 - *We actively invest in our local arts and music scene to give space for artists.*
 - *We actively pursue underserved communities in the use of our space.*
- *Business model that includes profit sharing and community benefits that drives the business' fundamental purpose of giving back to the community and neighborhood in which it is rooted.*
- *Signage at the front that says "El Rio" and "your dive"*
- *Location in the Mission District*

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 2017-012394LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 18, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT