



Legacy Business Registry Staff Report

Hearing Date: December 9, 2024

ACE MAILING

Application No.: LBR-2023-24-051
Business Name: Ace Mailing
Business Address: 2736 16th St.
District: District 9
Applicant: Gwendolyn D. Kaplan, CEO and Founder
Nomination Date: June 12, 2024
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Ace Mailing is a full-service direct marketing company founded by the mother and daughter team of Royce Dyer and Gwen Kaplan on September 1, 1977. The full-service marketing business first started in a garage on August Alley connected to the building at 748 and 750 Green Street.

Having existed in numerous neighborhoods such as North Beach, the Marina/Fort Mason and the Mission District, the business has provided various marketing services to its San Francisco residents for years. These services include database creation, management and maintenance, creative services, graphic design, printing, email and postal mail services, fulfillment, and warehousing.

Ace Mailing is led primarily by Gwen Kaplan, a business leader known for her expertise in the marketing field. Gwen has been a Marketing instructor at the University of California Berkeley for over 10 years and a lecturer at Stanford University. Her qualifications have led her and Ace Mailing to receive many awards and recognitions such as the San Francisco Chamber of Commerce Woman Entrepreneur of the Year Award (1987), the San Francisco Green Business of the Year from the San Francisco Small Business Network (2010), and the University of San Francisco's Gellert Family Business of the Year (2023). Ace Mailing's rich history also includes it being one of the first businesses certified in the San Francisco Minority and Women Owned Business Certification Program (1984). Gwen herself has served many leadership roles over her time as CEO of Ace Mailing. For example, Gwen has served four terms for the San Francisco Chamber of Commerce Board of Directors, was a founding member of the National Organization of Women Business Owners, Silicon Valley Chapter (1988), and served on the San Francisco Small Business Commission (1984 to 2004, President from 1995 to 2000).

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

August Alley from 1977 to 1979 (2 years)
Fort Mason Center, Building A from 1979 to 1993 (14 years)
720 York St. from 1983 to 1986 (3 years)
2757 16th St. from 1986 to 2015 (29 years)
2736 16th St. from 2015 to Present (9 years)

Legacy Business Program

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





CRITERION 2

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

Yes, Ace Mailing has contributed to the history and identity of multiple neighborhoods in San Francisco including North Beach, Marina/Fort Mason, and the Mission District.

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

- The business is associated with their original ACE MAILING sign from their original office in Fort Mason.
- Gwen Kaplan, the founder and CEO of Ace Mailing, is a highly respected business leader through the San Francisco Bay Area. She has been an instructor at the University of California Berkely in Direct Marketing for over 10 years and a lecturer at Stanford University. She is a speaker and consultant to business-to-business and business-to-consumer marketing and small and mid-size business participation in business and government contracting.

In 1988, Gwen graduated from the San Francisco Chamber of Commerce Leadership San Francisco and was asked to be on the first women to serve on the Board of Directors of the Chamber of Commerce. She served four terms on the Board of Directors. That same year, Gwen was one of the founding members of the National Organization of Women Business Owners for the Silicon Valley Chapter and was also appointed to serve on the San Francisco Small Business Commission. She served on the Commission from 1988 to 2004 and was its President from 1995 to 2000. In 1989, Gwen founded the North East Mission Business Association, which merged with the Mission Creek Merchants Association in 2023. Gwen is the organization's current President Emeritus.

On May 7, 1991, then-Mayor Art Agnos issued a Proclamation of Gwen Kaplan Day in San Francisco. This same year, Gwen was awarded the State of California Small Business Advocate of the Year by the United State Small Business Administration. From 2007 to 2010, Gwen was the President of the San Francisco Small Business Network.

- The Showplace Square / Northeast Mission Historic Resource Survey, in 2011, rated the individual property as potentially eligible for the California Register. This industrial style building was designed and built by the owner, Columbia Steel. The subject property is located the Northeast Mission-Showplace Square Industrial Employment District.
- Ace Mailing Corporation was awarded the following awards:
 - In 1991, Ace Mailing was awarded the San Francisco Chamber of Commerce Excellent in Business Award.
 - In 2010, Ace Mailing was awarded the San Francisco Green Business of the Year from the San Francisco Small Business Network.
 - In 2023, Ace Mailing was named the University of San Francisco Gellert Family Business of the Year. Later, Gwen Kaplan joined the University of San Francisco Gellert Board of Directors.
- With regard to racial and social equity, Ace Mailing is a woman-owned business and owned by a person with a disability.

CRITERION 3

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

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Yes, Ace Mailing is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Ace Mailing 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:

- Marketing and communications.

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.

- Marketing and communications services.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Ace Mailing currently located at 2736 16th St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

December 9, 2024

ACE MAILING

Application No.: LBR-2023-24-051
Business Name: Ace Mailing
Business Address: 2736 16th St.
District: District 9
Applicant: Gwendolyn D. Kaplan, CEO and Founder
Nomination Date: June 12, 2024
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Ace Mailing, currently located at 2736 16th St.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 9, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Ace Mailing 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 Ace Mailing.

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Physical Features or Traditions that Define the Business:

- Marketing and Communications.

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

- Marketing and communications services.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 9, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2023-24-051
Business Name: Ace Mailing
Business Address: 2736 16th St.
District: District 9
Applicant: Gwendolyn D. Kaplan, CEO and Founder
Nomination Date: June 12, 2024
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

August Alley from 1977 to 1979 (2 years)
Fort Mason Center, Building A from 1979 to 1993 (14 years)
720 York St. from 1983 to 1986 (3 years)
2757 16th St. from 1986 to 2015 (29 years)
2736 16th St. from 2015 to Present (9 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: November 6, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

June 12, 2024

Richard Kurylo, Legacy Business Program Manger
Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo:

I am proud to submit a letter of nomination in support of Ace Mailing, located at 2736 16th Street, as a District 9 Legacy Business. Founded in 1977 by the mother and daughter team of Royce Dyer and Gwen Kaplan, ACE Mailing has been a model San Francisco small business. As a full-service direct marketing company, Ace has built a successful legacy of providing top-notch marketing services to a range of industries, from local non-profit organizations to large international businesses.

Ace Mailing is known for being a great neighbor and community partner, creating jobs for community members and being committed to the economic development of their workforce and the larger Mission and San Francisco community. The company and its leadership have been recognized with numerous awards, including the San Francisco Chamber of Commerce Woman Entrepreneur of the Year Award and the Green Business of the Year Award.

Ace Mailing's rich history also includes being one of the first businesses certified in the San Francisco Minority and Women Owned Business Certification Program. Ace Mailing's history is inspiring, and I am proud that Gwen, Steve, and their sons, Miles and Matthew, continue to lead and operate Ace Mailing in District 9 today.

Sincerely,

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

Hillary Ronen
Supervisor, District 9



Legacy Business Registry Application



Business Information

Business name: Ace Mailing

Business owner name(s): Gwendolyn D. Kaplan

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

Current business address: 2736 16th St., San Francisco, CA 94103

Telephone: (415) 863 - 4223 **Email:** gwen.kaplan@acemailingsf.com

Mailing address (if different than above):

Website: www.acemailingsf.com

Facebook: **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 4 1 7 7 4 1

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

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

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Gwendolyn D. Kaplan

Contact person title: CEO and Founder

Contact telephone: (415) 863 - 4223 **Contact email:** gwen.kaplan@acemailingsf.com

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: August Alley garage at 748 and 750 Green St. **Zip Code:** 94133

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: September 1, 1977 To: September 1, 1979

Other address (if applicable): Fort Mason Center, Building A **Zip Code:** 94123

Dates at this location: From: August 1, 1979 To: June 1, 1993

Other address (if applicable): 720 York St. **Zip Code:** 94110

Dates at this location: From: June 1, 1983 To: October 1, 1986

Other address (if applicable): 2757 16th St. **Zip Code:** 94103

Dates at this location: From: October 1, 1986 To: August 1, 2015

Other Address (if applicable): 2736 16th St. **Zip Code:** 94103

Dates at this location: From: August 1, 2015 To: Current

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

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.

Gwendolyn D Kaplan

Gwendolyn D. Kaplan 5-4-2024

Name (Print):

Date:

Gwendolyn D. Kaplan
Signature:

ACE MAILING

Written Historical Narrative

INTRODUCTION

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

Ace Mailing is a full-service direct marketing company offering list acquisition, database creation, management and maintenance, creative services, graphic design, printing, email and postal mail services, fulfillment, and warehousing.

b. Describe whom the business serves.

Ace Mailing's clients include local, national, and international large businesses; large non-profits; local, state, and federal government; and hundreds of small firms and non-profit organizations. Ace is widely recognized in the community for humanitarian efforts in creating jobs for disadvantaged people and for commitment to economic development programs.

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

The Bay Area's best direct marketing team.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Ace Mailing was founded in North Beach on September 1, 1977, by the mother and daughter team Royce Dyer and Gwen Kaplan in a garage on August Alley connected to the building at 748 and 750 Green Street. The building was owned and inhabited by Dominic Matera, a retired fisherman. Dominic repaired large commercial crab nets for his friends and fellow fishermen. For \$50 a month rent, he moved the crab nets to make room for Ace's large mailing machines. Gwen's husband Steve Kaplan is a 4th generation San Franciscan and a senior graphic designer. Gwen and Royce opened Ace Mailing with Steve's strength, brains, brawn, and support.

On August 1, 1979, Ace was accepted for residency at Fort Mason Center Building A as a support service to the resident non-profit groups.

On June 1, 1983, Ace Mailing acquired additional space for their machines and employees and moved part of their operations to the Mission District at 720 York Street, while keeping an office and machines at Fort Mason until 1993.

On October 1, 1986, Ace's success and expansion allowed the purchase and move to a warehouse and offices at 2757 16th Street. They received assistance from the United States Small Business Administration and the Office of Economic and Workforce Development in order to purchase the building.

On August 1, 2015, Ace Mailing made the strategic move to re-locate across the street to 2736 16th Street because they needed less space. Ace Mailing owns the 2736 16th Street building and have leased it since moving across the street.

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

1977 to 2007: Royce Dyer; Gwen Kaplan
2007 to Present: Gwen Kaplan (95%); Miles Kaplan (2.5%); Matthew Kaplan (2.5%)

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

Ace Mailing has been open continuously since 1977.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Ace Mailing has contributed to the history and identity of the North Beach, Marina/Fort Mason, and Mission District communities.

Ace is committed to continuing to create quality, sustainable jobs for their employees while at the same time maintaining their investments in the community around them.

From the beginning, Ace Mailing understood that in order to expand and thrive, they needed to be active in the San Francisco business community. As soon as they moved to Fort Mason in 1979, they joined the Marina Merchants Association, and in 1983 they joined the San Francisco Chamber of Commerce.

After moving to the Mission District in 1983, Ace Mailing joined the Mission Merchants Association.

In 1984, Ace was in the first group of businesses that was certified in the San Francisco Minority and Women Owned Business Certification Program. At that time, the Certification process was through the Human Rights Commission. Ace has been certified continually since 1984 and is

currently certified as a Local Business Enterprise (LBE) under the Contract Monitoring Division. Ace is currently certified in the California Unified Certification Program (CUCP) as a Disadvantaged Business Enterprise (DBE) under the United States Department of Transportation.

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

Not applicable.

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

Ace Mailing has been active in the Marina Merchants Association, the San Francisco Chamber of Commerce, and the Mission Merchants Association.

In 1986, Gwen Kaplan was asked by Leandro P. Soto, a well-respected activist within San Francisco's Latino community, to join the Board of Directors of Arriba Juntos. Gwen was instrumental in the development and planning of Leandro Soto Apartments on Mission Street.

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

Not applicable.

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

Both Ace Mailing and Gwen Kaplan have received awards, recognition, and political commendations.

Ace Mailing Corporation:

- In 1991, Ace Mailing was awarded the San Francisco Chamber of Commerce EBBIE (Excellence in Business Award).
- In 2010, Ace Mailing was awarded San Francisco Green Business of the Year from the San Francisco Small Business Network.
- In 2023, Ace Mailing was named the University of San Francisco Gellert Family Business of the Year. Later, Gwen Kaplan joined the USF Gellert Board of Directors.

Gwen Kaplan:

Gwen is a leader throughout the San Francisco Bay Area. She is an instructor at the University of California Berkeley in Direct Marketing for over 10 years and a lecturer at Stanford University. She is a speaker and consultant in business to business and business to consumer marketing as well as small and mid-size business participation in business and government contracting.

- In 1987, marketing theories that Ace successfully used in promoting their clients earned Gwen the San Francisco Chamber of Commerce Woman Entrepreneur of the Year Award.
- In 1988, Gwen graduated from San Francisco Chamber of Commerce Leadership San Francisco and was asked to be one of the first women to serve on the Board of Directors of the Chamber of Commerce. She served four terms on the Board of Directors.
- In 1988, Gwen was one of the founding members of the National Organization of Women Business Owners, NAWBO, Silicon Valley. She is an alumna of Leadership California and an alumna of The Anderson School at UCLA Management Development for Entrepreneurs. Gwen is a Founder of Build Out California.
- In 1988, Gwen was appointed by then-Mayor Art Agnos to the San Francisco Small Business Commission. Gwen served on the Commission from 1988 to 2004 and was its President from 1995 to 2000.
- In 1988, Gwen was one of the first two women to be accepted into Rotary.
- In 1989, Gwen was the founder of the Professional Women's Prayer Group.
- In 1989, Gwen founded the North East Mission Business Association, NEMBA, to fight crime and bring the business community together.

In 2023, NEMBA merged with the Mission Creek Merchants Association to become the Mission Creek Business Association. Gwen is the organization's current President Emeritus. The boundaries of Mission Creek business Association are 20th Street, Capp Street, Division/13th Street/Central Freeway and Potrero Avenue. NEMBA joined the San Francisco Council of District Merchants Associations (SFCDMA)

- On May 7, 1991, then-Mayor Art Agnos issued a Proclamation of Gwen Kaplan Day in San Francisco.
- In 1991, Gwen was awarded the State of California Small Business Advocate of the Year by the United States Small Business Administration.
- From 2007 to 2010, Gwen was the President of the San Francisco Small Business Network.
- As the Co-Chair of the 2019-2020 SFCDMA Benefits Committee, Gwen was contacted by Fleet Week San Francisco 2019 to engage the San Francisco Merchant Corridors in Fleet Week 2019.
- On November 4, 2019, Gwen was awarded Fleet Week 2019 Bravo Zulu in recognition of her contribution to the mission of Fleet Week and support of the Neighborhood Concert Series.

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

Ace Mailing is a pillar in the Mission neighborhood and the Production, Distribution, and Repair (PDR) community where jobs and growth are working on serving the local community. All Ace employees live in San Francisco.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Ace Mailing maintains their original ACE MAILING sign from their office in Fort Mason.

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

Ace Mailing is committed to maintaining a full-service direct marketing company offering database creation, management and maintenance, creative services, graphic design, printing, email and postal mail services, fulfillment, and warehousing.

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

Gwen and Steve's sons and Royce's grandsons Miles Kaplan and Matthew Kaplan grew up in Ace Mailing. Fifth generation San Franciscans, they were born, raised, and educated through high school in San Francisco. They worked at Ace during the summers and after school. When asked about attending college outside of California they said, "Why would we ever want to leave California?" Miles graduated from UCLA in 2002 with a BA in Political Science. At UCLA, he worked as the Manager of the campus-wide Help Desk for Apple Macintosh users. After graduating, he joined Ace. He is Ace's Senior Vice President of Administration and IT, and he lives in Noe Valley. Matt graduated from San Francisco State University in 2009 with a BA in Communications and joined Ace Mailing after graduating. Matt is Senior Vice President of Operations and Design and lives in SoMa.

Miles and Matthew are integral to the operations, maintenance, and new business development activities of the firm. As Ace moves at the speed of business, Gwen and Steve actively began succession planning with their sons to ensure that Ace Mailing not only competes in the marketplace but continues to thrive.

d. What challenges is the business facing today?

Adopting technology, integrating with an ever-changing neighborhood, and staying on top of local, state, and federal regulations, taxes, and fees are a key part of the Kaplan's daily endeavors.

Legacy Business Program staff will add the following details:

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

Marketing and communications.

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

The Planning Department Historic Resource Status of the building at 1940 Harrison Street is “A - Historic Resource Present.” The industrial building, which was designed and built by Columbia Steel in 1941, is a contributor to the Northeast Mission-Showplace Square Industrial Employment District.



ACE MAILING

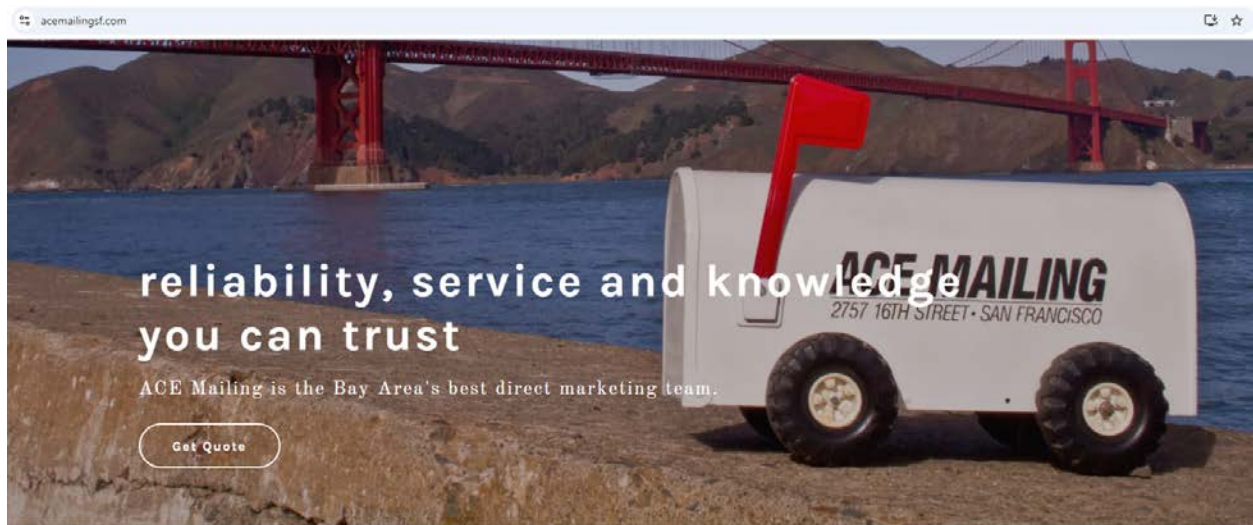




FIRE EXTINGUISHER



Website: acemailingsf.com



About Us



ACE Mailing knows:

- the newest and best technology saves you time & money
- expert project management delivers the project on time
- high quality data analysis produces better results and reports
- measurable results maximize your marketing dollars

ACE Mailing is award winning!

- *2010 San Francisco Green Business of the Year* from [San Francisco Small Business Network](#)
- *Excellence in Business Award* from [San Francisco Chamber of Commerce](#)
- *Woman Entrepreneur of the Year* from [NAWBO - National Association of Women Business Owners San Francisco Bay Area](#)
- *Small Business Advocate for the State of California* from [US Small Business Administration](#)



ACE Mailing is certified by:

- SF HRC - [San Francisco Human Rights Commission](#)
- CPUC - [California Public Utilities Commission](#)
- CA DGS - [California Department of General Services](#)

Hours of Operation

Monday: 9:30am - 4:30 pm
Tuesday: 9:30am - 4:30 pm
Wednesday: 9:30am - 4:30 pm
Thursday: 9:30 am - 4:30 pm
Friday: 9:30 am - 4:30 pm
Saturday: by appointment
Sunday: closed





Services and Equipment

Data Processing

- data conversion
- programming
- database
- design merge-purge
- de-duping
- coding
- data entry
- NCOA
- zip and address correction
- barcode processing for lowest postage rates

Mailing Lists

- list maintenance
- list brokerage / acquisition / rental

printing

- offset
- digital
- laser
- high speed copying
- folding
- complete binding

Fulfillment

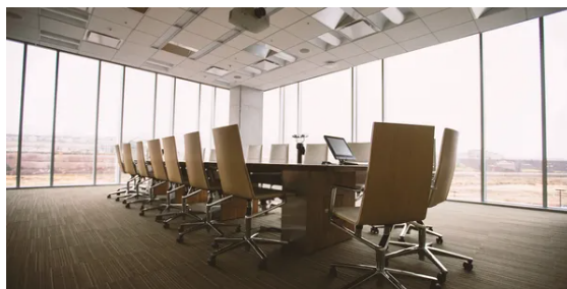
- literature and product
- pallet storage
- custom inventory management, tracking, reporting
- event preparation
- big box fulfillment

Mailing Services

- direct addressing (inkjet / laser)
- personalization
- mail merge
- inserting
- tabbing
- machine and hand stamping
- hand assembly
- assembling kits, folders, binders

Our History

ACE Mailing was founded by Gwen Kaplan in 1977 in a garage in North Beach. Joined by her mother Royce Dyer and her husband Steve Kaplan, in 1979 ACE Mailing moved to Fort Mason Center where ACE Mailing was a resident support service to the non-profit groups until 1994. in 1983 ACE Mailing relocated the warehouse and production facility to York Street in San Francisco's Mission District. In 1986 ACE Mailing purchased the warehouse and office at 2757 16th Street in the Mission District.





1991 Excellence in Business Award

presented to:

Gwen Kaplan
Ace Mailing



Donald D. Doyle

Donald D. Doyle

President, San Francisco Chamber of Commerce

May 7, 1991



GWEN KAPLAN



Small Business Advocate
of the Year
1991





April 3, 2023

Ms. Gwen Kaplan
Ace Mailing
2736 16th Street
San Francisco, CA 94103

Dear Ms. Kaplan:

On behalf of the University of San Francisco's Gellert Family Business Resource Center, I am pleased to advise you that Ace Mailing has been selected as one of our 2023 Gellert Family Business awardees. Your selection resulted from a nomination submitted by Paul Terry of Paul Terry & Associates to recognize:

- Business longevity: Since its opening in 1977, you have established Ace Mailing as one of San Francisco's premier and oldest full-service direct marketing agency.
- Business corporate social responsibility: Ace Mailing has evidenced its corporate social responsibility through its active engagement with the Northeast Mission Business Association and the National Association of Women Business Owners, Silicon Valley, supporting, developing, and retaining small business.
- Business exemplar: Ace Mailing serves as a powerful example of effective small business management for companies grossing less than \$7 million annually.

The University of San Francisco's Gellert Family Business Center is hosting a reception to recognize you and other awardees. We invite Ace Mailing to join us on **May 10th at 5:30 pm - 7pm** at the **Ocean Avenue Campus of San Francisco City College, 52-82 Cloud Circle, San Francisco, CA 94112.**

Congratulations on being selected as a 2023 Gellert Family Business awardee and I look forward to seeing you on May 10th.

Sincerely,

Dr. Monika Hudson
Assistant Professor/Director, Gellert Family Business Resource Center
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LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 4, 2024

Filing Date: November 6, 2024
Case No.: 2024-010351LBR
Business Name: 2736 16TH ST
Business Address: 2736 16th Street
Zoning: P, Public Zoning District
58-X Height and Bulk District
Block/Lot: 3551 / 001
Applicant: Gwendolyn D Kaplan
2736 16th Street
San Francisco, CA 94013
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Wesley Wong – (628)652-7466
Wesley.a.wong@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Ace Mailing is a full-service direct marketing company, opened by the daughter and mother team of Royce Dyer and Gwen Kaplan that started on September 1, 1977. First started in a garage on August Alley connected to the building at 748 and 750 Green Street, this full-service marketing business has existed in San Francisco for over 45 years. Having existed in numerous neighborhoods such as North Beach, the Marina / Fort Mason and the Mission District, the business has provided various marketing services to its San Francisco residents for years. These services include database creation, management and maintenance, creative services, graphic design, printing, email and postal mail services, fulfillment, and warehousing.

Ace Mailing is led primarily by Gwen Kaplan, a business leader known for her expertise in the marketing field. Gwen has been a Marketing instructor at the University of California Berkeley for over 10 years and a lecturer at Stanford University. Her qualifications have led her and Ace Mailing to receive many awards and recognitions such as the San Francisco Chamber of Commerce Woman Entrepreneur of the Year Award (1987), the San Francisco Green

Business of the Year from the San Francisco Small Business Network (2010), and the University of San Francisco's Gellert Family Business of the Year (2023). Ace Mailing's rich history also includes it being one of the first businesses certified in the San Francisco Minority and Women Owned Business Certification Program (1984). Gwen herself has served many leadership roles over her time as CEO of Ace Mailing. For example, Gwen has served four terms for the San Francisco Chamber of Commerce Board of Directors, was a founding member of the National Organization of Women Business Owners, Silicon Valley Chapter (1988), and served on the San Francisco Small Business Commission (1984 to 2004, President from 1995 to 2000).

The business's primary location at 2736 16th Street is a Category A (Historic Resource Present) Industrial style building bounded by 15th and 16th streets to the north south and Folsom and Harrison streets in the to the east west in the Mission District neighborhood. It is within the Public Zoning District and a 58-X Height and Bulk District. The business is within the Mission Alcohol Restricted Special Use District, ¼ mile of an Existing Fringe Financial Service Special Use District, Fringe Financial Services Restricted Use District, and the Priority Equity Geographies Special Use District. The subject property was included in the Showplace Square / Northeast Mission Historic Resource Survey (2011), where it received a California Historical Resource status code of "3CS" and appears eligible for the California Register as an individual property. The subject property is located the Northeast Mission-Showplace Square Industrial Employment District. The building was constructed in 1941 and was designed and built by owner, Columbia Steel (1941 – 1955).

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1977.

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

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

- a. Ace Mailing has operated continuously in San Francisco for 47 years.
- b. Ace Mailing has contributed to the history and identity of the multiple neighborhoods in San Francisco including North Beach, Marina / Fort Mason, and the Mission District.
- c. Ace Mailing is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with their original ACE MAILING sign from their original office in Fort Mason.

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

Yes. Gwen Kaplan, the founder and CEO of Ace Mailing, is a highly respected business leader through the San Francisco Bay Area. She has been an instructor at the University of California Berkely in Direct Marketing for over 10 years and a lecturer at Stanford University. She is a speaker and consultant to Business to Business

and Business to Consumer marketing and small and mid-size business participation in business and government contracting.

In 1988, Gwen graduated from the San Francisco Chamber of Commerce Leadership San Francisco and was asked to be on the first women to serve on the Board of Directors of the Chamber of Commerce. She served four terms on the Board of Directors. That same year, Gwen was one of the founding members of the National Organization of Women Business Owners for the Silicon Valley Chapter and was also appointed to serve on the San Francisco Small Business Commission. She served on the Commission from 1988 to 2004 and was its President from 1995 to 2000. In 1989, Gwen founded the North East Mission Business Association, which merged with the Mission Creek Merchants Association in 2023. Gwen is the organization's current President Emeritus.

On May 7, 1991, then-Mayor Art Agnos issued a Proclamation of Gwen Kaplan Day in San Francisco. This same year, Gwen was awarded the State of California Small Business Advocate of the Year by the United State Small Business Administration. From 2007 to 2010, Gwen was the President of the San Francisco Small Business Network.

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

Yes. The Showplace Square / Northeast Mission Historic Resource Survey, in 2011, rated the individual property as potentially eligible for the California Register. This industrial style building was designed and built by the owner, Columbia Steel. The subject property is located the Northeast Mission-Showplace Square Industrial Employment District.

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

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

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

No. However, Ace Mailing Corporation was awarded the following awards:

- In 1991, Ace Mailing was awarded the San Francisco Chamber of Commerce Excellent in Business Award.
- In 2010, Ace Mailing was awarded the San Francisco Green Business of the Year from the San Francisco Small Business Network.
- In 2023, Ace Mailing was named the University of San Francisco Gellert Family Business of the Year. Later, Gwen Kaplan joined the University of San Francisco Gellert Board of Directors.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2736 16th Street (2015 – Present)

Previous (No Longer Extant) Locations:

- August Alley garage at 748 and 750 Green Street (1977 – 1979)
- Fort Mason Center, Building A (1979 – 1993)
- 720 York Street (1983 – 1986)
- 2757 16th Street (1986 – 2015)

Recommended by Applicant

- Marketing and Communications

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO.

HEARING DATE: DECEMBER 4, 2024

Case No.: 2024-010351LBR
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Located In: District 9
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Wesley.a.wong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR 2736 16TH ST CURRENTLY LOCATED AT 2736 16TH STREET, BLOCK/LOT 3551 / 001.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 4, 2024, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Ace Mailing 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 Ace Mailing.

Location(s):

Current Locations:

- 2736 16th Street (2015 – Present)

Previous (No Longer Extant) Locations:

- August Alley garage at 748 and 750 Green Street (1977 – 1979)
- Fort Mason Center, Building A (1979 – 1993)
- 720 York Street (1983 – 1986)
- 2757 16th Street (1986 – 2015)

Physical Features or Traditions that Define the Business:

- Marketing and Communications

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business December 4, 2024

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: December 4, 2024