

EXCELSIOR DISTRICT NEWS

VOLUME 1, ISSUE 1 MARCH 2005

MAYOR OFFERS NEW BLIGHT PROGRAM FOR BUSINESSES

From the Mayor's Office of Communications

Friday, February 25, 2005, 3:30 p.m.

Speaking to a crowd of local business owners and residents in front of Wendy's & Daughters Cheesecakes on Third Avenue in the Bayview, Mayor Gavin Newsom today announced SF Shines, a new program to provide low-interest rate loans for small business owners in underserved neighborhoods, citywide, to improve their business' facades.

SF Shines is a tool to revitalize the city's retail corridors particularly in low-income, economically depressed neighborhoods, including Bayview, Chinatown, Excelsior, Mid-Market, Mission, Ocean Avenue, Tenderloin, and SOMA. The city will partner with property and business owners to help increase commercial activity and enhance neighborhoods' streetscapes.

The cornerstone of the program is a \$500,000 below-market rate loan made to the city by Wells Fargo Bank. The \$500,000 will be leveraged with an initial investment of another \$500,000 in Community Development Block Grant (CDBG) funds from the Mayor's Office of Community Development.



(See page 3)

CALA CLOSES

We have lost yet another of our business to bad times or just bad planning. Cala has closed its doors in the Excelsior. Ralph's, the parent company stated that the store at 4175 Mission Street was a low performer, in other words there was not enough of our Excelsior residents shopping there. It not sits empty, 45000 square feet of space with a chain link fence surrounding it.

At a local meeting that was attended by Supervisor Sandoval, he mentioned that he has asked that the owner of the property have the fence erected to keep out vandals and illegal parking. The Excelsior District Improvement Association has been in contact with Mr. Hillis of the Mayor's Office of Economic Development in trying to encourage new businesses

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SPECIAL POINTS OF INTEREST:

- ***NEXT EDIA MEETING WILL BE MARCH 22, 2005 AT 7:00 PM***
- ***MCLAREN PARK HAS BEAUTIFUL VIEWS OF THE CITY AND EXPANDS OVER 100 ACRES***
- ***REMINDER THE NEW EXCELSIOR LIBRARY IS OPENING SOON***
- ***BALBOA HIGH SCHOOL YEARBOOK FUNDRAISER CONTACT SUSAN RITTER 469-4090***
- ***COMING SOON "LIVING IN THE E" BY EDIA***

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EDIA TAKES STANCE ON GRAFFITI

As of January 1, 2005 there is a new law on the books. If Graffiti is reported to 28-Clean, the owner of the tagged premises has 30 days to clean it up or be fined. There are also provisions for business owners with hardships.

Graffiti has become a blight in our neighborhood! The Excelsior District Improvement Association has decided to take on the attitude of the Miraloma Park Improvement Graffiti Abatement Program. It is very aggressive. If the Graffiti is not painted out, then it will painted out for you. There is on reason why we as residents have to continue to look upon walls, fences, mailboxes and utility boxes that have been tagged by hoodlums, gang members and such. The Department of Public Works will give out paint brushes and paint to organizations who wish to take Graffiti head on. Mind you that the paint will not match what is presently on the walls.

The Department of Public Works is understaffed and under budget to take on all the Graffiti that has hit the city and our district. It has been proven that if we can erase the Graffiti within 48 hours and continue to erase it that the taggers will stop, but it will not happen over night. We have to be persistent. To join our Graffiti program just call 415-334-2670.

If you are interested in helping improve Our Community and create an even stronger voice for The Excelsior Neighborhood at City Hall. The Excelsior District Improvement Association (EDIA) is looking to bring new talent and expand our membership. As a member you can be involved in these very important community improvement areas – Parks & Recreation, Cleaning the Streets, Graffiti, Neighborhood Schools, Public Safety, Excelsior Library, Planning Issues, Neighborhood Revitalization, Fundraising and many more. PLEASE take a moment to fill out one of our membership form insert within this newsletter to apply for membership with EDIA for 2005.

Important Numbers

Dept of Public Works	(415) 28CLEAN
Ingleside Police Station	(415) 404-4000
Police Dispatch	(415) 553-0123
Crime Stoppers	(415) 553-9755
Parking Enforcement	(415) 553-1200
Abandoned Cars	(415) 553-9817
Non operating Cars on Private Property	(415) 252-3806
Burned Out Street Lights	(415) 554-0730
Leaking Fire Hydrants	(415) 558-3403
Supervisor Gerardo Sandoval	(415) 554-6975
Mayor's Office of Neighborhood Services	(415) 554-7111

CALA (CONT)

(Continued from page 1)



to relocate to the Excelsior. We have gone on record as supporting a Trader Joe's, if they so desire to set up a new store in the Excelsior which would be their second in San Francisco. Trader Joe's would not only serve the Excelsior residents but would also attract shoppers from Glen Park and Bernal Heights neighborhoods. We as residents, shoppers and businesses should contact the Mayor's and Supervisor Sandoval's Office and voice our dissatisfaction with the way things are going.

MAYOR'S NEW PROGRAM (CONT)

(Continued from page 1)

In his comments, Mayor Newsom thanked Wells Fargo saying, "Great ideas are only great if we can make them happen. Wells Fargo stepped up and helped make this initiative possible. It is innovative public/private partnerships like this that make it possible for the city to do more with less in these tough fiscal times."

"This effort will encourage small business growth and foster job creation for local residents and citywide."

He continued saying, "Fixing broken windows, erasing graffiti, planting trees – these instill a sense of pride of place. Today, we're reaching out to small businesses and asking them to take a lead role in improving our neighborhoods."

Small business owners are eligible to receive funding for improvement projects that include repairing or replacing doors, windows, awnings, exterior lighting, signage, landscape, painting, detailing, painting and cleaning the storefront. Participating businesses will also receive free architectural design services. All facade improvements must be completed within 120 days of agreeing to the program.

Some of the criteria for an eligible business are that business owners must have a long-term lease, first floor storefronts, storefronts that are visible from the street, and a business that serves low- to moderate-income residents.

Participating business owners will be required to secure no fewer than three bids from licensed contractors and contractors will be required to attend a pre-construction meeting. Liquor stores, check-cashing and adult-only businesses are not eligible. Applications are available through the [Mayor's Office of Community Development](#).

JUNE JORDAN A NEW NEIGHBOR

EDIA would like to thank June Jordan School for making an appearance and providing our members with a very informative presentation and packet regarding the school and an opportunity to ask questions. They are a school where students and staff nurture close relationships, and where students' individual needs are supported. The school is personalized through a Junior Institute which represents the 9th and 10th grade. The curriculum focuses on developing students' skills in math, written and oral communication, and critical questioning and analysis. Below is their Mission Statement and Guiding Principles they embrace.

Their Mission: The June Jordan School for Equity was founded to create an inspiring model of schooling to help a diverse group of students achieve the highest academic standards so they can give voice to their dreams and grow into healthy, productive adults. June Jordan lives out this mission by guiding young people to discover and explore their passions, to grow into independent, reflective thinkers, and to build connected, socially just communities, both inside and outside of the school.

Guiding Principles: In order for every child to have what it takes to give voice to their dreams and grow into reflective, productive adults, June Jordan follows these guiding principles:

- Nurturing adult-student relationships in a safe, personalized learning environment
- Expert teachers who continually refine their craft
- A rigorous academic program with strong support structures
- An emphasis on community partnerships and service learning
- Powerful connections among teachers, students, families and community members
- Site-based accountability for student achievement.



A MESSAGE FROM LELAND YEE

Dear EDIA Members:

I am writing to invite you to participate in the second annual 12th Assembly District Small Business of the Year Awards by submitting a nomination for an exemplary small business in your community. These awards will recognize the local contributions of small business owners and/or employees within the 12th Assembly District, including one San Francisco-based business and one San Mateo County-based business.

As many of you know, the Roxie Market made the neighborhood proud by being named 2004's Small Business of the Year. The Roxie is a shining example of small business leadership and generous community involvement for the entire city, and also serves as a reminder of the unique and thriving small business community right here in District 11.

I hope that you will take this valuable opportunity to nominate another truly outstanding small business from your community. Nominations can be submitted online at <http://democrats.assembly.ca.gov/members/a12>, or you can contact Christina Kerby in my office for further information at (415) 557-2312. The deadline for submissions is March 31.

I am pleased to see the EDIA newsletter back in circulation, and I look forward to continuing to work with you on issues that affect our community.

Sincerely,

LELAND Y. YEE, PH.D.

Speaker pro Tempore

California State Assembly



HOME DEPOT

The Excelsior District Improvement Association has gone on record as supporting the Home Depot, which wants to locate on the old Goodman's Lumberyard property located on Bayshore Boulevard. The neighborhoods in the southern part of San Francisco have been facing economic hardships for awhile now. Now we have a chance to bring a major player into your district, Home Depot and we have a community group from Bernal that is trying to stop it in its tracks. The No Depot Committee, who are concerned that Bernal Heights is going to be affected by this development which is not even in their district. It is on the other side of the Freeway.

They are throwing those buzz words around like Big Box and Traffic Problems to scare our residents into thinking that development is going to affect their way of life up on the hill. As it stands, Bayshore looks pretty pathetic in its present state. Can you say Ghost Town? How are few large stores are going to cause more traffic than a lot of little stores? Bernal Heights is connected to Bayshore Boulevard by only one street that crosses underneath the Freeway. It's hard to believe that motorist will be interested in using that route to get back onto the Freeway, since there is no entrance to be found. The question is how is this going to affect their way of life?

Home Depot is not for everyone, there are quite a few of us that like the personal touch and will still shop at the smaller stores. Home Depot will probably bring more customers into the local stores. As we transverse the district, now that we have a reason for going there, we are going to discover a lot of businesses that we did not even know existed!

Please contact the San Francisco Redevelopment Agency at 770 Golden Gate Avenue, San Francisco, CA 94102 or call (415) 749-2400 to show your support for the redevelopment of Bayshore Boulevard. If Bernal Heights can weigh in on this decision, then why not the other districts that border the area? Let us not have the vocal minority dictate what the silent majority wishes.

THE WORKING FAMILIES CREDIT

*A Program of the City and County of San Francisco
Sponsored by H&R Block*



What is the Working Families Credit?

The Working Families Credit is a direct cash payment available to low-income, working San Francisco families with at least one dependent child. Eligible families will receive payments based on a percentage of the federal Earned Income Tax Credit payment (EITC), subject to available funds. The Credit will not count as income for determining eligibility for most public benefit programs.

Why did the City create the Working Families Credit?

Mayor Gavin Newsom created the Working Families Credit to:

- ✦ Support and encourage work by supplementing the incomes of low-wage workers
- ✦ Put more money directly into the hands of working families

Supplement the incomes of San Franciscans who have reached the time limit for welfare benefits

Who is Eligible for the Working Families Credit?

You are eligible for the Working Families Credit if you meet ALL 3 of the criteria below:

- 1) You claim the federal EITC for the Tax Year 2004
- 2) You claim at least one dependent child on your Tax Year 2004 federal tax return who is either: a) under age 19; or B) under 24 and a full-time student; or c) permanently and totally disabled
- 3) You are a current San Francisco resident at the time of your 2004 federal tax filing.

Who is Eligible for the Earned Income Tax Credit?

The federal EITC could increase families' tax refunds by up to \$4,300 and is available to families with and without children. Families who earned less than \$35,456 during 2004, may be eligible. Apply for the EITC when filing your 2004 taxes, or seek the advice of a tax professional who can help determine your eligibility. You can apply for the Working Families Credit at the same time you complete your 2004 tax return.

How Do People Apply for the Working Families Credit?

Beginning in January, applications and brochures (in English, Spanish and Cantonese) will be available at all H&R Block locations, public libraries, and at City Hall. They will also be available at free tax preparation sites. For more information, about where families earning less than \$36,000 can get their taxes prepared for free, call 1-800-358-8832.

Completed applications must be postmarked or delivered by **April 15, 2005**. They can be mailed to:

Office of the Treasurer & Tax Collector
WFC Program
PO Box 7427
San Francisco, CA 94120-7427

Or delivered to City Hall, Room 140, any free tax preparation site, or any H&R Block office in San Francisco

When Will Eligible Families Receive The Credit?

The City will send checks to eligible applicants, or deliver funds via direct deposit, beginning in September 2005, subject to availability of funds.

Organization

EXCELSIOR DISTRICT
IMPROVEMENT ASSOCIATION

P.O. Box 12005
San Francisco CA 94112-0005

Phone: 415-334-2670

E-mail: info@ExcelsiorDistrict.org

WE'RE ON THE WEB!

WWW.EXCELSIORDISTRICT.ORG

FOUNDED IN 1942
INCORPORATED 1965

***SEE YOU AT 45 SANTA ROSA AVE-
NUE, MARCH 22, 2005***

EDIA, COMES OUT SWINGING

The EDIA news is back after a few months in hiatus. We have been around since 1942 and plan on continuing our service to our District. EDIA is a nonprofit and we are an Association of residents and property owners. As it states in our bylaws "The purpose of this Association shall be to promote civic improvement and the general welfare of our district and City of San Francisco". We to continue doing this by:

1. Keeping Our Streets Clean
2. Keeping Our Neighborhood Safe
3. Revitalizing Our Shopping District

Our organization has gone through some changes since Rebecca Silverberg has stepped down as president. At this time there is an Executive Committee running the day-to-day operations. When Rebecca appointed the committee she was looking to have a balance between long standing members and newer members. This committee consists of Lionel Brazil, David Hardaway, Angelique Mahan, Lucia Paulazzo and John Consiglieri. The acting president of the committee is Lionel Brazil with co-counsel being David Hardaway and Angelique Mahan. Lucia Paulazzo and John Consiglieri are the advisors to the committee. This committee is continuing the good work that EDIA has done over the years.

Matter of fact, EDIA has completely changed its contact info as you can see from address on this newsletter. We have changed our mailing address to a PO Box. We have a web address and plan on expanding our web page. We continue to meet the fourth Tuesday of every month at 45 Santa Rosa Avenue at 7:00 PM.

We are looking to expand our membership, bringing in new talent and having an even stronger voice for the Excelsior at City Hall. We will be taking new applications for our June Membership drive starting in May.