Legacy Business Registry: Toasting The Class of 2016

Heritage enthusiastically welcomes the first nineteen businesses and nonprofits inducted into the San Francisco Legacy Business Registry in August. STORY ON PAGE 6
The first eight months of 2016 have been highly productive for Heritage. Allow me to recap some accomplishments:

In the 2015-2016 school year, Heritage Hikes served more than 1,500 third-grade students from 32 public schools and three private schools in San Francisco. Now in its fourth decade, the three-part program—classroom study, a docent-led tour of the Haas-Lilienthal House, and a teacher-led neighborhood architectural treasure hunt—provides a fun and interactive education in local history.

Meanwhile, the Discover SF! Summer Youth Program, presented in partnership with the National Park Service, completed its fourth year educating middle-school students about architecture, culture, landscapes, and history.

In August, the Small Business Commission approved the first nineteen businesses and nonprofits for listing in the city’s nascent Legacy Business Registry. As a longtime advocate for the program, Heritage is committed to expanding the registry and helping businesses and nonprofits that have withstood the test of time (in existence more than 30 years) and contribute to San Francisco’s unique character.

Currently, Heritage is writing or sponsoring a half-dozen (yes, a total of six!) nominations for City Landmark, National Register, and Legacy Business Registry designation. With a grant from the San Francisco Historic Preservation Fund Committee, work has recently commenced on a citywide historic context statement documenting the city’s notable collection of New Deal-era art and architecture. Additionally, Heritage has one new conservation easement in process (on track with the goal of securing five new easements by 2021).

The end is in sight for the Campaign for San Francisco Heritage/Haas-Lilienthal House, with less than $480,000 needed to reach the $4.3 million goal.

Looking ahead, in the last two weekends in October, Mayhem Mansion returns to the Haas-Lilienthal House for another spookily fun time. On December 4, join us for the annual Holiday Open House. Save the date for Heritage’s annual Soirée on Saturday, May 13, 2017, at the Ritz-Carlton, San Francisco.

In closing, I would like to express profound thanks to outgoing Director of Membership and Development, Carolyn Squeri, for her many contributions over the past four years. Carolyn will be leaving Heritage in September to become Campaign Manager at the Community Music Center. As a native San Franciscan, there is no one more passionate than Carolyn about Heritage’s citywide mission and, especially, the Haas-Lilienthal House. During her tenure, Heritage has significantly matured as an organization and is nearing successful completion of its first-ever capital campaign. The Heritage staff and Board wish her great success in her new position and know that she will remain an active member of the extended Heritage “family.”
New Board-Level Plan Sets Agenda for Golden Anniversary

With an eye towards the 50th anniversary of Heritage’s founding in 1971, the Board of Directors adopted a new five-year Board-Level Plan at the April meeting. The product of a year-long process led by Allan Casalou and Doug Ismail of Talem Advisors, the Board-Level Plan defines Heritage’s most important assets and mission-related activities and establishes a series of measurable outcomes that will result. This vision for Heritage’s future comes at an auspicious time, as the organization stretches to complete its first-ever capital campaign, the $4.3 million Campaign for San Francisco Heritage/Haas-Lilienthal House (with 89% of goal raised to date).

The plan identifies four “highly strategic” assets that must be protected, preserved, and strengthened, including: (1) The Haas-Lilienthal House; (2) Heritage’s reputation in the broader community; (3) its relationships with members, supporters, and partners; and (4) its endowment fund.

As articulated in the plan, the penultimate result of Heritage’s activities is that “San Francisco residents and visitors will connect with and be inspired by culture and continuity in the city’s built environment.” Through a series of five measurable outputs, described below, the plan aims to develop a culturally vibrant, diverse, engaged, and economically strong local constituency that values and promotes the preservation of architecture and culture in their own communities.

Outcome One: Important historic and cultural resources are preserved

Historic designation is the most efficient and proactive way to safeguard important places from demolition and destruction. The Board-Level Plan declares that Heritage will nominate or fund at least 20 local or national landmarks, and sponsor another 100 applications to the Legacy Business Registry, by the end of the plan term in 2020.

Concurrently, Heritage will establish the scholarly basis for designating cultural resources by completing historic context statements, including two studies underway: San Francisco Latino Historic Context Statement and the New Deal-Era Historic Context Statement. We will also continue to work with the Planning Department and communities to develop new models for cultural heritage districts in San Francisco. Finally, Heritage will continue to pursue, receive, and enforce preservation easements as a way to permanently protect historic properties.

Outcome Two: City policy decisions reflect the importance of historic and cultural preservation

From its first decade to the present, Heritage has been a leading voice in crafting local preservation policy and legislation, from the Downtown Plan in 1985 to Proposition J in 2008 and Proposition J in 2015. The Board-Level Plan reaffirms Heritage’s commitment to being an advocate for city policies that treat cultural resources sensitively and with appropriate significance. The plan provides that Heritage will release at least one policy paper each year on a major citywide preservation issue (e.g. façadism) through 2020.

Outcome Three: The Haas-Lilienthal House is a celebrated architectural and cultural icon

Heritage will complete capital improvements to the Haas-Lilienthal House funded by the capital campaign. To assure the long-term sustainability of the House, Heritage will implement a new operating plan developed in collaboration with the National Trust that will introduce expanded seasonal hours and new programs. An additional 5,000 local residents will visit the House each year as part of Mayhem Mansion, Heritage Hikes, Holiday Teas, event rentals, and partner programs.

Outcome Four: Residents and visitors will learn about their culture and the many cultures of the city

This output focuses on the second prong of Heritage’s two-fold mission of advocacy and education, setting achievable goals for steady growth of its marquee educational programs: the Annual Lecture Series, Heritage Hikes, and Discover SF!. Over the plan term, at least 1,500 people will attend Heritage lectures and there will be a 15% increase in the number of third-graders attending Heritage Hikes at the Haas-Lilienthal House. Heritage and the National Park Service will recruit at least one new program partner for Discover SF! so that more local middle-school students can participate.

Outcome Five: The constituency for historic and cultural preservation is broad and diverse

The plan sets ambitious benchmarks for expanding the size of Heritage’s constituency and donor base. Heritage will double its membership by the end of the plan term while simultaneously developing a strong foundation of corporate support through its new Annual Sponsorship Program. Heritage’s Facebook friends will increase to 25,000 by 2020, with commensurate gains on Twitter and Instagram. Fundraising is central to the plan’s success, and Heritage aims to capitalize on the capital campaign’s success by converting first-time campaign contributors into long-term supporters.

Review the Executive Summary of Heritage’s new Board-Level Plan at sfheritage.org/about.
Designating Latino Historic Sites in San Francisco
Mission Cultural Center and Casa Sanchez Building

In partnership with the San Francisco Latino Historical Society, Heritage is proud to nominate the Mission Cultural Center (MCC) and the Casa Sanchez Building to the National Register of Historic Places as part of a statewide initiative to designate worthy Latino sites. The California Office of Historic Preservation (OHP) has awarded grants to prepare nominations for Latino historic sites in Los Angeles, San Francisco, Riverside, and Fresno.

With a $500,000 grant from the National Park Service Underrepresented Communities Grant Program, the OHP Latino Sites Initiative will fund National Register nominations for up to twenty Latino-related historic sites throughout California. The nominations are based on themes identified in the “Latinos in Twentieth Century California” Historic Context Study completed by OHP in 2015, which identifies properties significant in Latino life and culture in the recent past. With its Multiple Property Documentation Form, the “Latinos in Twentieth Century California” Historic Context Study provides a framework and a process by which citizens can identify important properties and nominate them for listing in the National Register. The MCC and Casa Sanchez Building were selected by OHP based on input from the San Francisco Latino Historical Society and Heritage, with both nominations being prepared in collaboration with the property owners.

Mission Cultural Center

Mission Cultural Center (now Mission Cultural Center for Latino Arts) is located on Mission Street between 24th and 25th Streets in San Francisco’s Mission District at 2868 Mission Street. In the early 1970s, frustrated by the lack of Chicano/Latino cultural representation in mainstream galleries and art spaces, a group of community advocates teamed up with students at San Francisco State University to convince city decision-makers to convert the closed Shaff’s Furniture Store (built in 1962) into a cultural center to promote, preserve, and develop Latino cultural arts. The building’s period of significance is 1977 to 1992, commencing the year the cultural center was founded and ending the year of its last major alteration. MCC continues to be one of the largest Latino cultural organizations in the country, providing space for contemporary Latino arts and traditional Latin American art ranging from local to international programs and activities.

The building’s major character-defining feature is the Mission Cultural Center Mural, painted by Carlos Loarca, Manuel Villamor, and Betsie Miller-Kusz in 1982. The 3,700 square foot mural covers the Mission Street and east facades of the building. It conjures images of activities that are typical within MCC, such as people dancing, playing the drums, and blowing a conch shell. According to a recent publication...
of MCCLA, the mural “was one of the first murals [in America] to feature symbolism of the Aztec, Maya, and Inca civilizations.” At the time of its painting, the mural was intended to bridge the vibrant cultures between established and new immigrants in the Mission District. While the mural remains intact, it has deteriorated after 35 years. MCCLA is currently raising funds to support the restoration of the mural through its recently launched Puentes Project. The restoration will be directed by the original artists and will also enlist the help of younger generation of artists.

**Casa Sanchez Building**

Constructed in 1925, the Casa Sanchez Building is a two-story commercial building located at 2778 24th Street (between Hampshire and York). The Casa Sanchez Restaurant occupied the building from 1968 to 2011, but the company dates back to 1924. Founded by Mexican immigrants, Roberto and Isabel Sanchez, the family-owned business first opened as a “Mexicatessen” and food-production-and-distribution operation specializing in Mexican tamales, tortillas, tortilla chips, and salsas. It has operated under the Sanchez name at four different locations: 1523 Steiner Street, 1923 Fillmore Street, and 1925 Fillmore Street in the lower Pacific Heights/Western Addition neighborhood, and 2778 24th Street in the Mission District. Roberto and Isabel’s son, Robert Sanchez, Jr. and his wife, Martha, opened the 24th Street factory and restaurant in 1968. Although the restaurant closed in 2011, Casa Sanchez Foods continues to thrive as a wholesale food-distribution business operating out of Millbrae under the direction of third-generation siblings, Bob and Martha Sanchez.

Today, the Casa Sanchez Building is occupied by D’Maize Restaurant, although it retains the iconic Casa Sanchez storefront signage.

During the 1980s, Casa Sanchez focused its efforts on selling tortilla chips and salsa at the height of the “tortilla wars,” when local tortilla companies competed for business at the city’s taquerias. The tortilla wars were so contentious that delivery staff were said to carry guns! In the 1990s, the restaurant made headlines when it advertised free tattoos of its “Jimmy the Corn Man” logo in exchange for “free lunch for life.” Inspired by one of the Sanchez grandchildren, the logo is now tattooed on at least 50 people. An image of the company logo, “Jimmy the Corn Man,” is still featured on the storefront’s blade sign.

Both MCC and the Casa Sanchez Building are located within the Calle 24 (“Veinticuatro”) Latino Cultural District, established by the Board of Supervisors in 2014 to recognize the area’s significance to Latino culture and commerce. The district spans twelve city blocks, including 24th Street bounded by Mission Street to the west and Potrero Avenue to the east.

The completed nominations for MCC and the Casa Sanchez Building will be submitted to OHP at the end of September. Historic designation is the most efficient and proactive way to safeguard important places from demolition and destruction. Heritage’s new Board-Level Plan (p. 3) reaffirms the commitment to document and stabilize San Francisco’s important historic and cultural resources. Together with the San Francisco Latino Historical Society, Heritage is committed to working with community members to identify and designate additional sites and businesses significant to Latino history.
Heritage enthusiastically welcomes the first nineteen legacy businesses and nonprofits added to the city’s Legacy Business Registry in August. Approved by the Small Business Commission and endorsed by the Historic Preservation Commission, the roster of new inductees represents a diverse cross-section of San Francisco in terms of neighborhood, longevity, size, business sector, and the trade, craft, or services offered. Some have changed names over time; others have moved from location to location; and all but one is over 30 years old. (The Lone Star Saloon, established in 1989, is eligible for early listing because it faces imminent threat of displacement.)

Inspired by Heritage’s own Legacy Bars and Restaurants program, the San Francisco Legacy Business Registry legislation unanimously passed the Board of Supervisors in April 2015, followed by voter approval of Proposition J to create the Legacy Business Historic Preservation Fund in November 2015. The registry is open to businesses and nonprofits over 30 years of age, have been nominated by a member of the Board of Supervisors or Mayor, and are found to be significant to the history or culture of their neighborhood.

Despite a frustratingly slow rollout, recent months have seen strides in the program’s implementation. In May and June, at the request of District 3 Supervisor Aaron Peskin, the Board of Supervisors’ Government Audit and Oversight Committee convened two hearings to scrutinize the lack of progress and spur action. On the day of the first hearing, Mayor Lee committed $2.5 million over two years for staffing and grants, making the Legacy Business Program (LBP) the largest economic development program in San Francisco.

In July, the Office of Small Business announced the hiring of Richard Kurylo as the new full-time manager of the Legacy Business Program. He oversees the LBP, including establishing and maintaining a registry of Legacy Businesses in San Francisco, providing educational and promotional assistance to Legacy Businesses, and managing grants to business owners and landlords through the Legacy Business Historic Preservation Fund. The Office of Small Business and the Mayor’s Office of Economic and Workforce Development (OEWD) will also help legacy businesses leverage existing staff and resources through OEWD’s Invest In Neighborhoods Initiative, which provides focused, customized assistance to meet the specific needs of San Francisco’s neighborhood commercial corridors.

Legacy businesses on the registry are eligible to receive Business Assistance Grants of $500 per full-time employee per year, while landlords who extend the leases of such businesses for at least ten years may receive Rent Stabilization Grants of $4.50 per square foot of space leased per year. The business grants are capped at $50,000 annually;
the landlord grants are capped at $22,500 a year. Although inspired by similar programs in Buenos Aires, London, and Barcelona, the San Francisco Legacy Business Registry and Legacy Business Historic Preservation Fund are the first of their kind in this country. The fate of San Francisco’s Legacy Business Program has national importance, as cities experiencing rapid business displacement, including Chicago and Seattle, have recently launched similar initiatives.

Heritage is eager to see the Legacy Business Registry expand and use it to help promote and sustain the city’s cultural heritage. Heritage’s new five-year Board-Level Plan (p.3) reaffirms our commitment to documenting and stabilizing San Francisco’s “longstanding neighborhood businesses and nonprofits that contribute to the stories and rituals that define the city through the Legacy Business Registry and Legacy Business Historic Preservation Fund.” To this end, Heritage will continue to provide technical assistance to businesses and nonprofits seeking Legacy Business Registry recognition. We are currently preparing applications for Heritage itself, as a legacy organization founded in 1971; Sam’s Grill, the quintessential Financial District legacy establishment founded in 1867; and Britex Fabrics, a Union Square fixture since 1952. Nominations for all three have been initiated by Supervisor Farrell (Heritage) and Supervisor Peskin (Sam’s Grill, Britex Fabrics), with the completed applications to be submitted by Heritage to the Office of Small Business at the end of September.

For more information on the San Francisco Legacy Business Program and the application process, visit http://sfosb.org/legacy-business.

LEGACY BUSINESS REGISTRY

Class of 2016: First 19 Inductees

» Brazen Head (1980)
» Community Boards (1976)
» Doc’s Clock (1951)
» Gilmans Kitchens and Baths (1954)
» Image Conscious (1983)
» Lone Star Saloon (1989)
» Macchiarini Creative Design & Metalworks (1948)
» Mission Neighborhood Health Center (1967)
» Moby Dick (1977)
» Pacific Café (1974)
» Pier 23 Café (1984)
» Precita Eyes Muralists Association (1977)
» Roxie Theater (1934)
» Ruby’s Clay Studio and Gallery (1967)
» SF Party (1901)
» Specs’ Twelve Adler Museum Café (1968)
» Toy Boat Dessert Café (1982)
» Twin Peaks Auto Care (1985)
» Two Jacks Nik’s Place Seafood (1977)
2016 Lecture Series

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held on Thursday evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public. For additional details and to purchase tickets, visit sfheritage.org or contact Terri Le at 415-441-3000 x22. Special thanks to our 2016 Lecture Series sponsors: ARG, Bently Reserve, Cody Anderson Wasney, Evergreene Architectural Arts, The Empire Group, Sierra Maestra Properties, and TEF Design.

Architectural historian Michael Corbett will survey the work of Bliss & Faville, designers of the Metropolitan Club, and profile the architectural profession in San Francisco in the early 20th Century. This lecture is presented in partnership with the 640 Heritage Preservation Foundation. An optional three-course dinner at the Metropolitan Club will be available immediately following the lecture. Dinner tickets are $65 per person, by advance registration only. Registration ends Tuesday, October 25. Call 415-441-3000 x22 to RSVP for the dinner.

Paul V. Turner, professor emeritus at Stanford University, looks at Frank Lloyd Wright’s complex and evolving relationship with the city, surveying the architect’s work in the Bay Area—roughly thirty projects, a third of which were built. Spanning 1900 to 1959, they include houses, a gift shop, a civic center, a skyscraper, a church, an industrial building, a mortuary, and a bridge across the San Francisco Bay. Frank Lloyd Wright and San Francisco. Turner’s newly published book will be available for purchase at the lecture.

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Discover SF! Summer Youth Program 2016

Galing Bata Middle School Students Explore History Through Artifacts and Place

In its fourth year, Discover SF continues to inspire local youth to take pride in their cultural heritage while exposing them to the architecture, culture, landscapes, and history of San Francisco. In partnership with the National Park Service (NPS), Heritage led a group of middle school students from the Galing Bata Filipino Education Center After-School Program on an exploration of historic places throughout the city in a series of four field trips in June and July. Together, Heritage and the NPS aim to promote diversity and the conservation of historic places by cultivating educated ambassadors for the history and cultural heritage of their community.

The 2016 program commenced with a walking tour of Chinatown led by the Chinese Historical Society of America to learn about the architectural and cultural development of the neighborhood. The tour concluded at Gum Moon Women’s Residence Building, where Grant Din, Community Relations Director at the Angel Island Immigration Station Foundation, described his family’s experience as immigrants entering San Francisco through Angel Island. Week two started with a tour of the Old U.S. Mint led by Architectural Historian Katherine Petrin discussing the structure, purpose, and development of the building. Later that afternoon, students channeled their creative side by designing their own park at the California Historical Society using elements of dance and landscape architecture. During week three, students learned about the significance of the San Francisco Civic Center National Historic Landmark District and its many cultural institutions, including the Asian Art Museum and the War Memorial Opera House. The final week took the students to the Golden Gate National Recreation Area, where Park Ranger Stephen Haller led a tour of the Battery Trail interpreting seacoast defense tactics, systems, and fortifications in San Francisco.

Heritage welcomed Emma Doctors for a five-month internship starting in July. Emma graduated from the University of San Francisco in December 2015 with a Bachelor of Arts in Fine Arts, taking classes in painting, printmaking, and photography. She also studied Teacher Education, with a focus in Elementary School Education, and participated for a short time in STEM (science, technology, engineering, and math) courses. She enjoys creating cards, photographing (and eating) different types of food, and exploring her curiosity about science at the California Academy of Sciences. Her favorite pastimes are cooking with her family, and watching documentaries and scary movies with friends.

Emma currently works part-time as the Marketing and Administrative Assistant for MH Architects in San Francisco and has also enjoyed her time as the new San Francisco Heritage Intern. She will be working on sorting through the Heritage archives, and assisting with the ongoing update of the Haas-Lilienthal House Interpretive Plan, among other projects. These projects will give her first-hand experience in the various functions of museum management and education before applying to the Masters in Museum Studies program at the University of San Francisco in 2017.
Corporate Sponsor Profile: Dunn-Edwards

Over the past year, Dunn-Edwards has donated hundreds of gallons of premium paint and primer to return the Haas-Lilienthal House to its original 1886 color palette. As the first major project funded by the Campaign for San Francisco Heritage/Haas-Lilienthal House, the exterior repair and repainting project commenced in August 2015 and finished this past August.

Founded in Los Angeles in 1925, Dunn-Edwards Paints began as a small, family-owned business that has grown to become one of the country’s largest independent manufacturers and distributors of paints and painting supplies. Today, Dunn-Edwards is the leading manufacturer and distributor of paint coatings in the Southwest.

Heritage commissioned an in-depth historical paint color study of the Haas-Lilienthal House to determine its original colors, patterns, and sheens. This study revealed that the House was originally painted using linseed oil and mineral spirits or turpentine, products which have long since been removed from the American market. The original house colors were confirmed through scientific analysis of 40 paint samples and then matched to a new historical color palette developed by Dunn-Edwards and Architectural Resources Group. The “Then, Now and Forever” collection includes 142 historically accurate hues inspired by Stick, Queen Anne, and Italianate styles of Victorian color, design, and architecture. To achieve the highest-quality finish while approximating the original sheen and color, Dunn-Edwards EVERSHIELD® exterior paint in semi-gloss was selected for the body colors while a gloss finish for the window trim re-created the historical appearance.

“Dunn-Edwards is proud to have donated over 219 gallons of paint and primer to the Haas-Lilienthal House restoration project,” said Sara McLean, Editor and Color Marketing Manager for Dunn-Edwards. “As the leading manufacturer and distributor of paint coatings in the Southwest, and based in California for over 90 years, our commitment to keeping the history of the American West alive is a priority, from iconic landmarks such as the Haas-Lilienthal House to historic homes much more modest in stature.”

Heritage is grateful to Dunn-Edwards and its entire staff for their unwavering assistance and commitment to returning the Haas-Lilienthal House to its original luster.

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Capital Campaign Update

Your gift will help us reach our $4.3 million goal! For information or to contribute to the Campaign for San Francisco Heritage/Haas-Lilienthal House, visit sfheritage.org/campaign.
Annual Fund Appeal: Heritage Needs Your Support Now

Founded in 1971, Heritage formed in response to the alarming destruction of Western Addition Victorians in the name of redevelopment. Since that time, Heritage has spearheaded efforts to document and protect historic resources, led the public dialogue about adapting to inevitable change while preserving San Francisco’s unique identity, and helped to develop protections that have enabled the city to grow and flourish while conserving its past.

After 45 years, San Francisco is once again facing a period of rapid and dramatic change. In the face of threats to neighborhood character and small businesses, Heritage has been energized by a renewed mandate to fulfill its mission to preserve and enhance the city’s architectural and cultural identity. We need the help of those dedicated to San Francisco, past, present, and future. **We need your help now.**

Each year, the generous contributions of our extended community to the Annual Fund enable Heritage to pursue proactive preservation initiatives, develop innovative educational programming, and respond to pressing advocacy issues. As San Francisco faces unprecedented growth and development, its unique places and institutions, more than ever, need to be valued and preserved. **Your support is essential to our success.**

Your generous gift to the Annual Fund bolsters Heritage’s efforts to advocate for San Francisco’s historic treasures and shape essential policies. Recent highlights include:

- The **2015 Governor’s Award for Historic Preservation**, awarded to Heritage for its groundbreaking policy paper *Sustaining San Francisco’s Living History: Strategies for Conserving Cultural Heritage Assets*.
- The **Old U.S. Mint**, upon its nomination to the National Trust for Historic Preservation by Heritage, was declared one of **America’s 11 Most Endangered Historic Places**, spurring the city to recommitment and action.
- The **2016 Paul E. Buchanan Award**, presented to Heritage by the Vernacular Architectural Forum in Durham, North Carolina, for Heritage’s Legacy Business Initiative.
- The first phase of the Haas-Lilienthal House’s capital improvements, the restoration and painting of its exterior in its original 1886 color palette, completed by Teevan Restoration.
- The **Campaign for San Francisco/Haas-Lilienthal House** has raised $3.8 million, 89% of the campaign’s $4.3 million goal. If you have not yet contributed, we hope you will consider doing so now to help us raise the remaining $480,000 by the end of 2016.
- Heritage continues to reach new audiences across generations through the Haas-Lilienthal House with its award-winning **Heritage Hikes** program for third-graders and their teachers, **Mayhem Mansion Halloween fun**, **Victorian Teas**, and **Discover SF! Summer Youth Program** for middle school students.

Your fully tax-deductible contribution to Heritage through the Annual Fund is essential to the success of our work throughout the city. **Please use the enclosed envelope to make a donation.** Your generous support is deeply appreciated now, as ever. For more information, contact Mike Buhler at mbuhler@sfheritage.org or 415-441-3000 x15.
Sunday, October 16, 1 PM
Victorian Alliance Annual House Tour
Spend a pleasant Sunday afternoon on the Victorian Alliance’s self-guided walking tour of the Duboce Park Neighborhood. For tour and ticketing information, please visit victorianalliance.org or call (415) 824-2666.