

Merchants, tech meet to bridge wide digital divide

Pioneering SoMa fund sponsors monthly trainings

By MARK HEDIN

IN AN EFFORT to link local tech expertise with local brick-and-mortar businesses, Urban Solutions is offering a series of free get-togethers for the two.

"Big Tech for Small Biz," supported by the South of Market Community Stabilization Fund, is the latest effort to bridge the digital divide, using the tools of technology to help businesses keep up and, hopefully, get ahead.

"It's the equivalent of having a 14-year-old around to help you with your smartphone," said Urban Solutions Executive Director Liza Zahner.

Some of the companies that made presentations in the initial sessions were Google for Business, which focused on the advantages of doing business in the cloud; Quickbooks and Xero, competitors in the accounting business; NerdWallet, which assists in developing business plans and provides a portal to Kiva, the micro-loan maker; Evernote, Scannable, Air BnB and Yelp.

Wells Fargo and First Republic Bank also participated. Zahner points out that Wells' "competitive intelligence" database is free to all through the bank's Website. Someone thinking about opening a coffee shop, she said, could get a snapshot of their local competitors and other info by neighborhood.

Urban Solutions has also brought in Hack the Hood, Weebly, Centro Community Partners, Twitter, Vehicle SE, Square and Townsquared.

The first session in the current series focused on developing a business plan. This month it's marketing and branding, and in November participants will learn about building a Website, Zahner said. The sessions are held on the third Thursday of the month from 6 to 8 p.m. at Impact Hub, 901 Mission St.

➤ CONTINUED ON PAGE 3



FRANCESCA ROSSO URBAN SOLUTIONS

Urban Solutions' Sept. 15 workshop covered business planning topics. Pictured from left at the session: Wera von Wulfen from Townsquared, DJ Healy from Centro and attendee Steve Indig.

NO. 171

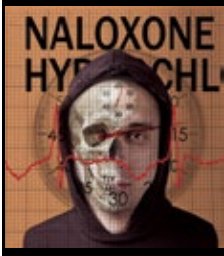
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2016

PRESS CLUB AWARDS FOR EXTRA

News, profiles,
nostalgia and
illustration

PAGE 2

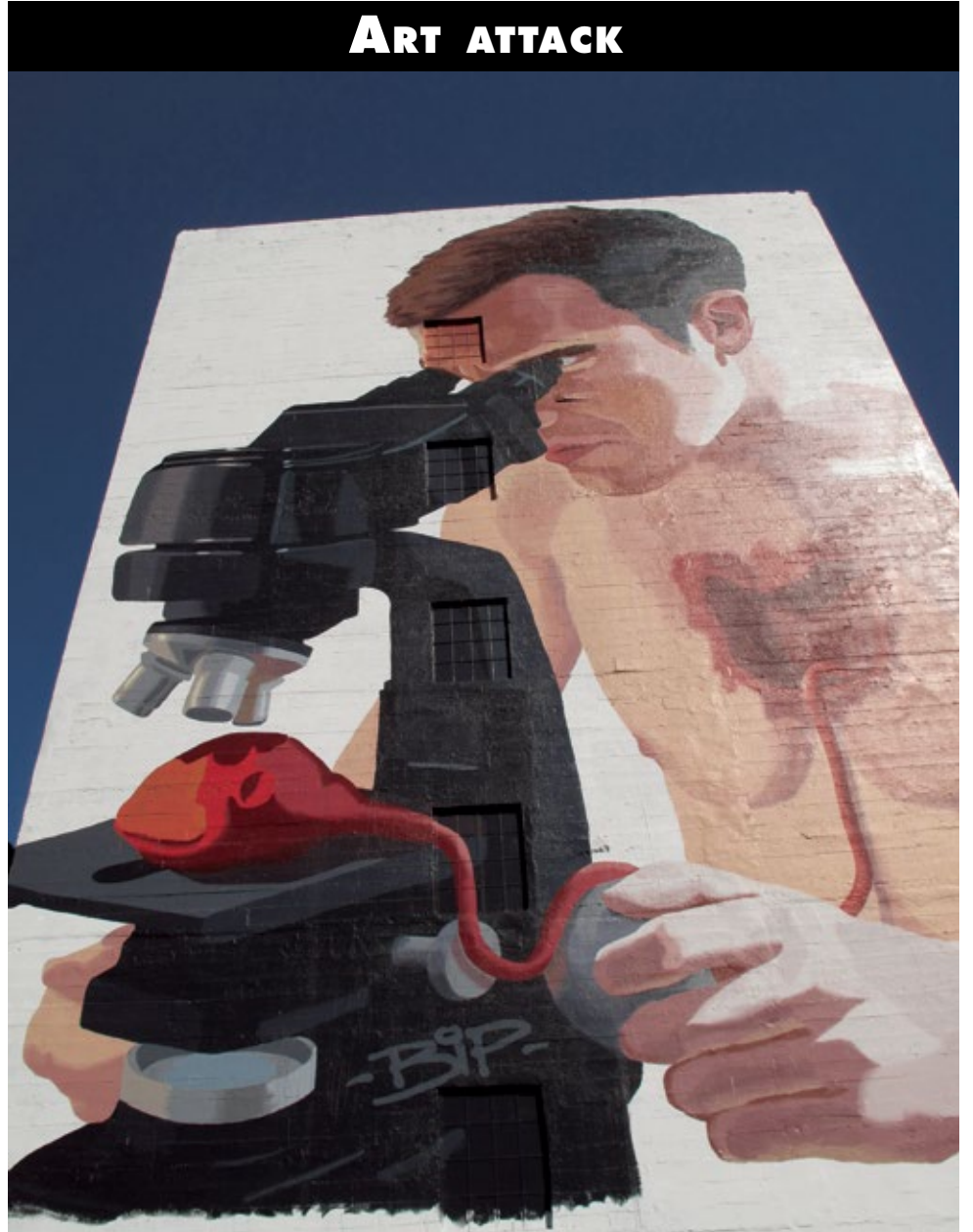


CENTRAL CITY

EXTRA!

SAN FRANCISCO

ART ATTACK



This five-story image by Tenderloin artist BiP depicting the ultimate in self-absorption that went up on the hostel at 685 Ellis St. is part of a citywide trend. Other examples are the DISH mural overlooking Boedekker Park, "Everyone Deserves a Home," and "Octopus" on the exterior of the new youth literacy center at Leavenworth and Golden Gate.

Wall art on the rise

Huge new murals in Tenderloin join city art trend

STORY AND PHOTOS BY JONATHAN NEWMAN

DISH — Delivering Innovation in Supportive Housing — threw a nice party to celebrate the completion of a vast, six-story mural on the side of the Windsor Hotel overlooking the Boedekker Park Clubhouse.

A happy crowd of neighbors, park habits, schoolchildren, city and DISH administrators, photographers and artists massed Sept. 7 in the midday warmth under a bright sky, admiring the depiction of a mighty tree whose branches bear fanciful San Francisco Victorians and simple Craftsman cottages all in brilliant psychedelic shades of blue, yellow, orange and green.

Entitled "Everyone Deserves a Home," the mural, largest this side of the Inner Mission's Women's Building, joins a roster of wall art cropping up all over the city.

Last year, in the Tenderloin, the graffiti artist BiP completed a stark, five-story rendering of a man examining his own heart under a microscope, entitled "Self-Consuming Self," on the back of the HI USA hostel at 685 Ellis St. And recently a soothing wave of aquatic life, entitled "Octopus," was unveiled at Leavenworth and Golden Gate, the newly opened branch of 826 Valencia Center, dedicated to improving the writing skills of neighborhood youth.

Mike Bellinger and Joseph Britton, part of the American Indian chant group All Nations, kicked off DISH's party with an honor song. John Waddy joined in, the beads and bones tied to his walking stick clicking the beat. Many in the crowd held hands in a round dance, circling happily. "The honor song and the round dance are ways the Native Americans show love for what has been created," Britton said.

➤ CONTINUED ON PAGE 5

Central City Extra wins 4 Press Club awards

By MARJORIE BEGGS

CENTRAL CITY EXTRA once more took home kudos from the San Francisco Peninsula Press Club's annual event honoring regional journalists for excellence in their craft. At the Sept. 30 luncheon in Redwood City, The Extra won four awards in the non-dailies newspaper category for stories and graphics published in 2015.

Mark Hedin's "New super smack puts Public Health in crisis mode," his September story about increased overdoses in the city by fentanyl-users, won in the news category. Designer Lise Stampfli-Torme's digital illustration of naloxone, the antidote to heroin overdose, accompanied Hedin's story and won in the editorial cartoon category.

John Burks won for "I can still hear it," his personal remembrance of The Blackhawk, the "scabrous" Tenderloin

jazz joint that opened in 1949. Burks became a regular patron after moving to San Francisco in 1959 and was there when it closed in 1963. His story, a winner for a feature story of a light nature, appeared in the July Extra.

Tom Carter and photographer Paul Dunn's profiles of diverse central city residents won in the series category: "Curran House," featuring the Filipino Listana family, in the April issue; "Latina with a cause" in June, the story of single mother Morena Perez from El Salvador; "Being Muslim in TL," the September narrative of the Kaids, a Yemeni family; and December's "The second wave," John and Van Nguyen's tale of coming to the Tenderloin from Vietnam in the 1990s.

More than 100 journalists from 29 news organizations in 11 Bay Area counties competed in the contest. Their 241 entries were judged by press clubs in Cleve-

land, Florida, Houston, Milwaukee, New Orleans, Orange County and San Diego.

This was the 39th Greater Bay Area Awards program of the San Francisco Peninsula Press Club, a professional organization of journalists, artists and others working in newspapers, television, radio, magazines, public relations and on the Internet.

Since its first issue in 2000, The Extra has been regularly reporting on the life — and death — of the people, projects and businesses that comprise the central city, San Francisco's lowest-income neighborhood. ■



Prize winning illustration by Lise Stampfli accompanied Mark Hedin's Super Smack story, also a winner.



John Burks' reminiscences of the legendary Blackhawk jazz club in the TL.

HOUSING APPLICATIONS ARE BEING ACCEPTED FOR THE KNOX AND BAYANIHAN HOUSE

The Knox

Bayanihan House

Please go to 241 6th Street, San Francisco, CA for applications

The TODCO Single Room Occupancy (SRO) Housing Waiting List is open for the Knox and the Bayanihan House. If your name is currently on any TODCO Housing Waiting List and you would like information on your current status, please call the TODCO Marketing Office at **415-957-0227** on Fridays only.

Building	Size & Amenities	Max/Min Household Income Limits	Rent as of Feb. 1, 2015
The Knox SRO located at 241- 6th St. & Tehama is accepting applications and has an OPEN WAITLIST	SRO – 1 Person or Couple Room size: 10 ½ x 18 (Semi-Private) bathroom 7 x 7 Unit amenities: sink, microwave, refrigerator, 2-burner stove, closet, single bed Building amenities: small gym, library, private lounge, roof top garden, community kitchen, laundry facility, 24 hour staff & surveillance	1 person \$34,600/year 2 person \$39,520/year Minimum income of \$1,374/month	Move-in deposit \$687 Monthly rent \$687 plus utilities
Hotel Isabel located at 1095 Mission CLOSED WAITLIST	SRO – 1 Person Shared bathroom Unit amenities: sink, microwave, refrigerator, 2- burner stove, closet and single bed	1 person \$34,600/year No minimum income Closed	30% OF INCOME Requires a Certificate of Homelessness
Bayanihan House (Non-assisted units) located at 88 – 6th St. & Mission. CLOSED WAITLIST	SRO – 1 Person or Couple Room single: 10½ x 12, shared bathroom Double occupancy: 12x12, shared bathroom Unit amenities: sink, microwave, refrigerator, 2-burner stove, closet, single bed Building amenities: community kitchen, 24 hour staff & surveillance, laundry facility	1 person \$30,275/year Couple \$34,580/year Minimum income of \$889.40/month	As of Jan. 1, 2015 Move-in deposit \$607 Monthly rent \$607 Utilities included

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The Department of Building Inspection (DBI) encourages owners of soft story properties with 3+ stories and 5+ units to turn in their permit applications and complete work in advance of the due dates below. Through the **Mandatory Soft Story Program**, property owners are improving the seismic safety of their buildings and protecting the lives of their tenants and families.

Compliance Tier	Submittal of Permit Application with Plans	Completion of Work and OFC Issuance
1	09/15/2015	09/15/2017
2	09/15/2016	09/15/2018
3	09/15/2017	09/15/2019
4	09/15/2018	09/15/2020

You may be able to add accessory dwelling units to your property when undergoing a seismic retrofit. Financing opportunities are available. Visit sfdbi.org/softstory for more information.

New super smack puts Public Health in crisis mode

Heroin-like opiate fentanyl's punch fast, can be lethal

By Mark Hedin

A POWERFUL DRUG is causing the party in San Francisco. Fentanyl, a synthetically produced blood-white, fine-powder opiate, is "the scariest one out there," according to Dr. Phillip Goffin, director of substance use research at the Department of Public Health. "It's the only one we measure in micrograms instead of milligrams," Goffin said. "You just can't snort it (measure an appropriate dose) in the streets." Fentanyl is "up to 100 times more powerful than morphine and 50 to 50 times more than heroin," according to a March news release by the Drug Enforcement Administration. "There is a white powder 'HEROIN' going around that is causing a lot of folks to overdose," reads a flyer distributed by the Homeless Youth Alliance and San Francisco Needle Exchange. "This heroin has been tested and is fentanyl, a really strong opiate. So if you are using it, please don't use alone and remember you can always call 911."

NO. 159

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SEPTEMBER 2015

CENTRAL CITY EXTRA

SAN FRANCISCO

DIVERSE CITY

Nabihah Kaid, from Yemen, could not allow her face to be photographed, so helping with her Muslim faith. Here she cradles Lucky, the pet of a Curran House neighbor, a friend of her 7-year-old son.

Tom Carter and Paul Dunn won for their Diverse City series.

NEWS IS A COMMUNITY SERVICE

SAN FRANCISCO

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Helping small central city businesses thrive

➤ CONTINUED FROM PAGE 1

"It's hard when you're the chef, cook and kitchen worker," she said, of the challenges small business owners face in keeping abreast of the fast-changing world of apps.

Businesses, including bustling Ted's Market on Howard Street and the Tenderloin's Code TL and San Fran Cycle, have attended free sessions, typically 20-

40-minute presentations, Q-and-A's and the opportunity to get follow-up one-on-one consulting from Urban Solutions.

The sessions, which are free to all, are open to anyone who's interested, and businesses across the city are participating, but given the funding, Zahner would especially welcome South of Market entrepreneurs.

After a holiday break over December, the sessions will resume in January, with

a focus on social media and e-communication. Come February, the focus turns to business finance and in March it's building customers. In April, working in the cloud and tech tools for small businesses and in May it's access to capital.


There'll be a graduation event in June. For SoMa people who've attended most of the sessions and registered, the Stabilization Fund has some laptops as rewards.

The \$6 million South of Market Community Stabilization Fund was created in 2005 as part of the Rincon Hill Area Plan, the brainchild of then-Supervisor Chris Daly, who pushed through a per-square-foot fee on luxury residential developers to help ensure economic development and affordable housing in SoMa. ■

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SF BUSINESS VOTES

NOVEMBER 2016 VOTING GUIDE



Join the **San Francisco Chamber of Commerce** and your local business community in voting for a better San Francisco on November 8, 2016

VOTE YES

- PROP A** Funds public school repairs, new campuses & teacher housing
- PROP E** Protects street trees at no cost to property owners
- PROP O** Encourages needed development and brings jobs to the Bayview
- PROP P** Requires competition, lowering costs to build affordable housing
- PROP Q** A commonsense solution to sidewalk encampments
- PROP R** Dedicates police staffing to reduce neighborhood crime
- PROP U** Ensures middle-income families qualify for affordable housing
- PROP 67** Encourages use of reusable shopping bags

VOTE NO

Props D, H, L and M are a political power grab.
Join Mayors Feinstein, Jordan, Brown, Newsom and Lee!
VOTE NO ON D, H, L AND M!

- PROP K** Raising the sales tax hurts small businesses
- PROP W** Higher taxes that increase rent for residents & small businesses
- PROP X** Ballot box zoning makes our housing shortage worse
- PROP 65** Save our reusable shopping bag laws

For the full Voting Guide, visit sfchamber.com/votingguide.

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CONCESSION OPPORTUNITY AT SAN FRANCISCO INTERNATIONAL AIRPORT
 San Francisco International Airport is accepting proposals for the Terminal 3 Pop-Up Retail Concession Program. Proposals must be received by **2:00:00 pm San Francisco Time, Wednesday, November 9, 2016.**

These Agreements are intended for the nonexclusive sale of specialty retail merchandise, are comprised of two Pop-Up retail locations post-security in Terminal 3, Boarding Area E. Space 1 is approximately 304 square feet and Space 2 is approximately 429 square feet. The Minimum Annual Guarantee for the term of the Agreement is \$27,000.00 for Space 1 and \$36,000.00 for Space 2. The terms are twelve months for each space, commencing on the first day Permittee is open for business. Annual Rent shall be the higher of the Minimum Annual Guarantee or 8% of Gross Revenues. In addition to the Annual Rent, tenant shall pay a Tenant Improvement Reimbursement Fee over the twelve month term of \$20,523.00 for Space 1 or \$28,962.00 for Space 2. Small, local and disadvantaged businesses are encouraged to participate.

An informational conference to review the Request for Proposals and to answer questions about the Pop-Up Retail contracts is scheduled for **Wednesday, October 5, 2016, at 2:00 pm** in the Terminal 2 Partnering Conference Room, at San Francisco International Airport. At this meeting Airport staff will explain the selection process, and discuss the desired concept, minimum qualification requirements, and address any questions relating to this Permit.

Please see <http://www.flysfo.com/business-at-sfo/current-opportunities> for additional information or should you have questions, please contact Mr. Trevor Brumm, Airport Revenue Development and Management Department, 650.821.4500.

Count on WIC for Healthy Families
 WIC is a federally funded nutrition program for Women, Infants, and Children. You may qualify if you are pregnant, breastfeeding, or just had a baby; or have a child under age 5; and have a low to medium income; and live in California. Newly pregnant women, migrant workers, and working families are encouraged to apply.

WIC provides Nutrition Education and Health information, breastfeeding support, checks for healthy foods (like fruits and vegetables), and referrals to medical providers and community services.

You may qualify for WIC if you receive Medi-Cal, CalFresh (Food Stamps), or CalWORKS (TANF) benefits. A family of four can earn up to \$3,747 before tax per month and qualify. Enroll early! Call today to see if you qualify and to make an appointment. Call City and County of San Francisco WIC Program at 415-575-5788. This institution is an equal opportunity provider

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February Business Finance	March Building Customers	April Working in the Cloud	

Funded by the SOMA Stabilization Fund

SAY YES TO **PROP O**

FROM OUR NEIGHBORHOOD...TO YOURS

Help us bring jobs, housing and parks to Bayview Hunters Point by voting Yes on O



PROPOSITION O is the next step in revitalizing the long-abandoned former naval base that was once an economic engine for the Bayview, Hunters Point and Candlestick Point. It ensures that new housing, jobs and parks that have already been approved by San Francisco voters in 2008 will be created faster to help the many families who need them now.

This measure will:

- **Speed the creation of 12,000 new homes**, with approximately one-third of those homes affordable for low- and middle-income families;
 - **Generate thousands of construction jobs**, support job training programs and provide for about 17,000 jobs, with a local hire commitment;
 - **Jump start the transformation** of the former Shipyard and Candlestick Point into over 300 acres of new public parks, walking paths and bike trails for neighborhood residents; and
 - **Enable construction of an African American marketplace** at Candlestick Point along with a new shopping corridor for neighborhood-serving businesses.
- In 2008 San Francisco voters approved the Shipyard/Candlestick Point Development Plan.** Prop O will exclude the project from the City's annual office construction quotas and allow all parts of the project to move forward together as quickly as possible.



"Our community is already seeing benefits from this project. The Alice Griffith Housing rebuild is in progress. Over 5,000

new jobs have been created so far with 63 percent going to minority workers. Almost \$2 million has been spent on job training and another \$1.7 million on grants to community organizations.

This measure means that we will add more jobs even faster, as we build more affordable and family housing. Join me in saying Yes to Jobs, Housing and Parks Now."

SHAMANN WALTON
Vice President of the San Francisco Board of Education

JHPN16012-10x16

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Pastor **Arelious Walker**

Theo Ellington, President, Black Young Democrats of San Francisco*

Al Williams, President, Bayview Merchants Association* (partial list)

Paid for by Jobs, Housing and Parks NOW for Candlestick Point & Hunters Point Shipyard, Yes on O, with major funding by Five Point Holdings, LLC. Financial disclosures are available at sfethics.org.



YES on PROP O
FOR JOBS, HOUSING & PARKS NOW

www.JobsHousingParksNow.com

New murals in TL

CONTINUED FROM PAGE 1

From start to finish the "Home" mural traveled a 19-month journey, originating with a \$40,000 matching grant to DISH in January 2015 from the city's Community Challenge Grant program, funded by S.F. businesses that designate 1% of their business taxes each year to help beautify neighborhoods city-wide.

DISH, the nonprofit that manages services at six supportive housing sites, including the Windsor, was required to match 25% of the grant. Twitter and the St. Francis Foundation kicked in \$5,000 each. Scaffolding and a 60-foot hanging rig enabling the artists to work suspended along the hotel's wall were supplied at cost by Swing Stage Systems in Hayward.

"Once I learned what DISH does and how they work, I was more than happy to help out," said Swing Stage owner, Michael Engeldinger.

But well before paint was sprayed on brick and mortar, the design of the mural passed before neighborhood review. At three meetings sponsored by Friends of Boedekker Park and the Tenderloin Boys and Girls Club, the mural's depiction of a mighty tree festooned with houses, a collaborative effort of Daniel Pan, owner of 1:AM Gallery, and the mural artists Antoine Marnata and Robert Gonzalez, was dissected and discussed.

At the party, Gonzalez told about the review process. "The design definitely evolved, and I believe what we finally accomplished here reflects the contribution of the community. At one of the meetings, the neighbors told us the tree was too scary. They thought we were going to paint crows on its branches. We heard that, and made the tree more friendly." Observers will note the inviting depiction of wooden and tire swings that flank the tree's base.

Marnata, who for two years lived near the corner of Eddy and Hyde streets before moving to Oakland, recalled working daily for six weeks on the mural: "This is the first time I've created anything this big. It was so much fun."

For Jim Vlahos, whose family purchased the Windsor in 2000, the completion of the mural was one more step in the restoration of the property.

"When we bought the place, it was a crack house. We worked with the city and the neighborhood, but it was tough going for a while. Eventually, we got our renovations under way. You know, in the old days, the Windsor was a solid place, mostly merchant seaman stayed here between assignments and Phil Lehr's Steakery was located on the ground floor," Vlahos said. "I'm happy to see the mural finished. I think it complements the park."

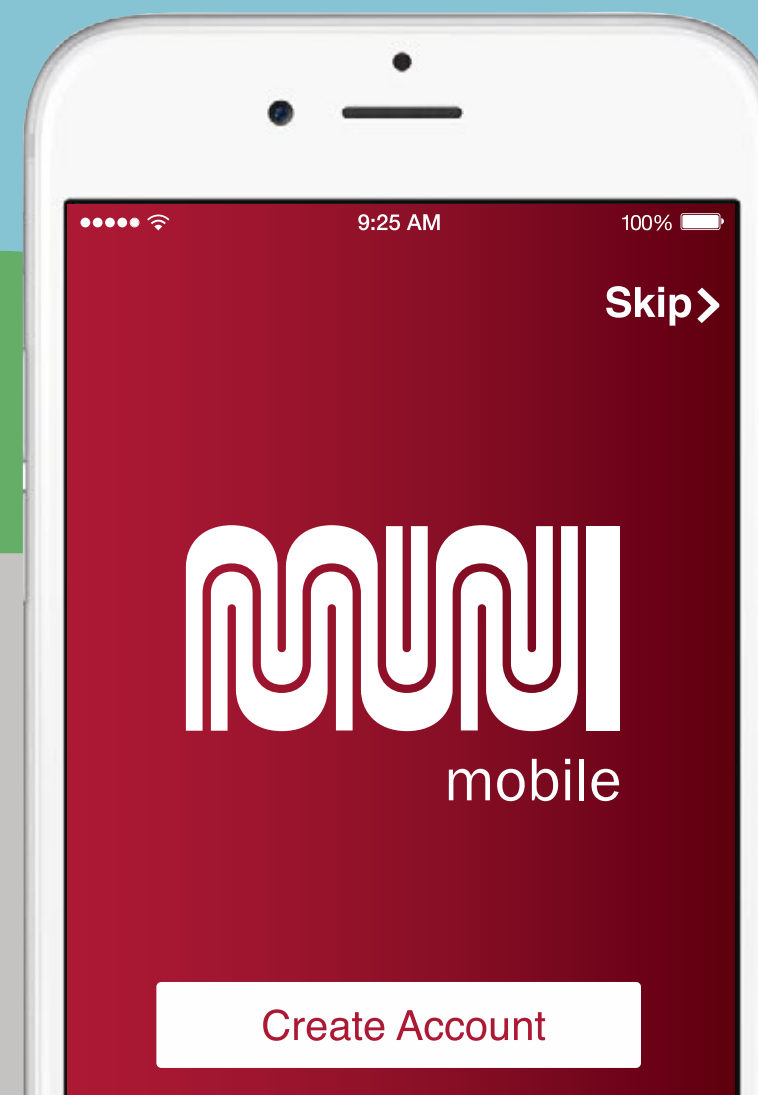
There's a blue cottage perched on one of the tree's main branches with an address of 104 — a homage to Vlahos' father who emigrated from Greece and for many years ran a coffee shop in the Gordon Hotel at 104 Seventh St., a block from the old Greyhound bus terminal, where the new Federal Building stands.

Windsor resident Bob Posey with his dog Blueberry stood at the back of the crowd, gazing at the mural. "It's the most beautiful mural in the whole city."

"Everyone Deserves a Home," the six-story mural on the west side of the Windsor Hotel, represents a collaboration between the artists and the community. The image evolved with residents' input over the course of three neighborhood meetings. "Octopus" crawls on an exterior of 826 Valencia Center's Tenderloin branch, which opened in May. This and the other recent murals in the neighborhood join a trend toward huge wall art that is cropping up across the city.



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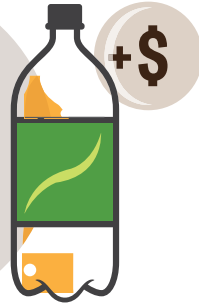
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Don't Tax Our Groceries.
VOTE NO on PROP V**

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DontTaxOurGroceries.com

See for yourself

- ① Supporters hope to keep second SF soda tax from going flat
<http://www.sfexaminer.com/supporters-hope-keep-second-sf-soda-tax-going-flat>
- ② If Berkeley shoppers don't have to pay the soda tax, does it really exist?
http://www.mercurynews.com/columns/ci_28170149/barnidge-if-berkeley-shoppers-dont-have-pay-soda
- ③ Grocery Store Owner Opposes SF Grocery Tax <http://bit.ly/AdelAlghazali>

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Are you Ready for Election Day?

November 8, 2016

Prepare

- Register to Vote by October 24
- Check your registration sfelections.org/tools/reglookup
- Complete a Voter Registration Card or registertovote.ca.gov

Plan

- Read your Voter Information Pamphlet mailed in October or voterguide.sfelections.org
- Save time voting by using a Ballot Worksheet from the Department of Elections, in your Voter Information Pamphlet, or sfelections.org

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- Vote at City Hall
October 11 - November 8
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- Vote at your Polling Place on Election Day. Find yours sfelections.org/pollsite



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