

CLEMENT STREET Merchants Association

How \$50k would grow in our neighborhood



Clement Street Merchants Association

Since 1922, we have been supporting
small business owners in the Inner
Richmond by providing connection,
community and advocacy.





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WITH \$50K WE WOULD

Establish ourselves as a 501c(6)

PLANT ROOTS

Create stability for our organization by having a formal tax structure and recognition by the state

GROW OUR FUNDING BASE

Give us the ability to seamlessly receive donations & grants

KEEP US EVERGREEN

Formalize our processes and offer greater structure for others to continue



ESTABLISH A \$10K EMERGENCY FUND

Access to low cost capital is one of the major barriers for business growth

0% INTEREST LOAN



\$500 GRANTS

Grant program that can address current community needs (ie: vandalism)



BEAUTIFY THE NEIGHBORHOOD



Install Decorative Lights ● ● ●

For ambiance especially in these outdoor times and for safety

Parklet Maintenance ● ● ●

We have an amazing parklet that our neighbor Dan Carlson designed and has helped maintain

More communal spaces ● ● ●

Adding another parklet further down Clement St. towards 7th would help activate more of our neighborhood

MAKE COOL STUFF

...

Support Local Everything

Creating locally produced merchandise that supports our ethos and can generate perpetual revenue for the organization



INVEST IN MARKETING + PROMOTIONS



Posters + Flyers

We host numerous events annually and merchants are excited to promote



Social Media

Currently have 770+ Instagram followers and 823 on Facebook



Website

www.clementstreetsf.com

We would love to develop videos to highlight merchant stories



Newsletters

We currently have 250+ merchant emails and 500+ neighbors



COMPENSATE LOCAL PART TIME SUPPORT

OUTREACH	ADMINISTRATIVE	DESIGN
Doing the high touch work of getting information out to our monolingual community	Following up on tasks such as dues collection & updating email lists	Being able to pay designers and artists in our community for their work





THANK YOU

**Our hope is to grow the impact of your
\$50K investment in our neighborhood**

We believe in the strength and ingenuity in the Inner Richmond and are excited to share our vision with you.

Thank you for your time and consideration.

