



FILLMORE MERCHANTS ASSOCIATION / SFCDMA COMMUNITY FUND PROPOSAL / MARCH 2021

FILLMORE

The Fillmore Merchants Association is the oldest merchant association in the City. We're actually celebrating our 112th anniversary this year. After the 1906 earthquake, it was one of the few viable commercial districts as the fires that ravaged the downtown didn't cross over Van Ness. The merchant association in the early days was broad and diverse—its roots are from Eastern European and immigrant merchants.

Since then, it's been called the Harlem of the West in the 40's, 50's and 60's. In the 60's, it helped birth the Summer of Love with many performances at the Fillmore Auditorium and other notable music venues.

Now, we celebrate the Fillmore's diversity, and honor it as a true urban spine of the City. Haight to Hayes Valley to Upper

Fillmore, Japantown—there's a diversity of people and businesses, including legacy businesses, mom and pop shops and international retailers, as well as young entrepreneurs.

The Fillmore Merchants Association is a non profit which helps oversee the maintenance, security and marketing of the association. Our boundaries run from Jackson to the north and south to McAllister. We have over 250 merchants and nearly half Of them are small businesses, employing 10 or less people.

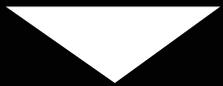
During these difficult times, our merchants need relief and enhanced marketing to ensure that they can get through this current crisis.

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WITH A GRANT OF \$50,000, FILLMORE MERCHANTS ASSOC. WOULD USE IT TO





1 REPLACE FLAGPOLE BANNERS

As the historic Harlem of the West and the producers for the famous Fillmore Jazz Festival, we like to refresh our Jazz flagpole banners. They are now 5 years old and need to be replaced at \$950 each. The banners also at to visually unite the upper and lower parts of Fillmore and create unity between the merchants.

2 INSTALL STRING LIGHTS

We wish to ensure that Fillmore is inviting to customers not only during the day but at night too! The Fillmore Merchants Association would like to construct a set of string lights from Jackson to McAllister street to illuminate the corridor and add some beautiful ambiance to our community. Because we have so many vacancies, the lights would not only add beauty to the neighborhood but also ensure increased safety for our residents, customers and employees!

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3 ACTIVATE SUMMER JAZZ FESTIVAL

The Fillmore has historically been known as the 'Harlem of the West' and, as the producers for the famous Fillmore Jazz Festival, we feel it's important to maintain and share this important cultural identity with our community and merchants. Unfortunately we didn't have a jazz festival last year, and it doesn't look like we'll have one this year either. However, we'd like to activate our corridor with live jazz musicians on our street to create a welcoming atmosphere to our community and our customers. So for the month of July, we would schedule musicians to perform on various street corners and vacant doorways throughout Fillmore Street!

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THANK YOU FOR YOUR CONSIDERATION



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