
INNER SUNSET MERCHANTS ASSOCIATION 2018 ANNUAL REPORT



Purpose

Since our founding in 1928, the Inner Sunset Merchants Association has been the voice of the Inner Sunset's business community. We are an all-volunteer association committed to supporting, promoting and advocating for the needs of our local business community.

May 19, 2018 - *Shop & Dine in the 49* was the perfect day to explore the many local shops of San Francisco during SF Small Business Week. Many businesses offered sales and in-store events.

A Message

From the Board of Directors

In 2018, the Inner Sunset Merchants Association (ISMA) benefitted greatly from renewed volunteer participation. With a full board, ISMA focused on improving operations, communications and strengthening relationships with key constituents. Efforts were made to expand business memberships to be included in the upcoming Neighborhood Guide - ISMA's primary marketing piece designed to increase awareness and visitor traffic.

In previous years, ISMA concentrated on the possibility of creating a Community Benefit District or Green Benefit District for the Inner Sunset. These initiatives can be found in fellow San Francisco neighborhoods which work to improve the overall quality of life through partnerships between the City and its local communities. Due to a variety of obstacles, these efforts did not materialize.

After much board discussion, ISMA decided to re-direct its focus on re-building membership, engaging merchants and supporting activities believed to be generally beneficial to the Inner Sunset community. With the upcoming completion of the Inner Sunset Streetscape Project

construction, we believe this is the perfect time to highlight the Inner Sunset business district, nurturing its growth and showcasing why it is one of San Francisco's premier locations to shop, dine, live and work.

Merchant memberships and strong community engagement have remained the cornerstones of ISMA since its founding over 90 years ago. Our sincere thanks and appreciation to current/past/soon-to-be merchant members, our local institutions and the dedicated residential community that make the Inner Sunset such a thriving, enduring San Francisco destination.



ALAYA Boutique - The community gathers to celebrate ALAYA Boutique's 32 years of successful business in the Inner Sunset

2018 Impact Highlights

Operations & Communications

- Launched a new ISMA website on an easier-to-maintain platform, enhancing communications and adding value for merchant members
- Increased communication through periodic newsletters and increased engagement on ISMA Instagram page (@innersunsetmerchants)
- Produced and printed Shop-Dine-Explore neighborhood map and member postcard guide, which was distributed from member businesses, California Academy of Sciences and University of California, San Francisco (UCSF)

Collaborations

- *SFCDMA*: ISMA initiated membership with San Francisco Council of District Merchants Association (SFCDMA) at the beginning of 2018, joining over 30 other merchant associations throughout San Francisco. SFCDMA allowed access to new programming and information related to city- and state-wide small business issues. ISMA board member, Susannah Wise, attended monthly delegate meetings.

"As a ISMA member, I have the opportunity to work alongside fellow business owners who I admire, respect, and constantly learn from, it's rewarding and a whole lot of fun."

- CHRISTIAN ROUTZEN, SAN FRANPSYCHO

- *UCSF Parnassus Heights Re-Envisioning Process*: UCSF continues to identify potential improvements that would further neighborhood goals for the physical environment in the areas

surrounding its campus. ISMA board member, Craig Dawson, represented merchant and ISMA interests on the working group.

- *Inner Sunset Park Neighbors*: ISPN works to engage all who live, work or play in the Inner Sunset and provide infrastructure and support to improve quality of life, build community and generate pride in the neighborhood. ISMA maintained communication and a spirit of collaboration with ISPN. ISMA board members, Craig Dawson and Angie Pettitt-Taylor, served as liaisons.

Initiatives

- *DPW/MTA Construction (Underway)*: Facilitated ongoing communication between merchants and SF Public Works regarding Inner Sunset Streetscape Project construction.
- *9th Avenue & Lincoln Way Improvement Project (Planning Phase)*: A city-led effort to improve the connection between the Inner Sunset neighborhood and Golden Gate Park . Plans include increased safety, visibility, wayfinding, and streetscape improvements to the entry, and the stretch of 9th Avenue from Lincoln Way to Irving Street. In collaboration with key merchants and interested neighbors, ISMA presented SFDPW and District 5 Supervisor Vallie Brown with over 60 local merchant letters of support for the project.

Attended

- April 28 - *D5 Summit Meeting* hosted by SFCDMA with Supervisor London Breed (Acting Mayor) at City Hall
- September 25 - *Mayor Breed Business Reception* An evening hosted by the SF Chamber of Commerce for local businesses to meet the Mayor and hear more about her vision
- October 11 - *NERT/NEN*: Disaster preparedness planning meeting to equip Inner Sunset residents and businesses for emergencies
- October 12 - *SFCDMA x SFPD Summit* brought together all of the district SFPD captains with merchant groups to discuss safety and security concerns

Activities Hosted by ISMA

- February 7: *ISMA 90th Anniversary Gathering* hosted by ISMA member San Francisco Women Artists Gallery.

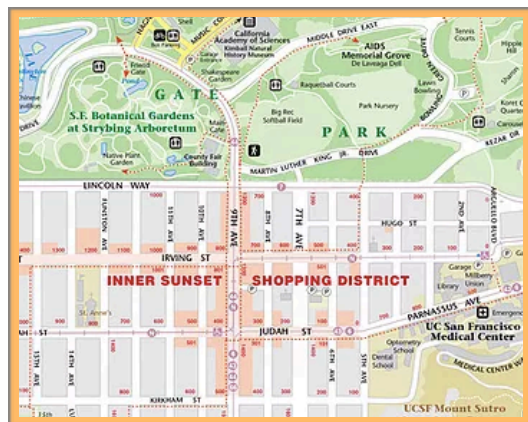


2018 Merchant Walk- Mayor London Breed and Supervisor Vallie Brown stop by San Francisco Hometown Creamery for hand-crafted ice cream.

- February 7 - A *Certificate of Honor* was presented to ISMA by the Board of Supervisors City & County of San Francisco recognizing outstanding service to the people of San Francisco
- May 19- *SF Small Business Week - Shop Dine in the 49*: As a result of SFCDMA's leadership, fees for sidewalk sales were waived for all member merchant corridors, including Inner Sunset
- September 17 - *ISMA Member Gathering* hosted by member Shin Dig, featured presentations by Supervisor Vallie Brown; Executive Director of San Francisco Office of Small Business, Regina Dick-Endrizzi; and Mike Rieger, SF Public Works. ISMA member, Donna O'Leary, owner of Ambiance stores, presented merchant letters of support for the 9th Avenue & Lincoln Way Project.
- November 13 - *Airbnb Inner Sunset Merchant Walk*: Through a collaboration between SFCDMA and Airbnb, the Inner Sunset hosted Airbnb Super-Hosts as they rediscovered the varied businesses of this corridor, allowing them to provide recommendations to future Airbnb guests.
- November 24 - *Small Business Saturday*: As a neighborhood champion, ISMA offered marketing resources, such as signs, bags and balloons, to members for Small Business Saturday, a nationwide initiative
- December 9 - Co-hosted *ISMA/ISPN "Taste of the Inner Sunset" Holiday Party* at the County Fair Building which drew approximately 300 neighbors to attend and guest presentations by Mayor London Breed and District 5 Supervisor Vallie Brown. Many local restaurants and businesses donated food, beverages and raffle prizes.

Events Sponsored by ISMA

- April-October - *Inner Sunset Park Neighbors Flea*: A grassroots-organized flea market, occurring monthly in the heart of San Francisco's Inner Sunset neighborhood. The Flea features over 30 resident, artisan, nonprofit, and local business vendors as well as food, activities, and more.
- December 8 & 9 - *Sunset Mercantile Holiday Party*: A free, local community-building event held at the County Fair Building, where guests are invited to taste samples from several of the Inner Sunset's renowned restaurants, while mingling with friends and business owners.



2019 Neighborhood Guide

ISMA's Neighborhood Member Guide will be published soon, and we want to include your business listing! This guide will be distributed around the neighborhood, and to visitors at hotspots like UCSF Parnassus and the California Academy of Sciences. Join or renew your ISMA membership to be included.

Financials

2018 STATEMENT OF ACTIVITIES

Revenue

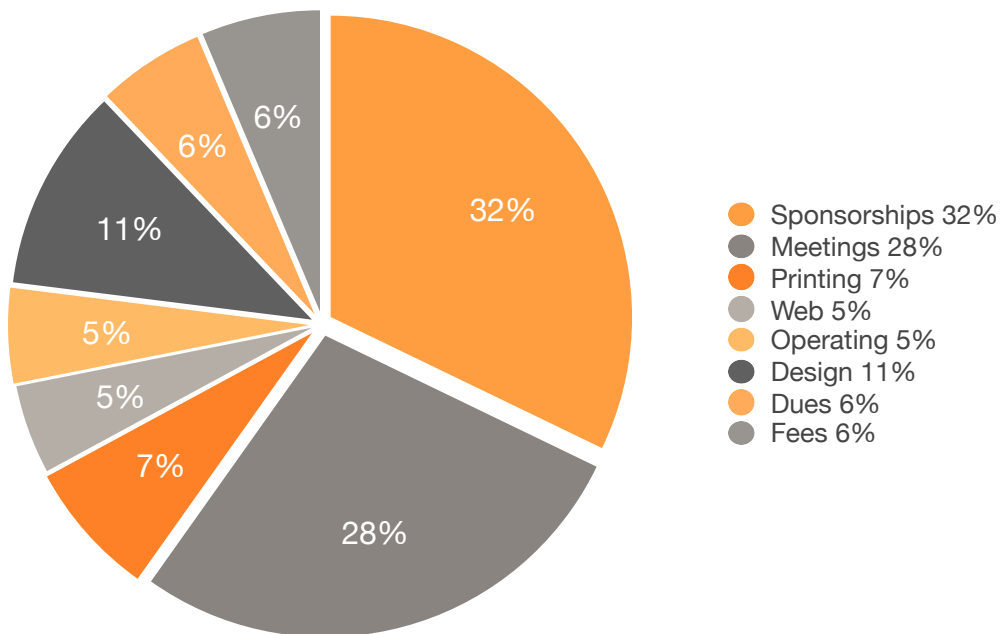
2017 Carry Forward	\$ 8,862.97
Membership Dues	\$ 3,700.00
TOTAL	\$ 12,562.97

Expenditures

Sponsorships	\$ 1,400.00
Meetings & Events	\$ 1,204.34
Printing / Office	\$ 317.05
Web Services	\$ 208.34
Operating Expenses	\$ 222.00
Design Services	\$ 475.00
Dues	\$ 250.00
Fees	\$ 247.20
TOTAL	\$ 4,323.93

Balance \$ 8,239.04

2018 EXPENDITURES



ISMA Merchant Members

Includes businesses who were active part or all of the 2018

Alaya Boutique
Amazing Fantasy
Ambiance
Andronico's Community Market (Safeway)
California Academy of Sciences
Chloe's Closet
Citishoes, Luba Designs, Inc
Crepevine
Crossroads Trading Co, Inc.
Dance With Life Chiropractic
Dr. Kurtbay Optometry
Easy Breezy Frozen Yogurt
First Republic Bank
Green Apple Books, Inc
HomeSmart Bay Area
Hunt & Gather
InnerFog Wine Bar
Irving Subs
Kira Kids
Lale
Local Take
Media Solutions
Mucky Duck

Music for SF (Aardvarks for SF)
Olga Rocklin Psychotherapy
On The Run
Pacific Catch
Park Animal Hospital
Park Smile Dentistry & Orthodontics
Patelco Credit Union
Pierre's Auto Body, Inc.
Progress Hardware
San Francisco Massage Center and Hypnosis Clinic
San Francisco Women Artists
San Francisco's Hometown Creamery
San Franpsycho, Inc.
Shin Dig
Sip Tea Room
State Farm Insurance/Kate McIntyre
Sterling Bank & Trust
Sunset Mercantile
UCSF
Wang Wealth Management
Whistle
Yancy's Saloon
YuBalance

Board Members

President

Susannah Wise, Park Smile Dentistry & Orthodontics

VP, Communications

Craig Dawson, Media Solutions

VP, Membership

Christian Routzen, San Franpsycho

Secretary

Mackenzie Cohan, Alaya Boutique

Treasurer

Steven Hendrix, First Republic Bank

Events Coordinator

Angie Petitt-Taylor, Sunset Mercantile

Shannon de Leon, Sip Tea Room

Greg Dewar, Neighborhood Liaison



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