

1 [Administrative Code - Italian American Heritage Day]

2

3 **Ordinance amending the Administrative Code to declare the second Monday in October**
4 **each year to be Italian American Heritage Day in addition to Indigenous Peoples Day.**

5 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
6 **Additions to Codes** are in single-underline italics Times New Roman font.
7 **Deletions to Codes** are in ~~strikethrough italics Times New Roman font~~.
8 **Board amendment additions** are in double-underlined Arial font.
9 **Board amendment deletions** are in ~~strikethrough Arial font~~.
10 **Asterisks (* * * *)** indicate the omission of unchanged Code
11 subsections or parts of tables.

9

10 Be it ordained by the People of the City and County of San Francisco:

11

12 Section 1. The Administrative Code is hereby amended by adding Section 16.4-1, to
13 read as follows:

14 **SEC. 16.4-1. ITALIAN AMERICAN HERITAGE DAY.**

15 **(a) Findings.**

16 **(1) San Francisco was built by entrepreneurs, innovators, and communities dedicated**
17 **to promoting the City as a world leader and destination. The City owes a great deal of gratitude to the**
18 **Italian immigrants and Italian American individuals, families, and communities who have made**
19 **innumerable contributions to our City’s society, culture, landscape, and history.**

20 **(2) San Francisco is named for St. Francis of Assisi - an Italian Catholic friar, deacon,**
21 **and preacher, whose compassion for service to all living beings led him to act as a champion for those**
22 **in extreme poverty and for the protection of the world’s natural spaces and environment.**

23 **(3) The first Italian immigrants arrived and settled in the San Francisco Bay area in the**
24 **1840’s, around the time of California’s official statehood and the incorporation of San Francisco.**

25

1 (4) Italian immigrants who settled in San Francisco from the Gold Rush through the
2 1880's built a strong economic foundation in the Bay Area and Northern California in trades such as
3 fishing, agriculture, restauranteuring, culinary arts, winemaking, and merchantry.

4 (5) One such Italian merchant to settle in the area in 1847 was Domenico Ghirardelli,
5 the owner and operator of a confectionery which introduced visitors and residents to Italian sweets and
6 chocolate. Ghirardelli Square remains today one of the top economic centers and tourist destinations
7 in San Francisco.

8 (6) Other skilled Italian merchants, laborers, and master craftsmen imported and
9 utilized Italian marble in San Francisco homes and buildings, including the seat of City government,
10 City Hall.

11 (7) In the 1850's, Italian Jesuit priests, Father Nobili and Father Accolti, founded St.
12 Ignatius College, which we know today as the University of San Francisco.

13 (8) Throughout the 1860's, early Italian settlers filled roles in City public works and
14 sanitation, contributing to the creation of Golden Gate Park.

15 (9) After the devastation caused by the 1906 earthquake and fire, the City's Italian
16 American community banded together in City neighborhoods such as North Beach and Telegraph Hill,
17 to rebuild homes, businesses, and streets. The resilience and work ethic of the Italian American
18 community led to a rapid recovery from the disaster in these areas.

19 (10) Famed local photographer Giovanni Monaco captured hundreds of photos of the
20 1906 disaster, which remain some of the only records documenting the impact of the earthquake and
21 fire on neighborhoods, communities, and families.

22 (11) The Bank of Italy's Amadeo P. Giannini set up a desk from two barrels and a
23 wooden plank in Fisherman's Wharf in the aftermath of the 1906 disaster to help provide Italian
24 Americans with financial resources to overcome hardship. Giannini believed that financial institutions
25 should first serve the individual, and he brought the first network of branch banking into communities

1 and neighborhoods - the first branch opening in the Mission District. Giannini's network and
2 institution expanded into what we now know as Bank of America.

3 (12) The City's reputation as a vibrant, world-renowned center of arts is built upon a
4 foundation of contributions by Italian artists, singers, dancers, filmmakers, and philanthropists. For
5 example, Gaetano Merola led the establishment of the City's first resident opera company in 1923.
6 Merola's leadership and collaboration with other community members led to the creation of the San
7 Francisco Opera Association, which stands today as the oldest surviving opera company on the West
8 Coast. He also connected with City leaders and residents to construct the War Memorial Opera House
9 during the Great Depression as a monument to San Francisco's veterans of the First World War.

10 (13) Italian American poet Lawrence Ferlinghetti founded beloved literary site City
11 Lights Bookstore in 1953. City Lights continues today as a free and open space for poets, authors, and
12 book lovers all across the world.

13 (14) San Francisco has inspired the nation with great Italian American athletes, such as
14 baseball's Joe Dimaggio, Dom Dimaggio, Tony Lazzeri, and Frank Crosetti.

15 (15) Italian Americans have consistently led and served the City through philanthropic
16 and charitable causes. In 1858, La Societa Italiana di Mutua Beneficenza was created to provide relief
17 for struggling Italian immigrants. La Societa was the first mutual benefit society in San Francisco, and
18 for decades, operated as the oldest, continuously-existing Italian organization in the United States.

19 (16) Perhaps some of the biggest contributions Italian Americans have made in San
20 Francisco are in public service, policy-making, and political leadership. Three Italian American
21 mayors have led San Francisco through momentous times: Mayor Angelo Rossi, the first mayor of
22 100% Italian descent to manage a major U.S. city, presided over the building of the Golden Gate and
23 Bay Bridges. Mayor Joseph Alioto steered the city through the cultural revolution of the late 1960's
24 and 1970's and through major capital projects such as BART, the Embarcadero Center, and the
25 Transamerica Pyramid. Mayor George Moscone fought to keep the San Francisco Giants in the City

1 and left a legacy of promoting tolerance and acceptance of individuals from all walks of life.
2 Congresswoman Nancy Pelosi is the first woman to serve as Speaker of the U.S. House of
3 Representatives.

4 (17) The Italian Heritage Parade recognizes the accomplishments and culture of all
5 Italians and Italian Americans and remains the oldest in the nation, celebrating its 150th Anniversary
6 in October 2018.

7 (18) Italians and Italian Americans continue to promote San Francisco's growth by
8 working and leading in economic and trade sectors, including technology and innovation.

9 (19) Those who live or work in, or visit San Francisco are fortunate to experience
10 traces of the earliest contributions and creations of San Francisco Italian American culture through
11 businesses, restaurants, shops, community events, and daily life throughout North Beach.

12 (20) We honor all Italians and Italian Americans for their commitment to San
13 Francisco's growth and vibrancy and will continue to honor their passion for hard work, love and
14 dedication to family and loved ones, and the cherished opportunity to live life.

15 (b) This subsection (b) supplements Section 16.4(b) of the Administrative Code. The second
16 Monday in October each year shall be known as Italian American Heritage Day in addition to being
17 known as Indigenous Peoples Day. All official City communications, notices, calendars, and other
18 publications, whether electronic or paper, shall refer to that day as both Italian American Heritage
19 Day and Indigenous Peoples Day.

20 (c) Within 30 days of the effective date of the ordinance enacting this Section 16.4-1, the City
21 Administrator shall notify all City boards, commissions, committees, and other bodies, and all City
22 departments, of the requirements of this Section.

23 (d) This Section 16.4-1 does not affect the recognition or non-recognition of the second
24 Monday in October as a holiday for City departments and employees.

1 (e) Nothing in this Section 16.4-1 shall prohibit the City from providing funds or support to
2 events that commemorate or celebrate the holiday using the name Columbus Day or other descriptors.

3
4 Section 2. Effective Date. This ordinance shall become effective 30 days after
5 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
6 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
7 of Supervisors overrides the Mayor’s veto of the ordinance.

8
9 APPROVED AS TO FORM:
10 DENNIS J. HERRERA, City Attorney

11 By: _____
12 BRADLEY A. RUSSI
13 Deputy City Attorney

14 n:\legana\as2018\1800385\01256399.docx