State of California – Alcoholic Beverage Control
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

June 8, 2024

Re: Letter of Recommendation

Dear ABC,

We are residents of 642 Capp St. in San Francisco. We are writing this letter to support the PCN application of Ismael Ahmed, the owner Community Market DBA Evergreen Market.

We have lived next door to the Evergreen Market for 15 years. Since Ismael has taken ownership of the market, he has made vast improvements both inside and outside the market, including to ensure safety and cleanliness. As his next-door neighbor, we couldn't be more appreciative of all that he has done, which has improved our own standard of living.

Ismael has contributed to the neighborhood in many ways. First, he provides a clean, well-stocked market where we can always get the essential food and produce items, we need plus many unique food products that are difficult to find elsewhere. His food is fresh and high quality.

As importantly, Ismael is committed to the community. He is part of our community messaging group and has supported our efforts to make the community more livable. Whether its allowing us to use his parking lot for our block party, letting us hang a mural on his fence, donating food to our events, or simply engaging us as a neighbor, we appreciate him as one of the community.

Ismael and his improvements to the Evergreen Market have been a great addition to our neighborhood and we believe that he will be a great addition to improve any neighborhood.

Very truly yours,

Mark Butler & Kerry Hopkins
Residents and Owners of 642 Capp St.

To whom it may concern,

I would like to add my name to the roster of neighbors in support of Ismael Ahmed (Ayob's Community Market DBA Evergreen Market) and his proposal. I live at 662 Capp Street, just four doors down from Evergreen's back parking lot. His market has been very convenient when I need some fresh produce in a pinch, and I've always found it clean and inviting, Also, Ismail has been a good neighbor, engaging with neighbors and supporting our local neighborhood initiatives. One example is offering the use of his market's back fence for a community mural. We could not ask for a better neighbor. I hope his new business is approved and he is afforded the opportunity to expand in the Mission.

Thanks,
Jason Schlachet
662 Capp Street

Dear members of the San Francisco Board of Supervisors, I am writing to express my committed support for my friend Ishmael Ahmed proposal to obtain a Liquor License for his new supermarket on Mission and 29th Streets.

I met Ishmael in 2021, when he took over ownership of Evergreen Market, on Mission and 21st Street. I've been a customer of that market since 2011 and I can't even remember the name of the previous owner.

Prior to Ishmael taking over, Evergreen Market was a run down, dirty and disorganized market. The previous employees looked sad and subdued. That has all changed under Ishmael management. Today, Evergreen Market is a nice, clean place with happy workers.

Ishmael took great care in spending time introducing himself to customers and asking us "what would we like to have at the market". He has always greeted me with a smile and so does his employees. I often bring out-of-town friends to shop at Evergreen, because of the customer care and because they carry quality Brazilian products at reasonable prices.

Ishmael has integrated in our Mission District community. He has extended credit, landed a hand, and given support to myself and others. He has helped make improvements to our neighborhood by allowing the neighbors to install a mural on his parking lot. He donated food and drinks to our neighborhood block party and allowed us to use his parking lot to bbq. Most recently we had an emergency at home and Ishmael delivered what we needed, himself, at our house on an extreme short notice.

Ishmael is our dear friend. He is responsible, caring, engaging, smart, and charismatic. He speaks Spanish in addition to English and his native language (Arabic). Being fluent in Spanish, in the Mission District is very crucial since our community predominantly speaks Spanish and a lot of people feel isolated when in a supermarket where there are no Spanish speakers.

For all the reasons above, I am confident that Ishmael will manage liquor sales at the new market with the same level of care he manages it at Evergreen Market.

Thank you for considering my support for Ishmael while making your decision.

Regards,

Monica Pereira

3120 21st Street, SF, CA 94110

To the members of the SF board of supervisors,

I am writing this letter of support for our friend Ismael, and his effort to get a liquor license in his proposed new location on mission and 29th st.

Since he took over the management of the Evergreen Market just a hundred yards from our home, he has continually made it better and better. It is cleaner and more organized and most importantly to me, just smells good instead of bad when i go in there.

He contributes the neighborhood in many other ways as well. I have personally witnessed him give opportunities to people that were struggling even when im pretty sure he did not need help or the extra labor cost. he lends credit for food when its questionable if he will ever get paid and has donated to and participated local charity events without any self-promotion. He even donated space for a beautiful mural that is enjoyed by everyone who passes that way.

It's not often that a store owner takes that much effort to weave himself into the community. Having once held a liquor license in the city myself, I know what it means to be a responsible owner who cares about his customers and his neighbors. Ismael gets my support and deserves your trust in this application process.

Kevin Dolan

3122 21st street

June 10, 2024

To Whom It May Concern:

This is a letter in support of Ismael Ahmed, owner of Ayob's Community Market DBA Evergreen Market, located at 2539 Mission St, San Francisco, CA 94110. I write to you not only as a neighbor and resident (I live at 619 Capp St; Mr. Ahmed's market has a rear parking lot which cars enter from Capp St, directly across the street from my home); I am also the neighborhood watch block captain for the 600 block of Capp St. It is with this background that I write this letter of strong support for Mr. Ahmed's plans to open a new market at 29th and Mission.

Evergreen Market is a wonderful asset to our local community, selling fresh fruits, vegetables and meats as well as a whole host of other pantry items. I can't tell you how many times I've needed a last-minute ingredient or two for dinner and it's been so convenient to go to Evergreen Market to get those items. What's more, his market sells a variety of Latin American products that are hard to find elsewhere, adding to the market's value and convenience, as I'm sure he'll do for the residents around Mission and 29th as well.

Beyond that, I can attest to the fact that Evergreen Market has never been any sort of nuisance to the community. Mr. Ahmed always keeps the market and the rear parking lot clean and secure, and we've never had any issues with customers loitering or causing other disturbances, either in the rear or front of Evergreen Market. On top of that, Mr. Ahmed is a member of our neighborhood watch group and has supported various neighborhood efforts to improve and keep the neighborhood safe and vibrant. For example, in 2023, neighbors collaborated with Mr. Ahmed (and a local SF school) to produce and install a mural on the 600 block of Capp St. Not only did Mr. Ahmed help financially support this venture, he allowed us to install the mural on the East facing side of Evergreen's parking lot fence. This mural has become a wonderful addition to our neighborhood, and it is now even included on Mission mural tours that take place through Precita Eyes and other organizations. On top of that, Mr. Ahmed allowed us to use his parking lot during our annual block party last year, which helped us keep the food, drinks and grill off street (a requirement of our permit with the city). Time and time again, Mr. Ahmed has been an invaluable asset to the neighborhood, and I would expect nothing less in the proposed new location on Mission and 29th.

On behalf of the residents of the 600 block of Capp, we strongly support Mr. Ahmed's new business venture on Mission and 29th St. The residents of that area will benefit greatly from the products Mr. Ahmed provides and will also be lucky to gain Mr. Ahmed as a neighbor, friend and member of their community. If you have any follow up questions, don't hesitate to reach out.

Best,

Emily Kurland
600 Block Captain and resident of Capp St
ebkurland@gmail.com

PCN – Board of Supervisors
1 Dr Carlton B Goodlett Pl #244
San Francisco, CA 94102
June 10, 2024

Re: Letter of Recommendation

Dear Board of Supervisors,

I would like to write a letter of support for Ismael Ahmed (Ayob's Community Market DBA Evergreen Market) and his expansion.

I live directly behind Evergreen's back parking lot. His market has been very convenient when I need some fresh produce or meat, and I've always found it clean and safe. I have also found very niche products in this market that I am not able to find elsewhere.

Also, Ismael has been a good neighbor, engaging with neighbors and supporting our block programs. He tries his best to be a supportive business owner to his neighborhood by catering to their needs. Feel free to contact me at feilopp@yahoo.com With any concerns.

Thanks,
Yezid Rincon
Local Capp Resident

Nabeel Silmi
3470 25th Street
San Francisco, CA 94110
Jun 11, 2024

Subject: Letter of Support for Evergreen Market at 3250 Mission

Dear Board of Supervisors,

My name is Nabeel Silmi. I live at 3470 25th Street and I work at 2544 Mission Street. I am writing this letter both as a resident of the Mission District and as a business owner.

I'd like to express my full support for the addition of Evergreen Market to our business/shopping thoroughfare along Mission Street.

In these trying economic times we should be encouraging small businesses and allowing them the opportunity to thrive in a market that faces the challenges of competing with online delivery and big box retailers. By allowing Evergreen Market the opportunity to attain all necessary permits in order to run a fully comprehensive business that serves all members of our community, it will be greatly beneficial to our neighborhood and city by offering an easily accessible location to the community, creating more jobs for those living in the neighborhood, and broadening our tax base.

Sincerely,
Nabeel Silmi

6-18-24

To whom it may Concern

My Name is Leticia Luna a Resident of SAN Francisco I am Very familiar with Everygreen Market I own 2575 Mission St it Been a Pleasure. Having The Market in The Same Block with the owner not only owning it But Running it which make a Big Difference I understan He is Trying To Go TO Bernal Height on Mission St I Know it would only Be a great acet TO The commuity especially with parking I also own 3140 Mission St Down The Block

Thank You.

Leticia Luna
415-786-2940

June 10, 2024

To Whom It May Concern:

This is a letter in support of Ismael Ahmed, owner of Ayob's Community Market DBA Evergreen Market, located at 2539 Mission St, San Francisco, CA 94110. I write to you not only as a neighbor and resident (I live at 619 Capp St; Mr. Ahmed's market has a rear parking lot which cars enter from Capp St, directly across the street from my home); I am also the neighborhood watch block captain for the 600 block of Capp St. It is with this background that I write this letter of strong support for Mr. Ahmed's plans to open a new market at 29th and Mission.

Evergreen Market is a wonderful asset to our local community, selling fresh fruits, vegetables and meats as well as a whole host of other pantry items. I can't tell you how many times I've needed a last-minute ingredient or two for dinner and it's been so convenient to go to Evergreen Market to get those items. What's more, his market sells a variety of Latin American products that are hard to find elsewhere, adding to the market's value and convenience, as I'm sure he'll do for the residents around Mission and 29th as well.

Beyond that, I can attest to the fact that Evergreen Market has never been any sort of nuisance to the community. Mr. Ahmed always keeps the market and the rear parking lot clean and secure, and we've never had any issues with customers loitering or causing other disturbances, either in the rear or front of Evergreen Market. On top of that, Mr. Ahmed is a member of our neighborhood watch group and has supported various neighborhood efforts to improve and keep the neighborhood safe and vibrant. For example, in 2023, neighbors collaborated with Mr. Ahmed (and a local SF school) to produce and install a mural on the 600 block of Capp St. Not only did Mr. Ahmed help financially support this venture, he allowed us to install the mural on the East facing side of Evergreen's parking lot fence. This mural has become a wonderful addition to our neighborhood, and it is now even included on Mission mural tours that take place through Precita Eyes and other organizations. On top of that, Mr. Ahmed allowed us to use his parking lot during our annual block party last year, which helped us keep the food, drinks and grill off street (a requirement of our permit with the city). Time and time again, Mr. Ahmed has been an invaluable asset to the neighborhood, and I would expect nothing less in the proposed new location on Mission and 29th.

On behalf of the residents of the 600 block of Capp, we strongly support Mr. Ahmed's new business venture on Mission and 29th St. The residents of that area will benefit greatly from the products Mr. Ahmed provides and will also be lucky to gain Mr. Ahmed as a neighbor, friend and member of their community. If you have any follow up questions, don't hesitate to reach out.

Best,

Emily Kurland
600 Block Captain and resident of Capp St
ebkurland@gmail.com

Calle 24
Latino Cultural District

Dear California Department of Alcoholic Beverage Control,

I am writing to express my enthusiastic support for Evergreen's application for an ABC liquor license for their new location. As the Executive Director of Calle 24 Latino Cultural District, I have had the pleasure of witnessing Evergreen's positive impact on our community. I am confident that their expansion will continue to benefit our local area in numerous ways. Evergreen is a valued local produce store known for its commitment to providing high-quality, fresh, and locally sourced products. Their dedication to supporting local farmers and sustainable practices aligns with our mission at Calle 24 to promote cultural, economic, and social vitality within our community. By obtaining an ABC liquor license, Evergreen will be able to enhance its offerings, providing customers with a wider range of products, including carefully selected alcoholic beverages that complement its existing inventory.

The addition of an ABC liquor license at Evergreen's new location will not only diversify its product range but also contribute to the local economy. It will attract more customers, increase foot traffic, and support neighboring businesses. This is particularly important as we continue to recover from the economic challenges of the recent pandemic. Moreover, Evergreen has consistently demonstrated a strong commitment to responsible business practices and community engagement. They have actively participated in local events, supported community initiatives, and provided a welcoming space for residents to gather. I do not doubt that they will manage the sale of alcoholic beverages with the same level of care and responsibility that they apply to all their operations.

In conclusion, I strongly support Evergreen's application for an ABC liquor license for its new location. Their presence has been and will continue to be an asset to our community. I am confident that granting this license will enable Evergreen to further contribute to the vibrancy and economic health of our district. Thank you for considering this application. Please feel free to contact me if you require any further information.

Sincerely,

Susana Rojas
Executive Director
Calle 24 Latino Cultural District
susana@calle24sf.org
(415) 518-9101