

1 [Promoting African-American Tourism.]

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3 **Resolution promoting African-American tourism into San Francisco and encourages**
4 **tourism as a development tool for targeted neighborhoods.**

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6 WHEREAS, Tourism has traditionally been the most lucrative industry in San
7 Francisco, generating more than \$6 billion in annual receipts and thousands of jobs; and

8 WHEREAS, The African-American experience has been a relatively underutilized part
9 of the city's tourism promotion, although Tulare County attracts more than 150,000 visitors
10 yearly to Allensworth State Historic Park and Los Angeles' annual African Marketplace draws
11 250,000 each summer; and,

12 WHEREAS, The theme of the National Black Business Month for August 2005 is the
13 promotion of hospitality businesses; and,

14 WHEREAS, San Francisco has hundreds of black heritage attractions including state
15 historic sites, local landmarks and other recognized locations such as:

16 --the oldest black Baptist church west of the Rocky Mountains and two other
17 150-year-old churches;

18 --dozen civil rights crossroads where human rights activists made national
19 history to overcome discrimination -more than a hundred Gold Rush-era
20 locations where black merchants operated businesses in the Financial
21 District;

22 --site of the world's first jazz club, 550 Pacific Ave., opened as Purcell's by two
23 Pullman car porters in 1901 and rebuilt immediately after the 1906
24 earthquake;

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1 --performance sites for world-renowned theatre performers in the 19th century
2 such as Bert Williams, George Walker and Sissiretta Jones; and

3 WHEREAS, San Francisco's citizens have continued the legacy of Sargent Johnson,
4 former regional director of the Federal Arts Project, to provide significant public art such as the
5 Dewey Crumpler mural at 762 Fulton St.; the Ella Hill Hutch Center murals; Three
6 Shades of Blue atop Geary Boulevard, the Martin Luther King Jr. Waterfall in Yerba Buena
7 Gardens and the Howard Thurman sculpture on Pine St; and,

8 WHEREAS, Arts and culture are provided through the African-American Arts and
9 Culture Complex, Bayview Opera House, African-American Center of the Main
10 Library, the 50-year-old San Francisco African-American Historical and Cultural Society and
11 the soon-to-open Museum of the African Diaspora and African Marketplace; and,

12 WHEREAS, At least forty black-owned restaurants are serving customers with
13 distinction, winning numerous reader polls; and,

14 WHEREAS, Most of the above-cited attractions are not included in readily available
15 tourism guides and promotions; and,

16 WHEREAS, The 40 restaurants alone hire an estimated 500 persons, enough to be
17 considered one of the city's larger employers and several times more than the estimated hires
18 for the California Institute of Regenerative Medicine; and,

19 WHEREAS, Whereas, neighborhoods are improved by amenities such as restaurants, stores
20 and cultural facilities; and,

21 Whereas, Mayor Newsom has targeted under-served areas with improved city
22 services; and,

23 Whereas, The San Francisco Public Library's Bayview/Anna E. Walden Branch will
24 present SF Soul: Taste the Excitement, an exhibition featuring the city's culinary
25 entrepreneurs during August; and,

1 Whereas, The nationally-acclaimed AfroSolo festival will occur during August; now,
2 therefore, be it

3 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
4 hereby finds that it is a matter public good and necessity to support this resurgence of
5 hospitality and retail activity because of the gains in employment, services to residents and
6 visitors and the improved community climate; and be it,

7 FURTHER RESOLVED The board joins Mayor Newsom in declaring that the economic
8 integration and development of neighborhood hospitality businesses into the city's tourism
9 industry is a priority objective of the City and County of San Francisco as a matter of equity
10 and return on investment for millions spent on public facilities and amenities; and, be it

11 FURTHER RESOLVED, That the board urges city departments and grantees with
12 responsibility for economic development community development, redevelopment;
13 transportation; planning, entertainment, arts and tourism to priorities activities which support
14 the growth of neighborhood-based hospitality businesses while allocating resources,
15 developing marketing campaigns and purchasing;; and be it

16 FURTHER RESOLVED, That the board urges private lenders and investors to look
17 favorably on the profitability and double bottom line rewards of allocating resources to the
18 development of these indigenous entrepreneurs; and be it

19 FURTHER RESOLVED, That the board invites the resident and visitors to San
20 Francisco to celebrate the national Black Business Month in August 2005 by patronizing the
21 arts, culture, cuisine and services of neighborhoods such as Bayview/Hunters Point, Fillmore,
22 Oceanview/Merced/Ingleside and additional businesses found throughout the city and
23 referring their experiences to their friends and associates.

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