



San Francisco Council of District Merchants Associations

Maryo Mogannam
President

Masood Samereie
Vice-President

Al Williams
Vice-President

Tracey Sylvester
Secretary

Keith Goldstein
Treasurer

April 22, 2021

The Honorable Supervisor Connie Chan,
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, #244
San Francisco, CA 94102-4689

RE: Ordinance amending the Administrative Code to create a Neighborhood Anchor Business Registry under the Office of Small Business

Dear Supervisor Chan, and members of the Board of Supervisors,

The San Francisco Council of District Merchants Associations (SFCDMA) has served to protect, preserve, and promote small businesses in San Francisco for 72 years. We represent local merchant associations and an eclectic mix of neighborhood businesses in every commercial district.


We are writing in **support** of Supervisor Chan's ordinance amendment regarding the Neighborhood Anchor Business Registry. We thank Supervisor Chan, and all the Supervisors who are making the effort to help small neighborhood merchants survive and have an opportunity to thrive as we begin to reopen and move through and beyond the COVID-19 pandemic.

San Francisco's merchant corridors help define the character of each of our individual neighborhoods. Local merchants contribute to San Francisco's reputation as a uniquely livable city in which to work, live and visit. It is therefore imperative that we continue to collaborate to find creative and equitable solutions that will ensure the economic recovery of local small businesses of every kind in all neighborhoods across the city.

The SFCDMA **supports** the creation of a Neighborhood Anchor Business Registry. We also urge that the ordinance is funded to have staff available to execute on this valuable Identification of anchor businesses which are unique and define our commercial neighborhood corridors. We understand that we are all under financial duress, but please consider this as an investment in our future and not an expense.

Thank you again for your support of San Francisco's merchants and merchant associations.

Sincerely,



Maryo Mogannam, President
San Francisco Council of District Merchants Associations

cc: Clerk of the Board of Supervisors, to be distributed to all Supervisors; Clerk of the Small Business Commission, to be distributed to all Commissioners; Sharky Laguana, SBC President; Regina Dick-Endrizzi, OSB Executive Director