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**BECK'S MOTOR LODGE, EDDIE'S CAFÉ, LITTLE JOE'S PIZZERIA &
ONE TWENTY FOR HAIR APPROVED BY SF SMALL BUSINESS
COMMISSION FOR LEGACY BUSINESS REGISTRY**

San Francisco, CA — On Monday, December 11, four businesses, **Beck's Motor Lodge**, **Eddie's Café**, **Little Joe's Pizzeria** and **One Twenty For Hair** were unanimously approved by the San Francisco Small Business Commission for the Legacy Business Registry. The Registry recognizes longstanding, community-serving businesses as valuable cultural assets to the city. There are currently 119 small businesses on the Legacy Business Registry.

Beck's Motor Lodge: 2222 Market Street

Beck's Motor Lodge was designed and built by Will Beck in 1958 when the Castro was primarily a working-class Irish neighborhood. Back then, he rented rooms for \$5 per night. By the mid-1970s, the neighborhood transformed into a cultural, economic and political center for gay San Francisco, and Beck's Motor Lodge embraced the change. Today, it's a go-to spot for visitors who come to town to attend SF Pride Parade, Folsom Street Fair and other LGBT events. Brittany Beck, granddaughter of the original owner, took over management in 2010 after the hotel had been run by a management company for over 20 years. She was committed to giving the hotel a fresh look and feel, which she achieved through a major remodel. All 58 rooms were redesigned with a midcentury modern look, and a new elevator and signage were added. Sixty years later, Beck's Motor Lodge still offers affordable accommodations, friendly service and free parking.

"We're proud to be a part of San Francisco's history and fun part of San Francisco's future," said Brittney Beck, owner of Beck's Motor Lodge. "When my grandfather built the hotel in 1958, he never could have imagined the city that San Francisco would become. I'm thankful every day that he built a hotel in the Castro. It's such a welcoming neighborhood and sets the accepting tone for the whole city. San Francisco is part of who we are, and becoming a Legacy Business solidifies this."

Eddie's Café: 800 Divisadero Street

Opened in 1974 by Edward Barrie, Eddie's Café, is a neighborhood "greasy spoon" diner on the corner of Divisadero and Fulton. In 1988, Helen and Min Hwang purchased the business when it served primarily Eddie's soul food recipes, fried chicken, grits, oxtail stew and Louisiana gumbo. As the Western Addition transformed, the Hwang's committed to serving the changing needs of the community while staying true to long-time customers. Today, Eddie's offers traditional diner fare such as breakfast all day, burgers and fries, and still serves select Southern-style foods, such as grits and sausages. Eddie's Café is from a different era of San Francisco. The unchanged nature of the business pays homage to its roots in the Western Addition and serves a reminder of the how the neighborhood used to look.



Little Joe's Pizzeria: 5006 Mission Street

Little Joe's Pizzeria was opened in 1958 by Joseph "Little Joe" Russo, an Italian pizza maker who learned the craft working for his father at a North Beach pizzeria. Located in the Excelsior, Little's Joe's has been owned by the Rodriguez family since 1978. To cater to the large Mexican American population in the Excelsior, owner Alfredo Rodriguez added a Mexican twist to Little Joe's recipes. What resulted was a highly successful take on a Mexican pizza, topped with refried beans, homemade chorizo, tomatoes and jalapenos. Since the Mexican addition was such a hit, and given their Mexican heritage, they rolled out an additional menu chock-full of home-style Mexican favorites. Little Joe's Pizzeria has long been a staple in the Excelsior and is the oldest restaurant serving its original cuisine with its original name in District 11.

One Twenty For Hair: 155 Main Street

Edith and Marco Paz started their career in the beauty industry in 1978 in Washington D.C., where they opened their first hair salon, La Coupe. After several years of success, they moved to San Francisco where Marco joined the Roy Joseph Hair Salon on Steuart Street. Marco inherited the salon when the original owners retired, and ultimately reopened it as One Twenty For Hair in 1985 at 120 Main Street in the South of Market financial district. In 2012, the salon relocated because the landlord would not renew their lease. Committed to continuing their business, they relocated around the corner to 155 Main Street where they continue to operate today. Marco and Edith take great pride in servicing their clients, which includes players from the SF Giants, Miguel Tejada and Matt Duffy, and Joe Montana from the 49ers. In an ever-changing area of the city, One Twenty For Hair provides the community with unique character and charm.

"One Twenty For Hair serves customers with integrity and gives superior customer service," wrote Jan Hier-King in a letter of support. "They are affordable for families with budgets and it's a pleasurable experience. They are a slice of Latin heritage and add cultural significance in SOMA. They are more than the standard cut, color, and blow dry hair salon that we typically associate with getting your hair cut." In another letter of support, customer Isaiah B. Roter agreed. "Marco and Edith maintain the highest level of dedication to their craft; while at the same time creating a welcoming and friendly environment."

A Legacy Business is a for-profit or nonprofit business that has operated in San Francisco for 30 or more years. The business must contribute to the neighborhood's history and/or the identity of a particular neighborhood or community, and it must commit to maintaining the physical features or traditions that define the business, including craft, culinary or art forms.

The registration process for the Legacy Business Program includes nomination by the Mayor or a member of the Board of Supervisors, a written application, an advisory recommendation from the Historical Preservation Commission and approval of the Small Business Commission. Inclusion in the Registry provides Legacy Businesses with recognition and support as an incentive for them to stay in the community. The program also provides educational and promotional assistance to encourage their continued viability and success in San Francisco.

For more information about the Legacy Business Program, including a list and map of businesses on the Legacy Business Registry, visit <http://sfosb.org/legacy-business>.

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