

FOR IMMEDIATE RELEASE:

Monday, November 20, 2017

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***** PRESS RELEASE *****

**MAYOR LEE LAUNCHES FOURTH YEAR OF *SHOP & DINE
IN THE 49* TO SUPPORT LOCAL BUSINESS**

Mayor Challenges Residents to Shop & Dine Locally for Holidays; Share Their San Francisco Shopping & Dining Moments on Social Media; Announces Holiday Construction Moratorium

San Francisco, CA—Mayor Edwin M. Lee today launched the fourth year of the *Shop & Dine in the 49* initiative challenging residents to do all their shopping and dining within the 49 square miles of San Francisco this holiday season and all year long.

“Whether it is an inventive flavor of ice cream, a handmade piece of furniture or a fresh take on a classic dining experience, our small businesses provide the special ingredients that make San Francisco so unique,” said Mayor Edwin M. Lee. “They are the foundations of our communities and the engines driving of our economy. I am excited to take part once again in our Shop and Dine in the 49 initiative, and I’m challenging my fellow residents to join me in supporting our small businesses.”

San Francisco has over 90,000 registered businesses including more than 7,700 restaurants, cafes, food stores, and beverage establishments. A one percent increase in spending at our local restaurants and retailers would generate an additional \$100 million for the local San Francisco economy. Shopping local creates 57 jobs for every \$10 million in consumer spending, according to Advocates for Independent Business (AIB), a coalition of trade associations and other organizations that represent locally owned, independent businesses serving a consumer market.

"We at Jeffrey's Toys are so proud to be part of the unique and memorable shopping experience in San Francisco since 1966, an honored to be a Legacy Business," said Matthew Luhn of Jeffrey's Toys.



Shop & Dine in the 49 is a public-private partnership developed by the Mayor’s Office with the Office of Economic and Workforce Development, Shop Small, Shop Small Saturday, and the Office of Small Business in partnership with local business groups including: SF Travel, SF Made, Hotel Council, Committee on Jobs, Golden Gate Restaurant Association, SF Chamber of Commerce, Golden Gate Business Association the Council of District Merchants, and the San Francisco Locally Owned Merchants Alliance.

“Shop & Dine in the 49 is a buy local initiative which focuses on bringing spending back into our diverse neighborhoods. By shopping, eating, drinking, playing, and utilizing local services within our neighborhoods, we ensure unique corridors and local businesses remain thriving, successful, and we help to support a livable wage,” said Todd Rufo, Director of the Office of Economic and Workforce Development.

Shop & Dine in the 49 encourages consumers to buy local and encourages local businesses to support one another. It also challenges large companies to flex their purchasing power and invest in locally made and grown products, services, and other goods from smaller businesses with SF Biz Connect. SF Biz Connect has over 200 local businesses and approximately 40 pledged partners who are committed to buying local. The pledge businesses have an estimated impact of \$1.92 million of spending that has been directed to local businesses for more information go to [SF Biz Connect](#).

For Residents and Visitors:

- Take the *Shop & Dine in the 49* challenge and shop local this holiday season;
- Submit a picture of you, your friends or family shopping at your favorite local business on Twitter, and Facebook and tag with #shopdine49
- Visit www.shopdine49.com for information on where residents and visitors can shop and dine during the holiday season;
- Look for the *Shop & Dine in the 49* decal in local store windows throughout San Francisco

Shop and Dine in the 49 is partnering with the San Francisco Police Department and encouraging guest and residents to shop safely. “The men and women of the San Francisco Police Department wish everyone a safe and joyful holiday season. Whether you’re shopping for gifts or going about your daily routine, it’s important to remain careful and aware to prevent theft. Follow our tips to help keep you and your belongings safe,” said Chief William Scott. For more information about go to [Safe Shopper](#).



This year, Small Business Saturday is celebrated on November 25th, encouraging residents of San Francisco to visit and shop at all their favorite local small businesses. In honor of Shop Small Saturday we will be lighting the City Hall dome blue.

The Mayor also announced a holiday construction moratorium downtown where 50 percent of the frontage is devoted to business. The routine moratorium reduces disruption and impacts to commercial businesses and shoppers, making it more convenient for residents to travel to local businesses. Beginning Thanksgiving Day, Thursday, November 23rd. Contractors will resume normal work and construction hours after the New Year. The moratorium is imposed on a yearly basis and applies to blocks in the central downtown shopping districts and elsewhere in the City where more than half of its properties are business establishments. Emergencies and urgent matters are excluded from this moratorium.

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