

# Shop and Dine in the 49 Brand Refresh

April 24, 2023

# Brief History

## **Shop and Dine in the 49 emerged out of Mayor Lee's Small Business Quarterly Round Table**

In 2014 the members of the Mayor's Small Business Round Table articulated their concerns over storefront vacancies, and small businesses closing due to the effect of online retail.

The original talking points were around strong jobs, livable wages, and a strong economy.

At the time San Francisco was almost at full employment, thus jobs and economy were not strong talking points.

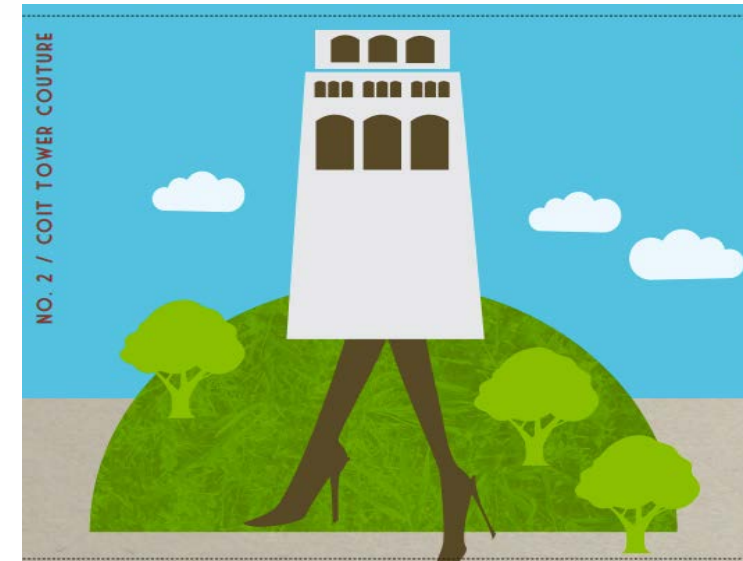
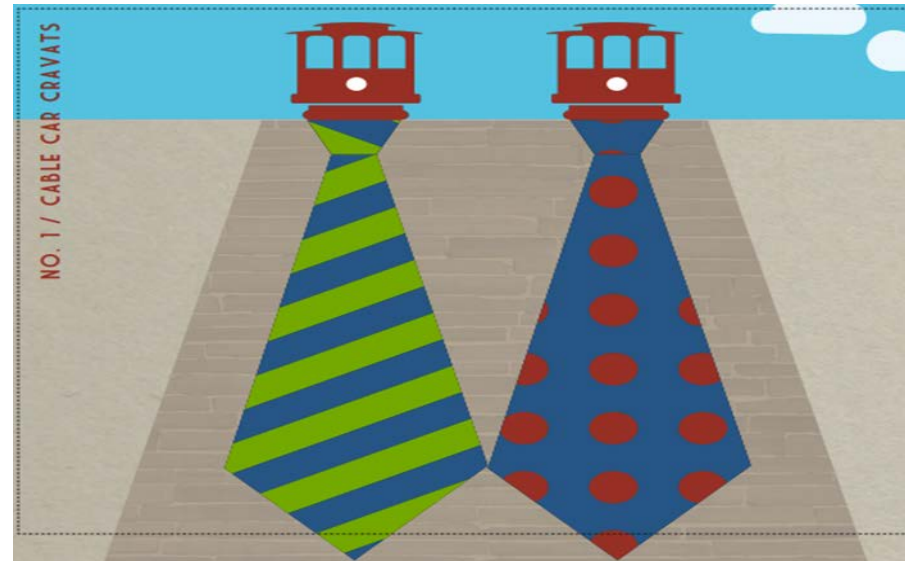
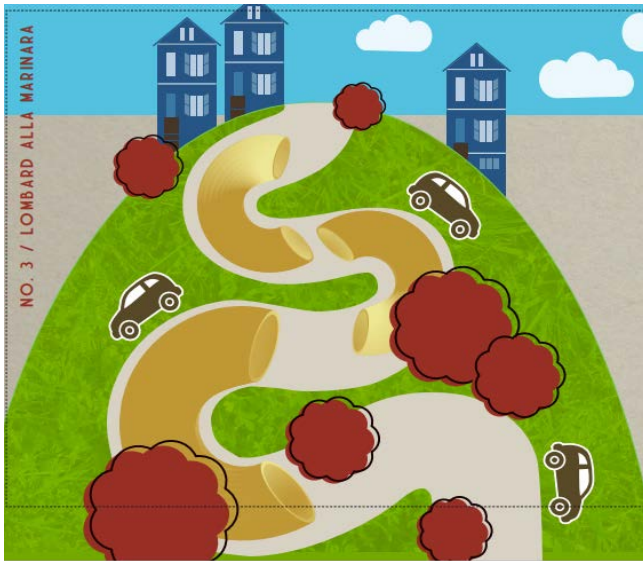
Shifting to talking about vibrant corridors, and local character resonated stronger with businesses and residents.

# Goal & Audience

## The Goal of Shop and Dine in the 49

The initial goal of Shop and Dine in the 49 was to **encourage residents to shop and support local small businesses.**

It has evolved to be a program which additionally highlights small BIPOC businesses, makers and activations in commercial corridors.



# Partners

## Partnership included the following organizations:

2015	2016	2017	2018	2019	2020	2021/2022
<ul style="list-style-type: none"><li>• SF Chamber</li><li>• SF LOMA</li><li>• American Express</li><li>• Office of Small Business</li><li>• Hotel Council</li><li>• SF Made</li><li>• Golden Gate Restaurant Association</li><li>• Golden Gate Business Association</li><li>• SF Travel</li><li>• Committee on Jobs</li><li>• CDMA</li></ul>	<ul style="list-style-type: none"><li>• Airbnb</li><li>• Facebook</li></ul>	<ul style="list-style-type: none"><li>• Hispanic Chamber of Commerce</li><li>• African American Chamber of Commerce</li><li>• Square</li><li>• Economic Development on Third</li><li>• Chinese Chamber of Commerce</li></ul>	<ul style="list-style-type: none"><li>• Merchant Associations who do not belong to CDMA</li><li>• MEDA</li><li>• Renaissance Center</li></ul>	<ul style="list-style-type: none"><li>• Open For All</li><li>• Square</li></ul>	<ul style="list-style-type: none"><li>• DEM</li></ul>	<ul style="list-style-type: none"><li>• Mastercard</li><li>• CBD's</li><li>• MEDA</li><li>• Square</li></ul>



# Collateral

In 2014 the brand launched with a press event at Local Take in the Castro, and decal.

In 2015 the brand grew with American Express to:

- 300 Street Banners
- Website
- Adds on the interior and exterior of SF buses
- Examiner Op/ED
- Decorated Cable Car
- Mayor's Press Conference
- Email to Department Heads
- Bus Shelters, Banners, & BARTable campaign
- Ad buys in local newspapers
- PSAs on i-Heart Radio
- 20,000 shopping bags, maps, and postcards



# Events

## Partnerships

- Beer Week
- Metallica Takeover
- Super Bowl 50
- Beer Week
- Outsidelands
- Restaurant Week
- Open For All, a national LGBTQ campaign
- Mayor Breed's Women's Conference
- Etsy funded popup, Cruise Terminal

## Self Produced

- Bayview Makers Mashup x 2
- Construction Mitigation, pre Jada
- Merchant Walks
- Ad in Voter Pamphlet
- Bookstore Week
- Pride Week
- Crab Week
- Side Walk Sales
- Holly Jolly Trolley

Digital Training for Small Businesses (Facebook)

Small Business Week Webinars

Nine videos, two that won an Emmy

Mayor Breed's Walk to Work Day

Small Business Week, Roundtable

Flower Butterflies, Small Business Week

Lunar New Year Red Envelopes

# 2023 Brand Refresh Background

In 2022, the management of the Shop and Dine in the 49 program moved from the Office of Economic and Workshop Developments' Business Development team to the Office of Small Business.

This coincided with the program's primary staff person, Marianne Mazzucco Thompson's new role as Small Business Outreach Specialist at the Office of Small Business.

The Brand Refresh began in December 2022.

Preliminary Logo/Identity Concepts

25 January 2023

Preferred Precedents





# 2023 Brand Refresh

Before...



shopdine49.com  
@shopdine49

After...



sf.gov/shopdinesf  
@shopdinesf



# 2023 Brand Refresh Highlights

## **New name: Shop Dine SF**

We received stakeholder feedback that the name "Shop and Dine in the 49" used lingo that wasn't always accessible. Not everyone, especially visitors, know that "49" refers to San Francisco's geography. "In the 49" does not translate effectively into multiple languages.

## **Modern look & feel**

We worked with lowercase productions throughout the design process. They are longtime designers for Shop and Dine in the 49, and were able to create multiple mock-ups to choose from. The new branding is designed to be clearly visible from afar, especially when used in signage. The bright color palette is intended to evoke joy, vibrancy, and action. The optional addition of neighborhood names lets us customize the branding for each project.

## **New website**

The new website on [sf.gov](https://sf.gov) utilizes the City's Digital Services infrastructure. It is secure, free to City departments, translated into threshold languages, and is accessible to screen readers and other assistive technologies. We can now create campaigns to highlight community events and cultural activities, as seen in the next slide.

# Online campaigns at sf.gov/shopdinesf

The screenshot shows the SF.GOV website with a navigation bar at the top. The main heading is "Lunar New Year" followed by "Merchant corridors for Lunar New Year shopping and dining". Below this, there are six featured locations, each with an icon and a brief description:

- Chinatown**: The largest and oldest Chinatown outside of Asia. [Click to find more about Chinatown's small businesses.](#)
- Excelsior**: A hidden gem in the true San Francisco spirit. [Learn more at the Excelsior Action Group.](#)
- Ocean Avenue**: 2 miles, 3 neighborhoods, over 100 small businesses. [Click for a business directory.](#)
- Portola**: "San Francisco's Garden". [Find and support small businesses in Portola.](#)
- Richmond**: Be a part of Richmond's S.C.L.F. initiative to Shop Eat Local First. [Learn more about S.C.L.F.](#)
- Sunset**: From parks to beaches, shop and dine through "The Avenues." Shop between 19th and 26th Ave to find everything you need to ring in Lunar New Year.

SHOP · SIP · SAVOR  
Buy local and support the small businesses that make San Francisco special  
sf.gov/holiday · #ShopDineSF

The screenshot shows the SF.GOV website with a navigation bar at the top. The main heading is "Carnaval". Below this, there is a large yellow call-to-action box:

**Shop and dine your way through the Mission this Carnaval**  
Carnaval San Francisco is the largest multicultural festival in the West Coast, bringing together San Francisco's Latino, Caribbean and African Diaspora traditions. Support the Mission District's small businesses throughout the festivities!  
[Go to the official Carnaval website](#)

Below the call-to-action, there are three featured categories:

- Shop**: Clothing, household goods, festive, and more. [See the list of shops in the Mission.](#)
- Dine**: Burritos, sandwiches, tamales... from shops and food trucks. [See the list of shops in the Mission.](#)
- Celebrate**: Carnaval is a weekend to celebrate... [find all the festivities.](#)

At the bottom, there is a button labeled "Celebrate Carnaval" with a plus sign, and a sub-button "Events to celebrate Carnaval +".

# Coming up

## Small Business Week 2023

### May 8-12



**CITY HALL  
POP UP  
SHOP**

**FREE  
EVENT**

An annual Small Business Week favorite! Shop from over 40 of the City's vendors, makers, and artists.

**Tuesday  
May 9, 2023**  
11am-3pm  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place

PRESENTED BY

**SHOP DINE SF**     

[Sf.gov/ShopDineSF](https://Sf.gov/ShopDineSF) #ShopDineSF #SFSmallBizLove



**BOOGIE FOR  
SMALL BUSINESS**

**WEDNESDAY, MAY 10<sup>TH</sup>**  
SAN FRANCISCO FERRY BUILDING

**Live DJ  
Disco Costume  
Contest** **5-8pm**

Experience the Ferry Building in a whole new way! Shop the stellar line-up of businesses, get special one-night offers/discounts, and boogie down to their favorite disco tunes along the way.

[www.smallbusinessboogie.com](http://www.smallbusinessboogie.com)

 **SHOP DINE SF**      

# Coming up Partnership with SFGovTV

Starting in May 2023, Shop Dine SF will roll out a social media campaign of videos highlighting diverse San Francisco small businesses. The videos will be thematic – here are some behind-the-scenes photos from the series on Ice Creameries!



**Polly Ann Ice Cream**



**Humphrey Slocombe**



**Hometown Creamery**

# Thank you

**Program contacts:**

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