



# Legacy Business Registry Staff Report

Hearing Date: April 22, 2024

## NIHONMACHI STREET FAIR, INC.

*Application No.:* LBR-2021-22-015  
*Business Name:* Nihonmachi Street Fair, Inc.  
*Business Address:* 1581 Webster St., Suite 240  
*District:* District 5  
*Applicant:* Grace Horikiri, Executive Director  
*Nomination Date:* February 2, 2022  
*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

The Nihonmachi Street Fair was founded in 1973 by Steve Nakajo, Ron Kanzaki, and Kenny Kanzaki in Japantown. Nihonmachi Street Fair Inc. is a 501(c)(3) non-profit organization that was incorporated in 1988 and run by the original co-founders until 1990 when Grace Horikiri became the Executive Director. The organization's mission is to engage and develop young Asian American leaders through the development of building community that celebrates our culture and diversity. The street fair celebrates the diverse Asian American Pacific Islander (AAPI) communities through sharing traditional Asian-Pacific influences and cultural activities.

The annual event started as a four-booth fair and grew to a longer two-day event, taking place every August. Up to 100 vendors are present at the event, with non-profit organizations selling food to fundraise for their programs and services, for-profit businesses showcasing their unique dishes, and vendors selling Asian-inspired goods. The organization also organizes local entertainment, the Doggie World Parade, the Asian Artisan area, Children's World, and the Sounds of Thunder Car Show as part of the fair.

Volunteers and youth from the community have successfully organized the event for decades, fostering new leaders and helping other organizations create their own fairs and festivals within their own neighborhoods. Janice Mirikitani, a poet and activist, helped the organization secure funding from the San Francisco Grants for the Arts. Additional funding from the Office of Economic Workforce and Development helped the organization host popup performances leading up to and after the annual festival.

### CRITERION 1

**Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?**

Yes, Nihonmachi Street Fair, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1731 Buchanan St. from 1973 to 1980 (7 years)  
1830 Sutter St. from 1980 to 1990 (10 years)  
1840 Sutter St. from 1990 to 2015 (25 years)  
1581 Webster St., Suite 240 from 2015 to Present (9 years)

### CRITERION 2

**Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?**

#### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





Yes, Nihonmachi Street Fair, Inc. has contributed to the history and identity of the Japantown and Western Addition neighborhoods and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the annual Nihonmachi Street Fair festival that honors the cultural heritage of the diverse Asian American Pacific Islander communities.
- The business is associated with well-known musicians including Pete Escovedo, San Francisco Taiko Dojo, Malo, Hiroshima, Sheila E., and others. Nihonmachi Street Fair, Inc. received a California State Senate Proclamation by State Senator Mark Leno for recognition of the 40th year of the Nihonmachi Street Fair in 2014 and the APA Heritage Award – Community Milestones for the street fair's 45th anniversary in 2018.
- Nihonmachi Street Fair has been featured in Secret San Francisco, SF Tourism Tips, NBC Bay Area, Travel For Kids, Do The Bay, and Time Out.
- With regard to racial and social equity, Nihonmachi Street Fair, Inc. is a minority-owned business that is committed to providing leadership and mentorship opportunities for the youth of Japantown and other AAPI communities. The longevity of the annual event is important in keeping the cultural heritage of the AAPI community active especially when San Francisco's Japantown is one of three remaining Japantowns in the U.S.

### CRITERION 3

**Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?**

Yes, Nihonmachi Street Fair, Inc. is committed to maintaining the physical features and traditions that define the organization.

### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Nihonmachi Street Fair, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Cultural performances.
- Youth leadership and mentorship.
- Street fair.
- Celebration of AAPI cultural heritage.

### CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Production of Nihonmachi Street Fair.

### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Nihonmachi Street Fair, Inc. currently located at 1581 Webster St., Suite 240 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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# Small Business Commission

Resolution No. \_\_\_\_\_

April 22, 2024

## NIHONMACHI STREET FAIR, INC.

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*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### Adopting findings approving the Legacy Business Registry application for Nihonmachi Street Fair, Inc., currently located at 1581 Webster St., Suite 240.

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the neighborhood's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the physical features and traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on April 22, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**BE IT RESOLVED**, that the Small Business Commission hereby includes Nihonmachi Street Fair, Inc. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Nihonmachi Street Fair, Inc.

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Physical Features or Traditions that Define the Business:

- Cultural performances.
- Youth leadership and mentorship.
- Street fair.
- Celebration of AAPI cultural heritage.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Nihonmachi Street Fair, Inc. on the Legacy Business Registry:

- Production of Nihonmachi Street Fair.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 22, 2024.

---

Katy Tang  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

**Legacy Business Program**

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City Hall Room 140  
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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2021-22-015  
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**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes  No

1731 Buchanan St. from 1973 to 1980 (7 years)  
1830 Sutter St. from 1980 to 1990 (10 years)  
1840 Sutter St. from 1990 to 2015 (25 years)  
1581 Webster St., Suite 240 from 2015 to Present (9 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes  No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes  No

**NOTES:** NA

**DELIVERY DATE TO HPC:** March 20, 2024

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

## Legacy Business Program

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## DEAN PRESTON

February 2, 2022

Office of Small Business  
Attn: Legacy Business Registration Application  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Re: *Letter of Nomination for Nihonmachi Street Fair to the Legacy Business Registry*

Dear Mr. Kurylo:

I am writing to nominate Nihonmachi Street Fair, a longtime fixture of the Japantown community, to the Legacy Business Registry.

Founded in 1973, the Nihonmachi Street Fair was created as an idea to provide leadership and mentorship opportunities for the youth of Japantown and to honor the cultural heritage. This well loved festival has continued to grow every year, and celebrates the diversity of the Asian-Pacific American cultures. It's one of the largest festivals each year with around 30,000 attendees, and has made significant progress in maintaining proper health and safety protocols during the COVID-19 pandemic. Last year, in celebrating the 47th annual Nihonmachi Street Fair, the event coincided with the closing ceremonies of the Tokyo Olympics, a reminder of the international significance of our city's Japantown and its cultural heritage.

What makes this street fair a uniquely San Francisco event is the broader cultural context participants can experience in addition to traditional Asian-Pacific influences. The Nihonmachi Street Fair organizers have a long history of including local entertainment that have spanned genres from Taiko to hip-hop to salsa, rock, and jazz.

*Letter of Nomination for Nihonmachi Street Fair to the Legacy Business Registry*

February 2, 2022

Page 2

The Nihonmachi Street Fair proudly evolves to reflect the city it celebrates while staying true to its original mission: Engage and develop young Asian American leaders through building community that celebrates culture and diversity.

I am honored to nominate Nihonmachi Street Fair to the San Francisco Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dean Preston", enclosed in a thin black rectangular border.

Dean Preston  
District 5 Supervisor



# Legacy Business Registry Application



## Business Information

**Business name:** Nihonmachi Street Fair, Inc.

**Business owner name(s):** Grace Horikiri, Executive Director

*Identify the person(s) with the highest ownership stake in the business*

**Current business address:** 1581 Webster St., Suite 240, San Francisco, CA 94115

**Telephone:** ( 415 ) 771 - 9861      **Email:** info@nihonmachisf.org

**Mailing address (if different than above):**

**Website:** www.nihonmachistreetfair.org

**Facebook:** www.facebook.com/nihonmachisf      **Twitter:** @NihonmachiSF

**7-digit San Francisco Business Account Number (BAN):** 0 3 7 8 7 1 0

**Do any of these describe your business?** (select all that apply)  
*Requires at least 51% of the business be owned, operated, and controlled by the business designation below.*

- |                                                              |                                                            |
|--------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Immigrant-Owned Business            | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business               | <input type="checkbox"/> Veteran-Owned Business            |
| <input checked="" type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> Woman-Owned Business              |

*\*Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

## Contact Person Information

**Contact person name:** Grace Horikiri

**Contact person title:** Executive Director

**Contact telephone:** (   ) -      **Contact email:**



## Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

**Original San Francisco address:** 1731 Buchanan St. **Zip Code:** 94115

**Is this location the founding location of the business? (Y/N):**  Y

**Dates at this location:** **From:** 1973 **To:** 1980

**Other address (if applicable):** 1830 Sutter St. **Zip Code:** 94115

**Dates at this location:** **From:** 1980 **To:** 1990

**Other address (if applicable):** 1840 Sutter St. **Zip Code:** 94115

**Dates at this location:** **From:** 1990 **To:** 2015

**Other address (if applicable):** 1581 Webster St., Suite 240 **Zip Code:** 94115

**Dates at this location:** **From:** 2015 **To:** Present

**Other Address (if applicable):**  **Zip Code:**

**Dates at this location:** **From:**  **To:**

**Other address (if applicable):**  **Zip Code:**

**Dates at this location:** **From:**  **To:**

## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

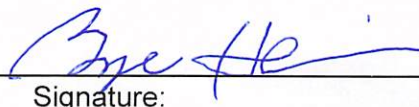
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

GRACE HORIKIRI

Name (Print):

3/24/21

Date:



Signature:

# NIHONMACHI STREET FAIR

## Written Historical Narrative

### INTRODUCTION

#### **a. Describe the business. What does it sell or provide?**

Nihonmachi Street Fair is an organization that brings the Nihonmachi Street Fair event (“street fair”) to life each year. The annual event was formed to provide leadership and mentorship opportunities for the youth of San Francisco’s Japantown and to honor the cultural heritage that was, at the time, at risk of being displaced. The street fair has grown from a four-booth fair to a two-day event held every August in the heart of Japantown. The street fair has become an important annual celebration of the diverse Asian American Pacific Islander (AAPI) communities.

What makes this street fair a uniquely San Francisco event is the broader cultural context participants can experience in addition to traditional Asian-Pacific influences. Over 30 non-profit, Asian Pacific organizations join in to provide a presence and information to the community. The Nihonmachi Street Fair organizers typically include up to 100 vendors selling everything from Asian inspired T-shirts to jewelry and more! The Food Fest also provides an opportunity for non-profit organizations to participate to raise funds for their programs and services, while for-profit businesses take part to bring a unique spin on the foods everyone loves. The fair also has a long history of including local entertainment that have spanned genres from Taiko to hip-hop to salsa, rock, and jazz, as well as a crowd favorite, the Doggie World parade! Other favorites included each year of the Nihonmachi Street Fair are: The Asian Artisan area, featuring a wide variety of artistic talent from all over the Bay Area; Children’s World, where parents can engage their little ones in Asian inspired crafts; and a Sounds of Thunder Car Show.

#### **b. Describe whom the business serves.**

Nihonmachi Street Fair serves the Japantown community, as well as residents throughout the broader Bay Area and visitors to San Francisco. Through the street fair and exhibits happening in the neighborhood during the street fair, both residents and visitors are treated to visiting the first Japantown in the United States and one of the last of three remaining Japantowns in the nation. At the fair, you’ll see people of all ages from infants to senior citizens, and of all ethnicities.

#### **c. In about 2-5 words (15-30 characters), describe what the business is known for.**

Cultural and community fair.

**CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years**

**a. Provide a short history of the business, including locations and owners.**

Nihonmachi Street Fair (the event) was founded in 1973 by Steve Nakajo, Ron Kanzaki, and Kenny Kanzaki in San Francisco's Japantown, the same general location it is held in today.

Nihonmachi Street Fair (the organization) was incorporated as a 501(c)(3) non-profit organization with the California Secretary of State on May 4, 1988.

The Nihonmachi Street Fair organization has had several locations over the years and has been in its current space since 2015. Locations of the Nihonmachi Street Fair organization:

- 1973-1980 – 1731 Buchanan St., San Francisco
- 1980-1990 – 1830 Sutter St., San Francisco
- 1990-2015 – 1840 Sutter St., San Francisco
- 2015-Present – 1581 Webster St., Suite 240, San Francisco

Starting in 1998, Nihonmachi Street Fair created an Executive Director position, which was appointed to Grace Horikiri, who has been leading it to this present day.

**b. Provide the ownership history of the business in a consolidated year-to-year format.**

PRE-HISTORY

1973 to 1988: Co-founders: Steve Nakajo, Ron Kanzaki, and Kenny Kanzaki

OFFICIAL HISTORY

1988 to 1998: Co-founders: Steve Nakajo, Ron Kanzaki, and Kenny Kanzaki

1998 to Present: Executive Director: Grace Horikiri

**c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.**

Nihonmachi Street Fair (the organization) has not ceased operations since it was founded in 1988.

Nihonmachi Street Fair (the event) is held annually in August. Since 1973, the event only ceased operations in 2020 due to the COVID pandemic.

## **CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community**

### **a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.**

The organization Nihonmachi Street Fair has contributed significantly to the history and identity of Japantown and San Francisco through its annual Nihonmachi Street Fair event and various pop-up events held throughout the year.

The Nihonmachi Street Fair proudly evolves to reflect the city it celebrates while staying true to its original mission: Engage and develop young Asian American leaders through the development of building community that celebrates our culture and diversity. The street fair brings together the diverse AAPI communities in San Francisco through the festival as well as the various pop-up events. It's one of the only fairs that continues to actively expand their reach into other communities.

### **b. Is the business associated with significant people or events, either now or in the past?**

The organization Nihonmachi Street Fair is associated with the Nihonmachi Street Fair event.

Since the very first street fair in 1973, the event has attracted well-known musicians to the festival's stage, including Pete Escovedo, San Francisco Taiko Dojo, Malo, Hiroshima, and Sheila E., to name just a few.

Janice Mirikitani (poet and activist) was crucial in assisting Nihonmachi Street Fair secure funding from San Francisco Grants for the Arts, from which the organization still continues to receive funding. Also, with funding from the Office of Economic Workforce and Development, Nihonmachi Street Fair has been able to hold pop-up performance events leading to and after the annual festival. The "Our Community Our Pride" pop-up features many of the cultural performances and since 2021 has served as a kick-off to the AAPI Heritage Month in May.

### **c. How does the business demonstrate its commitment to the community?**

The Nihonmachi Street Fair event is completely staffed, produced, and organized by dedicated volunteers, alongside community youth. Providing leadership and mentorship opportunities for youth is the core of NSF's mission. The event provides the ability for participants to experience traditional Asian-Pacific influences and cultural activities.

The longevity of the street fair has put Nihonmachi Street Fair in a position to be a good partner with other community and City event organizers. Whenever other communities have wanted to start fairs/festivals in their communities, the organizations and City agencies have come to Nihonmachi Street Fair for guidance and recommendations. Essentially, Nihonmachi Street Fair has become the "role model" for other communities.

**d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?**

Nihonmachi Street Fair (the event) has been referenced extensively in the media. Following are a few key media references:

- *“Historic Street Market Brings Performances And Pop-Ups To Japantown”*  
Secret San Francisco  
August 3, 2023  
<https://secretsanfrancisco.com/nihonmachi-street-fair-sf/>
- *“Nihonmachi Street Fair”* (Updated Yearly)  
SF Tourism Tips  
Last updated July 23, 2023  
<https://www.sftourismtips.com/nihonmachi-street-fair.html>
- *“Nihonmachi Street Fair”*  
Asian Pacific America (NBC Bay Area TV program)  
July 29, 2019  
[https://www.nbcbayarea.com/on-air/as-seen-on/nihonmachi-street-fair-on-asian-pacific-america\\_bay-area-2/152451/](https://www.nbcbayarea.com/on-air/as-seen-on/nihonmachi-street-fair-on-asian-pacific-america_bay-area-2/152451/)
- *“Nihonmachi Street Fair SF”*  
Travel For Kids  
August 4, 2019  
<https://seetheworld.travelforkids.com/nihonmachi-street-fair-san-francisco-food-music-dog-parade-all-communities-welcome/>
- *“Nihonmachi Street Fair + Doggie World Parade”*  
Do the Bay  
August 4, 2018  
<https://dothebay.com/nihonmachi-street-fair-doggie-world-parade-japantown-san-francisco-free>
- *“Nihonmachi Street Fair”*  
Time Out  
July 30, 2017  
<https://www.timeout.com/san-francisco/things-to-do/nihonmachi-street-fair>
- Nihonmachi Street Fair is recognized on the 8<sup>th</sup> marker of the San Francisco Japantown History Walk. The marker titled “Heart and Soul Carrying on Our Tradition” highlights the cultural treasures of Japantown:  
<https://www.sfjapantown.org/explore/walking-tours/>

**e. Has the business ever received any awards, recognition, or political commendations?**

Nihonmachi Street Fair has received the following recognition:

- California State Senate Proclamation by State Senator Mark Leno in 2014 for recognition of the 40th year of the Nihonmachi Street Fair
- APA Heritage Award – Community Milestone in 2018 for the street fair’s 45th anniversary

**f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

If Nihonmachi Street Fair were to shut down, the Nihonmachi Street Fair would not continue, and there would be a lot of attendees that would sorely miss this annual affair, as many have grown up going each year. San Francisco would miss one of its largest Asian inspired events, and people would have much less exposure to both Japanese and Asian-Pacific influences. The city would be void of one of its favorite family events with cultural performances and good food. Both veteran performers as well as up-and-coming new local performers would not have this platform to share their musical talent to the Nihonmachi Street Fair’s audience.

**CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business**

**a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?**

Not applicable.

**b. In a few words, describe the main business activity you commit to maintaining.**

Nihonmachi Street Fair is committed to maintaining the Nihonmachi Street Fair event, providing leadership and mentorship opportunities for the youth of Japantown and other AAPI communities to honor their cultural heritage, and bringing cultural performers that entertain both the young and older generations in the community. Nihonmachi Street Fair is also committed to bringing San Francisco’s AAPI communities together as well as with Japantown’s neighbors, the Fillmore/Western Addition districts.

**c. What is the plan to keep the business open in the long term beyond the current ownership?**

Succession planning has always been a top of mind topic for Nihonmachi Street Fair. There are key folks who are brought into the yearlong planning of the annual street fair who have been committed to the process. In addition, Nihonmachi Street Fair has always welcomed and engaged new, younger people to listen to their ideas for improvements to the street fair, and groom them for bigger responsibilities each year.

**d. What challenges is the business facing today?**

Funding is always the top challenge, with costs continuing to increase every year. The rising costs of various services (port-o-potties, stand-by ambulances, equipment rentals, etc.) and permits has been a huge challenge. While costs continue to increase significantly, funding has remained the same. Making sure that Nihonmachi Street Fair stays financially healthy is a key goal so that the street fair and related activities can continue into future years.

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**Legacy Business Program staff will add the following details:**

**a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.**

Production of neighborhood events.

**b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The Planning Department Historic Resource Status of the building with address of 1581 Webster Street and 1750 Geary Blvd. is "B - Unknown / Age Eligible." The building does not appear significant under Criterion C/3 (Architecture/Design) through an unadopted Neighborhood Commercial Corridors Survey in 2015.





# NIHONMACHI STREET FAIR





BUCHANAN

ブキヤナシ

TAKE ME HOME!

SMALL DOGS

ADOPT ME!

NIHONMACHI  
STREET  
FAIR

san francisco japantown

www.nihonmachisf.org

DOGGIE  
WORLD



FREE

KING OF

























1502508

FILED

In the office of the Secretary of State  
of the State of California

MAY - 4 1988

ARTICLES OF INCORPORATION OF  
NIHONMACHI STREET FAIR, INCORPORATED

*March Fong Eu*  
MARCH FONG EU, Secretary of State

1. The name of the corporation is NIHONMACHI STREET FAIR, INCORPORATED.
2. This corporation is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Law for charitable purposes.
3. This corporation is organized exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1954 or the corresponding provision of any future United States internal revenue law. Notwithstanding any other provision of these articles, this corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation, and the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under Section 501(C)(3) of the Internal Revenue Code of 1954 or the corresponding provision of any future United States internal revenue law, or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code of 1954 or the corresponding provision of any future United States internal revenue law.
4. The name of the corporation's initial agent for service of process is Dennis Taniguchi, 1840 Sutter Street, San Francisco, CA 94115.
5. No substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and this corporation shall not participate in or intervene in any political campaign on behalf of any candidate for public office.
6. All corporate property is irrevocably dedicated to the purposes set forth in Articles 2 and 3, above. No part of the net earnings of this corporation shall inure to the benefit of any of its directors, trustees, officers, private shareholders or members, or to individuals.
7. On the winding up and dissolution of this corporation, after paying or adequately providing for the debts, obligations, and liabilities of the corporation, the remaining assets of this corporation shall be distributed to any such organization(s) organized and operated exclusively for charitable purposes which has established its tax-exempt

Articles of Incorporation  
NIHONMACHI STREET FAIR, INCORPORATED

status under Section 501(C)(3) of the Internal Revenue Code of 1954 or the corresponding provision of any future United States internal revenue law.

Dated: February 1, 1988

  
\_\_\_\_\_  
Dean Ito Taylor



# NIHONMACHI STREET FAIR, INC. VIDEOS



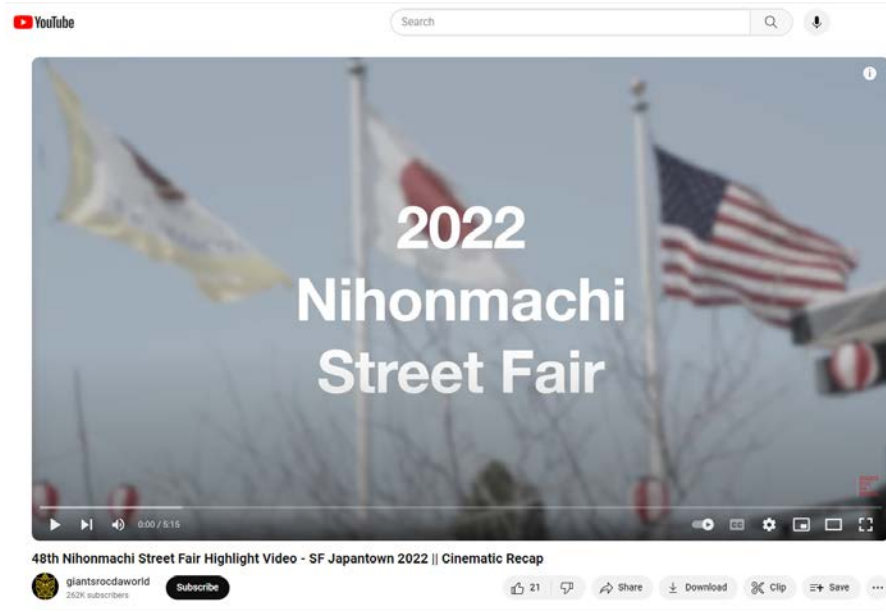
## Nihonmachi Street Fair 2021

<https://www.youtube.com/watch?v=PuvPmhQrWHs>

Published on July 30, 2021

Posted by [Nihonmachi Street Fair](#)

Come to Japantown on August 7 & 8 to experience, embrace & enjoy the diverse Asian American Pacific Islander culture and pride that's alive and vibrant in San Francisco.



## 48th Nihonmachi Street Fair Highlight Video – SF Japantown 2022 || Cinematic Recap

<https://www.youtube.com/watch?v=wODPGp9pBUc>

Published on August 18, 2022

Posted by [giantsrocdaworld](#)

The 48th Annual Nihonmachi Street Fair (NSF) took place in San Francisco Japantown over two days, Saturday August 6, 2022 and Sunday August 7, 2022. NSF brought the "Summer of Love" back to Japantown with stellar performances at the Peace Plaza. Also, there were many activities including AAPI Nonprofit Community Organizations, Doggie World, Asian Artisans, Sounds of Thunder Car Show, Art & Soul of Jtown and Children's World areas.

🌟 watch MORE videos from the Nihonmachi Street Fair & pop-up events:

📺 • [Evan and Josh at the Nihonmachi Street Fair](#)

<https://www.nihonmachistreetfair.org>

Groups, Bands, Organizations featured: Love Struck Band; Curt Yagi & The People Standing Behind Me; Native Elements; Good Time Collective; Harold Day and The Experience; The Groove Foundation; Paper Tree

About Evan and Josh: Bay Area brothers and content creators, began with "giantsrocdaworld" showcasing our culture with a focus on lion and dragon dance arts. Evolving passions led to supporting the community and embracing videography and photography, inherited from our father. Our mission is to support our community and promote our AAPI culture through videography, photography, content creation and original design merchandise.

Visit Evan and Josh : <https://www.evanandjosh.com/>

Follow Evan and Josh on Instagram : <https://www.instagram.com/giantsrocdaworld/>

Like Evan and Josh on Facebook: <https://www.facebook.com/evanandjosh>



## Nihonmachi Street Fair KPOP-TV 2018

<https://www.youtube.com/watch?v=JYGFGLnIfrM>

Published on July 16, 2018

Posted by [24hrkpop](#)

2018 Telly Award winner, 24hr Kpop-TV, is the first 24-hour South Korean Popular Culture News and Entertainment Terrestrial Broadcast Network in the United States, broadcasting 24 hrs/day, 7 days a week into nearly 5 million households. Viewers can watch over the air on several stations including 32 and 40.2 in the SF area and on CableTV, DirecTV, Dish Network and the free LocalBTV Streaming App. 24hr KPOP TV is also broadcast to Los Angeles on the LocalBTV streaming app on channel 32.6.

Download the free LocalBTV smartphone app or Log in to [www.bayareabtv.com](http://www.bayareabtv.com) and click on 'download' to watch 24hrkpopTV for free on your computer browser

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# Our Mission

Founded in 1973, the Nihonmachi Street Fair was hatched as an idea to provide leadership and mentorship opportunities for the youth of J-Town (<http://www.sfjapantown.org>) and to honor the cultural heritage that was, at the time, at risk of being displaced. Since then the annual event has grown from a four-booth affair to a two-day event expected to draw over 30,000 attendees in 2018.

What makes this street fair a uniquely San Francisco event is the broader cultural context participants can experience in addition to traditional Asian-Pacific influences. The Nihonmachi Street Fair organizers have a long history of including local entertainment that have spanned genres from Taiko to hip-hop to salsa, rock, and jazz.

The Nihonmachi Street Fair proudly evolves to reflect the city it celebrates while staying true to its original mission: ***Engage and develop young Asian American leaders through the development of building community that celebrates our culture and diversity.***

The event is produced, staffed, and organized by youth volunteers, thus providing practical, hands-on experience in collaboration, entrepreneurship, and problem solving.

The Nihonmachi Street Fair is proud of its 49 year history in serving the community through the yearly fair, service, and youth mentorship. As a 501(c) 3 non-profit organization, the Nihonmachi Street Fair receives a grant from the San Francisco Grants for the Arts (<https://gfta.force.com/s/>) Program but must rely on income generated through advertising revenue, sponsorship



Artist Lelend Wong with the Nihonmachi Street Fair Volunteers silkscreening one of his many iconic posters for the event.

and additional fundraising to underwrite fees, expenses, and logistical costs associated with producing this annual community celebration.



## COMMUNITY PARTNERS

Many of our participants, like Kimochi, Inc. (<http://www.kimochi-inc.org>) have been participating since the very 1st Nihonmachi Street Fair. Our community have been standing with us for over 45 years!



## OUR VOLUNTEERS ARE THE CORE OF THE ORGANIZATION

Volunteering for the Nihonmachi Street Fair gives our youth the opportunity to get a hands-on experience in organizational skills, producing events, and most importantly become future leaders in our communities. Sign up (</volunteer>) and be a part of the NSF family!



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: APRIL 17, 2024**

*Filing Date:* March 21, 2024  
*Case No.:* 2024-002527LBR  
*Business Name:* Nihonmachi Street Fair, Inc.  
*Business Address:* 1581 Webster Street, Suite 240  
*Zoning:* NCD (JAPANTOWN NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
 50-X Height and Bulk District  
*Cultural District:* Japantown Cultural District  
*Block/Lot:* 0701/007  
*Applicant:* Grace Horikiri  
*Nominated By:* Supervisor Dean Preston  
*Located In:* District 5  
*Staff Contact:* Maggie Dong - 628.652.7426  
 Maggie.Dong@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

The Nihonmachi Street Fair was founded in 1973 by Steve Nakajo, Ron Kanzaki, and Kenny Kanzaki in Japantown. Nihonmachi Street Fair Inc. is a 501(c)(3) non-profit organization that was incorporated in 1988 and run by the original co-founders until 1990 when Grace Horikiri became the Executive Director. The organization’s mission is to engage and develop young Asian American leaders through the development of building community that celebrates our culture and diversity. The street fair celebrates the diverse Asian American Pacific Islander (AAPI) communities through sharing traditional Asian-Pacific influences and cultural activities.

The annual event started as a four-booth fair and grew to a longer two-day event, taking place every August. Up to 100 vendors are present at the event, with non-profit organizations selling food to fundraise for their programs and services, for-profit businesses showcasing their unique dishes, and vendors selling Asian-inspired goods. The organization also organizes local entertainment, the Doggie World Parade, the Asian Artisan area, Children’s World, and the Sounds of Thunder Car Show as part of the fair.

Volunteers and youth from the community have successfully organized the event for decades, fostering new leaders and helping other organizations create their own fairs and festivals within their own neighborhoods. Janice Mirikitani, a poet and activist, helped the organization secure funding from the San Francisco Grants for the Arts. Additional funding from the Office of Economic Workforce and Development helped the organization host pop-up performances leading up to and after the annual festival.

The business's location at 1581 Webster Street is in a Category B (Unknown / Age Eligible) structure on the southwest corner of Webster and Post Streets in the Japantown neighborhood. It is within the Japantown NCD (Neighborhood Commercial District) Zoning District; a 50-X Height & Bulk District; Japantown Special Use District; Within 1/4 Mile of an Existing Fringe Financial Service; Family Housing Opportunity Special Use District; and Priority Equity Geographies Special Use District. 1581 Webster Street was included in two survey areas, including the National Register Survey, where it received a survey rating of "7R", and the unadopted Neighborhood Commercial Corridors Survey (2015), where it received a survey rating of "Does not appear significant under Criterion C/3 (Architecture/Design).

## Staff Analysis

### Review Criteria

#### 1. *When was business founded?*

While the Nihonmachi Street Fair dates back to 1973, the business was officially founded in 1988.

#### 2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Nihonmachi Street Fair qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Nihonmachi Street Fair has operated continuously in San Francisco for 36 years.
- b. Nihonmachi Street Fair has contributed to the history and identity of the Japantown and Western Addition neighborhoods and San Francisco.
- c. Nihonmachi Street Fair is committed to maintaining the physical features and traditions that define the organization.

#### 3. *Is the business associated with a culturally significant art / craft / cuisine / tradition?*

Yes. The business is associated with the annual festival that honors the cultural heritage of the diverse Asian American Pacific Islander communities.

#### 4. *Is the business or its building associated with significant events, persons, and / or architecture?*

Yes. The business is associated with well-known musicians including Pete Escovedo, San Francisco Taiko Dojo, Malo, Hiroshima, Sheila E., and others. Nihonmachi Street Fair received California State Senate Proclamation by State Senator Mark Leno for recognition of the 40<sup>th</sup> year of the Nihonmachi Street Fair in 2014 and the APA Heritage Award – Community Milestones for the street fair's 45<sup>th</sup> anniversary in 2018.

**5. Is the property associated with the business listed on a local, state, or federal historic resource registry?**

No.

**6. Is the business mentioned in a local historic context statement?**

No, not as of the date of this Executive Summary.

**7. Has the business been cited in published literature, newspapers, journals, etc.?**

Yes. Nihonmachi Street Fair has been featured in Secret San Francisco, SF Tourism Tips, NBC Bay Area, Travel For Kids, Do The Bay, and Time Out.

### **Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Nihonmachi Street Fair Inc. is a minority-owned business that is committed to providing leadership and mentorship opportunities for the youth of Japantown and other AAPI communities. The longevity of the annual event is important in keeping the cultural heritage of the AAPI community active especially when San Francisco's Japantown is one of three remaining Japantowns in the U.S.

### **Physical Features or Traditions that Define the Business**

**Location(s) associated with the business:**

Current Locations:

- 1581 Webster Street, Suite 240 (2015 – Present)

Previous (No Longer Extant) Locations:

- 1840 Sutter Street (1990 - 2015)
- 1830 Sutter Street (1980 - 1990)
- 1731 Buchanan Street (1973 – 1980)



**Recommended by Applicant**

- Cultural performances
- Youth leadership and mentorship
- Street fair
- Celebration of AAPI cultural heritage

**Additional Recommended by Staff**

- None

**Basis for Recommendation**

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

**ATTACHMENTS**

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



# HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO. ###

**HEARING DATE: APRIL 17, 2024**

*Case No.:* 2024-002527LBR  
*Business Name:* Nihonmachi Street Fair, Inc.  
*Business Address:* 1581 Webster Street, Suite 240  
*Zoning:* NCD (JAPANTOWN NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
 50-X Height and Bulk District  
*Block/Lot:* 0701/007  
*Applicant:* Grace Horikiri  
*Nominated By:* Supervisor Dean Preston  
*Located In:* District 5  
*Staff Contact:* Maggie Dong - 628.652.7426  
[Maggie.Dong@sfgov.org](mailto:Maggie.Dong@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NIHOMACHI STREET FAIR, INC. CURRENTLY LOCATED AT 1581 WEBSTER ST SUITE 240, BLOCK/LOT 0701/007

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on April 17, 2024, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends Nihonmachi Street Fair, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Nihonmachi Street Fair, Inc.

*Locations*

Current Location:

- 1581 Webster Street, Suite 240 (2015 – Present)

Previous (No Longer Extant) Locations:

- 1840 Sutter Street (1990 - 2015)
- 1830 Sutter Street (1980 - 1990)
- 1731 Buchanan Street (1973 – 1980)

*Physical Features or Traditions that Define the Business*

- Cultural performances
- Youth leadership and mentorship
- Street fair
- Celebration of AAPI cultural heritage

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on April 17, 2024.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

Resolution No. ###  
April 17, 2024

CASE NO. 2024-002527LBR  
1581 WEBSTER ST, SUITE 240

ADOPTED: April 17, 2024