

David Lee

Besides Sunset Night Market, what specific community events would you put together that can boost small businesses in the Sunset? Where would you put these events?

The Sunset Night Market on Irving Street is a wonderful event, but District 4 is a massive, diverse neighborhood, and we cannot leave our other merchant corridors behind. The businesses on Taraval have been devastated by years of delayed construction, Noriega often gets overlooked, and we cannot forget about the Judah corridor as well. Fortunately, I am very lucky to have a team that is highly experienced in curating events and deeply invested in our local art and music scene. As Supervisor, my plan is to work directly with neighbors, nonprofits, and small businesses to expand community events across the entire district.

Here are a few specific initiatives I will implement:

First, drawing on my Rec and Park experience, I will work on hosting daytime, seasonal festivals, and family-friendly Maker & Craft Markets at places like McCoppin Square.

Second, I will organize a 'Grand Reopening' block party on Taraval to bring foot traffic back to those struggling merchants and attract new businesses interested in investing in the Taraval corridor.

Third, we don't always need to close down a street to host an event. My team has experience implementing district-wide 'Sunset Passport' programs to drive customers directly into our brick-and-mortar shops.

Finally, I am dedicated to providing grants to local nonprofits to fund a dedicated social media support team. This will help our legacy small businesses bridge the digital divide and navigate the technical challenges of online marketing.

We need a Supervisor who champions every small business in the Sunset, no matter what street they are on. I am fully committed to delivering the foot traffic and resources our merchants need to thrive.

