



Creating, Enhancing and Protecting the Unique Beauty and Livability of San Francisco

VOL.17 NUMBER 3

THE CABLE

FALL 2003

2003 BEAUTIFICATION AWARDS—

Winners Honored at Dinner Event

To meet the challenge of doing more with less, many community groups, governmental agencies and businesses are joining their collective forces and focusing their time, energy and resources on civic projects that improve San Francisco's livability. This year, San Francisco Beautiful honors a handful of projects that reflect this core theme of, "Civic Engagement: Meeting the Challenge."

Come join Executive Director Dee Dee Workman at San Francisco Beautiful's Beautification Awards Dinner on October 30th as she presents those behind these civic-minded projects and takes the audience on a photographic tour of each site. Henry Tenenbaum, host of KRON4's Henry's Garden, will be the Master of Ceremonies. See back page for details.

BAYVIEW GATEWAY BEAUTIFICATION PROJECTS (3rd Street/Cargo Way): The Port and city agencies partnered with volunteer community groups to beautify the area by creating parkland, removing two billboards and improving industrial facilities at the entry to the emerging Bayview District.



16TH STREET BART PLAZA (16th and Mission Streets): BART, with various funding sources, worked extensively with the community and merchants to transform an ugly, dirty, vandalized station area into a colorful plaza in the Mission District.



GLEN CANYON PARK HABITAT RESTORATION (Glen Park off of Elk/Bosworth): Natural habitat restoration project managed by the Recreation and Park Department with continuous improvements and maintenance by community and corporate volunteers.



CORWIN STREET COMMUNITY GARDEN (Corwin Street/Acme Alley off Douglass): Volunteer community effort on Recreation and Park Department property using recycled and donated materials, extensive native planting and limited irrigation to create a lush, clean and educational greenspace above the Castro.



DANIEL E. KOSHLAND PARK AND COMMUNITY GARDEN (Page and Buchanan Streets): The Koshland family gifted this property to the City and donated seed money. Volunteers from the Hayes Valley Neighborhood Parks Group and city staff provided materials and labor to build, improve and maintain the recreational, educational and communal garden in Hayes Valley.

Continued on Page 6

PRESIDENT'S REPORT



**GILBERT
H. CASTLE,
III**

THE METHOD TO THE MADNESS

Each year SFB's Board of Directors debates the organization's priorities for the coming year. The focus is on how to allocate the resources that remain available after SFB's ongoing commitments (the newsletter, Grants program, Beautification Awards, etc.) are addressed. In this report I will summarize how the Board establishes priorities and its priorities for the next twelve months.

The process begins with a compilation of all the activities SFB could pursue. The list combines past SFB activities with new suggestions from SFB's Board, staff, members, governmental officials, and others. Not surprisingly, given how broad SFB's mission statement is and how enthusiastic members of the SFB community are, the list is quite long. Even after whittling down, consolidating, and otherwise endeavoring to make the list more manageable, this year 19 alternatives emerged. (This is in addition to our 17 ongoing commitments.) Given the size of our organization, SFB must define priorities among the 19 alternatives if we're to avoid dissipating our resources so thinly that little can be accomplished.

With the "short list" in hand, the Board and staff review what is meant by each of the 19 items on the list so that we're all clear on the actions SFB would take under Graffiti Control, Neighborhood Conservation, Presidio, and so on. We also look at the type and magnitude of resources needed by each alternative, so we will know if one item on the list might take as much effort as five other items. An enhancement to this process this year was excellent work by SFB's staff on more detailed estimates of each alternative's requisites — including staff hours, Board hours, dollar outlays, and timing.

After the Board and staff vote for his/her five favorite items, the fun begins. We have an open debate in which champions for alternatives that didn't receive many votes have the opportunity to persuade their colleagues to change their votes. Conversely, others will argue why the first round of voting is just fine and shouldn't be altered. After everyone has a say, we again vote and tally the results on the wall chart. We can repeat the process a third time if desired. (Essentially, we're using a version of the Delphi method of consensus building.)

This year's results, finalized at the August meeting of the Board of Directors, is shown below. Last year's winner was fundraising, and a highly successful Development Committee was launched under Gretchen Sleeper's leadership. This year's clear winner is initiating a rigorous strategic planning process to guide SFB's future, and a committee has already been formed with Marilyn Duffey as the chair.

Though most of the other items will receive some degree of attention in the coming year, their rankings will guide the workings of the Grants Committee, Public Affairs Committee, newsletter, etc., when inevitable trade-offs must be made among competing demands on SFB's resources. Ultimately SFB can be more effective by being more focused. As Ernest Hemingway said, "Never mistake motion for action."

San Francisco Beautiful's 2003 – 2004 Top Priorities

- ◆ Strategic Planning
- ◆ Public Landscaping/
Trees
- ◆ Waterfront
- ◆ Parks and Open Space
- ◆ Activate Members
- ◆ Monitor Planning
Process
- ◆ Graffiti Control
- ◆ Clean Streets

SFB RECEIVES GRANTS

San Francisco Beautiful has been very fortunate this year in obtaining foundation funding. Our Billboard Program was infused with a \$10,000 grant from the David B. Gold Foundation insuring our continued work at watch-dogging the implementation of Prop G, the No New Billboards initiative. The Richard and Rhoda Goldman Fund awarded SFB \$10,000 to further our work with the S.F. Green Schoolyard Alliance to create a culture of support and stewardship for outdoor learning environments in San Francisco schools. In addition, the Koret Foundation granted \$10,000 to our General Operating Fund thus furthering our ability to produce high quality work. We thank the Gold and Koret Foundations and the Goldman Fund for their support.

SAN FRANCISCO BEAUTIFUL

41 SUTTER STREET, SUITE 709
SAN FRANCISCO, CALIFORNIA 94104
telephone: 415-421-2608
fax: 415-421-4037
E-mail: sfb@sfbeautiful.org
Web site: www.sfbeautiful.org

BOARD OF DIRECTORS

Gilbert H. Castle, III – President
Marilyn Duffey – Vice-President
Susan Tan Luo, Ph.D. – Treasurer
Julia Viera – Secretary
Michael Alexander, Robin Chiang,
Carmen C. Clark, Mara Feeney,
George Fleharty, Peter Fortune,
Robert C. Friese,
Milo Hanke, David Hayes,
Edmond Hon, Tim Kochis,
Ann K. Lanzerotti,
Bruce Marcucci, Linda Muir
Tito Patri, Mark Ryser,
Rosabella Safont, Gretchen Sleeper



STAFF

Dee Dee Workman – Executive Director
Sheila Kolenc – Operations and
Development Director
Tamar Cooper – Program Director
Ron Wong – Awards Dinner Consultant



VOLUNTEERS

Nan McGuire, Robert Passmore,
Susanne Twomey, Dan Weaver

San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

© 2003 THE CABLE NEWSLETTER
PRODUCTION: JT GRAPHICS



Photo by Sheila Kolenc

San Francisco Beautiful welcomes new board members Carmen Clark, Ann Lanzerotti, Linda Muir and Bruce Marcucci.

FOUR JOIN SFB'S BOARD

BRUCE MARCUCCI, DDS

Bruce Marcucci, a dentist by profession, beautifies more than smiles. He also 're-Victorianizes' our City's painted ladies. He's starting his third next year. In addition, when he and his family moved to San Francisco in 1971, he turned an old industrial building into his own dental office where he still practices today.

While his roots lie in a small town of 2,500 residents, he has always had an affinity for large urban areas. As he says, "I see neighborhoods as villages sitting side by side with one another."

Bruce is a firm believer in mass transportation. So much so that he doesn't own a car — he rides a bicycle. As he puts it, "I want to help give the streets back to the people of San Francisco." He supports increased funding for mass transit, street beautification, attention to our "vehicle culture," widening sidewalks, bike lanes on all streets, and tax structures that make vehicle owners pay the actual costs to society.

He joined the SFB board because he wants to help make the City more functional and beautiful for his kids' generation.

LINDA MUIR

After volunteering in political activities in the '60s and '70s, Linda Muir became an aide to then Lieutenant Governor Merv Dymally. In

1978, she formed her own political fundraising, consulting and lobbying firm, D & L Muir, Inc. Her clients have included presidential and vice presidential candidates, a mayor, state controller and attorney general. As a lobbyist, she is a member of the Institute of Governmental Advocates, a professional organization for California lobbyists. She lobbies for her clients at both the state and federal levels.

Linda joined the SFB board because, "As someone who has always spent a great deal of time in the City and actually lived here since 1985, I have been consistently impressed with the credibility that San Francisco Beautiful enjoys. Their positions and activities, as I have followed them, mostly in the press, appear to emphasize the best that San Francisco and San Franciscans have to offer. I would hope that I could be helpful in furthering SFB's goals through my background in the political and governmental worlds. There is a natural synchronicity between helping to create policy and then utilizing the necessary tools required to make it effective in the real world."

CARMEN C. CLARK

Carmen Clark worked for a decade at the Federal Transit Administration as lead in the preparation of alternative analyses corridor studies. In 1991, she started another decade of work, this time for the S.F. County Transportation Authority where she was executive director. Carmen then made a career change to organizational development consultant.

Carmen's technical areas of expertise include facilitation and change management, strategic planning, executive coaching, team building and training. Some of her experience includes chairing the finance committee of a 30-member task force of agency, labor and community leaders charged with evaluating the structural and institutional problems preventing MUNI from providing reliable, safe, convenient, and efficient transit service. She also facilitated the work of a merger task force planning for the incorporation of the S.F. Department of Parking and Traffic into the newly created Municipal Transportation Agency.

Carmen joined SFB's board because, "I want to contribute to the work that makes such a difference in the livability of this City. I want to support neighborhoods that take initiative to preserve what is best and create what is needed for their continued vitality."

ANN K. LANZEROTTI, MD

Ann Lanzerotti practiced internal medicine, hematology and oncology for 25 years. She was Chief of Medicine at the US Public Health Service Hospital and then practiced with Permanente Medical Group in South San Francisco until she retired in 1998.

Ann is now the medical director of the all-volunteer Regional Cancer Foundation that provides free second opinions to cancer patients. She also teaches medical and nurse practitioner students at UCSF Medical Center.

As a community volunteer, Ann is a board member of San Francisco Performances — the city's major presenter of chamber music, recitals and dance that also provides an education program for youth and adults. She was very active in the efforts to keep the de Young Museum and the California Academy of Sciences in Golden Gate Park. She has also supported efforts to improve transportation to and within the Park.

Ann joined the SFB board because, "I applaud SFB's approach to maintaining and enhancing the beauty of San Francisco by making awards and grants to projects initiated by small community groups — this enhances community interaction and supports "volunteerism" in addition to making the city more lovely and people-friendly. At the same time, SFB takes on big projects itself — the billboard and banner initiatives, the saving of Lake Merced in coalition with other community groups and local government."

BANNER LEGISLATION BEING RETOOLED

To San Francisco Beautiful's dismay, due to last minute concerns Supervisor Gavin Newsom withdrew legislation that would curb the overuse and over-commercialization of banners on our city's streets from consideration by the full Board of Supervisors. Newsom sent the legislation back to committee for another round of changes.

The current draft of the legislation - which took two years to craft - addresses many of the concerns that SFB, the Department of Public Works and neighborhood organizations had regarding banners.

The legislation:

- ◆ Defines the types of banners that may be posted as having to be civic in nature. This will ensure that banners of a purely commercial nature cannot be posted.
- ◆ Prohibits posting banners in areas zoned "Residential."
- ◆ Limits banner posting in:
 - a) Neighborhood Commercial Districts (NC-1, NC-2 & NC-3 Districts)
 - b) Residential Commercial Combined Districts, and
 - c) Neighborhood Commercial Individual Areas

In these zones, banners will be limited as follows:

- 1) Banners can only be posted within 50 feet of an intersection.
- 2) No "double-wide" banners (two banners spanning across one pole) permitted on sidewalks.

The legislation also sets forth a registration system to be funded by registration fees and creates a system for citing and fining banner code violators.

SFB supports these aspects of the legislation wholeheartedly and will continue to advocate for the strong regulation of banners in our neighborhoods as well as the funds necessary to enforce these regulations.

LAKE MERCED RISES

If you have been to Lake Merced recently you may have noticed the water level is on the rise. The lake is now at 21 feet (gage board), the highest the lake level has been, this time of the year, since 1987. The San Francisco PUC began adding water to the lake in July with the goal of raising it approximately two feet. Considering that the lake level recommended by the Lake Merced Task Force is 25-27 feet, and that the winter rains will soon be upon us (we hope), this is very good news indeed.

The PUC has hired Greg Bartow, a hydrogeologist, who has worked on issues related to Lake Merced and the Westside Basin Aquifer in his previous position at the Regional Water Quality Control Board. Greg, joined by Patrick Sweetland who directs Daly City's Water and Wastewater Resource Program, recently gave an update at a forum hosted by the Lake Merced Task

Force on the initiative to raise and maintain Lake Merced water levels and improve water quality. Greg and Patrick reviewed components of this initiative that are already underway. These include a conceptualization of the lake-aquifer system, assessments of water addition scenarios as well as environmental impacts of increased water levels, a natural resources baseline study and an in-field monitoring program. In addition, Daly City has begun construction of a tertiary recycled water facility which will ultimately lead to the use of recycled water to irrigate nearby golf courses. This will mean less water pumped out of the underlying aquifer and more water for the lake.

Planning for trail and habitat improvements as well as additional environmental studies at the lake have also begun. This work is being funded through a \$474,385 grant secured by the Lake Merced Task Force from the California State Coastal Conservancy.

WINDMILL CAMPAIGN RECEIVES GRANT



Cindy Sterry, Lucas Verbij, Robert Romanovsky, Paula March, Rob Lane and Campaign to Save the Golden Gate Park Windmills Chair Don Propstra.

Steering Committee members from the Campaign to Save the Golden Gate Park Windmills visit windmill restorer Lucas Verbij (second from left) in Holland to inspect his restoration process (large gear is from the Murphy Windmill), to observe working windmills and to seek financial support for the project from interested Dutch affiliations.

California State Coastal Conservancy. These monies, combined with other funds, will not only repair the now dismantled South (Murphy) Windmill and the Dutch (North) Windmill, but also provide for fresh landscaping and pathways to connect the two windmills.

Major fundraising efforts continue. San Francisco Beautiful serves on the Steering Committee of the Campaign to Save the Golden Gate Park Windmills. For information about the campaign, see www.goldengateparkwindmills.org.

The Campaign to Save the Golden Gate Park Windmills received an infusion of \$750,000 in August via a grant from the

DOYLE DRIVE PROJECT NEEDS PROP K TO PASS

San Francisco Beautiful voiced its support for allocating \$90 million in revenue from the pending reauthorization of the county transportation sales tax towards funding a Doyle Drive replacement. The County Transportation Authority voted to support the dedication of these funds toward Doyle Drive. Now dedication of city funding for replacing Doyle Drive and other city transportation projects is up to San Francisco voters who will decide on this tax reauthorization when it comes before them as Proposition K in November. If Prop. K passes, the level of funding secured for Doyle Drive will demonstrate local commitment to the project, a necessary prerequisite if the city is to secure state and federal funding to finance the balance of this major undertaking.

Since the Loma Prieta earthquake of 1989, Doyle Drive — a seismically unstable and vehicle unfriendly thoroughfare that connects the Golden Gate Bridge to Lombard Street — has been slated for replacement. In 1996, SFB funded the Doyle Drive Replacement model by Landscape Architect Michael Painter. In 1998, SFB awarded Mr. Painter a Beautification Award for his vision of a Doyle Drive that respects its awe-inspiring surroundings.

S.F. Green Schoolyard Alliance — *Making Major Strides*

Proposition A, the School Repair bond measure on the November ballot, includes \$2 million for greening schoolyards. The San Francisco Green Schoolyard Alliance (SFGSA) supports Proposition A and continues its commitment to create a culture of support and stewardship for outdoor learning environments in San Francisco schools. The Alliance's efforts have resulted in some extremely important advances for the city's emerging green schoolyard movement. During this past quarter the SFGSA has:

- ◆ Secured \$2 million of the \$295 million proposed in Prop. A for greening 13 public elementary schoolyards.
- ◆ Received approval from the City's Commission on the Environment for a \$17,000 Environmental Justice grant from San Francisco's Department of the Environment to produce workshops at schools in Bayview-Hunters Point and Potrero Hill.
- ◆ Continued development of their web-based resource library.

In addition, San Francisco Beautiful received a \$10,000 grant from the Goldman Fund to support its dedicated involvement with the SFGSA.

SIGNS ON POLES FOCUS OF NEW LEGISLATION

Unsightly signs on public poles for anything from junk removal to political candidates may soon be a thing of the past. SFB is supporting legislation introduced by Supervisor Fiona Ma (District 4-The Sunset) that if passed will prohibit all signs on public utility poles and lampposts. The legislation would also impose fines on those who continue to illegally post signs.

According to Supervisor Ma, the City spends over \$450,000 a year removing signs and repainting public poles. The fines outlined in this legislation would recover the cost of removing and repairing the damage that illegally posted signs cause, thus ensuring enforcement of the legislation.

In order to provide space for signs announcing garage sales, lost pets and local events, Supervisor Ma is looking into creating community bulletin boards as an alternative means to post notices in the neighborhoods. Supervisor Ma's legislation also addresses the placement of handbills on private property, requiring that handbills be secured so they cannot blow away.

This sign legislation is long overdue and SFB applauds Supervisor Ma's courage in bringing this legislation before the Board of Supervisors.

WATER TOWER DESIGN REVIEWED — SKYLINE TO CHANGE WITH REPLACEMENT WATER TOWER

McLaren Park's La Grande Water Tower may not garner the attention some of San Francisco's skyline landmarks do, but it is one of the city's most visible landmarks. From Twin Peaks to Bernal Heights and many of the hilltop neighborhoods in-between, the La Grande water tower's sky-blue cylindrical shape is clearly visible.

A 2002 study commissioned by the Public Utilities Commission (PUC) found that the water tower, constructed in 1956, is seismically inadequate and has an unstable foundation. It was decided a new tower is needed. The original plans for the replacement tower mirrored the current tower's industrial design. When the PUC presented this design scheme to the

community surrounding McLaren Park, community members protested, arguing that the PUC was missing out on a unique opportunity to replace the current industrial tower with a design to rival many of our city's other hilltop landmarks. San Francisco Beautiful concurred and urged the PUC to evaluate alternative designs and give the community's concerns ample consideration before moving ahead with the project.

The PUC has made changes to the conceptual design of the tower but has yet to return to the community to present these changes. In September the Recreation and Park Commission voted to approve the new site location for the Water Tower but deferred to the Arts Commission when asked to consider the preliminary design of the tower.

San Francisco Beautiful will continue to monitor this process and comment as necessary.



Existing Tower

*Proposed
Watertower
Replacement
Design*

2ND QUARTER GRANTS AWARDED

San Francisco Beautiful, through its Friedel Klusmann Grants Program, awarded \$10,878 in grants during the second quarter.

Habitat for Humanity, 1009 Mission Street Homes Terrace Landscaping: This site includes eight condominiums for low-income families with an outdoor garden terrace. SFB provided \$1,600 for two street trees, tree guards and grates.

Lower Polk Beautification Advisory Committee/S.F. Clean City Coalition, Lower Polk Beautification Project: The project brings together local merchants, property owners and at-risk youth from the Larkin Street Youth Center. SFB granted \$250 to produce a bi-annual newsletter and \$1,500 to plant 20 street trees in which merchants will share the cost.

SOMA Partnership, Project Comeback at Bessie Carmichael School and Gene Friend Recreation Center: The program prepares clean and sober people to re-enter the workplace. SFB's \$2,500 will be used to finance three hours per week over the

next year for sidewalk cleaning, tree-well maintenance and litter removal in the designated area.

S.F. Community School Project OLE (Outdoor Learning Environment), Middle School Greens: The project, started by parents, staff and students, beautifies the school grounds and creates an outdoor learning environment. Asphalt was removed and replaced with gardens,

**Consider the
Klusmann Grants Program
for your next
community project**

For details, contact SFB at 421.2608

play structures and learning areas. SFB's \$3,028 purchased an additional picnic bench, three benches and ground covering.

Friends of Ina Coolbrith Park, Ina Coolbrith Park Planting Restoration: With Russian Hill neighbors weeding and planting low-maintenance plants, SFB's \$2,000 will go towards soil material and plants once the old plants are hauled away. SFB board member and landscape

architect Tito Patri volunteered for plant consultation.

SFB awards matching grants to community groups and organizations that take action to improve the quality of life in their community. The next grant deadline is November 1. For complete grant guidelines, contact SFB at 421-2608.

PARK GARAGE PLAN APPEAL REJECTED

The San Francisco Planning Commission approved the Final Environmental Impact Report (EIR) for the Golden Gate Park Concourse underground garage, approved by the voters in 1998 with the passage of Prop J. San Francisco Beautiful urged the Planning Commission to approve the report. With the garage also comes other enhancements SFB believes are essential to improving the usability of Golden Gate Park including a bike plan, an inter-park shuttle, the elimination of parking from the concourse area and significant increases in usable parkland in the Concourse.

Although the Planning Commission approved the report, an appeal was filed by the Alliance for Golden Gate Park. The Board of Supervisors denied this appeal in mid-September. SFB asked the supervisors to support the EIR so that this long-awaited project can be implemented.

Continued from "Awards" Page 1

ASIAN ART MUSEUM (200 Larkin Street): Substantial private and corporate support funded this world class specialist museum that activates the Civic Center area.



OCEAN AVENUE BEAUTIFICATION PROJECT

(Ocean Avenue between Junipero Serra and Phelan): Federal funds and support from MUNI with extensive input from community volunteers and merchants have made major improvements to a declining main street between Ingleside and the South of Twin Peaks area.



ALICE FONG YU SCHOOL GARDEN

(1541-12th Avenue/Lawton): A standard-setting school garden that beautifies its surroundings while teaching students to



become stewards of their environment.

MID-EMBARCADERO/SOUTH BEACH IMPROVEMENTS (The Ferry Building/Ferry Plaza Farmers Market/South Beach Children's Play Area/Rincon Park): the Port, SFRA, city agencies and BCDC worked with corporations and community groups to revitalize the Embarcadero area from Market Street south.

ROBERT C. FRIESE AWARD FOR NEIGHBORHOOD CONSERVATION



Award photos by
Sheila Kolenc,
Dee Dee Workman
and Asian Art
Museum

**FROM THE
EXECUTIVE
DIRECTOR
DEE DEE
WORKMAN**



Be sure and watch KRON4's Henry's Garden program every Saturday morning in October at 10:00 a.m. on channel 4! Segments featuring San Francisco Beautiful's beautification award winners are being shown on this popular program every Saturday morning leading up to our awards dinner on October 30th. This is the result of a fortuitous partnership SFB has forged with KRON4 to help promote our work and that of the ordinary people who do great things to make this a more livable city. So tune in!

San Francisco Beautiful thanks The Gap Inc. and The Villas Parkmerced for sponsoring these segments of Henry's Garden.

We are also thrilled that Henry Tenenbaum, host of Henry's Garden, will be the Master of Ceremonies at our awards dinner on October 30 at the Mark Hopkins Hotel. We once again have an exciting slate of worthy awardees so it's bound to be another stellar event. Please plan on sharing the evening with us and honoring our award winners. See you there.

QUALITY LIGHTING FOR THE CITY

A task force spearheaded by Neighborhood Parks Council and SPUR is developing a philosophy, standards and best practices for outdoor lighting in San Francisco. This effort is receiving attention from many public agencies including the Recreation and Park Department, the Planning Department, the Presidio Trust and the Department of Public Works.

SFB has expressed its support for this endeavor to implement quality urban lighting systems, reduce light pollution and increase energy efficiency throughout the City.

In 1996, SFB volunteer Dan Weaver released a *Streetlighting Position Paper*, a useful reference document for the task force. Visit www.sfbeautiful.org under *Current Priorities* for more information. The paper includes a comparison of lamp technology and illustrations of several different styles of streetlight poles and fixtures.



Quality of Life Forum

In a show of political influence, San Francisco Beautiful, Neighborhood Parks Council and Friends of the Urban Forest packed the Randall Museum Theater on

September 10th with voters all wanting to learn where mayoral candidates' stand on livability issues. The Quality of Life Forum provided a stage for frontrunners Angela Alioto, Tom Ammiano, Matt Gonzalez, Susan Leal and Gavin Newsom to present their plans and priorities on issues related to the quality of life in San Francisco.

MEMBERSHIPS/SALES

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law.

- | | |
|---|--|
| <input type="checkbox"/> Friedel Klusmann Circle: \$5,000 | <input type="checkbox"/> Contributor: \$100 |
| <input type="checkbox"/> Corporate: \$1,000 | <input type="checkbox"/> Two New Memberships: \$70 |
| <input type="checkbox"/> Patron: \$500 | <input type="checkbox"/> Regular: \$40 |
| <input type="checkbox"/> Sustainer: \$250 | <input type="checkbox"/> Other: \$_____ |

- | |
|---|
| <input type="checkbox"/> My company will match my gift |
| <input type="checkbox"/> Logo Long Sleeve Shirt: \$22.50 |
| <input type="checkbox"/> Logo Short Sleeve Shirt: \$16.50 |
| For shirts indicate: _____Med _____Large |
| <input type="checkbox"/> Logo Cap: \$16.50 |
| <input type="checkbox"/> <i>Rooftop Gardens: From Conception to Construction</i> (44-page book): \$7.00 |

Name _____
Company _____
Address _____
City _____
State _____ Zip _____ Telephone () _____

Make checks payable to San Francisco Beautiful. For credit card payments:

Visa MasterCard Name on Card: _____
Card # _____ Exp. Date: _____
Signature _____

San Francisco Beautiful
41 Sutter Street, #709
San Francisco, CA 94104
415-421-2608; Fax: 415-421-4037
E-mail: sfb@sfbeautiful.org
Web Site: www.sfbeautiful.org
501(c)(3) Federal Tax ID #: 94-6106011

Join Barbara and Douglas Engmann,
Chandra and Robert C. Friese, and Meagan Levitan and Dale Carlson at
San Francisco Beautiful's

2003 BEAUTIFICATION AWARDS DINNER "CIVIC ENGAGEMENT: MEETING THE CHALLENGE"

THURSDAY, OCTOBER 30TH, 2003

Mark Hopkins Inter-Continental Hotel
One Nob Hill, San Francisco

Reception and Silent Auction, 6:00 p.m. followed by dinner, 7:15 p.m.



Executive Director Dee Dee Workman
presents the 2003 Beautification Awards



With Master of Ceremonies
Henry Tenenbaum, host of KRON4's
Henry's Garden on Saturdays at 10:00 a.m.

Second Room Added!

TABLE OF 10
\$20,000 Lead Sponsor
\$10,000 Benefactor
\$5,000 Patron
\$3,000 Sponsor
\$1,500 Friend



INDIVIDUAL TICKETS
\$1,000 Donor
\$500 Support
\$150 Friend

*Contributions are tax-deductible as provided by law, less \$55 per event guest. ID#94-6106011.
Contact Ron Wong and Associates, 3608 16th Street, San Francisco, CA 94114-1509
phone: 415.355.9988 — fax: 415.355.9977*

SAN FRANCISCO BEAUTIFUL
41 SUTTER STREET, SUITE 709
SAN FRANCISCO, CA 94104

ADDRESS CORRECTION REQUESTED

NONPROFIT
ORGANIZATION
U.S. POSTAGE
PAID
PERMIT NO. 494
SAN FRANCISCO, CA