

Small Business Neighborhood Renovation Program

Together we'll go far



Peking Wok

Bayview District

Storefront

BEFORE



AFTER



G&L Bakery Visitation Valley

Interior Display

BEFORE



AFTER



Media Coverage

Along with WF's Communications group, nonprofits and schools created press releases resulting in local newspapers and KGO, Channel 7 News covering the story.

The screenshot shows a Windows Internet Explorer browser window with two news articles displayed side-by-side. The left article is from 'The Examiner' and is titled 'Businesses star in redesign effort' by Will Reisman, dated 05/12/09 11:04 PM PDT. The article discusses a renovation project in San Francisco neighborhoods, mentioning a \$25,000 Wells Fargo grant and the involvement of 12 local companies and CCSE students. A photo of Gregory Johnson, co-owner of Marcus Books, is included. The right article is from 'Peninsula News' and is titled 'Students win prize for storefront renovation' by Cindy Chew, dated Friday, May 08, 2009 12:27 PM. It reports that students from Skyline College won a \$500 prize for their work on the storefront of Lorena Gold Jewelry Store in South San Francisco. A photo of the store's exterior is included. The browser's taskbar at the bottom shows the Start button, several open applications (Store Front Ran..., Microsoft Power..., Businesses st...), and the system clock showing 10:41 AM on Monday.

Businesses star in redesign effort
By Will Reisman
Examiner Staff Writer
05/12/09 11:04 PM PDT

SAN FRANCISCO — The cameras are not rolling and there are no flashy show hosts on site, but several local businesses are in the midst of receiving a free design makeover courtesy of a reality-TV-inspired project being carried out in different San Francisco neighborhoods.

With funding from a \$25,000 Wells Fargo grant and the dutiful volunteer work of City College of San Francisco fashion students, 12 local companies will soon sport shiny new interiors and redesigned facades as part of the Small Business Neighborhood Renovation Project.

The concept for the renovation project is based on "Top Design," a reality show on Bravo about aspiring interior designers' efforts to restore homes, according to Joey McNulty of Urban Solutions, a Western Addition nonprofit advocacy organization that's partnering with Wells Fargo in the undertaking.

Marcus Books, the oldest independent black bookstore in the country and located on Fillmore Street, is one of the companies that will benefit from the program.

"The students have done a sensational job here," said Gregory Johnson, who owns the bookstore with his wife. "They were creative, diplomatic and had a great time establishing a fun environment. We were humbled to have their help."

The 49-year-old business received a new seating arrangement at the front of its store, fashionable book displays and a much-appreciated cappuccino machine, according to Johnson, who said the finishing touches on the redesign are expected to take place Saturday.

"The cappuccino machine is my favorite," Johnson said. "It hangs along nicely with the rest of the store."

Along with Western Addition businesses, the renovation program also helped stores in the Bayview and Mission districts, and in East Palo Alto and San Bruno, McNulty said. Each group of CCSE students had a \$2,000 budget, which came from Wells Fargo, to spend on upgrades.

"This community project is a great example of how we can all work together to help small businesses succeed in this challenging economic environment," said Brenda Wright, development manager at Wells Fargo.

Each newly designed business will be evaluated by a series of judges, and a winner will be announced during Small Business Week, which runs from Monday to May 22, McNulty said.

Students win prize for storefront renovation
Friday, May 08, 2009 12:27 PM

LORENA GOLD JEWELRY STORE (ABC)

SOUTH SAN FRANCISCO (ABC) — Some local community college students are being rewarded for their business expertise and design skills.

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Students from Skyline College in San Bruno were among his winning groups in a small business storefront renovation project sponsored by Wells Fargo.

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The students were thrilled to receive the \$500 top prize.

"It's a great experience, we loved helping them out, and once after the project ended a week ago, we still come back here and buy items," said one of the students.

The Skyline students went for the changes they made at Lorena Gold Jewelry Store in South San Francisco.

A second group will be honored Friday afternoon for their work at Marcus Books in San Francisco.

The businesses are winners too, getting a free upgrade that could

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2013 Small Business Neighborhood Renovation Program Winner

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Questions

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