

Inner Sunset Merchants Association: Request for Letter of Support

Purpose

Since its founding in 1928, the Inner Sunset Merchant's Association (ISMA) has been the voice of the Inner Sunset neighborhood business community. The principal objectives are:

- A) to build unity among merchants in order to promote, protect and preserve conditions that encourage growth of businesses and overall economic development in the Inner Sunset District;
- B) to provide a forum in which merchant members of the Inner Sunset business community may share information, interests and/or concerns with each other;
- C) to interact in a structured way with representatives of city, county, state, and federal government bodies and the San Francisco community at large;
- D) to support activities believed to be generally beneficial to the Inner Sunset community.

Policy Statement

It is the policy of ISMA to provide clear, consistent and appropriate direction when requests for a Letter of Support are received. Consideration will be given to those wishing to obtain a Letter of Support for activities which align with ISMA's goals and bring value to the Inner Sunset neighbors and commercial corridor (i.e. attract buying/spending, job creation, security enhancement/crime minimization, etc.).

Requests from individuals will not be considered, nor will requests to recognize an activity which the majority of ISMA voting members deem contentious or divisive. ISMA may choose to deny a Letter of Support if the proposal is not in line with ISMA's objectives, and/or if a majority of eligible voting members cast ballots against providing a Letter of Support.

Eligibility

Businesses seeking a Letter of Support from the ISMA should email their request to innersunsetmerchants@gmail.com. ISMA will consider requests on behalf of:

- 1) an existing Inner Sunset District Business;
- 2) a new [locally owned] business, initiative, program or neighborhood event located in the Inner Sunset District; or
- 3) a business, initiative, program or event located within Golden Gate Park or neighboring district, which has an impact on the Inner Sunset, its neighbors and/or ISMA.

Procedure for Request

The following Letter of Support guidelines have been adopted by ISMA to help ensure all requests can be considered fairly and accurately. Those seeking a Letter of Support are required to:

- Submit a written summary outlining the purpose for the letter and where it is going. Specify how the business has contributed to ISMA and the Inner Sunset District - New Businesses/Initiatives/Programs/Events should specify how they plan to contribute in the future. Submitted information will be shared with active ISMA members for review.
- Confirm all formal processes and sanctioning requirements for the request have been, or will be, executed; to include local standards, and actions mandated by the City of San Francisco (announcements, permits, licenses, notifications, mailings, etc.).
- Deliver a presentation at a public ISMA board meeting to educate members on the request details. Once an initial written summary is received, a mutually agreeable date/time will be scheduled at a future board meeting.
- Respond, in writing, to questions/concerns from ISMA members, and provide necessary follow-up documentation.

Response

After the above information has been submitted, reviewed and deliberated by ISMA members, the business representative will be contacted with a final decision.

- If approved, the ISMA president will provide a Letter of Support to the requesting organization.
- If denied, the ISMA president will provide a written explanation of how the decision was reached.

Non-solicited Letters of Support

ISMA may actively engage in local Initiatives/Programs/Events which have an impact in the Inner Sunset corridor, neighbors and/or businesses. In situations where information is made public (i.e. town hall meetings, public forums, etc.) the standard Procedure For Request may be replaced with a membership vote initiated by the ISMA board of directors, as appropriate.

ISMA reserves the right to not provide a Letter of Support if the request does not conform to the submission guidelines outlined in this policy.

The Inner Sunset Merchants Association, and its members, are committed to providing an inclusive and welcoming environment for all, and does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.