



GOLDEN GATE RESTAURANT ASSOCIATION

— est: 1936 —

Golden Gate Restaurant Association (GGRA)

Find more information @
ggra.org.

Founded in 1936, the GGRA's mission is to celebrate and empower the restaurant community through advocacy, education, marketing, events and training. We are a San Francisco-based non profit 501(c)6 organization composed of ~ 800 restaurant members, including many smaller, independent restaurants, and the vendors that serve our industry. We work with elected officials, department heads, and partner organizations on public policy concerns to help shape legislation and reduce potential negative consequences for the industry and the dining public.

We provide up-to-date information on all aspects of running a restaurant in San Francisco, as well as provide opportunities to network, learn, and share best practices.

Restaurant Membership

- Represent approximately 800 locations in SF
- Roughly 25% of licensed restaurant health permits in SF
- Dues are based on prior year's self reported revenues:
 - 5 tiers, starting at \$385 per annual membership, up to \$2,750 for largest restaurants/groups
 - We offer first year complimentary memberships based on financial need
- Memberships include:
 - HR manual with SF specific addendums
 - Tickets to 4 Industry Night Networking Receptions
 - Access to weekly newsletters, online training & other resources
 - Advocacy help as needed

Vendor Membership as sponsors

- Sponsorship to Industry Night Networking Events, Resource Listing on website, access to sending dedicated newsletter, participation in advocacy

What events/resources/tools have been successful to support your small businesses? GGRA provides:

- Advocacy at the city and state level
 - Success of Prop M as an example
 - Success with SB 1524
 - Ongoing advocacy includes: HCSO Reform, SB 68, SB 1383 clarification, ongoing work with SF Dept of Environment Health on issues, etc.
 - Educational newsletters
 - What is going on to help owners to operate better financially, in compliance, etc.
- 2 SF Restaurant Weeks per year
- Fall Eat Drink SF events (2-3 in fall)
- 4 Industry Networking Events a year (over 100 attendees per event)
- Industry Conference/Online Bootcamp (every other year)
- Social media promotion
- Resources include: HR Manual, Online training, Outreach on permits, laws, etc..

Key Advocacy Wins 2024

- **Proposition M**

- Prop M was a San Francisco ballot measure that reshapes the city's business tax system. Approved by voters on November 4, 2024, Proposition M introduced meaningful changes aimed at supporting small businesses. These changes include: raised the small business exemption to \$5 Million, and starting in 2026, eliminating over \$10 Million in certain permit, license and other fees (including Tables & Chair permit renewal fees).

- **Junk Fees: SB 478 and SB 1524** - Restaurant/food service surcharges excluded

- After many months of meetings and advocacy, we worked with our partners in Sacramento to clarify and define the language in SB 478, and clarify what restaurants, bars, or other food service providers need to do in order to comply. The revised language states "that for restaurants, bars, or other food service providers, or for a contract for banquet or catering service providers, any service charge, mandatory gratuity, or other mandatory fee or charges needs to be clearly and conspicuously displayed on the advertisement, menu, or other display." This language is effective July 1, 2025



What are the biggest challenges you're experiencing and what are the potential solutions?

- Ongoing cost of business increases: HCSO, utilities, Recology, food and labor costs, etc.
- Ongoing reduced business due to continuing federal issues and expected reduced visitor travel
- Exposure to new members and conveying our value to restaurant owners (it's a tough market to sell into)
- Solutions-advocacy around things that can reduce costs-permit reform, HCSO reform, etc.
- Solution-continued partnership with businesses large and small on key issues

Are there any additional things that you want the Commission to know about?

We see you as a valued partner in advocating for our restaurant community on city legislation and proposals.

Upcoming Events:

- Week of Bootcamp online classes - free: June 23rd - June 26th
- Summer Restaurant Promotion: July - August
- Restaurant Day Saturday, Nov. 1st
- Eat Drink SF: Saturday, Nov. 1st - Sunday, Nov. 9th
- 10th Annual Fall SF Restaurant Week: Saturday, Nov. 1st - Sunday, Nov. 9th

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Thank you!

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