

# HAYES VALLEY MERCHANTS COUNCIL

Speaker: MaryMar Keenan, *Owner/Designer MMClay & HVMC Vice President*

The mission of the HVMC is founded upon organizing a strong, aligned network of local businesses, working together in integrity, dedicated to customer service and committed to building value for the neighborhood.

Our goal is to provide an outreach to the community through organized events such as the [HayesValleyCarnival.com](https://HayesValleyCarnival.com) in July, the Trick or Treat Trails in October, and the Hayes Valley Holiday Stroll in December.

HVMC also launches beautification initiatives in an effort to build a welcoming and vibrant community in which to live and do business—and most importantly, to work together as one, to give businesses a voice on issues that may impact them and the community.



# Events & Resources Successfully Support Small Businesses

## HVMC Produces Events to Attract Visitors Who Stay to Shop & Dine

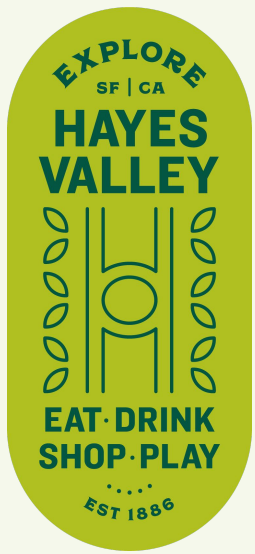
- Unique events are labor intensive
- Often in collaboration with select merchants or other organizations, such as the HV Neighborhood Assn, or the “Shared Streets”

## Third-Party Organizations’ Events Bring Visitors to Hayes Valley on a Regular Basis

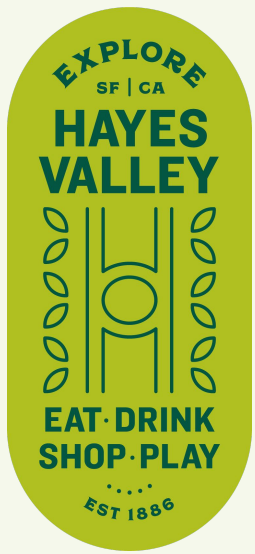
- Support the work of these organizations with social, calendar listing and newsletters, i.e.:
  - HEAD WEST Marketplace
  - Hayes Promenade “Shared Streets”
  - Arts: SF Symphony, SF Opera, PROXY, SFJazz, etc.

## Various Printed Literature & Virtual Engagement with People to Raise Awareness

- HVMC provides to merchant members a website listing all businesses and events; a newsletter 2x/month; and a social media coordinator for daily stories & promotions



Challenges		Thought Starters & Possible Solutions
Staff Support	⇒	Merchants have their own businesses to run. Activities such as website, press, correspondence, newsletter writing, and social media take valuable time away from a small business. Getting funding to hire professionals is a challenge.
Merchant Engagement	⇒	Again—Merchants have their own businesses to run. Finding time to volunteer to produce and promote events is difficult.
Reputation	⇒	The Hayes Valley reputation was built on small businesses setting lifestyle trends with unique products and services made in San Francisco. While large multi-unit brands can infuse the area, HVMC is working to remain authentic.
Transportation	⇒	With high housing costs in the City, our workforce is spread across the entire SF Bay Area. There is a need for public transit after midnight.



Challenges		Thought Starters & Possible Solutions (Continued)
Crime & Safety	⇒	When crime is driving big companies out of the neighborhood, many small business struggle with theft, safety of the staff, property damage, and increased insurance rates.
Unhoused Persons	⇒	In recent months, Hayes Valley is seeing an increase in criminal activities and unhoused people. This increase coincides with the sweeps in the Tenderloin.
Cleanliness	⇒	Trash and recycle bins are always overflowing or non-existent.
Vacant Storefronts	⇒	City support is vital to working with landlords to fill spaces and encourage building maintenance.
Our Vision	⇒	HVMC is working towards a thriving Merchant Corridor that serves neighbors and businesses alike.