



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2024-25-063
Business Name: Digital Revolution
Business Address: 234 9th St.
District: District 6
Applicant: Paul Grippaldi, Managing Member
Nomination Date: May 14, 2025
Nominated By: Supervisor Matt Dorsey

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes X No

1015 Battery St. from 2004 to 2006 (2 years)
603 Battery St. from 2006 to 2012 (6 years)
1050 Sansome St. from 2012 to 2014 (2 years)
950 Battery St. from 2014 to 2019 (5 years)
69 Green St. from 2019 to 2022 (3 years)
300 Brannan St. from 2022 to 2023 (1 year)
234 9th St. from 2023 to Present (2 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years and significantly contributed to the history or identity of a particular neighborhood or community, and does it face a significant risk of displacement if not included in the Registry?

X Yes No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

X Yes No

FEATURES OR TRADITIONS: Media services

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





NOTES: The business is less than 30 years old but is still eligible for the Legacy Business Registry because it is older than 20 years, contributes to the history and identity of San Francisco, and is at risk of immediate displacement. Costs are very high, from labor to office rent. The business competes with other shops in the Bay Area and in Los Angeles where their costs are lower.

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: December 10, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





City and County
of San Francisco

Board of Supervisors,
District 6

MATT DORSEY

麥德誠

May 14th, 2025

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Tang,

I am writing to enthusiastically recommend **Digital Revolution Media Center** for inclusion in the San Francisco Legacy Business Registry. This unique and invaluable business, founded and operated by Paul Grippaldi since 2004, plays a critical role in preserving the cultural and historical fabric of our city.

Digital Revolution Media Center is one of the only companies in San Francisco—and indeed, Northern California—that provides true archival-quality digitization services across a wide range of legacy media formats, including videotape, film, audio reels, slides, and photographs. From transferring priceless materials for the San Francisco Public Library and the GLBT Historical Society, to preserving historic schematics for Dolby Laboratories and Sutro Tower, this business has quietly safeguarded countless chapters of our civic memory.

The impact of Digital Revolution Media Center extends far beyond technical services. Mr. Grippaldi has demonstrated a lifelong commitment to our community through mentorship, volunteerism, and second-chance employment practices. His work supports artists, nonprofit organizations, universities, and local families who rely on this business to preserve their stories with care, dignity, and expertise.

As Supervisor for District 6, I recognize how critical it is to protect businesses like Digital Revolution that contribute to San Francisco's identity—not only through what they do, but how they do it. With rising operational costs and increasing pressure on small, specialized businesses, this recognition would provide vital support to ensure this institution remains part of our city's future.

For all these reasons, I urge the Office of Small Business to approve this nomination. San Francisco cannot afford to lose what Digital Revolution Media Center offers—because once it's gone, there will be no replacement.

Sincerely,

MATT DORSEY

A handwritten signature in blue ink that reads "Matt Dorsey". The signature is fluid and cursive, with "Matt" on the top line and "Dorsey" on the bottom line.



Legacy Business Registry Application



Business Information

Business name: Digital Revolution

Business owner name(s): Paul Grippaldi

Identify the person(s) with the highest ownership stake in the business

Current business address: 234 9th St., San Francisco, CA 94103

Business phone number: 415-398-1200

Business email: digitalrevolution415@gmail.com

Mailing address (if different than above):

Website: www.digitalrevolution.tv

Link to social media: www.facebook.com/digitalrevolution.tv

Link to social media #2: @TheRevolutionSF (x.com)

7-digit San Francisco Business Account Number (BAN): 0398916

Contact Person Information

Contact person name: Paul Grippaldi

Contact person title: Managing Member

Contact phone number:

Contact email:

Business Locations

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location.

Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 1015 Battery St. **Zip Code:** 94111

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: July 2004 **To:** September 2006

Other address (if applicable): 603 Battery St. **Zip Code:** 94111

Dates at this location: From: October 2006 **To:** March 2012

Other address (if applicable): 1050 Sansome St. **Zip Code:** 94111

Dates at this location: From: April 2012 **To:** May 2014

Other address (if applicable): 950 Battery St. **Zip Code:** 94111

Dates at this location: From: June 2014 **To:** July 2019

Other Address (if applicable): 69 Green St. **Zip Code:** 94111

Dates at this location: From: August 2019 **To:** July 2022

Business Locations

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location.

Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address:

Zip Code:

Is this location the founding location of the business? (Y/N):

Dates at this location: From:

To:

Other address (if applicable): 300 Brannan St.

Zip Code: 94107

Dates at this location: From:

August 2022

To:

July 2023

Other address (if applicable): 234 9th St.

Zip Code: 94103

Dates at this location: From:

August 2023

To:

Present

Other address (if applicable):

Zip Code:

Dates at this location: From:

To:

Other Address (if applicable):

Zip Code:

Dates at this location: From:

To:

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name: Paul Grippaldi

Signature: *Paul Grippaldi*

Date: 5-8-2025

Digital Revolution

Written Historical Narrative

Introduction

a. Describe the business. What does it sell or provide?

Digital Revolution is San Francisco's media preservation and multimedia center, providing a wide range of media services. They specialize in digitizing legacy media including audio tapes, videotapes, film, discs, photos, slides, negatives, etc.; replicating and duplicating USB, CD, DVD, and BluRay formats; media preservation and archival services; video and audio editing; selling hard drives and USB drives; and closed captioning and subtitles.

b. Describe whom the business serves.

Digital Revolution serves universities, corporations, consumers, filmmakers, broadcasters, hospitals, libraries, sports teams, museums, law firms, non-profits, arts organizations, local governments and more. Most of its customers come from San Francisco, but there are clients from the greater Bay Area and out of state.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Archival digitizing of legacy media.

Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Digital Revolution was established as Digital Revolution Media Center in July 2004 by Paul Grippaldi at 1015 Battery Street in the Embarcadero area.

Paul co-founded, owned and operated Fast Forward from 1983 to 2000. Fast Forward was the largest video and audio tape duplication, video editing, and master vaulting company in San Francisco. The business started at 930 Montgomery Street and five years later moved to 1025 Sansome Street. In total, they employed over 400 people including payrolled employees and independent contractors. Their clients were mostly San Francisco- and Bay Area-based ad, agencies, corporations, law firms, filmmakers, hospitals, universities, consumers, museums, sports teams, musicians, TV stations, and other video post production companies.

Digital Revolution was founded as a sole proprietorship, then incorporated in 2006. It experienced a number of moves over the years as follows:

- October 2006: Moved to 603 Battery Street in the Embarcadero/Jackson Square area.
- April 2012: Moved to 1050 Sansome Street in the Embarcadero area.
- June 2014: Moved to 950 Battery Street in the Embarcadero area.
- August 2019: Moved to 69 Green Street in the Embarcadero area.
- August 2022: Moved to 300 Brannan Street in the South of Market neighborhood.
- August 2023: Moved to current location at 234 9th Street in the South of Market neighborhood.

The business name is currently being changed from Digital Revolution Media Center to Digital Revolution.

The business is less than 30 years old but is still eligible for the Legacy Business Registry because it is older than 20 years, contributes to the history and identity of San Francisco, and is at risk of immediate displacement. Costs are very high, from labor to office rent. The business competes with other shops in the Bay Area and in Los Angeles where their costs are lower. It is behind in the office rent right now and some other bills and equipment payments. Listing on the Legacy Business Registry would be a huge help to keeping Digital Revolution in business. If Digital Revolution gets evicted, it would have nowhere to go – it would go out of business and could not afford to re-open.

b. Provide the ownership history of the business in a consolidated year-to-year format.

2004 to Present: Paul Grippaldi

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Digital Revolution has not ceased operations since it was founded in 2004, but all of the employees except the owner were furloughed for about six months during the COVID pandemic in 2020.

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Digital Revolution provides a valuable service to the community: preserving history.

For Dolby Labs just down the street, Digital Revolution digitized their entire media library including the original schematics of their first equipment written by Mr. Dolby. Digital Revolution also digitized all the original large schematics (over 150) of Sutro Tower in 2024. The same year, the company digitized over 12,000 audio tapes for the California Coastal Commission. Other customers include the San Francisco Library and the GLBT Historical Society.

The South of Market neighborhood, within a block of Digital Revolution, has been the home of other media companies including Film Arts Foundation, Monaco Film Lab Video Services, Independent Lens PBS Documentary Film Organization, Frameline Film Festival, Premiere Pictures, Bay Area Video Coalition, Media Distributors, Mixonic and others. Many are gone now. Digital Revolution is carrying on that tradition in this neighborhood.

b. Is the business associated with significant people or events, either now or in the past?

Digital Revolution does work for politicians, filmmakers, writers, newscasters, prominent families, local celebrity musicians, etc. Past customers have included Robin Williams, Carlos Santana, Neil Young, The Grateful Dead, Nancy Pelosi, Chris Columbus, George Lucas, Phillip Kaufman, Brian Boitano, Shirley Temple Estate, Casey Kasem, Mark Zuckerberg, Joel Selvin, Ben Fong Torres, Dr. Dean Edell, Dan Ashley, Kate Kelly, Will Hearst, and others.

Digital Revolution does work regularly for the GLBT Historical Society, preserving their history in San Francisco. Digital Revolution did all of the video transfers and photo scanning for the PBS American Experience Amy Tan documentary. The business also transferred the DVD of the assault on Paul Pelosi for the Associated Press, KGO, and other media companies. Digital Revolution also transferred film that was shown on Broadway in New York City in a Nathan Lane play.

c. How does the business demonstrate its commitment to the community?

Digital Revolution takes great care with the work that they get from customers. Owner Paul Grippaldi writes articles for the Society of California Archivists newsletter. He was on the board of directors of the Film/Tape Council and the Northern California Chapter of the International Teleproduction Society. He is a member of the National Academy of Recording Arts & Sciences. Paul also volunteered at the Larkin Street Youth Center for 10 years and employed many of the youth part-time.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Digital Revolution has been featured in the Society of California Archivists newsletter for digitizing tapes and film for the Nixon Presidential Library, Chevron, California Language Archive, Survey of California and Other Indian Languages at UC Berkeley, and Huell Howser Archive for Chapman University. The business was also featured in the San Francisco Chronicle

for digitizing 28 years of audio tapes for City Arts & Lectures for UC Berkeley. Now all those events are available to the students to listen to. KGO TV did a feature story on Digital Revolution. The San Francisco Business Times also published an article about Digital Revolution.

Key media articles can be viewed at on the [Press webpage](#) of Digital Revolution's website.

e. Has the business ever received any awards, recognition, or political commendations?

Digital Revolution has not received any awards, recognition, or political commendations. However, Paul Grippaldi's first business in this field, the tape duplication company Fast Forward, was recognized by then-Mayor Jordan with Fast Forward Day in San Francisco. It also received a Cable Car Award for Excellence from the San Francisco Advertising Association.

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If the business were to close, San Francisco would lose its only archival legacy media digitizing company and access to certain tape machines. Archivists and others who need archival digitizing would need to send their one-of-a-kind original materials to Los Angeles for the same service. There are one or two companies who digitize legacy media in San Francisco, but not with archival files. They only make highly compressed consumer files, which are not good for long term archiving or editing. Other companies around here also do not have all the different types of tape machines that Digital Revolution has. Digital Revolution is the only company in Northern California that has certain tape machines. They receive these tape formats for digitizing all the time. There is a company that does a good job digitizing film, but that is all that they do. They don't digitize videotapes, audio tapes, discs, photos, slides, negatives etc. like Digital Revolution.

If the business closed, two full-time employees and three part-time employees would be without work.

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Not applicable.

b. In a few words, describe the main business activity you commit to maintaining.

Digital Revolution is committed to preserving history with archival quality.

c. What is the plan to keep the business open in the long term beyond the current ownership?

When the present owner retires, he will likely sell the business to the employees.

d. What challenges is the business facing today?

Cash Flow is the biggest problem. Digital Revolution is owed an average of six weeks of work at any one time. The clients are all good customers, but it is challenging for the business.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Digitizing of legacy media.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building at 234 9th Street is "A - Historic Resource Present." The building appears eligible for the National Register as a contributor to the National Register-eligible Western SOMA Light Industrial and Residential Historic District per the South of Market Area Historic Resource Survey in 2011.



DIGITAL | REVOLUTION

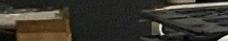
MEDIA PRESERVATION SERVICES







TAL | REVOLUTION









Small Business

20



SF BUSINESS TIMES | JUNE 18-24, 2010

sfbusinesstimes.com

Digital Revolution takes multimedia to the people

Digital Revolution's multimedia uprising

BY JASON SHUFFLER
San Francisco Business Times

Paul Grippaldi wants his business to be the FedEx Kinko's of multimedia.

As easy-to-use digital video and audio recording equipment has proliferated, so has the amount of content being created. Digital Revolution, Grippaldi's San Francisco business, copies, edits and restores video and audio media like DVDs, as well as offers web syndication and data migration services.

He's built his business by making it an accessible, ground-level store on Battery Street in the financial district, unlike some of his competitors, which are located in a warehouse district or upper floors of an office building.

Moving multimedia copying and editing services to easy-to-find, walk-in locations, much like how Kinko's revolutionized consumer printing services, is Grippaldi's goal.

"Video and audio is the new print," he said.

Grippaldi, who co-founded and sold the videotape duplicating business Fast-Forward in 2000, self-funded Digital Revolution when he launched in 2004. But to be the ubiquitous brand he wants to be, he is now looking for investors to grow the business.

At the financial district location, customers can walk in and edit and make

copies their digital media like video games or home videos, and receive consultation from employees.

"People don't have all the tools they need to do everything," Grippaldi said. They "need help with audio and digital services."

In his previous videotape duplicating company it was strictly business-to-business sales, but Grippaldi wanted to tap into the larger consumer market armed with its own digital gear.

"In the old days of copying video, it was an exclusive group of people because it was so expensive to do," he said.

Digital Revolution appeals to independent moviemakers, musicians and small businesses looking to edit and make copies of content. Recently a group of college students came in

and made copies of their final projects.

Corporate customers, though, still make up a big chunk of its business — roughly 80 percent. These customers include Comcast and AAA. When Grippaldi lost some corporate customers during the recession, he cut prices at the end of 2008 and 2009 to keep growing.

Digital Revolution completed a job last year digitizing 1,300 audio recordings — 29 years worth of material — for the San Francisco nonprofit City Arts & Lectures. The newly digitized recordings are now stored in UC Berkeley's Bancroft Library.

"(Digital Revolution) put someone on the job that cared about the material," said Sydney Goldstein, director of the group. The service "makes us feel more capable of doing things."

Yet, as digital multimedia evolves and more people store and use content that's solely in the cloud, some say DVDs, CDs and flash drives will be obsolete, a direct threat to Digital Revolution. Grippaldi isn't worried.

"When that happens, we will have to provide more creative services, which we're starting to do now."

The business is offering more personalized audio and video editing services, as well as web syndication of content for customers.

SNAPSHOT:

Digital Revolution Media Center Inc.



1050 Sansome St. #101
San Francisco, CA

p. 415.398.1200
f. 415.398.4203

www.digitalrevolution.tv



HQ: San Francisco

What it does: Multimedia duplication, restoration, editing services, web syndication and data migration.

CEO and founder:

Paul Grippaldi



jshuffler@bizjournals.com / (415) 288-4966 ■



Small Business Commission

Resolution No. _____
January 26, 2026

DIGITAL REVOLUTION

Application Number: LBR-2024-25-063
Business Name: Digital Revolution
Business Address: 234 9th St.
District: District 6
Applicant: Paul Grippaldi, Managing Member
Nomination Date: May 14, 2025
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Digital Revolution, currently located at 234 9th St.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 26, 2026, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Digital Revolution in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Digital Revolution.

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Physical features or traditions that define the business:

- Digitizing legacy media.
- Specialized equipment to duplicate and digitize a variety of audio and visual material.
- The business is located within a building which appears eligible for the National Register as a contributor to the Western SOMA Light Industrial and Residential Historic District.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Digital Revolution on the Legacy Business Registry:

- Media services.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 26, 2026.

Katy Tang
Director

RESOLUTION NO. _____

Ayes – _____
Nays – _____
Abstained – _____
Absent – _____

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JANUARY 7, 2026

Filing Date: December 10, 2025
Case No.: 2025-011644LBR
Business Name: Digital Revolution
Business Address: 234 09TH ST
Zoning: RCD (REGIONAL COMMERCIAL) Zoning District
55-X Height and Bulk District
Cultural District: SOMA Pilipinas Cultural District
Leather & LGBTQ Cultural District
Block/Lot: 3518/004
Applicant: Paul Grippaldi
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Elina Juvonen – (628) 652-7381
Elina.Juvonen@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Digital Revolution is an archival legacy media digitizing company owned by Paul Grippaldi at 234 9th Street, which was established in 2004. The business provides several services, including the digitization of film, slides, photographs, video and audio tapes; disc transfers; disc and USB duplication; repair of damaged tapes; and creation of platforms to make newly digitized materials accessible. Digital Revolution is the only remaining business of its kind in Northern California to provide high-quality archival files and the ability to digitize many different formats of tapes, using specialized equipment. The owner, Paul Grippaldi, has contributed to his field through regular articles for the Society of California Archivists newsletter, serving on the board of directors of the Film/Tape Council and the Northern California Chapter of the International Teleproduction Society, and as a member of the National Academy of Recording Arts & Sciences.

Digital Revolution has digitized and preserved for future generations the archives of many prominent San Francisco and Bay Area businesses and institutions. These include the San Francisco Public Library, the GLBT

Historical Society, Levi Strauss & Co, Dolby Labs, San Francisco Ballet, as well as collections at UC Berkeley. The business has also worked with national press including the Associated Press, PBS, and KGO TV.

Digital Revolution is trusted by many San Franciscans and prominent individuals. Past customers have included Robin Williams, Carlos Santana, Neil Young, The Grateful Dead, Nancy Pelosi, Chris Columbus, George Lucas, Phillip Kaufman, Brian Boitano, Shirley Temple Estate, Casey Kasem, Mark Zuckerberg, Joel Selvin, Ben Fong Torres, Dr. Dean Edell, Dan Ashley, Kate Kelly, Will Hearst, and others.

The South of Market neighborhood, within a block of Digital Revolution, has been the home of other media companies including Film Arts Foundation, Monaco Film Lab Video Services, Independent Lens PBS Documentary Film Organization, Frameline Film Festival, Premiere Pictures, Bay Area Video Coalition, Media Distributors, Mixonic and others, many of which are no longer here. Digital Revolution is carrying on that tradition in this neighborhood.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 2004.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. Digital Revolution qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Digital Revolution has operated continuously in San Francisco for 21 years.
- b. Digital Revolution is at risk of displacement due to rising costs.
- c. Digital Revolution has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- d. Digital Revolution is committed to maintaining the physical features and traditions that define the organization.

3. Is the business associated with a culturally significant art / craft / cuisine / tradition?

Yes. The business does specialized work in duplicating, digitizing and preserving a variety of materials, including audio and visual tapes as well as film and physical items. In doing so, the business plays a vital role in preserving history.

4. Is the business or its building associated with significant events, persons, and / or architecture?

Yes. Digital Revolution has helped to digitize the archives of the Grateful Dead, Carlos Santana, Robin Williams, Neil Young, Nancy Pelosi, Chris Columbus, George Lucas, Phillip Kaufman, Brian Boitano, Shirley Temple Estate,

Casey Kasem, Mark Zuckerberg, Joel Selvin, Ben Fong Torres, Dr. Dean Edell, Dan Ashley, Kate Kelly, Will Hearst, and many others.

The Planning Department Historic Resource Status of the building at 234 9th Street is "A - Historic Resource Present." The building appears eligible for the National Register as a contributor to the National Register-eligible Western SOMA Light Industrial and Residential Historic District per the South of Market Area Historic Resource Survey in 2011. The building was designed by James H. Hjul and is significant for its architectural design.

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

No.

6. Is the business mentioned in a local historic context statement?

Yes, the property is listed in the adopted South of Market Area Historic Context Statement as a property designed by James H. Hjul.

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. There have been a number of features and articles on the store, including in the *San Francisco Chronicle*, and the *San Francisco Business Times*. The owner, Paul Grippaldi, writes about projects undertaken by Digital Revolution in the Society of California Archivists newsletter.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 234 9th Street (August 2023 – Present)

Previous (No Longer Extant) Locations:

- 1015 Battery Street (July 2004- September 2006)
- 603 Battery Street (October 2006- March 2012)
- 1050 Sansome Street (April 2012-May 2014)
- 950 Battery Street (June 2014-July 2019)
- 69 Green Street (August 2019-July 2022)
- 300 Brannan Street (August 2022-July 2023)

Recommended by Applicant

- Digitizing legacy media
- Specialized equipment to duplicate and digitize a variety of audio and visual material

Additional Recommended by Staff

- The business is located within a building which appears eligible for the National Register as a contributor to the Western SOMA Light Industrial and Residential Historic District.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION

HEARING DATE: January 7, 2026

Filing Date: December 10, 2025
Case No.: 2025-011644LBR
Business Name: Digital Revolution
Business Address: 234 09TH ST
Zoning: RCD (REGIONAL COMMERCIAL) Zoning District
55-X Height and Bulk District
Cultural District: SOMA Pilipinas Cultural District
Leather & LGBTQ Cultural District
Block/Lot: 3518/004
Applicant: Paul Grippaldi
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Elina Juvonen – (628) 652-7381
Elina.Juvonen@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE
LEGACY BUSINESS REGISTRY NOMINATION FOR DIGITAL REVOLUTION CURRENTLY LOCATED AT 234
09TH ST, BLOCK /LOT 3518/004.**

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business is at risk of displacement due to rising costs; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 7, 2026, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Digital Revolution qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, is at risk of displacement, and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Digital Revolution.

Location(s):

Current Locations:

- 234 09th Street (2023-present)

Physical Features or Traditions that Define the Business:

- Digitizing legacy media
- The business is located within a building which appears eligible for the National Register as a contributor to the Western SOMA Light Industrial and Residential Historic District.

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business January 7, 2026.

Jonas P. Ionin
Commission Secretary

AYES:

Resolution **XXXXXX**
January 7, 2026

Case No. Error! Unknown document property name.
234 09TH ST

NOES:
ABSENT:
ADOPTED: January 7, 2026