



## Legacy Business Registry

# Application Review Sheet

*Application Number:*

LBR-2025-26-025

*Business Name:*

Incredible Adventures

*Business Address:*

755 Pennsylvania Ave.

*District:*

District 10

*Applicant:*

Jordan Freese, General Manager

*Nomination Date:*

January 16, 2026

*Nominated By:*

Supervisor Shamann Walton

**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 \_\_\_\_\_  No

10 Hallam St. from 1993 to 1995 (2 years)  
4138 California St. from 1995 to 1997 (2 years)  
1494 Kirkham St. from 1997 to 1998 (1 year)  
770–772 Treat Ave. from 1998 to 2000 (2 years)  
35 Brosnan St. from 2000 to 2002 (2 years)  
3404 Balboa St. from 2002 to 2002 (less than 1 year)  
350 Townsend St. from 2002 to 2004 (2 years)  
521 8th St. from 2004 to 2008 (4 years)  
1112 Howard St. from 2008 to 2010 (2 years)  
765 Pennsylvania Ave. from 2010 to 2014 (4 years)  
2095 Jerrold Ave. from 2014 to 2018 (4 years)  
765 Pennsylvania Ave. from 2019 to Present (7 years)  
755 Pennsylvania Ave. from 2022 to Present (4 years)

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

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?

Yes \_\_\_\_\_  No

**FEATURES OR TRADITIONS:** Travel agency

**NOTES:** NA

**DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION:** January 21, 2026

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  
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Member, Board of Supervisors  
District 10



City and County of San Francisco

## SHAMANN WALTON

華頌善

January 16, 2026

Office of Small Business  
Attn: Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

Incredible Adventures  
Attn: Jordan Freese  
765 Pennsylvania Avenue  
San Francisco, CA 94107

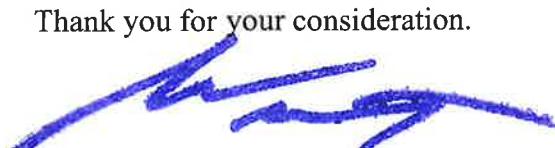
Re: Legacy Business Nomination for Incredible Adventures

To Whom It May Concern:

I am writing to express my support for Jordan Freese's application to recognize Incredible Adventures as a Legacy Business.

San Francisco has always been a city that embraces community and the entrepreneurial spirit of its citizens. Founded in 1993, Incredible Adventures is a family-owned company that has a long contributed to San Francisco's tourism industry by providing small-group tours to iconic destinations such as Muir Woods, Napa and Sonoma Counties and Yosemite National Park. Serving both domestic and international visitors, the business had helped shape how countless travelers experience the Bay Area's natural beauty and cultural significance. With deep roots in the Dogpatch neighborhood over the past decade and active participation in the local business community, Incredible Adventures exemplifies the longevity, community connection, and economic impact that define a San Francisco legacy business.

Thank you for your consideration.

  
Supervisor Shamann Walton, District 10



# Legacy Business Registry Application



## Business Information

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**Business name:** Incredible Adventures

**Business owner name(s):** Jolie Ginsburg and Brian Deninger

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

**Current business address:** 755 Pennsylvania Ave., San Francisco, CA 94107

**Business phone number:** 415-642-7378

**Business email:** info@incadventures.com

**Mailing address (if different than above):** 765 Pennsylvania Ave., San Francisco, CA 94107

**Website:** www.incadventures.com

**Link to social media:** www.facebook.com/IncredibleAdventures

**Link to social media #2:** www.instagram.com/incadventures

**7-digit San Francisco Business Account Number (BAN):** 0349394

## Contact Person Information

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**Contact person name:** Jordan Freese

**Contact person title:** General Manager

**Contact phone number:** 415-642-7378

**Contact email:** gm@incadventures.com

## Business Locations

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Address	Zip Code	From	To
10 Hallam St.	94103	1993	1995
4138 California St.	94118	1995	1997
1494 Kirkham St.	94122	1997	1998
770–772 Treat Ave.	94110	1998	2000
35 Brosnan St.	94103	2000	2002
3404 Balboa St.	94121	2002	2002
350 Townsend St.	94107	2002	2004
521 8th St.	94103	2004	2008
1112 Howard St.	94103	2008	2010
765 Pennsylvania Ave.	94107	2010	2014
2095 Jerrold Ave.	94124	2014	2018
765 Pennsylvania Ave.	94107	2019	Present
755 Pennsylvania Ave.	94107	2022	Present

## 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: Jolie Ginsburg

Signature:



Date: 2/13/25

# Incredible Adventures

## Written Historical Narrative

### Introduction

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

Incredible Adventures is a family-owned business that specializes in providing small group tours from San Francisco to various destinations within the greater Bay Area, including iconic locations like the Sierra Nevada mountains and Yosemite National Park. In addition to their guided tours, the company offers Destination Management Company (DMC) services across North America, helping organize and coordinate events, tours, and travel experiences for clients. Their focus is on delivering personalized, intimate experiences that highlight the natural beauty and unique attractions of the regions they serve.

#### **b. Describe whom the business serves.**

Incredible Adventures serves a diverse clientele, both international and domestic, seeking to explore some of California's most iconic destinations. Their primary customers are individuals and groups looking to visit Muir Woods, Sonoma and Napa Counties, Yosemite National Park, and other scenic locales. The company's offerings appeal to a wide demographic, with customers typically ranging in age from 30 to 60 years old. The majority of their clients come from the United States, the United Kingdom, Australia, Mexico, and Canada, all eager to experience the beauty of the San Francisco Bay Area and beyond. Incredible Adventures has been a key player in one of San Francisco's most important industries since 1993.

Having established roots in the Dogpatch neighborhood for the past decade, Incredible Adventures recently became a member of the Dogpatch Business Association, further cementing its local presence and connection to the community.

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

Biofuel-powered adventure travel.

### **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.**

Incredible Adventures was founded in 1993 by David Reilly, who launched the company with two three-night camping excursions to Yosemite each week from San Francisco. Every Sunday afternoon, David picked up groups near Union Square and spent several days guiding them through camping, hiking, and sightseeing. He returned each group on Wednesday afternoon—

only to begin again with a new group the same day—continuing this rhythm throughout the May–October season. On Saturday nights between trips, David stayed at The Globe Hostel at 10 Hallam Street in SoMa, which also handled trip reservations while he was in the field.

In 1995, David brought on a co-owner, Anthony Grealy, and the pair operated Incredible Adventures out of their apartment at 4138 California Street at 4th Avenue.

Two years later, in 1997, they moved the business to 1494 Kirkham Street in the Sunset, where Anthony expanded the company's offerings to include year-round Yosemite day trips running three days a week.

In 1998, David and Anthony purchased 770–772 Treat Avenue in the Mission District and operated the business from that location until 2000.

The following year, in 1999, David bought out Anthony's share of the business so Anthony could focus on refurbishing the building.

By the summer of 2000, Jolie Ginsburg and Brian Deninger joined the company—Jolie as a guide—and both soon took over ownership that same season. During this period, Incredible Adventures operated from the new owners' apartment at 35 Brosnan Street in the Mission District, where it remained until 2002.

In 2002, the business expanded again, becoming the first company to offer a combined Muir Woods and Wine Country one-day tour. That year, the business moved to 3404 Balboa Street for the summer season, followed by a relocation later in 2002 to 350 Townsend Street near the Caltrain station. At this time, Incredible Adventures also became the first tour company to operate entirely on 100% biodiesel, greatly reducing its environmental impact.

From 2004 to 2008, Incredible Adventures operated out of 521 8th Street, where it became a central hub for local biodiesel initiatives. During this time, the company hosted the San Francisco Biofuels Coop and supported several biodiesel-focused businesses. The involvement of Incredible Adventures and its owners played a key role in the establishment of Mayor Gavin Newsom's biodiesel initiative through the San Francisco Biodiesel Task Force, helping position San Francisco as one of the first cities in the world to develop progressive fuel policies for a more sustainable future. The owners were later featured in the documentary *Turning Diesel Green: The People Who Built California's Biodiesel Industry*.

Between 2008 and 2010, the company was based at 1112 Howard Street.

In May 2010, Jolie and Brian assumed ownership of Dogpatch Biofuels, then the only biodiesel station in San Francisco. Previously open just 35 hours per week, they expanded operations to 12 hours per day, seven days a week, and eventually to 24/7 access. That same month, they relocated Incredible Adventures to the Dogpatch Biofuels site at 765 Pennsylvania Avenue, finally gaining around-the-clock access to the biodiesel the company had already been using for nearly a decade.

The company continued to grow, moving to 2095 Jerrold Avenue from 2014 to 2018, then returning to share space with Dogpatch Biofuels at 765 Pennsylvania Avenue from 2019 to 2022. Since late 2022, Incredible Adventures has continued to use parking and storage space at 765 Pennsylvania Avenue, while primarily operating out of 755 Pennsylvania Avenue.

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

1993 to 1995:	David Reilly
1995 to 1999:	David Reilly; Anthony Grealy
1999 to 2000:	David Reilly
2000 to Present:	Jolie Ginsburg; Brian Deninger

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

Incredible Adventures closed from March to June 2020 due to the COVID-19 pandemic.

## **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.**

Incredible Adventures was built with the California lifestyle in mind—but it's the unique culture and energy of San Francisco that truly fuels them, shaping their business through vibrancy, progressivism, and adventurous spirit.

San Francisco isn't just a place—it's a lifestyle. It's where the buzz of urban culture meets the tranquility of natural beauty. It's a city where you can explore world-class art and cuisine in the morning and be hiking under redwoods or kayaking on the bay by afternoon. Their adventures are designed to reflect that balance—connecting locals and visitors alike to unforgettable outdoor experiences that are just a stone's throw from the city.

But their commitment to San Francisco goes beyond exploration—they've been pioneers in sustainability and clean transportation for years. As the founders of the San Francisco Biofuels Cooperative, Incredible Adventures helped lead the charge in moving the city away from petroleum-based fuels. Their co-op was the city's first-ever non-petroleum fuel advocacy group, playing a vital role in making alternative fuels accessible both to municipal fleets and to everyday San Franciscans.

Their commitment to sustainable travel is more than a mission—it's part of who they are. They've built their fleet and their operations around eco-conscious principles, and they continue to innovate in ways that support a greener future for travel.

They're also proud to play a role in shaping how the world sees San Francisco. The owner of Incredible Adventures has served on the San Francisco Travel marketing board, helping promote this incredible city as a global destination for culture, adventure, and sustainable living.

Whether it's through their innovative tours, their environmental leadership, or their deep roots in the community, Incredible Adventures is proud to be a reflection of the San Francisco spirit: curious, bold, and always forward-thinking.

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

Incredible Adventures is deeply tied to a significant environmental movement that helped shape sustainable transportation policy in San Francisco and beyond. In 2002, the company's owners co-founded the San Francisco Biofuels Cooperative, a grassroots organization that played a key role in promoting cleaner fuel alternatives. Their work led to the creation of the San Francisco Biodiesel Task Force by then-Mayor Gavin Newsom, marking a pivotal step in the city's shift from petroleum-based fuels to biodiesel. This initiative not only had a lasting impact on San Francisco's environmental policy, but also inspired similar efforts in other cities and states across the United States. The company's influential role in this movement is documented in the short film *Turning Diesel Green*, which highlights their leadership and long-term commitment to sustainable practices.

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

Incredible Adventures actively supports and uplifts the local community through a variety of initiatives. It partnered with Project Homeless Connect to provide hundreds of sleeping bags and pillows to individuals in need, ensuring warmth and comfort for those experiencing homelessness. In support of youth education and outdoor experiences, the company donated sleeping bags and camping gear to Starr King Elementary School's 5th grade camping program.

Additionally, the business played a role in strengthening community ties and supporting local enterprises by providing shuttle services for the South Side Beer Ride, connecting patrons with several breweries on San Francisco's south side. Further reflecting its dedication to sustainability and public well-being, the company supported the city's transition from petroleum-based fuels to biobased alternatives, contributing to a cleaner and more sustainable future.

The business also supports volunteering in the local community, and encourages all employees to do so quarterly. Typical outings include volunteering with the National Park Service in the Marin Headlands or Presidio, but also volunteering at the San Francisco-Marin Food Bank, which is located in the same neighborhood.

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

Incredible Adventures and its owners Jolie Ginsburg and Brian Deninger were featured in a documentary called [Turning Diesel Green: The People Who Built California's Biodiesel Industry](#). Additionally, Incredible Adventures has been featured in the Spring 2015 edition of Creative Living Magazine (*Happy Trails – The Joy of Traveling Outside Your Comfort Zone*), and several other publications in the Travel and Green Business industries.

- [San Francisco Tour Company Switches to Biodiesel](#)  
ConsumerAffairs.Com  
February 7, 2006
- [Tour Company Turns Biofuels into a Business Advantage](#)  
Work Truck Online  
September 6, 2018
- [REG Ultra Clean Diesel powers Incredible Adventures fleet](#)  
Biodiesel Magazine  
July 10, 2018

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

Incredible Adventures has received several San Francisco Green Business Awards. They also received the Clean Air Champion Award from East Bay Clean Cities.

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

If Incredible Adventures, and its sister company Dogpatch Biofuels, were to be sold, relocated, or shut down, the impact on the local community would be substantial in several key ways:

**1. Loss of the City's Only Non-Petroleum Biofuel Station**

Dogpatch Biofuels is the only biofuel station in the city, providing critical access to sustainable, non-petroleum fuel options. Its closure would leave San Francisco—particularly the Dogpatch neighborhood—without a local alternative energy source, forcing both individuals and businesses to rely more heavily on petroleum-based fuels. This move would represent a step backward for the city's environmental and sustainability goals.

**2. Employment Impact**

Between the two companies, roughly 35 employees would lose their jobs. These are not just numbers—these are individuals and families who depend on stable, local employment. The loss of these jobs would affect the local economy, especially if those roles are not easily replaceable due to their specialized nature in green transportation and renewable fuels.

**3. Harm to Local Green Initiatives and Business Ecosystem**

Both companies support not only retail customers but also fleet clients and construction projects that rely on access to non-petroleum fuels. Their closure would create a gap in the market for clean fuel alternatives, potentially stalling or complicating green infrastructure projects that align with San Francisco's climate goals.

**4. Disruption to Community Identity and Innovation**

Incredible Adventures and Dogpatch Biofuels are embedded in the identity of the Dogpatch neighborhood as pioneers in eco-conscious business practices. Their loss would weaken the innovative, sustainable character of the community, discouraging similar businesses from investing in the area.

**5. Reduced Access to Sustainable Transportation**

Incredible Adventures provides eco-tourism and green transportation options that are unique in the region. Without them, both locals and visitors would lose access to services that prioritize environmental responsibility, potentially increasing reliance on less sustainable alternatives.

**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.**

Incredible Adventures is committed to promoting San Francisco as a premier international destination, showcasing its culture and lifestyle while supporting local employment.

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

The long-term vision is to continue operating the business as a San Francisco-based, family-owned company. Incredible Adventures is deeply committed to maintaining the legacy, values, and community ties that have shaped the business over the years. Looking ahead, they are also exploring opportunities for key employees to have an ownership stake in the company. This approach not only supports continuity but also aligns their team's long-term interests with the ongoing success of the business.

**d. What challenges is the business facing today?**

Current Business Challenges:

**1. Employee Housing**

The business is struggling to secure affordable housing options for seasonal employees. The high cost and limited availability in the area continue to be a significant barrier to attracting and retaining talent during peak seasons.

**2. Perception of San Francisco**

Incredible Adventures is actively collaborating with local and state marketing agencies to address public misconceptions surrounding cleanliness and safety in San Francisco. These perceptions can impact tourism and general visitor interest.

**3. International Market Factors**

A large portion of visitors to San Francisco are international travelers, and we're currently facing several external challenges, including:

- Tariffs and shifting international sentiment toward the U.S.
- A strong U.S. dollar, which reduces the spending power of foreign visitors.

**4. Transportation & Parking Infrastructure**

Operating a fleet in San Francisco has become more difficult due to:

- A growing number of autonomous vehicle companies competing for limited infrastructure.
- Increased parking lease rates, driven by well-funded tech firms acquiring valuable real estate and parking spaces.

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**Legacy Business Program staff will add the following details:**

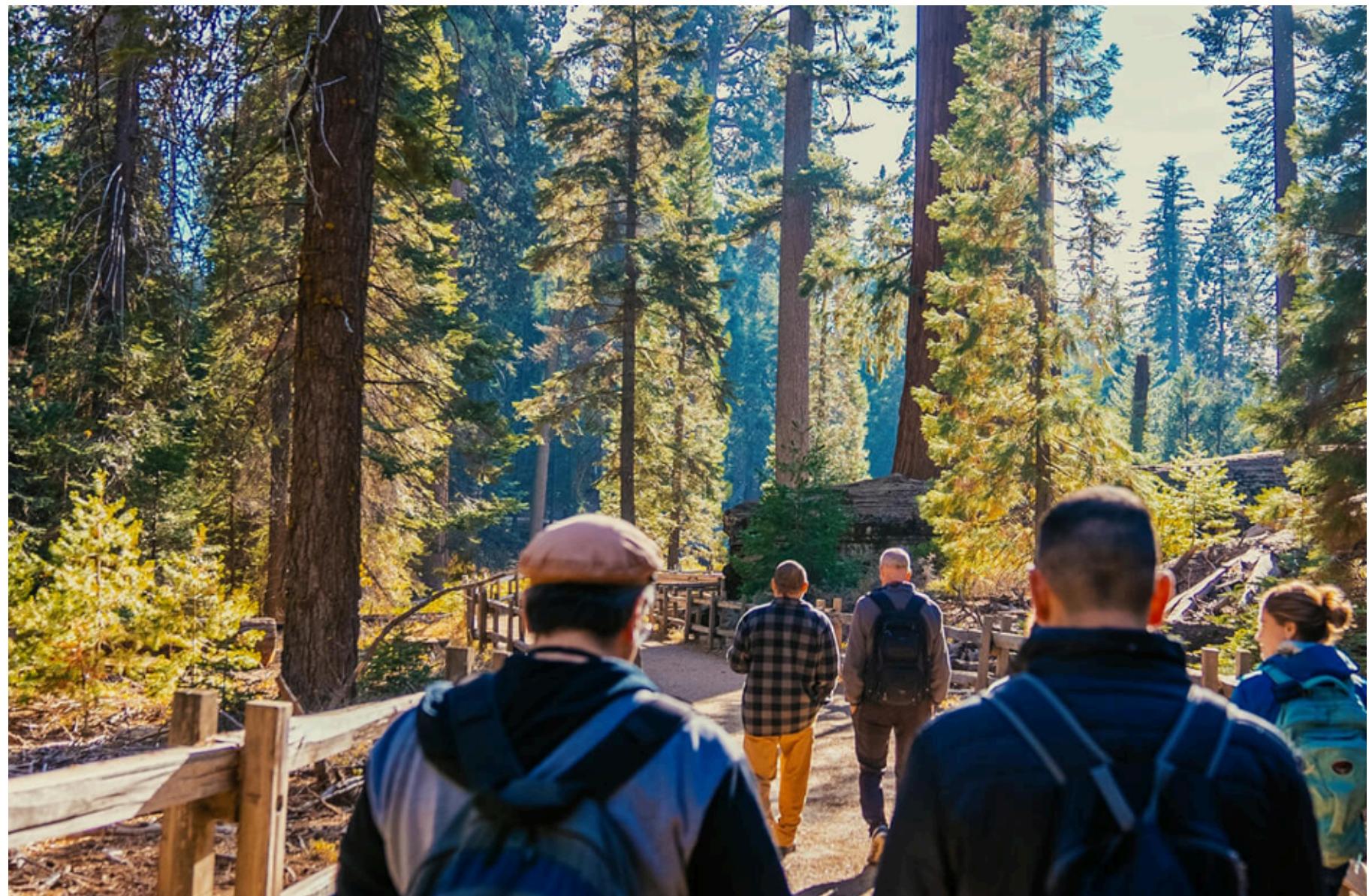
**a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.**

Eco-friendly tourism.

**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 755-765 Pennsylvania Avenue is "B - Unknown / Age Eligible."







## Tour Company Turns Biofuels into a Business Advantage

September 6, 2018 • Clayton Wong and Chris Brown



**Brian Deninger and Jolie Ginsburg (with family) fuel their tour fleet with renewable diesel from Dogpatch Biofuels from their home base in San Francisco. On the road for longer trips, fleet drivers try to source B20 biodiesel fuel as much as possible.**

*Photo courtesy of Incredible Adventures.*

A few years after Brian Deninger and Jolie Ginsburg took over tour company Incredible Adventures, they decided they didn't want to contribute to the smog problem in Yosemite National Park. So they purchased a couple of diesel Ford E-350 vans and filled up on

biodiesel as much as possible – though the [biodiesel market](#) in 2003 had little infrastructure and an inconsistent product.

Despite the growing pains as early adopters, “It was more important for us to be running as clean as we could than looking at the bottom line,” Deninger says.

Deepening their commitment to alternative fuels, the couple took over Dogpatch Biofuels in 2010, which allowed them to fuel their tour fleet at wholesale prices as well as sell to local fleets through its retail station in San Francisco.

Today, the tour company runs single and multiple day tours to national parks in the West using 26 Ford passenger vans running on biofuels – as much as possible – and recently switched to a renewable diesel blend for fueling and retail sales.

## Dollars and Sense

Buying a retail biodiesel station isn’t obviously in the cards for most fleets looking to go green. However, for those investigating biofuels that don’t have retail fueling near them, “I tell them to look at installing a tank in their yard,” Deninger says.

Dogpatch Biofuels came with an 8,000-gallon aboveground tank onsite, which serves the Incredible Adventures fleet and retail fleet customers. Dogpatch does bulk and “wet” (onsite) fueling for fleets, which can bring a fleet’s alt-fuel spend closer to the cost of petroleum diesel.

For Dogpatch’s retail customers, the per-gallon price of biodiesel generally fluctuates with petroleum diesel, from five cents below diesel pump prices to 15 cents above locally, Deninger says.

Dogpatch recently switched its supply agreement to Renewable Energy Group (REG), which produces a blend of 80% renewable diesel and 20% biodiesel.

Deninger and Ginsburg’s companies could take advantage of RIN (Renewable Identification Number) credits, which are generated and traded based on the production of renewable fuels. Deninger decided against playing the market for profit. “We’re too small and to manage them is too much,” he says.

## Spreading the Word

“Powered by biofuels” is inscribed on the tour company’s website, brochures, and vans, which leverages the sustainability message and generates positive word of mouth with

clientele. Tour guides are trained to communicate the green initiative and salespeople talk it up to potential overseas tour clients.

Deninger surveyed a recent tour in person: “Of the 20 people on the vehicle, about half knew prior to the trip that we use alternative fuels whenever we can,” he says. “The other half was pleasantly surprised and I think it made them feel good about their buying decision.”

The emphasis on reducing emissions has helped the company’s relationship with national parks and with bids for local municipalities, which sometimes hire Incredible Adventures for public works projects and tours.

*“We switched to renewable diesel to be as green as possible,” Deninger says.*

Deninger says the company has looked at electric vehicles, but the technology has yet to provide the range needed for tour operations. “That will come in time, but as far as the cost of (an electric) vehicle right now and the availability of the vehicle to do it, it’s just not in the market yet,” he says.

Unlike other alternative fuels and power, both biodiesel and renewable diesel don’t require an engine upgrade.



# Small Business Commission

Resolution No. \_\_\_\_\_

February 23, 2026

## INCREDIBLE ADVENTURES

*Application Number:* LBR-2025-26-025  
*Business Name:* Incredible Adventures  
*Business Address:* 755 Pennsylvania Ave.  
*District:* District 10  
*Applicant:* Jordan Freese, General Manager  
*Nomination Date:* January 16, 2026  
*Nominated By:* Supervisor Shamann Walton  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### **Adopting findings approving the Legacy Business Registry application for Incredible Adventures, currently located at 755 Pennsylvania Ave.**

**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 February 23, 2026, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**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](http://www.legacybusiness.org)



**BE IT RESOLVED**, that the Small Business Commission hereby includes Incredible Adventures 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 Incredible Adventures.



Physical features or traditions that define the business:

- Eco-friendly tourism.

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

- Travel agency.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 23, 2026.

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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  
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[www.legacybusiness.org](http://www.legacybusiness.org)





# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: February 18, 2026**

*Filing Date:* January 21, 2026  
*Case No.:* 2026-000626LBR  
*Business Name:* Incredible Adventures  
*Business Address:* 755 Pennsylvania Avenue (Primary Address)  
*Zoning:* PDR-1-G (Production, Distribution & Repair,– General) Zoning District  
40-X Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 4168/007  
*Applicant:* Jordan Freese  
755 Pennsylvania Avenue  
*Nominated By:* Supervisor Shamann Walton  
*Located In:* District 10  
*Staff Contact:* Will McCallum - 628-652-7338  
Will.Mccallum@sfgov.org

**RECOMMENDATION:** Adopt a Resolution to Recommend Approval

## Business Description

Incredible Adventures is a family-owned business that specializes in providing small group tours from San Francisco to various destinations within the greater Bay Area, including iconic locations like the Sierra Nevada mountains, Muir Woods, Sonoma and Napa Counties, and Yosemite National Park.

Incredible Adventures was founded in 1993 by David Reilly, who launched the company with two three-night camping excursions to Yosemite each week from San Francisco. On Saturday nights between trips, David stayed at The Globe Hostel at 10 Hallam Street in SoMa, which also handled trip reservations while he was in the field. Between 1995 and 2022 the business operated out of many locations including 4138 California Street, 1494 Kirkham Street, 770–772 Treat Avenue, 35 Brosnan Street, 3404 Balboa Street, 350 Townsend Street, 521 8th Street, 1112 Howard Street, 765 Pennsylvania Avenue, and 2095 Jerrold Avenue. In 2022 the business finally relocated to 755 Pennsylvania Avenue where it currently operates today while still using 765 Pennsylvania Avenue for parking and storage.

Incredible Adventures became the first tour company to operate entirely on 100% biodiesel. As the founders of the San Francisco Biofuels Cooperative, Incredible Adventures helped lead the charge in moving the city away from petroleum-based fuels. Their co-op was the city's first-ever non-petroleum fuel advocacy group, playing a vital role in making alternative fuels accessible both to municipal fleets and to everyday San Franciscans. They've built their fleet and their operations around eco-conscious principles, and they continue to innovate in ways that support a greener future for travel. Their work led to the creation of the San Francisco Biodiesel Task Force by then-Mayor Gavin Newsom, marking a pivotal step in the city's shift from petroleum-based fuels to biodiesel.

The business is also involved in community initiatives. It partnered with Project Homeless Connect to provide hundreds of sleeping bags and pillows to individuals in need, ensuring warmth and comfort for those experiencing homelessness. In support of youth education and outdoor experiences, the company donated sleeping bags and camping gear to Starr King Elementary School's 5th grade camping program. The company also volunteers with the National Park Service in the Marin Headlands or Presidio, but also volunteering at the San Francisco-Marin Food Bank, which is located in the same neighborhood.

The business has been mentioned in several publications including World Truck Online in 2018 and Biodiesel Magazine in 2018, as well as the documentary "Turning Diesel Green: The People Who Built California's Biodiesel Industry". Incredible Adventures has received several San Francisco Green Business Awards. They also received the Clean Air Champion Award from East Bay Clean Cities.

## Staff Analysis

### Review Criteria

**1. When was business founded?**

The business was founded in 1993.

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

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

- a. Incredible Adventures has operated continuously in San Francisco for 32 years.
- b. Incredible Adventures has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco.
- c. Incredible Adventures 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?**

No.

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

No.

**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?**

No, not as of the date of this Executive Summary.

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

Yes. The business has been mentioned in several publications including World Truck Online in 2018 and Biodiesel Magazine in 2018, as well as the documentary “Turning Diesel Green: The People Who Built California’s Biodiesel Industry”. Incredible Adventures has received several San Francisco Green Business Awards. They also received the Clean Air Champion Award from East Bay Clean Cities.

### **Racial and Social Equity Analysis**

On July 15, 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:

- 755 Pennsylvania Avenue (2022 – Present)
- 765 Pennsylvania Avenue (2019 – Present)

Previous (No Longer Extant) Locations:

- 10 Hallam St. (1993 – 1995)
- 4138 California St. (1995 – 1997)

- 1494 Kirkham St. (1997 – 1998)
- 770-772 Treat Ave. (1998 – 2000)
- 35 Brosnan St. (2000 – 2002)
- 3404 Balboa St. (2002 – 2002)
- 350 Townsend St. (2002 – 2004)
- 521 8th St. (2004 – 2008)
- 1112 Howard St. (2008 – 2010)
- 765 Pennsylvania Ave. (2010 – 2014)
- 2095 Jerrold Ave. (2014 – 2018)

**Recommended by Applicant**

- Eco-friendly tourism.

**Additional Recommended by Staff**

- None

**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 NO. ###

**HEARING DATE: February 18, 2026**

*Case No.:* 2026-000626LBR  
*Business Name:* Incredible Adventures  
*Business Address:* 755 Pennsylvania Avenue (Primary Address)  
*Zoning:* PDR-1-G – Production, Distribution & Repair – 1 - General Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 4168/007  
*Applicant:* Jordan Freese  
755 Pennsylvania Avenue  
*Nominated By:* Supervisor Shamann Walton  
*Located In:* District 10  
*Staff Contact:* Will McCallum - 628-652-7338  
[Will.Mccallum@sfgov.org](mailto:Will.Mccallum@sfgov.org)

## ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR INCREDIBLE ADVENTURES CURRENTLY LOCATED AT 755 PENNSYLVANIA AVE (PRIMARY ADDRESS), 4168/007; 765 PENNSYLVANIA AVENUE, 4168/007.

**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; 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 February 18, 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 Incredible Adventures qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years 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 Incredible Adventures.

*Location(s):*

Current Locations:

- 755 Pennsylvania Avenue (2022 – Present)
- 765 Pennsylvania Avenue (2019 – Present)

Previous (No Longer Extant) Locations:

- 10 Hallam St. (1993 – 1995)
- 4138 California St. (1995 – 1997)
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- 521 8th St. (2004 – 2008)
- 1112 Howard St. (2008 – 2010)
- 765 Pennsylvania Ave. (2010 – 2014)
- 2095 Jerrold Ave. (2014 – 2018)

*Physical Features or Traditions that Define the Business:*

- Eco-friendly tourism.

**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 on February 18, 2026.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: February 18, 2026