

## MISSION AND VISION

- Calle 24 Latino Cultural District’s **Mission** is to preserve, enhance and advocate for Latino cultural continuity, vitality, and community in San Francisco’s touchstone Latino Cultural District and the greater Mission community.
- Calle 24’s **Vision** is that the Latino Cultural District will be an economically vibrant community that is inclusive of diverse income households and businesses that together compassionately embrace the unique Latino heritages and cultures of 24th street and that celebrate Latino cultural events, foods, businesses, activities, art, and music.
- Calle 24’s **Council** serves as the Latino Cultural District’s Board of Directors.

## Calle 24 Membership Application

Name:		
Employer:	Email:	Phone:
Current address:		
City:	State:	ZIP Code:
<input type="checkbox"/> Own <input type="checkbox"/> Rent	How long?	
Do you SUPPORT the mission and vision of the Calle 24 Latino Cultural District? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Do you REFLECT Calle 24 constituencies? <input type="checkbox"/> Yes <input type="checkbox"/> No How?		
Have you been RECOGNIZED by the Calle 24 Council as having made an important historical contribution to the Latino Cultural District’s mission and vision? <input type="checkbox"/> Yes <input type="checkbox"/> No When and How? _____		
Will you ABIDE by Calle 24’s code of conduct and pay membership dues if required of all members? <input type="checkbox"/> Yes <input type="checkbox"/> No		
How do you PARTICIPATE in Calle 24 Latino Cultural District (one or more)?		How long?
<input type="checkbox"/> I own or manage a business, school, or nonprofit organization located in the Latino Cultural District. Which One? _____	<input type="checkbox"/> I live in the Latino Cultural District.	<input type="checkbox"/> I volunteer on one of the Calle 24 committees. Which One? _____
<input type="checkbox"/> I volunteer with one of the nonprofits located in the Latino Cultural District. Which One? _____	<input type="checkbox"/> I volunteer in event(s) held in the Latino Cultural District and endorsed by Calle 24, such as <input type="checkbox"/> Carnaval, <input type="checkbox"/> Cesar Chavez Holiday Commemoration, <input type="checkbox"/> Dia de Los Muertos, or <input type="checkbox"/> _____	Dated: _____ Signature: _____ Parent Signature: _____ (If under 18 years old)

Please return your completed application to: Calle 24 3250 24<sup>th</sup> Street, San Francisco, CA 94110

The Calle 24 Latino Cultural District’s richness of culture, history, and entrepreneurship is unrivaled. Located in San Francisco’s Mission District, with a highly concentrated Latino population, Calle 24 has the greatest number of Latino cultural landmarks, businesses, institutions, music, theater, festivals, and festival routes in the City. Its culturally diverse population has roots from across the Americas: 49% of the population self-identified as Latino in the 2012 Census, 38% identified as immigrants, and 16% identified as linguistically isolated. Chicano and Latino activism, arts, commerce and culture have centered in Calle 24 Latino Cultural District since the 1940s. Small and family-owned businesses along the Calle 24 corridor promote and preserve a living Latino culture. Visually distinct, around 400 murals adorn its buildings, most depicting the Latino experience. All these cultural assets now face rapid displacement. San Francisco’s Mayor and Board of Supervisors established the Latino Cultural District to preserve Calle 24 as the center of Latino culture and commerce in San Francisco, and as a special place for visitors and residents.



## CALLE 24

*Latino Cultural District of San Francisco*

Located at:  
 2958 24<sup>th</sup> Street  
 San Francisco, CA 94110  
[www.calle24sf.org](http://www.calle24sf.org)

# Calle 24's Programs

## LAND USE, DESIGN & HOUSING

- Creating a Special Use District (“SUD”) in and/or around the San Francisco Latino Cultural District (the “District”) that establishes height limits and design guidelines that preserve the unique character of the District, and helping to operate the SUD once established.
- Educating about and advocating for genuinely affordable and low-income housing and related infrastructure in the District, including promoting education about financial literacy, home ownership, and tenants’ rights.
- Engaging in activism and advocacy to ensure that new development in San Francisco’s Mission District responds to and reflects the traditions and cultures in the Latino Cultural District.

## ECONOMIC VITALITY

- Providing technical and lease education, training and assistance for small business in the District.
- Attracting and retaining culturally relevant businesses
- Developing a neighborhood-based communications infrastructure, and promotion of the District through traditional and social media

## CULTURAL ASSETS & ARTS

- Promoting, participating in, and supporting traditional culture-critical community events, such as Carnaval, Dia de Los Muertos, and the Chavez Holiday Commemoration.
- Identifying and preserving cultural assets that exist in the District.
- Designing, sourcing and installing corridor monuments, arts projects, a walk of fame, light pole signs, and the like, in collaboration with the Economic Vitality Program.
- Fostering collaboration among Latino Cultural District arts organizations.



Latino Cultural District Ribbon Cutting Photo © Brooke Oliver

## QUALITY OF LIFE PROGRAM

- Fostering neighborhood safety in a culturally sensitive manner that includes respect for all people, including the homeless.
- Abating graffiti in a culturally sensitive manner that fosters spray can art and murals.
- Preserving street parking, public transit, and walking options.
- Organizing community forums from time-to-time for more extensive public comment, such as community meetings, debates, town halls, and the like.

## Calle 24's Membership

To qualify as a voting member of Calle 24, you must:

- **PARTICIPATE** in Calle 24 by:
  - owning or managing a business, school, or nonprofit organization located in the Latino Cultural District, **or**
  - living in the Latino Cultural District, **or**
  - volunteering on one of the Calle 24 committees, **or**
  - volunteering for one of the events held in the Latino Cultural District and endorsed by Calle 24, such as but not limited to Carnaval, Cesar Chavez Holiday Commemoration, or Dia de Los Muertos), **or**
  - volunteering with one of the nonprofits located in the Latino Cultural District; **and**
- **SUPPORT** the mission and vision of the Calle 24 Latino Cultural District; **and**
- **REFLECT** Calle 24 constituencies; **and**
- **ADHERE** to Calle 24's code of good conduct, when it is developed (none as of the date below); **and**
- **BE CURRENT** on membership dues, if any are in effect (none as of the date below); **or**
- **BE RECOGNIZED** by the Calle 24 Council as having made an important historical contribution to the Latino Cultural District's mission and vision.

October 22, 2015



Five Sacred Colors of Corn Mural  
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