



Market Street was a surging sea of people when the motorized cable car carrying Giants stars Pat Burrell and Aubrey Huff turned onto McAllister Street, heading for the victory stand in front of City Hall.

PHOTO BY LENNY LIMJOCO

World Series parade: A grand slam for mid-Market businesses — farmers get shut out

BY TOM CARTER

THE joyous, free-spending multitudes that lined the Giants' World Series victory parade route Nov. 3 were a blessing to convenience-food stores but a \$100,000 curse to the farmers' market at U.N. Plaza, where authorities aborted the working day and shut down scores of vendors, costing them their income that Wednesday.

Businesses around Seventh and Market streets told The Extra that sales spiked three or four times normal from an extra tens of thousands of people. But the Heart of the City Certified Farmers Market in U.N. Plaza, overseen by the Rec and Park Department, was belatedly closed, the city losing \$3,300 in vendor stall rentals.

A communication snafu led to Park Rangers and SFPD cops sending the market vendors packing at mid-morning, not quite two full days after the Giants clinched the Series over the Texas Rangers.

"Parks called and left a message for us Monday night after the (Series-clinching) game to close on Wednesday but we never got it," said John Hernandez, the market's assistant manager. "Then they called at 7, 8 and 9 on

Wednesday morning. But we were at the market, and not in the office."

Meanwhile, 67 vendors — one date farmer came from Death Valley — had arrived unaware, and struggled to set up their stalls amid the growing swarm of baseball fans.

"They (the authorities) came at 10:30 a.m. and kicked everybody out," Hernandez said. "It was a terrible day. The farmers lost \$100,000 — it's their livelihood — and the city lost \$3,300 in rental fees. I don't start collecting them until noon."

Four vendors remained at 1:30 p.m., Hernandez said. They were stranded, awaiting their vehicles that had been parked several blocks away. It took up to five hours, he said, for the trucks to inch back through the crowd while fans pounded victoriously on them. Trucks parked on Hyde Street suffered a different fate. Hernandez said 20 to 30 people climbed atop them to jump up and down in celebration. Angry farmers complained of dents they left.

Echoing a common reaction, Hernandez said the city should have staged the parade on Saturday.

Nearby, store managers, many unprepared for the onslaught, scrambled to meet a demand

they later equated to the annual business surge from the Pride Parade. But the rush from the World Series Parade started much earlier.

"We noticed it at 3 a.m.," said Teary Sang, behind the glass counter at the 24-hour Donut World at Seventh and Market, a short half-block off the parade route. "We didn't really plan ahead."

The shop ran out of doughnuts and ordered another delivery at 1:30 p.m. They sold out of sandwiches, too. The line was out the door. It took 20 minutes to get served. Sang and her brother and co-worker, Bunny Sang, said the crowd was pleasant and patient. "We ran out of hot dogs and bread, and then people didn't mind sandwiches on hot dog buns. They took anything. It was all day, nonstop. It didn't let up until 4 p.m."

Other store managers, all with long lines far outside the door, agreed on the crowd's department. At vulnerable stores, shoplifting was light. Ming Tsan, who owns the California Bakery on McAllister and Charles J. Brenham Street, said he was helpless to stop people from grabbing Red Bulls out of the standup cooler next to the door and fading back into the crowd. He lost a case of drinks, he said. Another downside to the biggest day of his

one-year ownership, he said, were people "with no place to go," peeing outside on the sidewalk. Up the street at 136 McAllister, Tony, the mom and pop deli and liquor store's employee, said he lost a few bottles of champagne and rum.

"Certain people take advantage of situations," Tony said. "You try your best but some things are beyond your reach. The cops didn't have time for us. But it was a good crowd, families and kids wanting candy and sandwiches. Everybody was happy."

Most of the nine establishments The Extra visited reported business up at least triple normal. More than half of them said it was a bigger payday than the Pride Parade.

Joe Dunphy, owner of Celtic Coffee Company next door to the mom and pop, who the week before had celebrated 1,000 days in his new business at 138 McAllister, got hit so hard by the World Series windfall that he ran out of everything and closed 3½ hours early.

"I wasn't prepared for this," Dunphy said at his coffeehouse haunt frequented by Hastings Law School students who had the day off. He had stocked more than double the normal supplies. "We ran out of everything and I closed at 2:30, exhausted."

He and another employee had opened at 6 a.m., serving a few regulars. But by 7 a.m., 15 people were waiting. Fifteen minutes later it was nearly 50. "I hadn't anticipated this. I didn't have two more employees coming in until 9."

He sold all 150 bagels by 10 a.m., sandwiches by 11. At one point, Dunphy said, he had had 16 bagels lined up and nobody could remember what was to go on them. The line was well out the door and the wait for orders was up to 20 minutes.

"We made three times our usual number of omelettes by 11, then we closed the doors — it was getting out of control."

They made more sandwiches between 11 and 12, reopened, but closed for good 2½ hours later, out of just about everything.

Dunphy said it makes up for the typically slow November and December, when Hastings students, who make up 30% of his business, are mostly out of town.

The sales at Carl's Jr. on U.N. Plaza also did three times usual business and needed a special delivery of burgers to serve a line that stretched out the door and across the plaza to the underground BART entrance. Carl's sold 1,100 of the 2-for-\$5 special Western Bacon Cheeseburgers, according to

Manager Mohammed Safdar.

His crowds started around 7 a.m. and ended at 5 p.m. It "was almost my biggest day" in 10 years of managing Carl's, Safdar said, topped only by the Pride Parade. "And it was almost too much work."

But what business the crush delivered with one hand, it took away with the other. There was no way Galaxy Pizza, a block away on Golden Gate Avenue, could deliver.

"We opened at 11 a.m. and had no deliveries," said owner Abbas Alshadud. "Our driver couldn't get out of here." The gridlock caused by the thick crowd, reportedly 50 people deep at some parade points, knocked out what is usually 30% of his business. Even so, business was "two to three times" a regular day's receipts by the time Alshadud closed four hours early at 8 p.m. because the restaurant had run out of cheese. He hadn't had time to break away and buy more.

Exuberant Eric Man, the 20-year owner-manager of EM's Place at 154 McAllister, said it best. Speaking for his store-managing colleagues about Giants fans on their historic parade day: "I love them all because they give me the green stuff, the money," Man said, smiling. "I wish every day was like this." ■

Below: Teary Sang's doughnuts sold like hotcakes starting at 3 a.m. and she had to order more.

Below: The Celtic Coffee Company's Joe Dunphy was bought out and worn out, and closed early.

Center: Ming Tsan's pastry sales more than made up for his sodas getting ripped off.

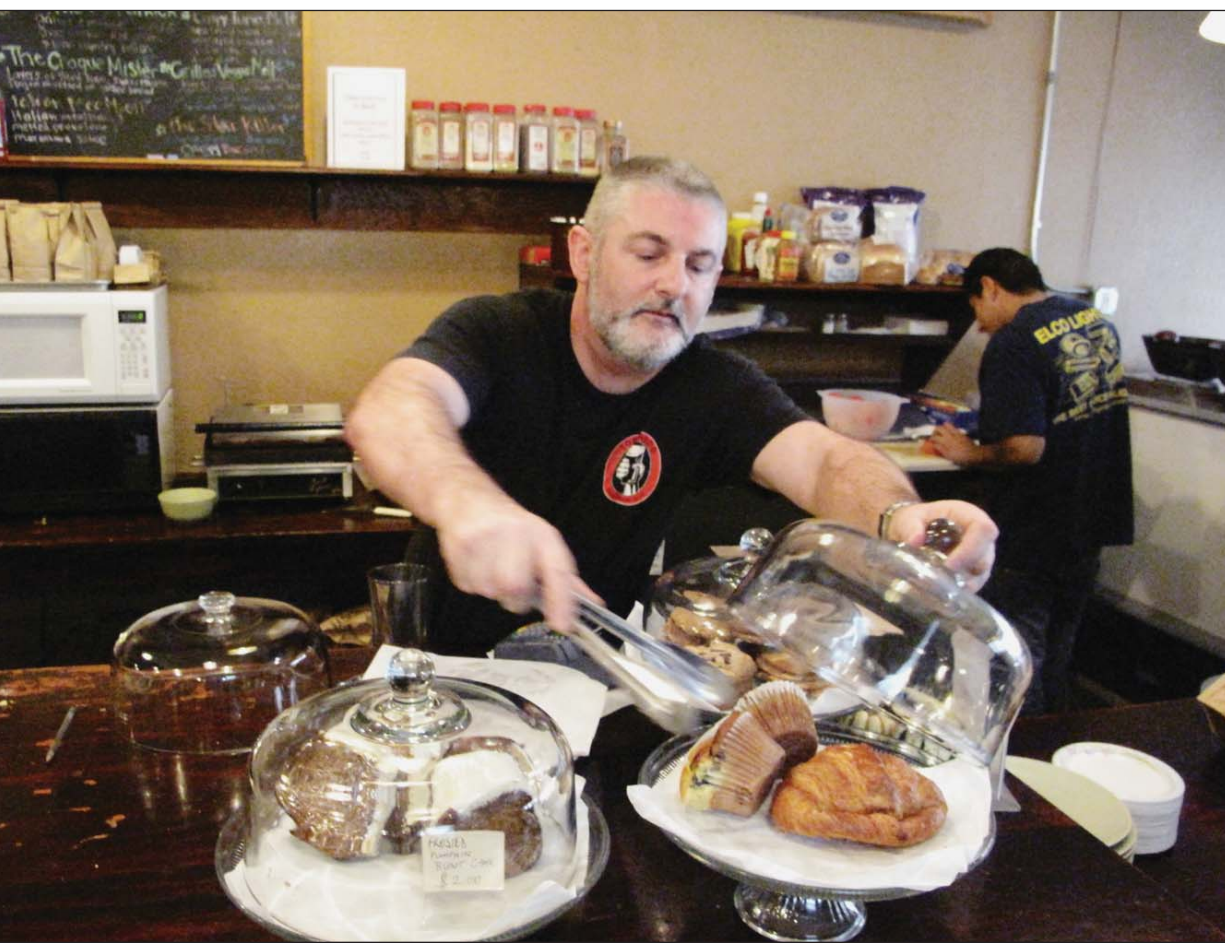


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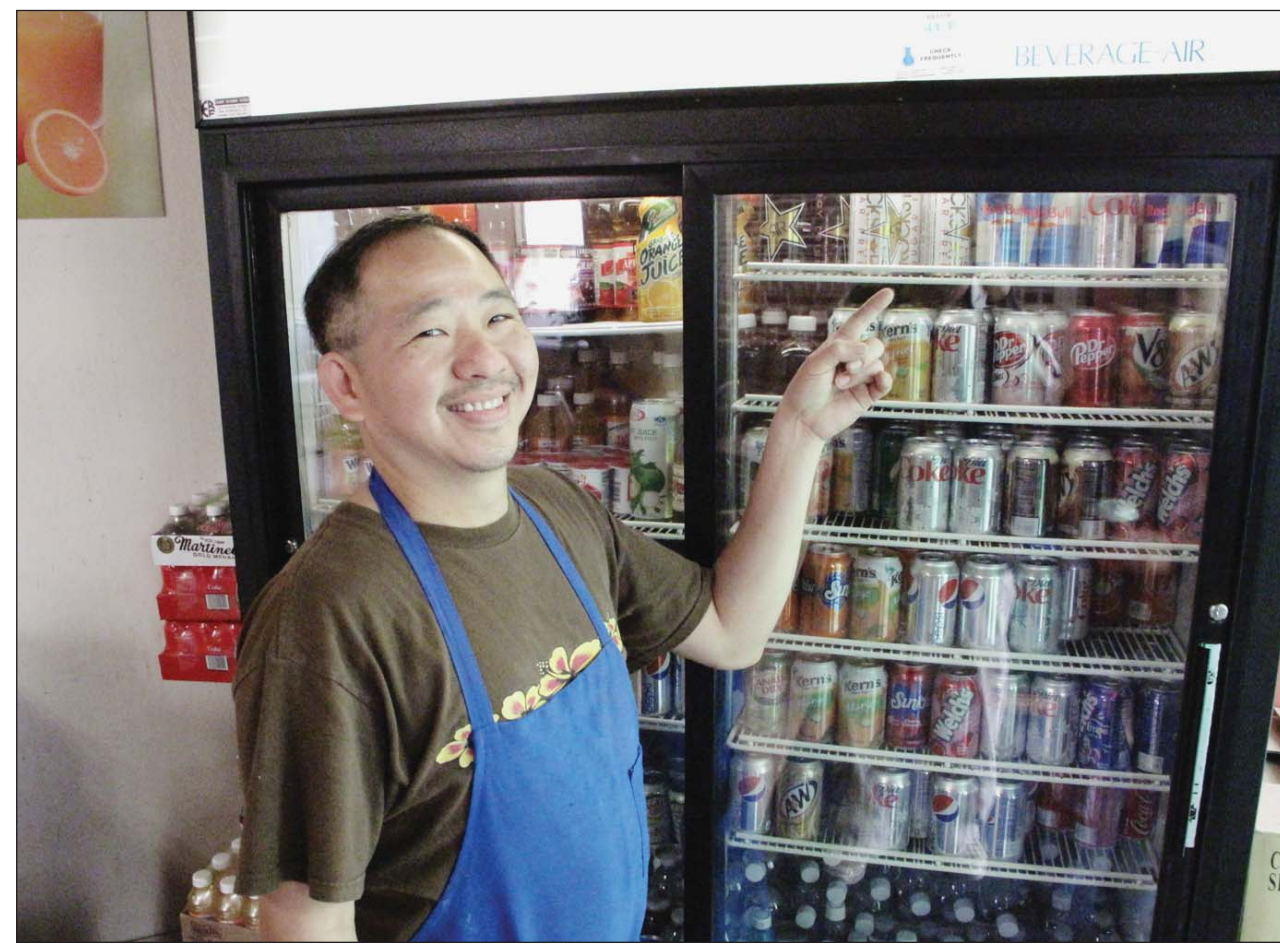


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