

MID-MARKET PART III



Artist Joseph Sierra poses with the mural he painted in the lobby of the San Cristina, the nonprofit SRO on Market Street where he lives.

Living on the Street

'There's a hipness about its slumminess'

84 AND HE WORKS 6 DAYS

Owner of mid-Market icon Kaplan's

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THE BEST MID-MARKET BUSINESS



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

Among our award-winning work this year was our mid-Market series, above; a story on the impact of the World Series parade, top right; an editorial cartoon on District 6 candidates, bottom right; and an analysis on the benefits of recycling restaurant grease, bottom left.

Extra wins 8 S.F. Peninsula Press Club awards

CENTRAL City Extra won eight awards in the San Francisco Peninsula Press Club's annual media contest.

The awards, all in the nondaily newspaper category, include third place for General Excellence. This puts us in the company of such multimillion-dollar private enterprises as the Bay Guardian (first place) and San Francisco Business Times (second place).

"We appreciate the peer recognition of The Extra's professionalism," said Extra Editor and Publisher Geoff Link after the May 21 awards ceremony in Foster City. "As a nonprofit neighborhood newspaper, we publish eight pages monthly. The Guardian and Business Times are citywide weeklies and 10 times our size. That says the judges recognized The Extra's quality as a journalistic effort."

The Extra's three-part series by Marjorie Beggs, Jonathan Newman and Geoff Link on the mid-Market plight — published months before the dailies recognized the problems — took top honors in the Series category, and we notched six additional awards in as many categories:

Second place: Tom Carter's Business story on the World Series parade's impact on mid-Market merchants; the October center spread by designer Lenny Limjoco of the 14 supervisorial candidates; and the Editorial Cartoon by former Chronicle artist Lance Jackson depicting six of the supervisorial candidates receiving public funds placed in the competition.

Third place: Besides General Excellence for the overall quality of The Extra, Carter won for his "Lunchtime for seniors," Feature of a

Light Nature on meals for the elderly in neighborhood programs that cost \$1.50 or less; "Home Sweet SRO," a Feature of a Serious Nature by Carter, Beggs and two S.F. State journalism students, Johan Vardup and Conor Gallagher, on residents who've lived in SROs for as long as 30 years; and "Tenderloin Gusher," Beggs' and Newman's Analysis of how recycling brown grease from neighborhood restaurants could be a potential biofuel source.

"A major factor contributing to The Extra's acclaim is the central city itself. We have an endless array of stories to tell and plenty of interesting people to write about," Link said.

Last year, The Extra received five awards from the San Francisco Peninsula Press Club: two first place and three second-place honors.

CBD ponders putting porta-potties on the street at \$5,000 per month

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Way Committee member, said at a May 12 meeting the project should continue "given its success," though conceding that the average \$5.36 cost per person per visit was "a little pricey."

After the May 16 board meeting, CBD President and Rescue Mission staffer Clint Ladine called the toilet experiment results disappointing.

"They were a little bit low," Ladine said. "I would have guessed they would be higher."

Part of the problem, he surmised, could have been lack of promotion. "There was virtually no marketing," one committee member said, not even a sign in the Rescue Mission window.

The committee favored more promotion, either by the CBD, the mission or both. Hicks wondered how many visits the toilet could handle. CBD Acting Director Dina

Hilliard said the six-month budget should be supplemented by up to \$300 for plumbing costs, "once or twice."

For lack of a quorum at the May 16 board meeting, the committee's recommendation to extend the project, an action item, was put over until June 20, when the porta-potties will be discussed.

The committee suggested renting two for the neighborhood at \$480 a month for three months and hiring a supervisor at \$20 an hour to monitor both. Hilliard said the facilities should be open every day, noon to 8 p.m. The monthly cost would exceed \$5,000.

"We need to hear from the board on this," Hilliard said. "It's pretty controversial. Some people aren't sure if porta-potties are the way to deal with the problem. And I anticipate a backlash. Who's going to want a porta-potty in front of their property?"



Central City Extra San Francisco Yellow Grease Tenderloin Gusher

TODCO logo and building images



The Knox and Bayanihan House SROs provided by the Tenants and Owners Development Corporation (TODCO), has an open wait list for low-income affordable housing.

If you are looking for a safe and comfortable place to call HOME surrounded by compassionate residents and a caring staff, The Knox and Bayanihan House are designed with you in mind.

All of our rooms have a two-burner stove, refrigerator, single or full sized bed with a closet, along with outstanding amenities in each building. The income limits for these affordable properties are as follows:

Maximum / Minimum Income Limit

Table with 2 columns: Location (Knox/Bayanihan) and Income Limit (1 person/2 person)

For more information or to pick up an application for The Knox and Bayanihan House, please stop by the lobby of the TODCO Marketing Office located at 241 - 6th Street in San Francisco.

If you have a disability that prevents you from fully participating in this process please call (415) 957-0227.



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