

Maybe next year, Sunday Streets tells the Tenderloin

Zendesk offers to help make it happen in 2013

BY TOM CARTER

SUNDAY STREETS isn't happening in the Tenderloin this year because the 2011 event was a bust — costly, poorly attended with meager community support, problems organizers felt they couldn't overcome in time to stage another.

But they are willing to give the TL a second chance in 2013 — if stakeholders pitch in to make it a big deal. Sunday Streets takes a village, they say, and that hopefully will include the new techies on the block. Already, with serious event planning months away, Zendesk has shown interest, after being contacted by The Extra. It was the first tech company to move to Market Street, at Sixth, and the first to draft and sign a Community Benefits Agreement with the city.

"We are always interested in hearing about new ways we can help

"We would be eager to ... learn the different ways we might support it."

Tiffany Apczynski
ZENDESK

in the revitalization of this neighborhood," Tiffany Apczynski, Community Relations manager, said in an email. "We would be eager to hear about Sunday Streets in 2013 and learn about the different ways we might support it."

Zendesk, a cloud-based customer service software company with 100 employees, signed its agreement in February, capitalizing on the payroll tax exclusion benefit, an incentive of Mayor Ed Lee's initiatives to revitalize mid-Market, and moved into 989 Market St. It intends to add 96 employees this year and agreed to return 30% of its tax benefit to the community.

Twitter and Zoosk, two other techies new to Market Street, did not respond to repeated requests for comment.

A major complication in the Tenderloin last year for the popular Sunday event was the neighborhood's maze of Muni lines.

Sunday Streets ropes off a long area and bans motorized traffic to allow fun and games. But last year the staff and its local advisers struggled to find a course for the Tenderloin. Unlike other neighborhoods, the TL is choked with bus lines and many streets are one-way, so back-and-forth bus routes need two streets, complicating closures.

"We try not to reroute more than two routes," said Sunday Streets organizer Susan King at a community meeting to explain why the event was dropped this year and to find a road to recover. "And every possibility needs to be considered. We

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NO. 124

PUBLISHED BY THE
SAN FRANCISCO
STUDY CENTER

JULY
2012

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AIR YEEZY II



PHOTO BY JONATHAN NEWMAN

The line forms on a Monday at Shiekh Shoes on Market Street, and about 30 young hopefuls keep a round-the-clock vigil to buy Kanye West's sneaker sequel as it premieres.

IT'S A SHOE-IN AT SHIEKH

Grueling 6 days, nights in line, waiting to buy a pair of sneakers

BY JONATHAN NEWMAN

URBAN ADVENTURERS seek all types of thrills, but camping on Market Street's bleakest stretch for six days and nights may qualify as the edgiest.

Without benefit of tech tax breaks, venture capital millions or the blessing of the city's Central Market economic strategists, 30 or so young entrepreneurs roosted in a line of tents and folding chairs for the better part of a week outside Shiekh Shoes on Market Street next door to the back-from-bankruptcy CityPlace project.

Each budding businessman was hoping to score a pair of Air Yeezy II, the latest Nike sneaker designed by rapper Kanye West, a sequel to his successful 2009 debut creation. Scheduled for limited retail release at a suggested price of \$245, the resale profit for a pair seemed limitless, at least in the dreams of the street campers.

For Anthony Huges, Jordell Bevineau and Ikem Ezekwo, three teenage friends from Oakland, no sacrifice of personal comfort was too great in pursuit of the nifty high tops styled in gray, black, red and pink with neon green soles. They had a solid business plan.

Working as a team to hold places six through eight in the ragtag line of hopeful buyers, the trio knew it would be a long grind. Starting Monday, June 4, they traded shifts with two staying a 24-hour cycle, one returning home to sleep. They anticipated cold and lonely nights. What they hadn't quite gauged was the predawn ferocity of some of the neighborhood denizens' activities.

"You got some mentally ill people in this town," Jordell said one mid-morning after a night of threats and harassments passers-by shouted at the friends. "One guy bragged he was a 5150, he didn't care what he did to us," Anthony said, referring to the state Welfare and Institutions Code section authorizing a psychiatric hold on someone charged with a crime. "He looked more like

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The Air Yeezy II Nike sneaker designed by rapper Kanye West, a limited-edition shoe.