

Tenderloin Marketing Campaign Unveiled

'The Spirit of SF Starts Here' Campaign Invites SF Bay Area Residents and Visitors to Tenderloin Businesses and Culture

SAN FRANCISCO, CALIFORNIA, USA, April 13, 2023 /EINPresswire.com/ -- A collaborative of Tenderloin small business stakeholders, convened by the Tenderloin Community Benefit District (TLCBD), today unveiled a marketing campaign, called 'The Spirit of SF Starts Here,' to promote small

businesses and cultural offerings in the Tenderloin. Through a newly developed, curated online directory at [VisitTenderloin.com](https://www.visitTenderloin.com), the campaign will connect people to the food, culture, music, live performances, art, and history that can only be discovered in the Tenderloin.

"The Tenderloin is one of the most culturally rich communities in San Francisco – it's the whole world in a neighborhood," said Lorraine Lewis, project lead for the marketing campaign. "The new marketing campaign invites visitors, diners, and nightlife seekers to the Tenderloin – to experience its unique architecture, art, restaurants, cafes, theaters, and culture."

This campaign evolved from the convening of key Tenderloin stakeholders, including the TLCBD, New Community Leadership Foundation, the Tenderloin Merchants' Association, and Tenderloin Walking Tours. It was preceded by outreach to Tenderloin storefront businesses and a survey to gauge their needs and challenges related to the COVID-19 pandemic. Funded by the Office of Economic and Workforce Development, the campaign aims to bring customers and visitors to Tenderloin businesses through increased foot traffic from locals, neighbors, Bay Area adventurers, and tourists. The campaign includes an online directory, a printed walking guide to the district, social media, and outdoor banners.

"To really understand the Tenderloin, you have to understand its history," said Lewis. "For decades, the Tenderloin has been the place where immigrants and refugees – families, youth, children, workers, and business owners – found a gateway to the United States. They discovered a welcoming community where artists, workers, students, leaders, and entrepreneurs celebrate expression, resilience, and hope, and achieve dreams. As they built lives or new starts, each brought their own unique culture enriched by a diversity of cuisine from almost every continent

A graphic with a white background. At the top, the words "THE SPIRIT of SF" are written in a bold, red, sans-serif font. The word "of" is in a smaller, red, cursive font. Below this, the words "STARTS HERE" are written in a bold, red, sans-serif font. The word "HERE" is contained within a red, irregular shape that resembles a speech bubble or a stylized letter 'H'.

in the world. If you want to understand the Tenderloin, like the community does, you have to 'start here.'"

The inspiration for 'The Spirit of SF Starts Here' draws from research into unique aspects of the Tenderloin – its spirit of community, its authenticity as a historic San Francisco neighborhood, its ever-evolving story, and most importantly, the tenacity and enthusiasm with which small businesses and the community commit themselves to the neighborhood.

For more information on 'The Spirit of SF Starts Here,' go to VisitTenderloin.com or follow the campaign on social media at @TLCBD.

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