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TAG CONNECTION

FALL/WINTER 2023



DEAR TAG TEAM AND COLLEAGUES,

As we celebrate the holidays and enjoy time with family and friends, gratitude serves as an important reminder to those of us in a position to give back. This newsletter centers on The Allen Group's (TAG's) core value "Community" as we seek to help others and revitalize our local spaces.

TAG Core Values:

Diversity | Excellence | Growth | Community

The following list includes a selection of causes and organizations that align with The Allen Group's core values:

- 100% College Prep
- Mental Health Association of Alameda County
- Museum of African Diaspora (MoAD)
- NexGeneGirls
- Primary Care at Home, INC.

If you are interested in donating to any of the organizations or entities mentioned, please refer to the end of this newsletter.



In this edition, we spotlight our longstanding partner, the San Francisco International Airport, as we reflect on past projects and future work.

As discussed in our Spring/Summer 2023 newsletter, the African-American population in San Francisco has steadily decreased since the 1970s, resulting in a changing cultural landscape and an exodus of black businesses.

We continue this conversation by considering the important role of small- and minority-owned firms. Small businesses contribute to the local economy by supporting non-profits

and community-based organizations (CBOs) through financial investments and volunteerism. Shop small and local this holiday season (and all year round!) to lend your support.

We end this edition by welcoming new colleagues, highlighting employee successes, and sharing some notable events.

As always, thank you for all that you do, and let's stay connected! With respect and gratitude,

TAG THOUGHT LEADERSHIP

Race and Small Business

Schatzie Allen Jefferson, President, The Allen Group



ID 232408041 © Skypixel | Dreamstime.com

Small Businesses – Big Impact

It's easy to notice headlines about big corporations and their financial, social, and even political impact on everyday life. What you may not realize is that 99.9% of American businesses are small businesses.

According to the Small Business Administration (SBA), there are approximately 33 million small businesses – or businesses comprised of fewer than 500 employees – in the US. When it comes to the US's economic activity, small businesses are responsible for 44% of that activity.

Additionally, the SBA has determined that:

- Small businesses employ 61.7 million Americans, totaling 46.4% of private sector employees.
- From 1995 to 2021, small businesses created 17.3 million net new jobs, accounting for 62.7% of net jobs created since 1995.

- Small businesses pay 39.4% percent of private sector payroll.
- Small businesses generate 32.6% percent of known export value.

The positive social impacts of small business are numerous and long lasting. As shared in a Forbes article by Martin Rowinski:

Not only do small businesses provide more jobs, they also bring careers and opportunities. Successful small businesses put money back into their local community through paychecks and taxes, which can support the creation of new small businesses and improve local public services. No matter how small it starts—one, two, five, 10 employees—within that town, the city or the county, your small business creates new economies where once there was nothing.

Small businesses keep money filtering through local economies. American Express did a study in 2022 that concluded that “\$0.68 of every dollar spent at a small business in the U.S. stays in the local community and that every dollar spent at small businesses creates an additional \$0.48 in local business activity.”

In other words, shopping at small and local businesses is an easy way to give back to your community.

Support Women- and Minority-Owned Firms

There are so many qualified, capable African American and minority-owned firms. The Allen Group, LLC started in the engineering and construction industry as a consultant to disadvantaged, minority, and woman-owned business enterprises, providing training to help them participate successfully. Success requires skill, but also the right guidance.

Our founder, LaVerda O. Allen, co-authored the first U.S. Affirmative Action program calling for minority participation by craft; she co-founded the National Association of Minority Contractors and helped secure the passage of the San Francisco Woman- and Minority-Owned Business Ordinance.

Though small businesses make up the vast majority of commerce and industry in the US, the SBA reports that “Minority business ownership lags [behind] the minority share of the population”:

In 2019, 19.6% of employer firms were owned by minorities, totaling about 1.1 million firms. Of employer firms, 6.2% were Hispanic-owned, 2.4% were Black-owned, 10.4% were Asian-owned, 0.5% were American Indian or Alaska Native-owned, and 0.1% were Native Hawaiian or other Pacific Islander-owned.

Many companies are committed to driving national change to combat systemic racial inequality and injustice. Some women- and minority-owned firms need support breaking into industries and guidance on how to succeed; others would benefit from increased patronage to help spread the word about their products and services.

We each have the ability — and obligation — to advance change to create a better future for everyone. One way corporations can meaningfully contribute to the 2020 call for justice is to buy more goods and services from women- and minority-owned firms.

While this is a great practice to embrace all year round, you may consider getting started shopping small this holiday season to help make a difference in your community.

For sources referenced and examples of women- and Black-owned firms you can support, see the end of this newsletter.

TAG CLIENT SPOTLIGHT: SFO



SFO's New Air Traffic Control Tower (right)

Originally known as Mills Field Municipal Airport of San Francisco, the San Francisco International Airport (SFO) first opened nearly a hundred years ago in 1927. Today it remains one of the busiest airports in the US and continues to evolve to meet the needs of modern travelers by providing an exceptional guest experience.

SFO's new Strategic Plan for 2023 – 2028, aptly named: "Inspiring the Extraordinary" includes six far-reaching goals:

1. Empower a Culture of Safety and Security Excellence
2. Provide an Outstanding Guest Experience
3. Elevate SFO Pride with an Exceptional Employee Experience
4. Take Bold Climate Action
5. Ignite Business Innovation
6. Achieve Social Impact Through Partnerships

TAG has partnered with SFO on design and construction projects for more than 30 years, dating back to the Airport's Master Plan in the 1990s, which concluded with the opening of SFO's iconic International Terminal Building (ITB) in 2000.

The Allen Group has supported SFO on a variety of projects over the years, including the Airport's first progressive design-build project: the Terminal 3 to ITB Secure Connector, along with:

- Harvey Milk Terminal 1 Redevelopment Program
- Terminal 2/Boarding Area D Renovation
- The New Air Traffic Control Tower
- Long Term Parking Garage No. 2 (among others!)



SFO's Long Term Parking Garage No. 2

Overstreet Art and SFO

In addition to The Allen Group's long history of providing project and construction management services on Airport capital improvement programs, the brothers of TAG founder LaVerda Allen have also left a legacy at SFO.

LaVerda's youngest brother – Harry Overstreet, NOMA, AIA, and principal of Gerson/Overstreet Architects – served as the Architect of Record for the Boarding Area A (BAA) Project at SFO (1993 – 2000), even traveling to Greece to select the marble used in the project. The 350,000-square-foot

project gained notice and was featured on the cover of Engineering News-Record in 1998.

Gerson/Overstreet Architects performed the renovation of SFO Tunnels A and C Project in 1983. LaVerda's eldest brother, artist and civil rights activist Joe Overstreet, provided the artwork.

Overstreet's steel panel reliefs, which appear in both Tunnels A/B and C of Harvey Milk Terminal 1, refer to the westward migration through the Sierra Nevada mountain range and the related discovery and quest for gold. The installation invokes ideas of flight, motion, direction, determination and advancement. The panels associate and merge the histories of Asian, African and European Americans in the San Francisco Bay Area of Northern California, while reflecting sacred visual concepts of Native American culture. (Excerpt from SFO press release by Doug Yakel)



Joe Overstreet's art in the renovated Tunnel A/B. Photo courtesy of SFO's T1 project team.

In 2020, SFO revitalized and commemorated Joe Overstreet's artwork (featured in the photo above) as part the Airport's Harvey Milk Terminal 1 Redevelopment Program, preserving this special piece of art and history for decades to come.

"If art is not universal, if it can't go around the world, if it can't be a part of everybody, it's not art."

-Joe Overstreet (1933–2019)

Upcoming Projects at SFO

Congratulations to the team! TAG was recently selected to serve as prime on SFO's new West Field Garage 675 Project with TAG's Peter Ross in the role of Project Manager. The project is expected to begin Programming in January 2024.

The Allen Group will also support Consor (formerly CPM) on SFO's upcoming Cargo Buildings 626.1 and 720.1 &

Ground Service Equipment Maintenance Facility (Building 742) Project. We're excited to get started on both new contracts, further SFO's aspirations, and help deliver more Exceptional Project Outcomes!

STANFORD'S WATSON SEMINAR



Another great year connecting with Stanford students at the Watson Seminar in October! The Seminar provides the valuable experience of exposing students to ten firms in the Design & Construction industry. Each week, a new firm discusses the work they do and career opportunities.

This year, The Allen Group presented at the Seminar on October 25th and invited guest speaker Sylvia Lamb, BART's Assistant General Manager of Infrastructure Delivery who shared her thoughts on the future of public transit.

As a valued partner, Sylvia's perspective on collaborating with TAG added depth to the discussion of the benefits of working at a small firm or exploring a career in public transportation.



Sylvia Lamb, left; Schatzie Allen Jefferson, right, speaking at the Stanford Watson Seminar in October 2023

"Sylvia delved into her career trajectory, passion for the Design and Construction industry, and what BART is trying to accomplish in the post-COVID world," said TAG's new Director of Operations, Nick, who also presented.

Sylvia shared a variety of key points, including:

- She emphasized the importance of developing close working relationships to solve problems and navigate project delivery. She noted that Schatzie would come to her office to have a conversation in-person, instead of solely relying on phone calls. That interpersonal touch proved invaluable to building a trusting relationship.
- "The role of the consultant [like The Allen Group] is to provide advice to clients, such as BART, and we rely on

that advice to make important decisions. Schatzie isn't afraid to speak her mind and advises BART on changes that need to be made. Our close relationship allows us to speak freely and be honest with one another, leading to better business outcomes."

- Due to COVID's dramatic impact on daily ridership, transit agencies like BART must adapt. BART has already adjusted their weekday and weekend service to respond to current ridership patterns and will continue to change as needed.

Speaking of his experience at The Allen Group, Nick described the role and responsibilities of a Construction Manager (CM) and how successfully executing a project's schedule and budget in a safe environment with a focus on quality leads to exceptional project outcomes. Nick also shared some of the unique opportunities associated with a construction management role that aren't necessarily available when working for a general contractor or design firm.

"You aren't confined to a narrow set of tasks. The CM team interacts with designers, contractors, owners, maintenance, utility owners, etc. – all stakeholders involved in the construction process," explained Nick. "As a Construction Manager, you are in a position to impact and improve multiple areas within one project."

In addition to speakers Sylvia and Nick, Micaela – Chief of Staff with The Allen Group – discussed the firm's corporate culture and values, as well as TAG's summer internship program. (Students interested in interning – apply here: <https://forms.gle/mnUccNGA2xr8QMxM6>).



Micaela presenting at the Stanford Watson Seminar

Following the presentation was a meet-and-greet with students that provided a relaxed environment to chat further about topics of interest. The meet-and-greet included TAG presenters as well as TAG Office Engineer Anjana, Resident Engineer Justin, and Director of Stakeholder Engagement, Leamon.

For Anjana, it was a full-circle experience attending the Watson Seminar this year: "I had participated in the Seminar

previously as a student, but this time I was able to share my experience interning and then joining The Allen Group full time with friends and other students who were excited to learn more about the opportunity.”

“My favorite part of the Seminar was speaking with students after our presentation and getting to hear more about their interests and goals in life,” said Nick. “It’s always a rewarding experience. Our future is in good hands.”



Nick speaking at the Stanford Watson Seminar

FOCUS ON THE FUTURE CONFERENCE

It was The Allen Group’s first time attending the Focus on the Future annual conference, this year held from October 29th-31st at the Marriott Marquis in San Francisco, and we’re so glad we did.



Yanela (left) and Julie (right) at The Allen Group booth

Focus on the Future brings together counties administering sales tax programs to improve transportation, government agencies, and industry representatives to share ideas and best practices for transportation, congestion management, and related policy issues.

Stephanie Wiggins, the first African-American to lead LA Metro kicked-off the CEO panel after an introduction from

Tilly Chang, the event host and executive director of the San Francisco County Transportation Authority.

Takeaways from the session included:

- Since COVID-19, ridership behavior patterns have undergone a permanent shift. Many people are no longer going to work during “normal” commute hours from 9-5, 5 days a week. The transportation industry needs to leverage ridership data to understand new travel habits to provide more effective services.
- Silicon Valley companies have been among the last to return to the office, further impacting post-COVID ridership.
- Key industry issues requiring attention: Accessibility and transportation pricing, climate, sea level rise.
- Several counties have been experimenting with free transportation for targeted populations such as youth and students to encourage a return to ridership.
- Efforts to blend highways/roadways, bike and transit improvements to address congestion management.



Leamon and Tilly Chang at The Allen Group booth

Learn more about local transportation planning, including:

- [Santa Clara Valley Transportation Authority Strategic Capital Investment Plan](#)
- [MTC Bay Area Plan 2050](#)

Participating in the Focus on the Future conference and making new connections in the transportation industry was a

great experience. Thank you to everyone who stopped by our booth to see us! We're looking forward to attending even more industry events in the future.

If you're receiving our newsletter for the first time, we hope to connect further!

SCHATZIE FEATURED AS SPEAKER



Speakers gather at the Southeast Community Center at 1550 Evans

Schatzie Allen Jefferson (TAG President) joined other distinguished speakers at the new Southeast Community Center at 1550 Evans in San Francisco for a discussion hosted by the San Francisco African American Chamber of Commerce (SFAACC) on November 13th.

The discussion featured female business leaders from various countries and was sponsored by the U.S. State Department as part of the Asia-Pacific Economic Cooperation (APEC) Summit also taking place in San Francisco.

The discussion, skillfully moderated by SFAACC Board members, delved into the challenges women around the world face in establishing and managing their businesses. Conversation also focused on the resources and support available for women to launch and grow their enterprises.

Emphasizing global collaboration, the speakers explored ways to strengthen business ties between San Francisco Black women-owned businesses and women-owned enterprises worldwide.

Schatzie spoke about the benefits of collaboration between US and international small businesses. She cautioned that while California – and the Bay Area in particular – can provide valuable business opportunities, entering new markets can be very challenging.

She encouraged attendees to understand resource constraints and to collaborate, share information, and develop

relationships. She also suggested firms look for ways to leverage one another in areas such as marketing.

Schatzie offered to meet with attendees to share knowledge and resources and to help promote the unique products and services of the international attendees. Schatzie also underscored how local and state regulations and compliance can be challenging and suggested sources of assistance to address these areas. While providing comments on the challenges, Schatzie shared her optimism of collaborating with such a diverse number of international women entrepreneurs and opportunities for mutual learning, new partnerships and professional networks.

THE HIPPEST TRIP MUSICAL



In September, several TAG employees saw “The Hippest Trip: The Soul Train Musical,” produced by The American Conservatory Theater (ACT). The musical details the creation of the hit show “Soul Train” from the 1970s.

Schatzie Allen Jefferson, President of The Allen Group (TAG), serves on the ACT’s Board of Directors. “The hit TV show Soul Train’s positive portrayal of Black culture deeply aligns with TAG core values,” she said, “especially in terms of celebrating diversity and being inclusive. The musical is a must-see for anyone who wants to experience an important moment in history.”

“The Hippest Trip was so much more than a play,” was the sentiment among TAG attendees. “It showed the power of music to influence and inspire change.”



Schatzie Allen Jefferson (left) and Thomas (right)

More Thoughts from TAG Employees:

Thomas: I felt like I was in a time machine! I loved watching the amazing dancers and singers and learning things I never knew about a show I grew up with. So glad I got to enjoy this event.



Micaela (top left) and her family

Micaela: The music was amazing, and the dancers were fabulous. What a talented cast! I remember watching Soul Train on Saturday mornings as a kid, but I never knew the

backstory of how the show came to be, so the show detailed interesting storytelling as well.

Robert: Absolutely outstanding musical about Soul Train and the life and times of Don Cornelius and his constant but resistive adaptation to the changing times of culture, music and technology over a 30-year period.

Maria: I loved it! Scenography, vocals of leading women, and the fact that dancers were of different shapes.

Peter: The musical traced the history of the show and its creator Don Cornelius. Great music. Fantastic singing and dancing and performances by the lead characters.



Ventress (left) and Anjana (right)

Anjana: Soul Train was my first live musical, and I had the time of my life! Ventress explained the backstory to me, and the artists did a great job making the show inclusive, so I was able to enjoy it alongside long-time fans. The synchronized choreography, the sharp costumes and the amazing vocals had me hooked! By the end of the show, I looked around and it was like a mini concert. Everyone was dancing in their seats. I'm grateful to TAG for giving me the opportunity to experience this classic!

TAG HUMAN RESOURCES UPDATE

Micaela Mazzini, HR Director, The Allen Group

TAG TOWN HALL

On October 18, 2023, The Allen Group had its third town hall meeting. These meetings:

- Provide a setting to keep the entire team up to date on important information
- Reinforce TAG goals, culture, and values
- Provide an opportunity for everyone to share their perspectives, questions, comments, and feedback

- Promote teamwork and a sense of connection

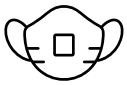
TAG'S 2023 LEARNING & TRAINING SERIES

Our 2023 Training Series is almost over! On November 3rd, we had an important review of Cyber Security best practices, including how to avoid scams and identify phishing tactics.

If you have a specific training topic you would like to see offered, please contact Micaela Mazzini: micaela@the-allen-group.com. We look forward to seeing all of you at a future training. Let's discover, learn, grow, and lead together!

COVID-19 NEWS

Important Winter COVID-19 Protocol Reminders



As reported in the news, the U.S. has seen an increase in COVID-19 cases recently. For the health and well-being of yourselves and colleagues, please remain vigilant in following current COVID protocols, including monitoring yourself for symptoms and consulting with your manager or supervisor if you are ill and cannot work onsite.

The Allen Group remains committed to keeping staff informed of updates, guidance, and resources available during the pandemic, and will share key updates on COVID-19 policies and guidelines affecting the workplace and other important news to our staff, as is necessary.

Please contact Micaela Mazzini with any questions.

LAVERDA ALLEN'S SCHOLARSHIP



The Jeremy T. Feaster Foundation has graciously provided a platform for the LaVerda O. Allen Scholarship Program. This scholarship “seeks to recognize and award Black and Brown students in the San Francisco and Oakland Bay Area who embody Ms.

Allen’s spirit and passion for excellence both within the classroom and in their community.”

We are excited to honor LaVerda’s background in education by uplifting students in need.

Inaugural scholarships will be awarded in 2024.

<https://www.feasterfoundation.org/scholarships>

Welcome to Our New TAG Colleagues!



Yanela

EXECUTIVE ASSISTANT

Joined: September 2023



Michael

SENIOR PROPOSAL MANAGER

Joined: November 2023

Welcome to Our New Office Dog, Ruby!



Ruby needs lots of love and plenty of pets!

Congratulations to...



Micaela

New Role as Chief of Staff



Nick

New Role as Director of Ops

TAG Birthdays



August Phil Adams Thomas Aguilar Steve Kappler James Mar Ventress Sanford-Ware	September Gloria Abdullah-Lewis Hanna Asfaha Khoi Le
November Leamon Abrams Peter Ross Lingrui Xu Luis Paez	October Rajshree Bhardwaj Schatzie Allen Jefferson
	December Sagar Shah Bianca Mallory Nicholas Houchin Julie Ruetz



Nick's sons dressed as a spider web and a pumpkin!



TAG employees in the San Francisco office dressed for Halloween

HALLOWEEN



Micaela's daughters dressed and ready for Halloween as Maleficent and the Queen of Hearts!

"ZOMBIE BALL" ALL HALLOWS' GALA

On October 27th, The Allen Group attended the American Conservatory Theatre's (ACT's) 2nd Annual All Hallows' Gala at August Hall. The aptly named "Zombie Ball" set the stage for an evening philanthropic giving.



In just two years, this event alone has raised nearly \$400,000 to continue funding the American Conservatory Theater, which is a nonprofit. The Halloween revelry contributed to the success of ACT's initiatives to support theater and arts in the Bay Area.



Robert (left) and Schatzie (right) at the ACT Gala

The evening included a one-night-only performance by Darren Criss, followed by his impromptu concert alongside the Vinyl Project during the After-Life Party.



If interested, please donate to the ACT here:
<https://www.act-sf.org/support/ways-to-give/>

Happy Diwali!



Rajshree and her husband celebrating Diwali

Diwali, or “The Festival of Lights,” took place on November 12th this year. “Diwali symbolizes the triumph of light over darkness,” said Rajshree. “It’s a joyous occasion celebrated with family. The delectable food and delightful company add to the merriment.”

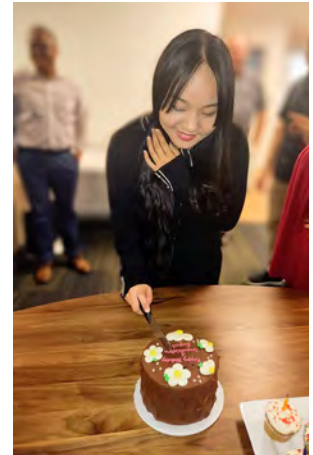


Rangolis for Diwali

“Creating rangoli to adorn our homes not only enhances the festive spirit,” explained Rajshree, “but also beckons good luck and prosperity, creating a warm welcome for guests.”

EMPLOYEE SPOTLIGHT: LINGRUI

Many congratulations are in order: Lingrui recently earned her Project Management Professional (PMP) Certification!



Celebrating Lingrui’s birthday and PMP certification

She was also selected to serve as a volunteer mentor for the Project Management Institute’s NexGen Program from January 2024 to December 2025. “I’m so excited to have the opportunity to help others,” said Lingrui, beaming when she shared the news.

Lingrui and her infectious enthusiasm first joined us as a summer intern in 2022 when she worked on the BART Market Street Entry Canopies project with Luis Paez. She returned full time to The Allen Group in April 2023.

Prior to earning a master's at NYU in Construction Engineering, Lingrui attended University of Toronto and studied Applied Statistics with a focus in Economics.

Lingrui is an avid K-pop fan and speaks fluent Korean. In her free time, she paints and draws, explores new restaurants, attends concerts, and translates Korean variety shows back into Mandarin.



She loves animals, especially dogs. She had chow chows back in China, as well as hedgehogs! She often brings Tyche, her miniature teacup yorkie, into our San Francisco Office, who you can find sprinting around and making her way onto

various people's laps. Tyche needs to share some of her energy with the rest of us.

Lingrui also recently got married and will be having a ceremony with family in China next year. Congratulations again to Lingrui!

CONGRATULATIONS TO SAGAR!



Congratulations to Sagar and Samiksha who were recently married in a beautiful ceremony in India. TAG President

Schatzie Allen Jefferson was able to attend the festivities in person. Best wishes from all of us on your future life together!

INTERESTED IN GIVING BACK?

Many of you volunteer with and support a variety of critical organizations. Please share your recommendations for any we should add to our future list!

100% College Prep:

Website: <https://www.100collegeprep.org/>

Direct donation link: [here](#)

Or mail a check to:

100% College Prep
1201 Mendell Street
San Francisco, CA 94124

Memo: Donation

EIN: 68-0600675



Website: <https://mhaac.org/>

Direct donation link: [here](#)

Note: Under "Add special instructions to the seller," include: "Please earmark this donation to support the African American Family Outreach Group."



Or mail a check to:

Mental Health Association of Alameda County
54 60th St # 10, Oakland, CA 94608

Memo: Donation to AAFOP

EIN: 94-1254645

Museum of African Diaspora (MoAD):



Website: <https://www.moadsf.org/>

Direct donation link: [here](#)

Mail a check to: **Memo:** Donation
 MoAD **EIN:** 94-3338239
 685 Mission St, San Francisco, CA
 94105

NexGeneGirls:



Website: <https://www.nexgenegirls.org/>

No direct donation link

Mail a check to: **Memo:** Donation for
 Maurice Goodman NexGeneGirls
 Executive Director **EIN:** 47-4214116
 1275 Fairfax Avenue,
 San Francisco, CA 94124

Primary Care at Home, INC.:

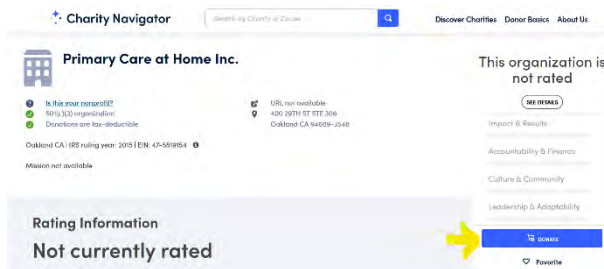
**Bringing
 Healthcare
 To You.**

We practice where you live. Anywhere. At anytime.

Website: <https://www.pcahi.org/>

Direct donation link: [here](#)

Donation button is on the right-hand side of the page.



Mail a check to:
 400 29th St #306, Oakland, CA 94609
Memo: Donation
EIN: 47-5519154

HELP LOCAL BUSINESSES: SHOP SMALL!

The following businesses are all **Black-owned**. Those marked with a “WO” are Black and woman owned.

Clothing & Goods:

McMullen (WO)

2257 Broadway, Oakland,
 CA 94612



Ian James

303 Valencia Street San
 Francisco, CA 94103

1714 Union Street, San
 Francisco, CA 94123



Re Love (WO)

1815 Polk St, San Francisco,
 CA 94109

3258 Grand Ave. Oakland,
 CA 94610



**Blk Girls Green
 House (WO)**

1700 Center St, Oakland,
 CA 94607



Marcus Books

3900 Martin L King Jr Way,
 Oakland CA

Upcoming Events

• TARIO TROTTER, The Upcycled Self: A Memoir, Discussion
 12/02/2023 - 7:30pm

Banned & Challenged



HELP LOCAL BUSINESSES: SHOP SMALL!

The following businesses are all **Black-owned**. Those marked with a “WO” are Black and woman owned.

Restaurants, Bakeries & Ice Cream:

[Anthony's Cookies](#)

1417 Valencia St, San Francisco, CA 94110

2575 San Pablo Ave, Berkeley, CA 94702

Anthony's
ANTHONY'S COOKIES



[Red Bay Coffee](#)

Multiple locations in the Bay Area



[Sobre Mesa](#)

1618 Franklin Street, Oakland CA, 94612



[Miyako Old Fashioned Ice Cream](#)

1470 Fillmore St, SF)

This is the only black-owned ice cream parlor in San Francisco!



Photo by Ivonnice S. on Yelp

Sources and Additional Reading

TAG Thought Leadership: Race & Small Business

“American Express Reveals 13th Annual Small Business Saturday® Encourages Consumers to Shop Small® Throughout the Holiday Season and Beyond.” Amex for Business. American Express. 2022. <https://www.americanexpress.com/en-us/newsroom/articles/amex-for-business/american-express-reveals-13th-annual-small-business-saturday.html><https://www.americanexpress.com/en-us/newsroom/articles/amex-for-business/american-express-reveals-13th-annual-small-business-saturday.html>.

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TAG Client Spotlight: SFO

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