



INNER SUNSET
MERCHANTS ASSOCIATION

**Grant Proposal to
SFCDMA Community
Fund**

October 2021

About the Inner Sunset Merchants Association (ISMA)

Since its founding in 1928, ISMA has been the voice of the Inner Sunset neighborhood business community. The principal objectives are:

- to build unity among merchants in order to promote, protect and preserve conditions that encourage growth of businesses and overall economic development in the Inner Sunset District;
- to provide a forum in which merchant members of the Inner Sunset business community may share information, interests and/or concerns with each other;
- to interact in a structured way with representatives of city, county, state, and federal government bodies and the San Francisco community at large;
- to support activities believed to be generally beneficial to the Inner Sunset community.

Incorporated as 501(c)6

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Focused Investment

The SFCDMA Grant gives ISMA an opportunity to make a long-term impact within the Inner Sunset while uplifting the strong pride for the community.

- Ongoing Seasonal Community Events
 - Expand on successful history of Inner Sunset Flea Market/Inner Sunset Sundays series and ISPN/ISMA Winter Holiday Event
- Neighborhood Promotion
 - Branding campaign to draw visitors and create visual identity
 - Decorative lighting for neighborhood cohesion, enhanced safety and festive atmosphere
 - Public art or banners
 - Signage and wayfinding
- Beautification Through Cleanliness Efforts
 - To supplement what is provided by the City
- Security Initiatives
 - To enhance community safety