



December 1<sup>st</sup>, 2017

SUBJECT: Beat Museum in North Beach

TO WHOM IT MAY CONCERN:

We are writing this letter today to fully support the Beat Museum's continued presence at 540 Broadway in the heart of North Beach. North Beach would not be North Beach without the influence and impact of the Beat culture that was prevalent in the 1950's and 60s. The Beat Museum is a living, dynamic reminder of the national and international impact that this movement had on the shaping of culture today.

The Beat Museum is located and is a tenant of the Chinatown Community Development Center's (CCDC) Swiss American hotel property at 540 Broadway. It has been a tenant at that location since 2006 and has attracted a steady, daily stream of international visitors to see its library of documents and records from the Beat era. Their proposal for a permanent location at the Swiss American hotel would be a tremendous asset to this neighborhood, both from a business and residential perspective.

We completely and totally support CCDCs, the Telegraph Hill Dweller's and the communities' support of their redesign and expansion at this location. We also fully support the addition of the new Beat Café, as it will allow the visitors to share in the experience of the Beat culture in its home in North Beach.

In conclusion, if the Beat Museum were somewhere else, we would do everything we could to bring them here, next to City Lights Books where it all began. But they are here now want to stay. With the business community's support expressed through the Top of Broadway CBD Board of Directors, we will work with Jerry Cimino and Supervisor Peskin to move this effort forward. The district, North Beach and the City as a whole have everything to gain by keeping this cherished museum here on Broadway.

Sincerely,

Oliver Mar  
President  
Top of Broadway CBD

Cc: Telegraph Hill Dwellers Association  
Supervisor Aaron Peskin  
CCDC Executive Staff