



# GEARY DECORATIVE LIGHTING APPLICATION



The San Francisco Municipal Transportation Agency's (SFMTA's) Geary Boulevard Improvement Project has set aside project funds to support Geary merchants and help attract customers to the Geary corridor. The Geary Small Business Working Group, in partnership with the Greater Geary Merchants Association (GGMA) and the SFMTA, has decided to dedicate \$20,000 towards installing decorative lighting on tree trunks and/or windows of Geary Boulevard businesses between Park Presidio Boulevard and 28<sup>th</sup> Avenue (the "Lighting Project"). Civic Edge Consulting (CEC) is supporting the SFMTA and GGMA to implement this project. Please complete the brief application form if you would like your business to be considered for this opportunity for decorative lighting materials and installation.

## What does it mean to apply to be a part of this project?

- Participating businesses will be eligible to receive free lighting products and installation up to a maximum amount of \$700 from EasyLights, LLC, which has been selected for this project.
- EasyLights, LLC will visit selected businesses to meet and discuss which lighting options are feasible for your business within the available budget.
- Each selected business will decide on a final lighting scope that shall not exceed \$700 and authorize EasyLights, LLC to proceed with purchase and installation. This opportunity does not include any electrical work and will require an electrical source.
- Ground floor businesses located on Geary Boulevard between Park Presidio Boulevard and 28<sup>th</sup> Avenue are the only businesses eligible.
- We are attempting to have lighting installed before the end of the year.

## How do I apply for this lighting opportunity for my business?

- **You must apply by 11/20/2024 for priority consideration. The number of businesses who will be able to participate in this opportunity will be limited by funding availability.**
- To apply, please complete the form and include a signature indicating agreement with the acknowledgments on page three.
- If submitting electronically, an electronic signature or a photo of the printed and signed acknowledgements are both acceptable.
- When you complete the agreement on the following pages, please hand it in to our team member in-person or send to [ImproveGeary@SFMTA.com](mailto:ImproveGeary@SFMTA.com).
- Applicants will be selected based on the following criteria: 1) Date application was received; 2) Geographic distribution within project area.
- Have questions or need help? Feel free to contact Sean Kim at Joe's Ice Cream at 5420 Geary Boulevard or 415.827.4220.

## GEARY DECORATIVE LIGHTING OPTIONS

Example of **window lighting (option 1)** or **tree lighting (option 2)** that could be installed through the Geary Decorative Lighting Opportunity. Each selected business will only be provided with one lighting option, not both as shown here.



**FORM TO BE COMPLETED BY GEARY BUSINESS APPLICANT**

1. Name and title of Authorized Business Representative:
  
2. Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_
  
3. Store Address: \_\_\_\_\_
  
4. What type of which lighting are you are most interested in? Check all that apply:  
 Window                       Tree                       Other \_\_\_\_\_

**Acknowledgements (Please sign below)**

1. I am the authorized representative of a ground floor business located on Geary Boulevard between Park Presidio Boulevard and 28<sup>th</sup> Avenue.
2. I acknowledge that I will accept all ownership and maintenance responsibility for lighting installed at my business after installation is complete.
3. I acknowledge that I am responsible for shifting any cords out of the way before any tree trimming is conducted and I am aware that the SF Public Works Bureau of Urban Forestry plans to conduct tree trimming in 2025 on Geary Boulevard trees on certain blocks between Park Presidio Boulevard and 28<sup>th</sup> avenues.
4. I acknowledge that if any electrical work is needed to enable installation of lighting at my business that I will need to arrange for and pay for this electrical work myself. I may choose to opt out of the project, after selected, if unforeseen electrical work is needed to enable installation of lighting at my business.
5. I acknowledge and understand that this is a one-time opportunity.
6. I acknowledge that, if relevant, I will obtain written permission from my landlord prior to authorizing EasyLights, LLC to install lighting at my business.
7. I acknowledge that this is an opportunity to receive free lighting products and installation only and that this is not an opportunity to receive direct financial compensation.
8. I acknowledge that neither the SFMTA nor the Greater Geary Merchants Association is liable for any work that will be performed at my business or for any materials provided, and that I agree to indemnify and hold the City and County of San Francisco, its departments, commissions, boards, officers, employees and agents, as well as the Greater Geary Merchants Association ("Indemnitees") harmless from and against any and all claims, demands, actions or causes of action which may be made against the Indemnitees for the recovery of damages for the injury to or death of any person or persons or for the damage to any property resulting directly or indirectly from the Lighting Project regardless of the negligence of the Indemnitees.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name