

THE FILLMORE'S BACK!

San Francisco's Live Music District Continues Revitalization with New Restaurants, Signature Events, and Improved Safety

SAN FRANCISCO, CA - September XX, 2009 – San Francisco's Fillmore District has been revitalized with new restaurants, a new boutique, the reopening of the [African American Arts and Culture Complex](#), and a series of community and special events that set the stage for its new moniker as San Francisco's Live Music District with six live music clubs within six blocks. The District is also boasting reduced crime and a brand new website.

Earlier this summer the district was re-named The Fillmore District, from the Fillmore Jazz District, to better represent its roots as an area with a rich history of a variety of music genres, a diverse population base, and an array of restaurant offerings. All of these changes can be found on the District's newly launched website, www.TheFillmoreDistrict.com which will keep locals and visitors alike up-to-date on what's happening in The Fillmore.

This year alone, three new restaurants, a hip-hop boutique and new musical events have moved into the neighborhood, including [Bruno's](#), [Gussie's Chicken and Waffles](#) and a new organic coffee café, Espresso Yourself. Joining the 100,000-person strong annual Fillmore Jazz Festival are three new signature neighborhood events starting with [Independent Artists Week](#) (September 6- 12); The Fillmore Cocktail Crawl, September 29th; The first annual [Cool Black Ball](#), a pre-Halloween costume party scheduled for October 17; and [A Taste of Fillmore](#), a restaurant and fashion event slated for October 3rd. That, and the addition of trees wrapped in blue lights are some of the reasons that the Fillmore rated a 98% "walkability" rating from [Walkscore](#), a website that rates neighborhoods' street appeal.

"Crime is down, and community spirit is at an all time high," says Monetta White, owner of 1300 on Fillmore. "With all the positive changes and new businesses that have opened in the neighborhood, The Fillmore has returned to its heyday," she added. The community newspaper, *The New Fillmore*, recently reported statistics from the local police station showing a marked decrease in crime, crediting new businesses and community groups for bringing about positive change in the area.

Yesterday and today, the Fillmore is San Francisco's music district,. Starting with the 20s when it was a vaudeville showcase, then transforming into the Jazz District from 20s to the 50s when clubs Bob City and the Blue Mirror, among others, helped earn its nickname of "The Harlem of the West", to the

days of Bill Graham's rock and roll palace, The Fillmore Auditorium in the 60s, The Fillmore has always set the stage in San Francisco's music scene. Today, a new group of clubs are pounding the Fillmore beat.

Listen Up

The Fillmore entertainment scene includes six live music venues. Yoshi's Jazz Club is a split-level jazz club with a state-of-the-art stage with seating for 410. The club features jazz headliners 365-days-a-year, including Taj Mahal and the Phantom Blues Band, Etta James, The Charlie Hunter Trio, Cassandra Wilson, Chick Corea, and the Count Basie Orchestra among other notable acts. <http://sf.yoshis.com/sf/jazzclub>. Rasselas (www.rasselasjazzclub.com) located at 1534 Fillmore serves Ethiopian cuisine, and hosts live music seven-nights a week and open mic night for aspiring talent each Monday. Sheba's Lounge (www.shebalounge.com) at 1419 Fillmore is a popular piano lounge and intimate jazz club with live music seven-nights-a-week as well as an extensive tapas menu featuring Ethiopian and bar cuisine. Another lively member of the music scene is the legendary Boom Boom Room (www.boomboomblues.com) at 1601 Fillmore, the funky blues and dance club. 1300 on Fillmore (www.1300Fillmore.com) offers live jazz every Monday night from 6pm, and a Gospel Brunch the first and third Sunday each month.

No mention of the Fillmore would be complete without a salute to The Fillmore Auditorium (www.thefillmore.com), Bill Graham's iconic music hall where contemporary, alternative, indie rock and vintage rock musicians still pack the house several nights a week.

Dining hotspots

The District's revitalization began its ascent with the completion of the \$74 million dollar Jazz Heritage Center which is home to two top-rated restaurants, [Yoshi's](#) and [1300 on Fillmore](#). Yoshi's Jazz Club and restaurant was named one of the "Ten Best New Restaurants" by the San Francisco Chronicle in 2009. 1300 on Fillmore also reached celebrity status with Executive Chef David Lawrence's cuisine, and unique offerings that include a bi-monthly Gospel Brunch. *Zagat* exuded, "1300 on Fillmore is 'Great modern takes on southern classics. Beautifully presented. Wonderful bar.'"

Following on their culinary footsteps are a variety of new coffee shops and casual dining restaurants

that cater to all tastes. In July, the long awaited Gussie's Chicken and Waffles opened at at Eddy Street and Fillmore Street. Jubili Frozen Yogurt and Cereal (www.jubili.com) at 1515 Fillmore soothes people's sweet tooth cravings and provides a healthy breakfast alternative with their selection of house-made granolas. Joining the newest fare is Espress Yourself, an organic coffee bar at 1406 Fillmore Street which opened in June, and Bruno's Pizzeria, <http://www.sfbrunos.com/>, at 1375 Fillmore, offering pizza and Northern Italian specialties for lunch and dinner.

The history of the Fillmore is cherished at the Jazz Heritage Center www.jazzheritagecenter.org, featuring educational exhibits (the Jews of The Fillmore exhibit opens July 19), and a new 1,000 square-foot screening room which will present jazz films. Also part of the center is the Lush Life Art Gallery selling the works of local artists, and a gift shop.

The trendy clothing store and Adidas collectors central, Harputs www.harputs.com , has long been a neighborhood clothing destination. The store's young, hip following attracted Brooklyn Circus www.thebkcircus.com to open next door. Harputs recently launched its own clothing line.

The plaza at The Fillmore Center www.thefillmorecenter.com at Fillmore and O'Farrell opened last fall, and now is home to an outdoor summer concert and film series, as well as the weekly outdoors farmers' market accompanied by live jazz music. The market is open every Saturday from 9 am until 1pm year round. For more information about the happenings in the Fillmore, go to The Fillmore District on Facebook, <http://www.facebook.com/pages/The-Fillmore-District/94172795492>; www.thefillmoredistrict.com, or twitter, http://Twitter.com/TheFillmore_SF.

Now is the time to experience The Fillmore Renaissance. At the beginning of the year, Sunset Magazine reported that in The Fillmore, "The Hey day is back, baby." In August, the community newspaper, The New Fillmore (www.newfillmore.com) , reported new statistics from the local police station showing a decrease in crime, and credited new businesses and community groups for bringing about this positive change in the area.

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