

THE FILLMORE'S BACK!

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

SAN FRANCISCO, CA – May 2010 – 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.

Last 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.

Last year alone, four new restaurants, a hip-hop boutique and new musical events moved into the neighborhood. The new restaurants include Bruno's Pizzeria, Fat Angel Food and Libation, Gussie's Chicken and Waffles, Mr. Dibbs BBQ, as well as a new organic coffee café, Espresso Yourself.

Joining the 100,000-person strong annual Fillmore Jazz Festival are new signature neighborhood events including Independent Artists Week, The Fillmore Cocktail Crawl, The Fillmore Art Walk, The Fat Tuesday Festival, and several upcoming music events including the Filipino-American Jazz Festival, Salsa on The Fillmore, Blues on the Fillmore, the E.C. Scott Juke Joint Festival, and the pre-Halloween costume party, The Cool Black Ball.

"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.

Listen Up

Yesterday and today, the Fillmore is San Francisco's music district. The Fillmore has always set the stage in San Francisco's music scene starting in the 1920s when The Fillmore was a vaudeville showcase. It then transformed into the Jazz District from 20s to the 50s when clubs such as Bop City and the Blue Mirror, helped earn it the nickname of "The Harlem of the West", to the days of Bill Graham's rock and roll palace, The Fillmore Auditorium in the 60s. Today, a new group of clubs are pounding the Fillmore beat.



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.

[Rasselas Jazz Club](#) 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 Piano Lounge](#) at 1419 Fillmore is a popular piano lounge and intimate jazz club with live music nightly as well as an extensive list of Ethiopian specialties and bar cuisine.

Another lively member of the music scene is the legendary [Boom Boom Room](#) at 1601 Fillmore, the funky blues and dance club.

[1300 on Fillmore](#), an upscale soul food restaurant is home to another San Francisco first, the uplifting Gospel Brunch, where gospel performers accompany an al a carte brunch each Sunday.

No mention of the Fillmore would be complete without a salute to [The Fillmore Auditorium](#), Bill Graham's iconic music hall where contemporary, alternative, indie rock and vintage rock musicians still pack the house several nights a week. Another treat for music fans is the [Saint John Coltrane African Orthodox Church](#) whose well-regarded jazz choir brings in people for the music as well as the gospel each Sunday.



Dining Hotspots

The District's revitalization began its ascent with the completion of the \$74 million dollar Jazz Heritage Center, 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, and 1300 on Fillmore also reached celebrity status with Executive Chef David Lawrence's soulful American cuisine. *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 restaurants that cater to all tastes. Most recently, [Fat Angel Food and Libation](#), an intimate wine bar on O'Farrell Street, joined the summer openings of [Gussie's Chicken and Waffles](#) at 1521 Eddy Street, [Mr. Dibbs BBQ](#), a take-out BBQ restaurant at 1109 Fillmore Street, and [Bruno's Pizzeria](#) at 1375 Fillmore, offering pizza and Northern Italian specialties for lunch and dinner. [Jubili Frozen Yogurt and Cereal](#) at 1515 Fillmore soothes people's sweet tooth cravings with European-styled yogurt. Jubili also provides a healthy breakfast alternative with a selection of house-made granolas and delicious mini-cupcakes for an afternoon snack. Joining the newest fare is Espress Yourself, an organic coffee bar at 1406 Fillmore Street.

The history of the Fillmore is cherished at the [Jazz Heritage Center](#) featuring educational exhibits and a new 1,000 square-foot theater screening jazz films. Also part of the center is the Lush Life Art Gallery selling jazz related art works and gifts.



The young, hip [Brooklyn Circus](#) also opened a new flagship boutique in the Fillmore last summer. This men's and women's boutique and lifestyle brand, which began in 2006 in a small shop in Brooklyn, New York, has proven to be a highly influential youth brand.

The plaza at [The Fillmore Center](#) at Fillmore and O'Farrell opened in Autumn 2008, and now hosts 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.

All these positive changes have earned The Fillmore District a 100% ranking from Walk Score, which calls the area a "Walker's Paradise." Or as *Sunset Magazine* recently reported, "The heyday is back, baby."

For more information about the happenings in the Fillmore, go to [The Fillmore District on Facebook](#); [The Fillmore District Website](#), or [The Fillmore District on Twitter](#).