

Proposal for Cultural Heritage Status

International Hotel, San Francisco, California.

Bo Kyung Kim, Jon Cana, Mario Castillo, Muniba Ahmed

Anthropology C136K

Section 101

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Executive Summary

The International Hotel is listed on the United States Register of Historic places and is located on 868 Kearny Street in the City and County of San Francisco. The International Hotel is symbolic for many different social and political movements in the history of San Francisco. As such it stands as an icon for immigration, social justice, community organization and the struggle against urban displacement. Historically, International Hotel served as a home for immigrant laborers from Asia--notably Filipino immigrants. In the second half of the center the International Hotel became the epicenter in a struggle for housing rights. For ten years residents of International Hotel organized to fight off eviction. The struggle for housing rights also galvanized local community activists and socially engage college students. However, residents lost the struggle to keep their homes and the building was demolished in 1979. But after the eviction and demolition, city officials organized to explore the possibility of revitalizing International Hotel in another form. In the 1980s, local community organizations and development agencies in San Francisco acquired the land and laid plans to develop a new building. The new building opened in 2005 as a residential complex for low income senior citizens and as a community spaces name the International Hotel Manilatown Center which is overseen by the Manilatown Heritage Foundation of San Francisco.

Now more than ever the narrative surrounding the International Hotel serves as a counterpoint to the historical verisimilitude of San Francisco's rapidly changing urban landscape. Because it stands as a symbol for ethnic social justice and community organizing, the International Hotel Manilatown Center is an ideal place for new ways of storytelling and heritage making. Outlined in this proposal are four interpretive plans that use digital technologies to help inspire the next generation of activists and engage users of International Hotel in new and informative ways.

Background



Figure 1.1 The original International Hotel building. (It was built after the San Francisco Earthquake in 1907.)

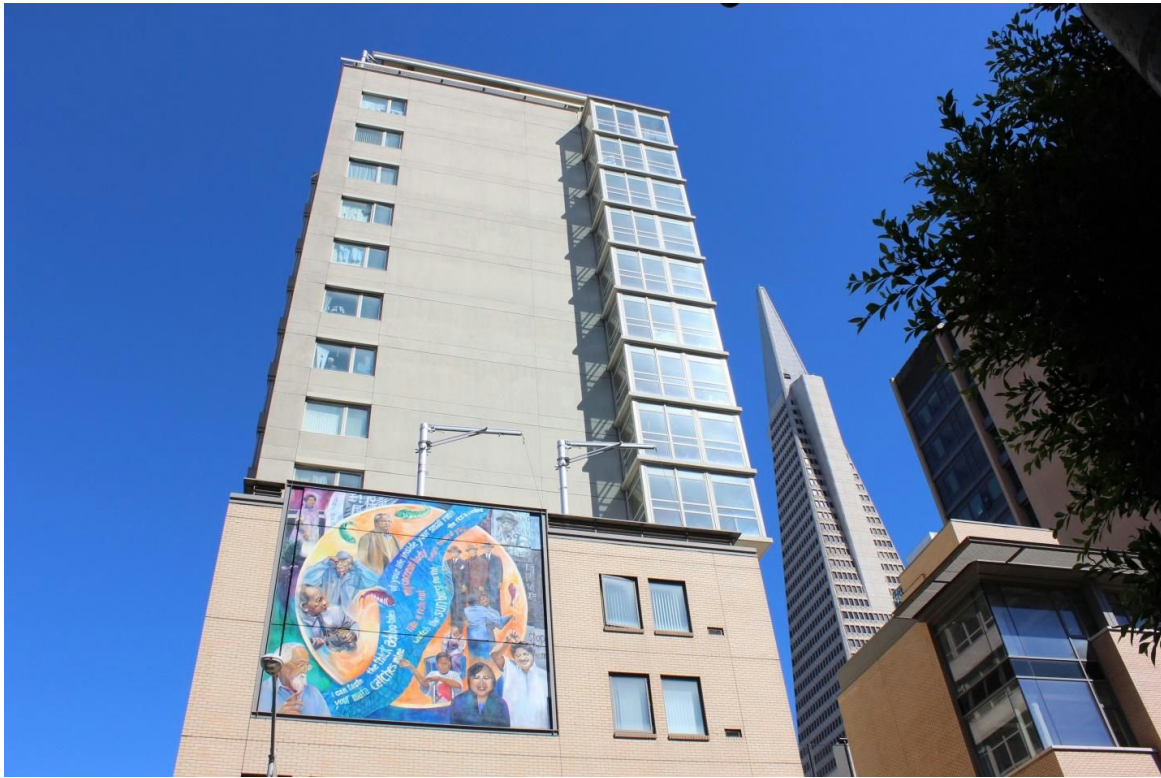


Figure 1.2 International Hotel building (today)

History

The original International Hotel building was part of the historic Manilatown section of San Francisco. Nowadays the new building is bounded between Chinatown and the Financial District where is a few blocks away from the city's iconic Transamerica Pyramid. The original building was erected in 1907 in the wake of the San Francisco Earthquake on 868 Kearny St, San Francisco, CA 94108 which is located near the corner of Washington and Jackson Street. Overtime, the three story building became part of the emerging Manilatown section of San Francisco. As such, International Hotel became home to thousands of newly arrived Filipino laborers. The history of International Hotel and the lives of the people who would eventually live in the building are inextricably linked to the United States foreign policy in the Asian Pacific region. Although Filipino peoples were present in North America since the 17th century, it was after the United States took possession of the Philippine Islands from the Spanish Empire that large numbers of Filipino people emigrated to the United States (citation). With the US's triumph in the Philippine-American War, "Filipinos began coming to America as subjects of their new colonial ruler. (Habal, 9) During this period of colonization, thousands of seasonal laborers came to reside in the three stories building in San Francisco. In addition, International Hotel's affordable rents made it a refuge for Filipino veterans who served in World War II and did not get their veterans benefits (Salomon, 160). For much of the early 20th century, International Hotel remained a hub of Filipino culture in San Francisco because of affordable housing. This means that Filipino immigrants would settle in and around the area where International Hotel is located.

Thus, contributing to a vibrant ethnic Filipino area in San Francisco which has since disappeared. For thousands of newly arrived migrants from the Philippines International Hotel played a major role in the socialization and upward mobility of many Filipino families.

However, in 1968, Milton Meyer purchased the property where the International Hotel stood and made plans to redevelop the property. That October, tenants at International Hotel were served an order to evacuate the property by January 1, 1979. The following year a fire destroyed the third floor of International Hotel resulting in three deaths. It is still unclear how the fire started. The damage notwithstanding, in the summer and fall months of 1969 volunteers organized to rebuild the damaged floor. This raised the spirit of activism among many people who were linked to International Hotel. As such, the following spring of 1970 a community center and a book store were established in the first floor storefronts of International Hotel. Two years later, the tenants of International Hotel organized and founded the International Hotel Tenants Association so they could better organize to fight the ongoing eviction fight. Less than one year later the For Seas Investment Company purchased International Hotel from Milton Meyer and the company orders tenants to vacate the property the following year in 1974. For three years the International Hotel Tenants Association led a grassroots effort to stop the evictions. This effort gained a high profile that in 1976 then Mayor of San Francisco George Moscone proposes that eminent domain be used to keep International Hotel out of the private real estate market. This sparked a major grassroots effort to take the International Hotel public. The community mobilized its efforts to stop evictions. Local Bay Area universities such as UC-Berkeley and San Francisco State University organized student protests and demonstrates against eviction. However, the eviction order was sent, but the local Sheriff refused to serve the eviction. Furthermore, the San Francisco court rejects the appeal for eminent domain exhausting the last legal effort to stop evictions. Finally, on August 4, 1977 more than ten years after the first eviction order was served tenants of International Hotel were forcefully evicted from the property.

Although tenants eventually lost the fight to keep their homes, ten years of struggle developed advocacy skills and training for many people. This struggle served as a launching point for many prominent Bay Area activists. In fact, San Francisco's current Mayor Ed Lee participated in the fight to stop evictions. Yet the amazing grassroots effort to save the residents' homes was not enough and the International Hotel was demolished shortly after the last person moved out. But this demolition lead to more activism and prompts then Mayor Dianne Feinstein to establish the International Hotel Block Development Citizens Advisory Committee in 1979. This lead to financial investments and zoning ordinances that blocked the Four Seas Investment Corporation from moving forward to development plans. For ten years the Four Seas Investment Corporation negotiated with the International Hotel Block Development Citizens Advisory Committee, but eventually the Four Seas had to withdraw citing financial infeasibility.

During the 1990's the International Hotel Block Development Citizens Advisory Committee collaborated with St. Mary's Chinese Schools and Catholic Schools and Chinatown Community Development Center to develop a new International Hotel building. In 1994 the United States Housing and Urban Development Department grants 8.3 million dollars to help the Chinatown Community Development Center and the International Hotel Block Development Citizens Advisory Committee to develop a new senior citizen residential complex. In the 1990s

the Manilatown Heritage Foundation was established in an effort to track down former residents and construct a narrative of International Hotel. Furthermore, in 1998 the Four Seas Investment Corporations sells the property to the San Francisco Archdiocese which paved the way for construction of a new residential complex to be name International Hotel. So between the years of 1998 and 2005 the Chinatown Community Development Corporation develops a new International Hotel building. The new building consists of 104 units of senior housing and a community space for the Manilatown Heritage Foundation. On August 26, 2005 the new International Hotel and International Hotel Manilatown Center opens to the public.

Description

The new International Hotel building is a senior residential complex and a community center. Additionally, the site is listed on the U.S. National register of historic places (NRHP). The new building is bounded between Chinatown and the Financial District where a few blocks away from the city's iconic Transamerica Pyramid is and represents the last vestige of San Francisco's historic Manilatown. International Hotel consists of 104 residential units for low income senior citizens. The majority of these residents are Chinese, but other Asian Americans also live at International Hotel. The International Hotel Manilatown Center is also located in the building. The International Hotel Manilatown Center is a community center that is run by the Manilatown Heritage Foundation and it is the place was active heritage work takes place. The International Hotel Manilatown Center is an exhibition and community space that serves the citizens of the City and County of San Francisco. The Manilatown Heritage Foundation sponsors events and programming that promotes Filipino heritage and social justice.

The majority of the heritage work happens at the International Hotel Manilatown Center. The Manilatown Heritage Foundation sponsors social events that serve to remember the historic Filipino community that surrounded the building. Events such as dances with jazz musicians, and also Manilatown Heritage Foundation sponsors film screenings, book signings, art exhibits, poetry readings, historical exhibits are held at the community center. In addition, the Manilatown Heritage Foundation makes its space available for closed events for independent interests groups such as International Hotel residents, and local community organizations in Chinatown or San Francisco more generally. The Manilatown Heritage Foundation website contains a calender that shows current and past uses of the community center (<http://manilatown-heritage-foundation.org/events/>).

Current Points of Interpretation and Accessibility

The International Hotel Manilatown Center contains a rich interpretive landscape inside the community center space. In addition, the International Hotel Manilatown Center has an open space where Filipino and other peoples come and practice intangible heritage such as dancing and singing. Much of the installations in the International Hotel Manilatown Center provide information about the struggle against eviction. There are installations, photographs, and cabinets that contain historic documents.

Factors that structure accessibility for Bay Area residents specifically are threefold: I-Hotel Community Center hours of operation and the Manilatown Heritage Foundation website. I-Hotel community center hours of operation are Wednesday through Sunday from 12pm to 3pm. The Manilatown Heritage Foundation Website is <http://manilatown-heritage-foundation.org/>. The website contains information about I-Hotel and programs and services that the Manilatown Heritage Foundation offers at the I-Hotel Community Center. In addition, the website offers web-based services such as an email list serve.

Key Players and Interest Groups and Process of Consultation

The Board of Directors of the Manilatown Heritage Foundation are the primary stewards of the International Hotel Manilatown Center.

They are responsible for ensuring the continued existence of the Manilatown Heritage Foundation and the programing at the International Hotel Manilatown Center.

There are larger spheres of interest regarding the International Hotel which is a function of the type of connection people have to the site. There are two degrees of stakeholders for the International Hotel. On the micro level, stakeholders include anyone that was involved in the building's rise and fall: the original tenants (mostly elderly, low-income Filipino and Chinese), the developers, such as the Four Seas Development Corporation, government officials involved such as former SF Mayor Dianne Feinstein and current SF mayor Ed Lee, who was an International Hotel activist as students are also a stakeholder group. Academics in Ethnic/Filipino/Asian American studies are also stakeholders in the conversation of International Hotel's heritage. On a more macro scale, the larger Filipino American community of more than 4 million is stakeholders, as their contributions to American society are often not recognized, as this moment served as a turning point for Asian American activism and the establishment of Ethnic Studies departments across the nation. In San Francisco's current climate of rising housing prices, we could go as far as to say all tenants within the San Francisco Bay Area are stakeholders in the International Hotel, focusing on the site's intangible heritage of opposition against gentrification and community displacement.

Appraisal

Significance of the Place

Values/Mission:

According to the Manilatown Heritage Foundation's official website "The mission of Manilatown Heritage Foundation is to promote social and economic justice for Filipinos in the United States by preserving our history, advocating for equal access, and advancing our arts and culture". In full support of the Filipino community and other community-based organizations, the Manilatown community upholds certain democratic and liberating values as follows:

- Bridging cultures and generations
- Encouraging critical conversations within the community –
- Building community across generations by fostering cultural roots grounded in history and guided by the love of community.
- Maintaining organizational integrity and respect.

Management Assessment:

The Board of Directors of the Manilatown Heritage Foundation are the primary stewards of the International Hotel Manilatown Center. They are:

- Tony Robles, Board President
- Caroline Cabading, Vice President & Acting Executive Director
- Theresa Imperial, Secretary
- Desu Sorro, Treasurer
- Chelsea Mariotti, Board Member
- Carmencita Montecarlo Choy, Board Member
- Carlos Zialcita, Board Member

They are responsible for ensuring the continued existence of the Manilatown Heritage Foundation and the programming at the International Hotel Manilatown Center.

Constraints:

A fundamental constraint that the Manilatown Heritage Foundation faces is the lack of funding. The heritage foundation is currently a non-profit organization and heavily relies on donations to maintain open doors. The Manilatown Heritage Foundation is run primarily on a volunteer staff basis, which leads the foundation to have shorter visitation hours and tour guides available. Another paramount constraint The I-Hotel faces is the reality of the changing demographic. The I-Hotel faces the issue of reaching out to a population that has been physically



Figure 2.1: Visual representation of monetary constraint the International Hotel faces.
dispersed over the years as well as broadening their social mission to include individuals who were not part of the initial population group.

Opportunities:

The Manilatown Center is located on the ground floor of the I-Hotel, serving the community in multiple ways. The space is defined as fluid and flexible place for gathering, remembering, and interacting. Along with displaying new upcoming artists the Manilatown Heritage Foundation also hosts talk stories, book signings, music events, private non-profit rentals, legal clinics, senior movies, performances, and much more. Moreover, there is also an extensive archives program, which digitally documents historic audio, video, photos, and news articles pertaining to Manilatown and the struggle for fair housing.

Preservation and Conservation:

Due to the fact that the original International Hotel building was targeted for demolition in the mid 1960's and was eventually demolished in 1981, the replacement of the International Hotel in 2005 as a low- cost senior resident housing stands as an eternal reminder of the struggles endured and triumphed by the community. The ground floor of the residential project is reserved as a community center called the Manilatown heritage Foundation that has historical displays outlining the eviction process and sequential protests. The Manilatown Heritage Foundation has also taken great efforts to compile an extensive archive of media pertaining to the International Hotel. The archived material consists of photographs, newspaper clippings, video and audio recordings about the eviction process and the Manilatown community.



Figure 2.2: The Tiger Logo depicts the protest slogan ‘Long Live the International Hotel’

Management aim and objective:

The objective of the Manilatown Heritage Foundation is set in its vision of being a self-sustaining organization that inspires the Manilatown community. Further, it is to create a space that enhances the Filipino Community’s capacity to shape political, social, and economic policies. The general goal is to become a community that has equitable access to resources and opportunities, as well as pride in the share Filipino culture, history, and traditions

Current Interpretation and Multivocality

The current Interpretive Plan exists to develop new interpretations of I-Hotel history and Filipino heritage and to develop interpretations at the Manilatown Heritage Foundation Community Center. For visitors, there is a parking garage under the Manilatown Heritage Foundation Center that can be accessed at Jackson Street. This Portsmouth Square Parking Garage is open 24 hours a day and is only a 5-minute walk away from the Center. Also, visitors can reach to the I-Hotel through public transportations. The MUNI 8X bus stops right in front of the center and it is only a 15-minute walk from the Montgomery Street BART and MUNI station.



Figure 2.3 Public Transportation Station in front of International Hotel, San Francisco, California, United States of America. From Google Maps (2015), *International Hotel*. Retrieved from <https://www.google.com/maps/place/International+Hotel+Manilatown+Center/@37.7960822,-122.4071244,17z/data=!3m1!4b1!4m2!3m1!1s0x808580f4ce6cf505:0x77b0eb8a6b7f7bd6>



Figure 2.4 Visitor Parking Garage at Kearny Street, San Francisco, California, United States of America. From Google Maps (2015), *International Hotel*. Retrieved from <https://www.google.com/maps/place/International+Hotel+Manilatown+Center/@37.7960822,-122.4071244,17z/data=!3m1!4b1!4m2!3m1!1s0x808580f4ce6cf505:0x77b0eb8a6b7f7bd6>

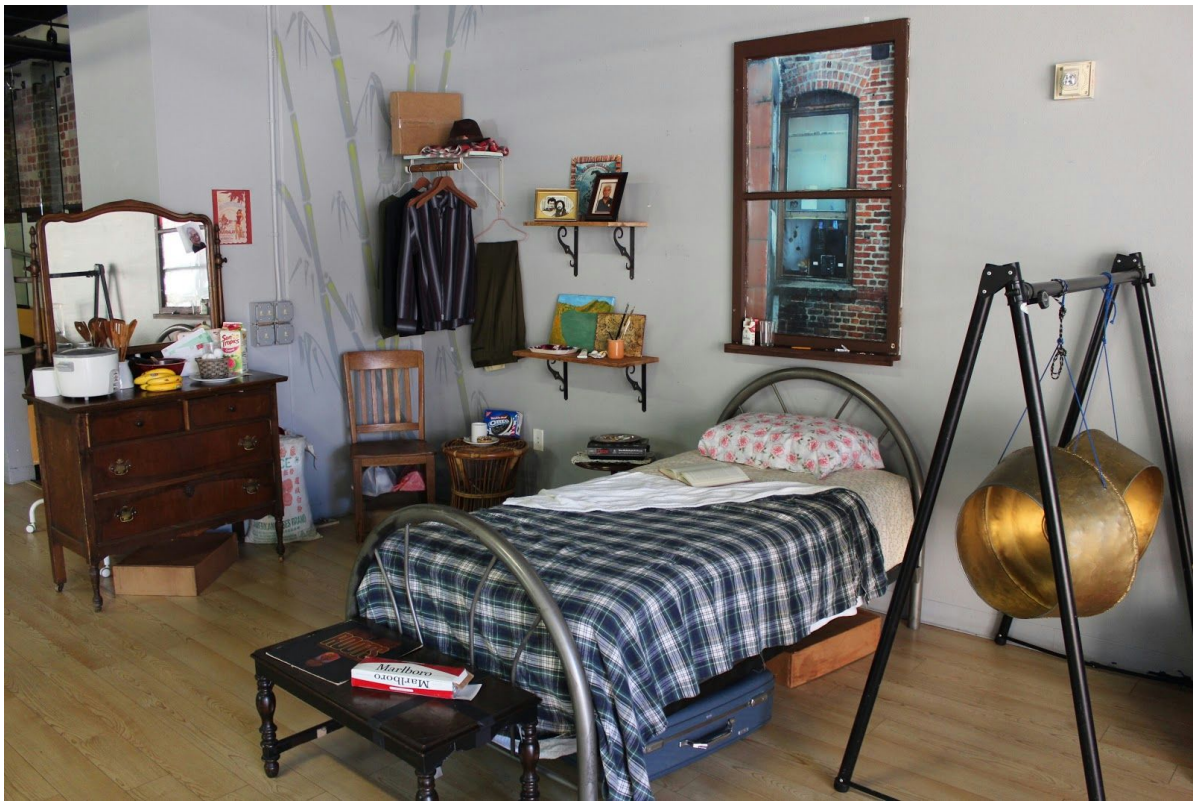


Figure 2.5 Single room occupancy exhibit, the Actual Filipino housing, inspired by the Manongs of the I-Hotel in 1960's.

When visitors walk inside the first floor of I-Hotel, where Manilatown Heritage Center is at, there is a new interactive single room occupancy exhibit, that demonstrates the actual Filipino housing, adopted from Chinese Historical Society of America's Living in Chinatown project, and inspired by the Manongs of the I-Hotel who fit their entire lives into an 8x10 foot living space. There is a single bed on the middle of the room, one small chair, few clothes, a dressing table with a mirror and some little stuffs that can guess the person's' interests like painting, Long-Playing records, and few packs of particular cigarette. While suitcases are displayed under the bed, clothes are on the hanger nicely. All of furniture, books, clothes and even cigarettes came from initial I-Hotel and Philippines and are donated by an actual person who stayed in I-Hotel in the 1960's. This mini-model of the I-Hotel tenant's room presents nostalgia in people as well as demonstrates their confined life to visitors.

Club MANDALAY Sunday October 18th celebrates the 1960s

12 Noon: **Beginning Ballroom/ Latin Dance at the I-Hotel**

Benito Santiago provides a safe, fun space for social dancers to learn and practice Ballroom and Latin dance basics, with or without a partner. A first generation Filipino-American, Benito was born and raised in San Francisco and first became interested in social dancing while still a child. By 1971 he was already a creative dance professional and would go on to teach Social/Ballroom/Latin dance professionally from 1977-2000. Today he is a Para-professional at San Francisco's Burton High School.

Benito's I-Hotel story? During the 1960s he studied Zen Bai Buto Kai Karate in the original International Hotel basement!

2pm: **Jazz Meryenda with Carlos Zialcita**

Explore the rich musical, literary, fashion, culinary and cultural history of the San Francisco Bay Area with Carlos Zialcita as he proudly hosts the *Jazz Meryenda* pop-up jazz club. Featuring its house band, the *I-Hotel Jazztet*, poet Tony Robles, stylist Ofelia Navarro, culinary artist Carmen Choy, *BogBerry Bakery* and guest musicians and poets, this program also invites the community to celebrate a new decade each month. So come decked out in your favorite 1960s-inspired fashions this October 18th and help us bring history alive! Carlos Zialcita is a Music Educator and is the Co-Director of the San Francisco Filipino-American Jazz Festival.

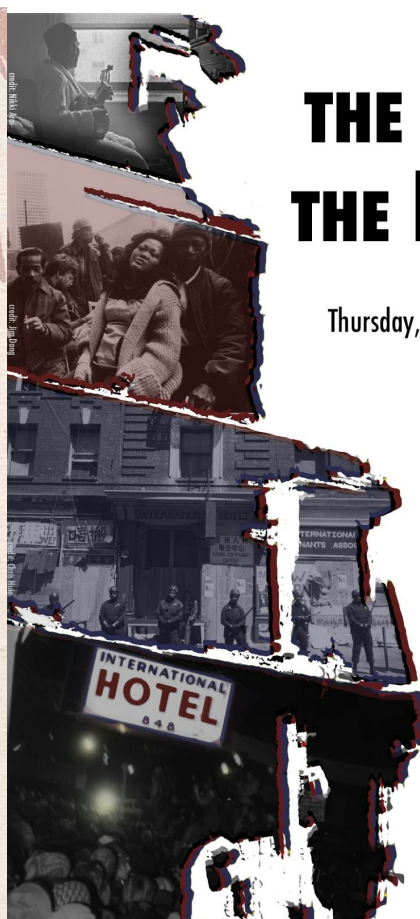
Carlos' I-Hotel story? Carlos used to live in North Beach close by to the original I-Hotel and has fond memories of frequenting the classic nightclubs like the *Mabuhay Gardens*.

October's Featured Guest Artist: Calle Ocho

Calle Ocho plays Cuban son, danzon, bolero and jazz for your dancing and listening pleasure. Left to right: Kit Robinson, Rita Hargrave, Ahni Robinson, Carol Braves, Suzanne Schrifft and Salvador Rodriguez Vega.

\$5 suggested donation for all programs, refreshments included

International Hotel Manilatown Center
868 Leavenworth Street, San Francisco CA
www.manilatown.org



SCREENING & PANEL

THE FALL OF THE I-HOTEL

A FILM BY CURTIS CHOY

Thursday, August 16, 2012 at 6.30 pm
Austrian Cultural Forum NY
11 East 52nd Street, New York, NY 10022

A special screening and panel of the acclaimed film, **The Fall of the I-Hotel**, in recognition of the 35th anniversary of the fight that has been regarded as a key moment in Asian American activism history.

The Fall of the I-Hotel brings to life the battle for housing in San Francisco in the 1970s. The brutal eviction of the International Hotel's tenants culminated a decade of spirited resistance to the razing of Manilatown.

This feature will be followed up a panel discussion on the human right to housing in New York City.

The evening's film screening is part of a week-long exhibition of CAAAV's organizing work at the Austrian Cultural Forum from August 12 to August 19.

\$10, suggested donation

Proceeds go to supporting CAAAV's work with low-income pan-Asian communities and multi-racial alliance building.

For more information on the film, go to www.chonkmoonhunter.com

CAAAY
ORGANIZING ASIAN COMMUNITIES
46 Hester Street, New York, NY, 10002
tel: 212.473.6485

RSVP: justice@caaav.org

Figure 2.6 Fliers of Club Mandalay and the movie "The Fall of the I-Hotel" by Curtis Choy.

Besides the single room occupancy exhibit, pictures of I-hotel's history, activist, and real brick of the initial I-Hotel come into sight. The center features an informational gallery on the fall of the I-Hotel, in addition to hosting community events that further promote its mission. Creativist Pinay Crones Exhibit, Club Mandalay, and Kommunity Kulintang are main events in I-Hotel provided by Manilatown Heritage Center. On the Club Mandalay, people could enjoy learning Ballroom and Latin dance from Benito Santiago at the I-Hotel. Also, Carlos Zialcita, who is one of the influential members of the community explore the rich musical, literacy, fashion and cultural history of the San Francisco Bay Area by being a host on Jazz Meryenda Pop-up Jazz club. In addition, the current Board-president Tony Robles, a poet, writer and prominent activist lead rest of the events on Club Mandalay with reading his latest book, *Cool Don't Live Here No More* to emphasize his generational memory of San Francisco where alienation, deportations, and technological invasions.

The Manilatown Heritage center on the first floor of the I-Hotel sometimes show a movie about I-hotel called "Fall of the I-Hotel" by Curtis Choy for visitors in order to inform them about the incident from the past, especially 1977 Elder Filipino and Chinese tenants standing up to developers to fight eviction from their homes in San Francisco's Manilatown neighborhood. In

addition, the director describes the story of people who got evicted from their homes, their eviction and the effects it had on the city's tenants' rights movement as well as the tenants' issues now being faced and how they can fight eviction in their neighborhood and get involved. Along the same line, outside of the feature of I-Hotel, Manilatown Heritage centers provide community based events like Philippines' traditional games, folk dances, and conferences about what the I-Hotel community did in the face of institutional oppression. These events help advance a group's mission, in the spirit of the tenants of the I-Hotel and celebrated the anniversary of the fall of the International Hotel, a mass eviction etched in the psyche of San Francisco. Additionally, the I-Hotel collaborates with Filipino student organizations at college campuses to put on a Filipino Cultural Night, which is often done on an annual basis at these various colleges.

When it comes to incorporating local meanings of the site, this site is the symbol of political struggle that it serves, and the fact that its story is not a typical narrative but rather a harsher reflection of reality. Asian American students from UC Berkeley also protested with the tenants, and the I-Hotel served as an opportunity for them to engage with and fight for their community beyond campus. "With the entry of the Berkeley student work teams in 1969, the struggle to save the International Hotel was given new strength and direction." (Nee, 1968) Filipino American history is not often discussed in textbooks and general knowledge, but this incident highlights the importance Filipino Americans have played in the politicization of the Asian American community. I-Hotel provides a symbol for the ongoing struggle marginalized communities face and the support and solidarity needed in order for progress.

Community

On the regional level, the I-Hotel is directly linked to the Manilatown Heritage Foundation, as it is the sole manager of its historical legacy. The Manilatown Heritage Foundation strives to serve the Filipino American community by promoting "social and economic justice... by preserving our history, advocating for equal access, and advancing our arts and culture." Through this mission statement, our site is linked to the Filipino American community in the San Francisco Bay Area. Other regional links include the Roman Catholic Archdiocese of San Francisco and the Chinatown Community Development Center, which helped to rebuild the current I-Hotel after the building was torn down. In alignment with its mission, I-Hotel partners up with various organizations, such as the San Francisco Arts Commission, by hosting specific programs. The Foundation also partners up with schools, such as the Bessie Carmichael Elementary School, which offers a bilingual Filipino-English after school program for its students. It is also linked with universities such as San Francisco State University and University of California, Berkeley by hosting co-sponsored events and serving as a resource center for their student organizations. Recently, the Foundation collaborated with the SoMA Action Committee (SMAC) in order to fight gentrification and displacement in the South of Market neighborhoods of San Francisco. The Filipino American community across the United States of over one million people has an interest in the I-Hotel, as it is a site for its people's history in this country. The Filipino American National Historical Society (FANHS), a nationwide organization with chapters across the US, has a large interest in the I-Hotel both as a historic symbol and as a present resource. The White House also recently celebrated Filipino American History Month in October and could look to the I-Hotel and the Manilatown Heritage Foundation as a resource. On an

international scale, migrant Filipino communities across the globe, much like the original tenants of the I-Hotel, have an interest in the similar narratives between one another in calling a foreign land home, and what lessons can be taken away.

In terms of training, the Foundation offers an Internship program with positions in Special Events and Graphic Design that provide those interested with the opportunity to learn the inner workings of the Foundation. However, the site struggles with garnering an investment from the next generation, as many of its current stewards are older. The Foundation relies on data provided by the narratives of the original tenants of the I-Hotel as well as accounts from others that were involved. What the foundation lacks in research and training, it makes up for in education. The Foundation's center features informational galleries and installations to educate its visitors about the inspiring narrative of solidarity and courage in the face of its tenants' evictions. However, its digital content available on the Internet could be vastly improved in order to provide more resources for those who cannot physically visit the site. In regards to the inclusiveness of the local community, the shift in demographics has caused the I-Hotel to be located in a largely Chinese American community, and thus its programs do not directly serve its surrounding neighbors, raising a contestation between historic location versus current situation. However, it is not to be said that these neighbors are not welcome to these programs. I-Hotel's programs and events are open to all community members regardless of race. A large Filipino American population resides in the SoMa district, and the location is easily accessible by means of public transportation. In terms of the site as a destination, there is a need for a clearer distinction to be made between the I-Hotel and the Manilatown Heritage Foundation, as the former is a residential building not affiliated with commemorating the site's legacy. A docent can provide a guided tour of the new I-Hotel, however, much of the information to be grappled with is located in the Manilatown Heritage Foundation center, located in a separate space at the first floor of the I-Hotel. Because of the not-for-profit model of the Manilatown Heritage Foundation, it is accessible to various economic backgrounds, but not necessarily sustainable as a financial entity. It has a minimal impact on the environment and does not output a significant amount of waste from its programs. A primary constraint to implementation of further programming is funding. A potential threat could be the looming real estate prices in San Francisco and how that could play a role in the Manilatown Heritage Foundation maintaining its current space.

Implementation (Action Plan)

Theme: Community Organization and Outreach

This Interpretive plan incorporates the Team project theme of community organization and outreach via a mobile app. This format was chosen primarily to serve as a of encouraging the younger generation to be informed, involved, and further interested in the history behind the International Hotel and the Manilatown heritage Foundation with easy accessibility. The app also includes a feature that allows users to directly engage with displays by accessing audio testimonies and narratives to photographs by location based technology. The platform paves a pathway for the exchange of information that was not possible without the collective effort of the users of the app. The application permits visitors the chance to connect with other visitors as they post and share their stories thereby creating an online community that is specific to the International Hotel. The app contributes to the International Hotel's efforts to engage with the community in creative ways while emphasizing the importance of community. The Manilatown Heritage Center is the physical reminder of the Filipino-American community created by and for the community. The Manilatown Heritage Foundation app is an online extension of the continuous effort to preserve and promote the presence of the community for the community.

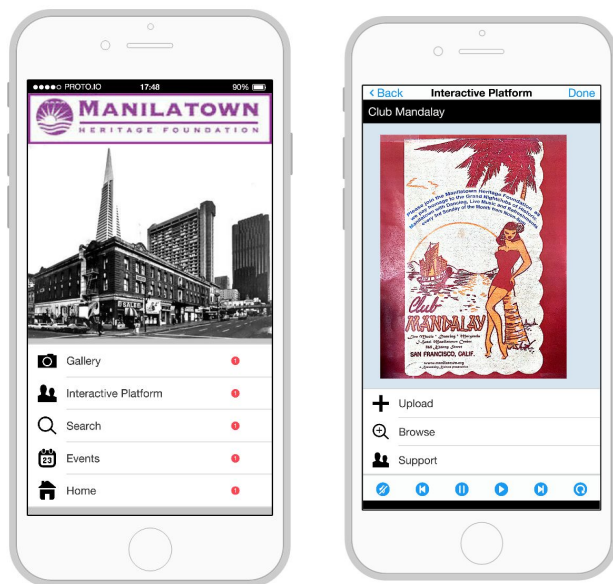


Figure 3.1: Mockup of an interpretive plan- The Official Manilatown Heritage Foundation App

Short-term plan (5 years):

The short-term implementation plan of the Official Manilatown Heritage Foundation app involves broadening the user base of the app. The plan is to initially target tech savvy groups such as high school and college students in order to develop their interest in the International-Hotel and its tumultuous past with renter's rights. The app also caters to those individuals who are unable to physically visit the location through its gallery feature, which allows access to the archive

database of countless photographs and other media. Through this plan the Manilatown Heritage Foundation can hope to see a new wave of visitors, online and offline, who are interested in the further preservation and conservation of the I-Hotel.

Long term-plan (25 years):

The long-term implementation plan of the Official Manilatown Heritage App is to eventually turn a portion of the users of the application into future stewards of I-Hotel. Due to the changing demographic of San Francisco, I-Hotel is faced with the issue of catering to a community that is no longer largely present in that location. The Official Manilatown app aims to start a movement to bring people back to the battleground of renter's rights and highlight the significant role the I-Hotel played in them. The reestablishment of the Manilatown community requires a new generation of people who are willing to rally around the I-Hotel and further promote its presence. Moreover, the app's long-term goal is to bring the I-Hotel to the attention of additional visitors and potential stakeholders who otherwise would not have access to information of and provided by the International hotel.

Theme: The Gentrification and Rental Rights in San Francisco, International Hotel

This Interpretative plan demonstrates the theme of gentrification and rental rights through the hologram system on the street along the I-Hotel. The most recent gentrification happened during the urban renewal planning and redevelopment movement of the mid 1960s, when the I-hotel was targeted for demolition. Now, the spread of urban renewal plan in San Francisco's Financial District turned to the I-Hotel continues a long chain of displacement for residents of low-cost residential housing. This project, "*I-Hotelogram*," will be effective to put public pressure on a landlord who is doing an Ellis Act eviction. According to San Francisco Tenants Union, under the Ellis Act, landlords may evict all tenants in a building in order to take the building off the rental market by the unconditional right. Residents in San Francisco are faced with Ellis Act nowadays along the same line with residents in I-hotel were before. Unless the law requires the landlord to socially redeem themselves, the mass media or neighbors can make arguments to support the tenant's side. We can set up visual, audio and movement senses through this hologram. When visitors and tourist walk outside the I-Hotel and step in some particular spaces or streets, such as I-Hotel entrance, in front of the elevator, and each blocks around the building, they can see and have experiences through holograms and listen what people forcibly displaced by the evictors say. Audiences could remember the lessons of elders in I-Hotel and sympathize with the expelled tenants for a while because of this audio, visual and hearing senses.

Short-term plan (5 years):

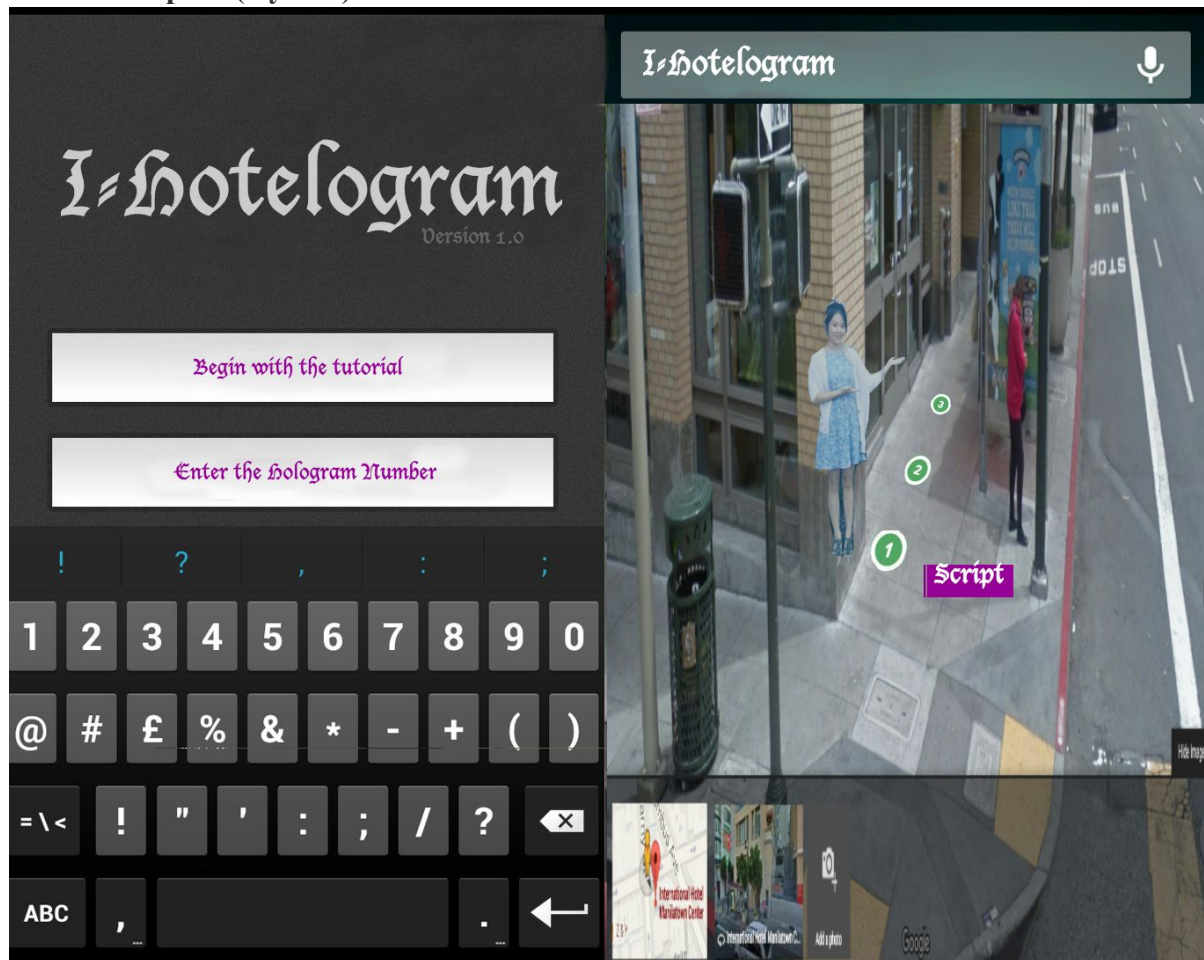


Figure 3.2 Sample Screenshots of the application “I-hotelogram”

I-Hotelogram, which is setting up the hologram of interviews from people who got evicted by landlords, state law, and governments could engage residents in the I-hotel including residents in San Francisco and California. It would be installed of the once sprawling 10-block Manilatown and the effects urban renewal had that led to its demise. The short term action plan of the I-Hotelogram could encourage tourists to come to see special hologram. It could arouse tourists and visitors attention about the dangers of eviction fights related to living. In addition, the epidemic of evictions is connected to activism because it is one of the actions made by activists.

Long term-plan (25 years):

To contribute the Interpretive project to sustainability, we have to cooperate with smartphone application in order to increase accessibility. Since this interpretive project with hologram on the street, it might be hard to access if there are many people on the street or be crowded by other noises. Moreover, it is impossible to give an information to people who want to help I-hotel and San Francisco eviction but who are far away. Therefore, through smartphone

application called “*I-Hotelogram*,” visitors as well as residents and landlords can access to the hologram and interviews about evictions. When they access to the hologram, they can feel that they are accessing to people who were evicted and how much the state law is harsh for them. Also in the long term, this project could empower and authorize immigrants, since when immigrants immigrated, they need a place to leave. For Filipinos, I-Hotel is the place of them.

Theme: Student Outreach & Internship Curriculum

My interpretive plan focuses on community outreach and education. My goal is to get kids and students interacting with the I-Hotel at an early age, fostering a personal connection with the site in a manner defined by the individual. Later on, I would provide students with the opportunity to grapple with the physical site’s legacy of community organizing and solidarity, with the hopes of them becoming stewards for the site and leaders for both the Filipino American community as well as other community organizations.

Short Term (5 Years):

My plan will focus on 3 levels of outreach, revolving around the theme of I-Tel, a play between the sentence “I Tell” and the I-Hotel’s name, and the importance of narratives and telling individual and shared stories. I-Tel days are bi-monthly events open to families and their children, each with a corresponding theme, such as ‘Family’ or ‘Community.’ At the elementary level, the Manilatown Heritage Foundation will host a monthly I-Tel day, where families can bring their children to the Manilatown Center for storytelling of Filipino folk tales, stories from the Manongs (original I-Hotel residents) and other community members of their time in the Philippines. In doing so, parents will have a free recreational activity for their children that is both fun and allows them to learn more about their heritage.

At the intermediate level (6th to 8th grades,) I-Tel days will give young adults more agency in sharing their stories through art. Manilatown will turn the tables on who is telling the story by giving the students an opportunity to share their experiences via arts, crafts, and poetry/ language arts. The theme for intermediate level students will build upon the day’s theme by adding a more specific subtheme. For example, if the day’s theme was ‘Family,’ intermediate level students could have a theme of ‘My family’s immigration story,’ in order to get students to start thinking about political issues on a more personal scale.

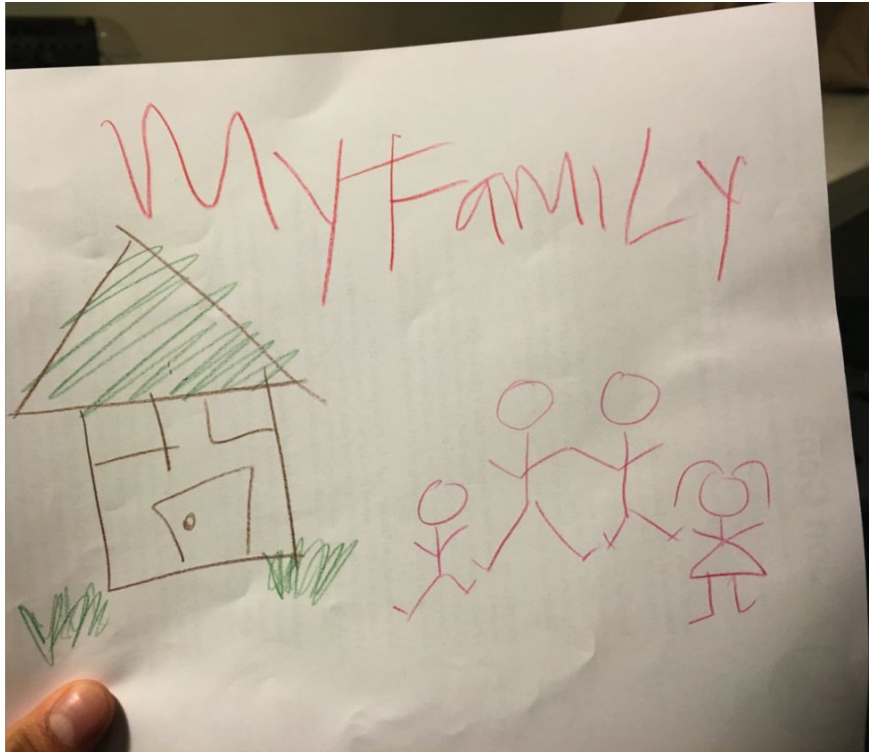


Figure 3.3 Simulation of intermediate activity: storytelling through art based on theme of 'Family'

At the high school/college level, the internship program will have a new curriculum that aims to foster critical and well-informed leaders that have a greater understanding of the context of the I-Hotel in terms of migration, governance, and community organizing. Each week throughout the internship will have a learning objective and corresponding reading material. To share this learning, there will be a weekly blogging/ vlogging prompt to be published on the official I-Tel tumblr blog, a medium that many adolescents are familiar with. In doing so, this learning can be shared with the greater public. High school students can utilize this internship program as an opportunity to learn leadership skills. Additionally, college students can work with their respective schools to receive units for their work. It will take some time for these programs to get established, but after a year of institutionalization, they will be sustainable programs that will allow younger generations to engage with the I-Hotel.

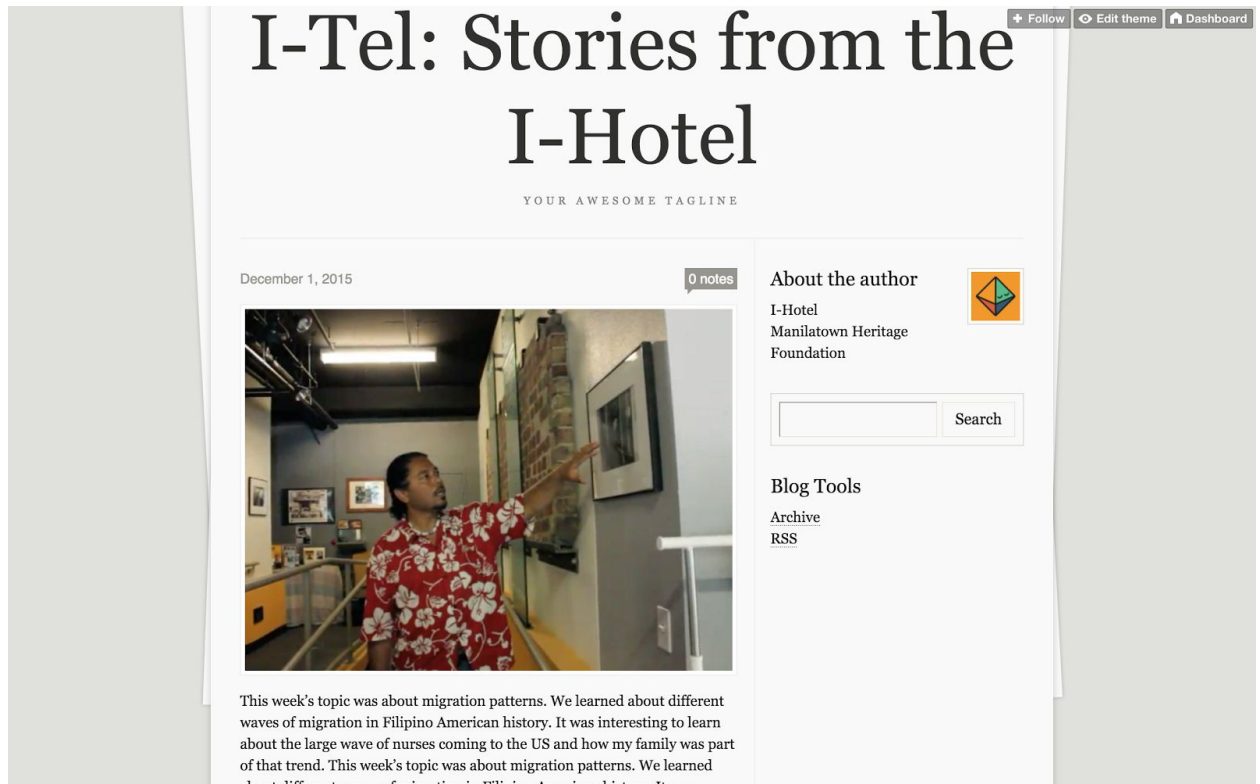


Figure 3.4 Simulation of I-Tel Internship Reflection Blog

Long Term Plan (25 Years):

The goal of my interpretive plan is to get the next generation of Filipino Americans to invest into the I-Hotel's legacy and mission of bringing justice to the Filipino community at an early age. The elementary level activities depend upon volunteers, which can be leveraged off the internship program. At the intermediate level, the I-Hotel could publish an anthology of select student poetry, in addition to digitizing the art and literature onto their website for fresh content. From the internship program, as well as the collective of students that are 'raised' with the I-Hotel, I hope that a handful will feel compelled enough to give back to the program by leading it in the future. With the I-Hotel becoming a more and more distant event in the past, these programs will utilize the fall and rise of the I-Hotel as main learning point, but will focus on the a grander concept of shared heritage and community solidarity.

Theme: Filipino Immigration and Social Mobility

The proposed interpretive project is an audio/video installation to be located along the west wall of the Manilatown Heritage Foundation Community center. Currently, on this wall there are mounted architectural remains from the original I-Hotel building in addition to framed photographs and a plaque that has the names of former I-Hotel residents. The audience for this installation will be people who visit the Manilatown Heritage Foundation Community Center. As such, people visit the center for different purposes either to volunteer, curate materials, participate in ongoing events, facilitate community meetings, and other activities that involve formal and

informal meetings. This audio/video installation will give primacy to the human sense of vision and the human sense of hearing to convey information. Visuals will be displayed through an overhead projector and projected onto the wall. Audio will be played back through mountains speakers in the rafters overhead.



Figure 3.5 Tony Robles points describing the mounted installation in the Manilatown Heritage Foundation Center

The project is titled “Filipino Immigration and Social Mobility in the San Francisco Bay Area and the United States of America” and it is an audio/visual installation. This type of installation is commonly used in museum and interpretive center settings. Generally, the installation consists of a screen, an overhead visual projector, audio speakers and a playback device. The visual projector and the audio speakers are linked to a playback device--a DVD player or computer--and the digital file from the playback device is rendered visually to the screen and kinetically to the speakers.

The proposed playback time is 15-30 minutes and will consists of a synthesized story of Filipino immigration to North America, history of I-Hotel in San Francisco, interviews with former residents, interviews with the children of former residents, and maps that show the concentrations of Filipino people in the Bay Area and in the United States. This synthesized story will pool resources available to staff at the Manilatown Heritage Foundation Community Center and will develop new resources through the production of visuals and interviews. First step in the development of this installation is an inventory of materials that have information about immigration and social mobility in the archives and an inventory of the skills and training available at hand from staff members and volunteers who work at Manilatown Heritage Foundation Community Center. This step identifies the equipment, materials and skills and

training needed to complete the project. Furthermore, this step helps to develop a timetable for the completion of the project. Thereafter the project is split into phases. Phase one consists of digitization of archival materials (if needed) and procurement of audio/visual equipment and construction of installation. Phase two consists of research, design and rendering of infographics/maps that show how the Filipino population has changed in socioeconomic and residential status since the inception of I-Hotel. Phase three consists of interviews with former residents and their descendents. And Phase four consists of production of the proposed synthesized story--storyboarding, drafting, critiquing, and approval from the Manilatown Heritage Foundation board of directors.

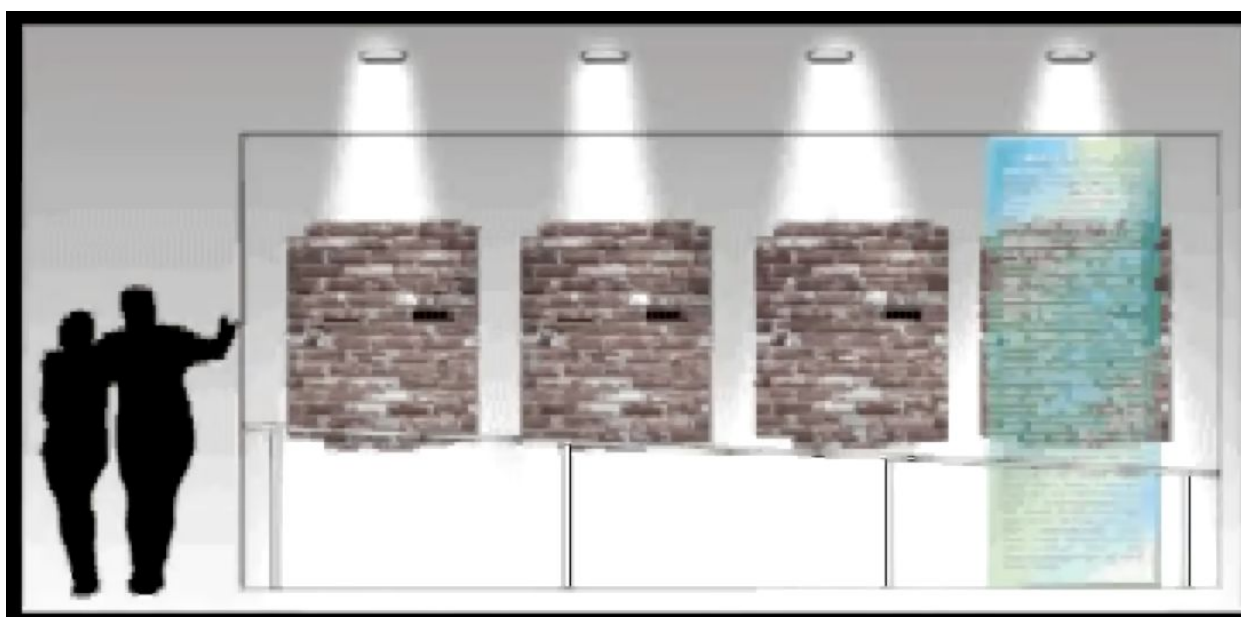


Figure 3.6 A mockup of Manilatown Center brick installation. Images will be projected on bricks.

Short Term (5 years):

This project contributes to the sustainability of not only the Manilatown Heritage Foundation Community Center, but also the sustainability of Filipino heritage in San Francisco. This proposal has the potential to pool resources that are available--archival materials held in trust by the Manilatown Heritage Foundation--with new equipment and skills to facilitate the creation of this installation. As such, it helps train staff and make materials accessible to visitors which overlaps with the themes of social justice activism, community organization and labor rights. The message conveyed through this installation presences Filipino history within San Francisco thus contributing to the sustainability of Filipino heritage more generally in the Bay Area.

Long-Term (25 years):

The changing demographics of the San Francisco Bay Area are changing rapidly. The International Hotel Manilatown Center is one of a handful of places that showcase social justice

and equity within the rapidly gentrifying San Francisco urban landscape. Over the long-term then, the skills and training gathered and distributed with this installation works towards fashioning a longer vision for the Manilatown Heritage Foundation. The skills and training offered through the creation of the installation in terms of content and performance offer the chance to create new workflows for other aspects of the foundation. To continue the longevity of the Manilatown Heritage Foundation, this installation acts as an incubator of skills and training that work from within to continue the sustainability of International Hotel.

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