



LEGACY BUSINESS PROGRAM

ROOTED IN HISTORY, SHAPING TOMORROW

www.bit.ly/LAlegacy



AGENDA

01

**ABOUT THE LEGACY
BUSINESS PROGRAM**

02

PROGRAM ELIGIBILITY

03

PROGRAM BENEFITS

04

HOW TO APPLY

05

**FREQUENTLY ASKED
QUESTIONS**

06

OPEN QUESTION & ANSWER





ABOUT

The City of LA Legacy Business Program celebrates and supports the visibility, legacy, and sustainability of small businesses that have been operational for 20 years or more.

**MORE THAN 50,00 BUSINESSES
ACROSS THE CITY OF LOS ANGELES
HAVE OPERATED
FOR 20 YEARS OR MORE**

**Brought to you by the Los Angeles City Council,
Mayor Karen Bass, and the Economic and Workforce
Development Department.**



PROGRAM ELIGIBILITY

A “Legacy Business” will be defined as a business open to the public that has been in operation for 20 years or more within the same community, and which meets three of the following four criteria:

- 1 It contributes significantly to its community’s history or identity.**
- 2 It sustains and cultivates distinctive cultural traditions or practices.**
- 3 The business is not franchised or affiliated with a national corporate chain.**
- 4 It provides vital goods and services in a language and manner that is culturally accessible to the community.**





PROGRAM BENEFITS

Promotional Activities

Access to Capital

Technical Assistance

Government Connections





PROMOTIONAL ACTIVITIES



- Featured on City of LA Legacy Business website & social media
- Promotional toolkit to highlight designation
- Increased visibility and exposure to potential customers

GRANT APPLICATIONS OPENING FALL 2024

- \$10k Grants - Companies with 1-5 employees
- \$20k Grants - Companies with 6+ employees

- Priority will be given to businesses facing an imminent threat of displacement and other impacts to the security of their business

- Must be enrolled in the Legacy Business Program to apply!

Legacy Businesses will be provided access to loans and other financial opportunities



ACCESS TO GRANTS & LOANS





TECHNICAL ASSISTANCE



- Social media marketing
- Retirement & Succession Planning
- Access to Legal Consultation
- Lease Negotiation Guidance
- Financial Counseling

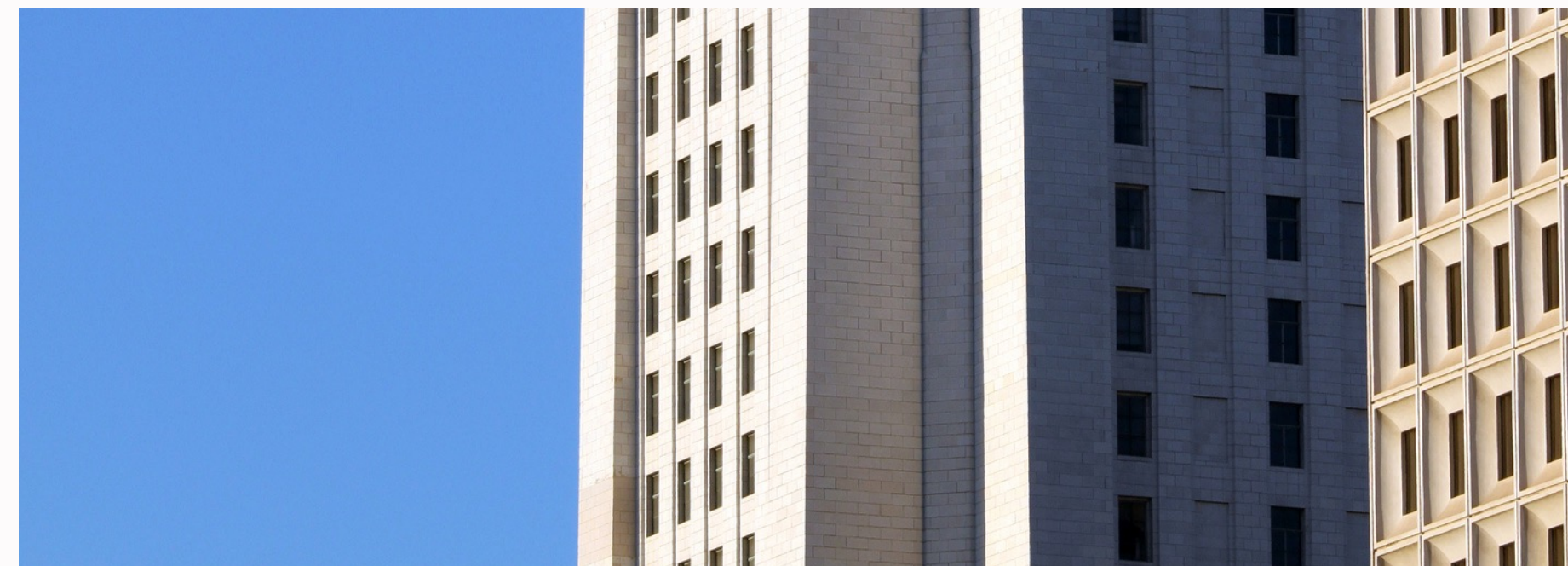


DO BUSINESS WITH THE CITY OF LOS ANGELES

- Become proficient in navigating the procurement process and doing business with the city
- Learn about existing city programs
- Be the first to know when new programs launch



GOVERNMENT CONNECTIONS



MARKET

HOW TO

APPLY!



HOW TO APPLY!



If you would like assistance completing the application, please contact any of the City's BusinessSource Centers

JUST THREE STEPS!

1

www.Bit.ly/LAlegacy

2

SELECT APPLY NOW

3

COMPLETE THE
ONLINE APPLICATION

LA Legacy Business Program Small Business Resources

Why Become a Legacy Business?

- 1** Promotional Activities
Increase visibility and exposure
- 2** Technical Assistance
Get access to experts
- 3** Access to Capital
Connect to financial opportunities
- 4** Government Connections
Navigate government and contracts

[FAQ](#) [Apply Now](#)

HOW TO APPLY

INFORMATION NEEDED

- **CONTACT INFORMATION**
- **BUSINESS INFORMATION & BUSINESS TAX REGISTRATION NUMBER**
- **BUSINESS DESCRIPTION & HISTORY**
- **EXAMPLES OF HOW YOUR BUSINESS MEETS THE CRITERIA**
- **WEBSITE & SOCIAL MEDIA**
- **PHOTOS**
 - **STOREFRONT**
 - **PRODUCT/SERVICE,**
 - **HISTORICAL**
- **TAXES, REGISTRATION, LICENSE, LABOR LAWS VERIFICATION**

Legacy Business Program Application

Main Contact's Information

Business Owner Name(s)*

Identify the person(s) with the highest ownership stake in the business.

Is the business owner the main contact for this application?*

Yes

No

Main Contact Email Address*


Main Contact Phone Number*

Do you require assistance in a language other than English?*

Yes

No

Where did you hear about this program?

A mechanic in a blue shirt and glasses is working on a tire mounted on a red machine. The machine has a label that reads "RIM CLAMP 9028E". The background shows a workshop with various tools and equipment. The entire image is overlaid with a blue tint, and the text "FREQUENTLY ASKED QUESTIONS" is written in large, white, bold, sans-serif capital letters across the center.

FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

PROGRAM CRITERIA



WHAT DOES “CONTRIBUTES SIGNIFICANTLY TO ITS COMMUNITY’S HISTORY OR IDENTITY” MEAN?

A business that actively shapes the course of events, values, and characteristics that define the community’s past and present.

It becomes a notable part of the community’s story and plays a role in shaping how the community perceives itself and is perceived by others.

WHAT DOES “SUSTAINS AND CULTIVATES DISTINCTIVE CULTURAL PRACTICES” MEAN?

“Cultural traditions and practices” is meant to honor businesses that positively contribute to a neighborhood’s unique traditions, participate in building a sense of community, and support the well-being of local residents. Culture is broadly encompassing and does not refer to race or ethnicity.



FREQUENTLY ASKED QUESTIONS

PROGRAM CRITERIA



WHAT DOES “BUSINESS IS NOT FRANCHISED OR AFFILIATED WITH A NATIONAL CORPORATE CHAIN MEAN”?

A business is described as franchised or affiliated with a national corporate chain if it is part of a larger organization or corporation, known as the franchisor or parent company.

WHAT DOES “PROVIDES VITAL GOODS AND SERVICES IN A LANGUAGE AND MANNER THAT IS CULTURALLY ACCESSIBLE TO THE COMMUNITY” MEAN?

A business that emphasizes the importance of tailoring the provision of essential goods and services to be culturally sensitive, recognizing the diversity of the community, and ensuring the communication and delivery methods resonate with their specific cultural context.



FREQUENTLY ASKED QUESTIONS

PROGRAM INSIGHTS



WHAT IS THE DURATION OF THE LEGACY BUSINESS PROGRAM?

The Legacy Business Program is an ongoing initiative. Small businesses that have been in business for 20 years or more within the same community will be eligible to participate.

WHAT IS THE TIME COMMITMENT FOR BUSINESS OWNERS?

Time commitments for participating in the Technical Assistance program will vary depending on the services you participate in. We aim to make the program efficient and effective for all participants.



FREQUENTLY ASKED QUESTIONS



HOW DO THE GRANTS WORK? HOW DO I APPLY?

The online application to apply for grants will begin in the Fall of 2024. The application portal opening will be announced on the City of Los Angeles Economic & Workforce Development website, social media, and with a press release. Grant amounts are \$10,000 for businesses with 1-5 employees, and \$20,000 for businesses with six or more employees.

WHAT IS THE TECHNICAL ASSISTANCE BENEFIT?

Technical assistance begins in January 2025 and is designed to support business owners with knowledge, training, and assistance for business-related topics. Support will be offered online to maximize impact while reducing time commitments for business owners.

Business owners will complete a self-assessment to determine which services they need. Participation is voluntary, and all Legacy Businesses are eligible.





OPEN
QUESTION &
ANSWER



THANK YOU

 legacybusiness@lacity.org

 www.bit.ly/LAlegacy

