



LEGACY BUSINESS PROGRAM

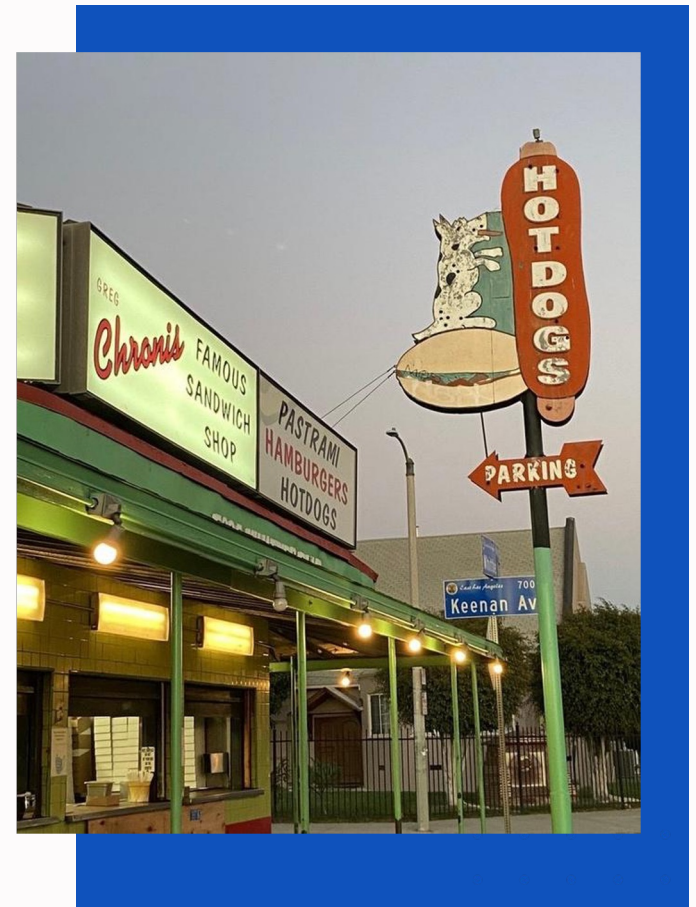
ROOTED IN HISTORY, SHAPING TOMORROW

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





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

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.



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



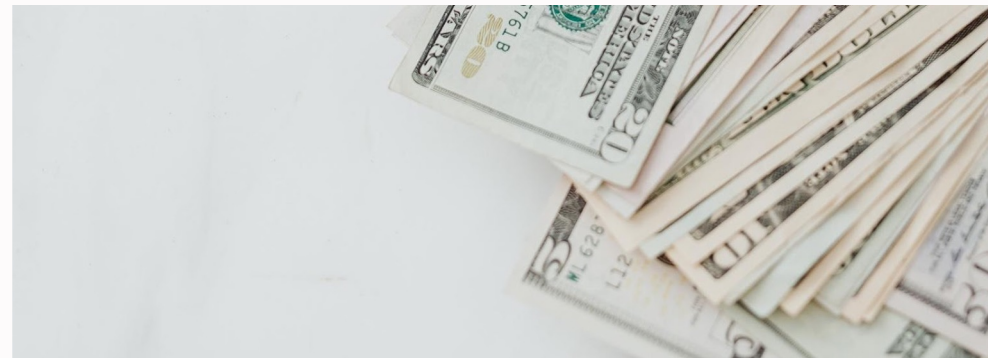
Grant applications opening Fall 2024

- \$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

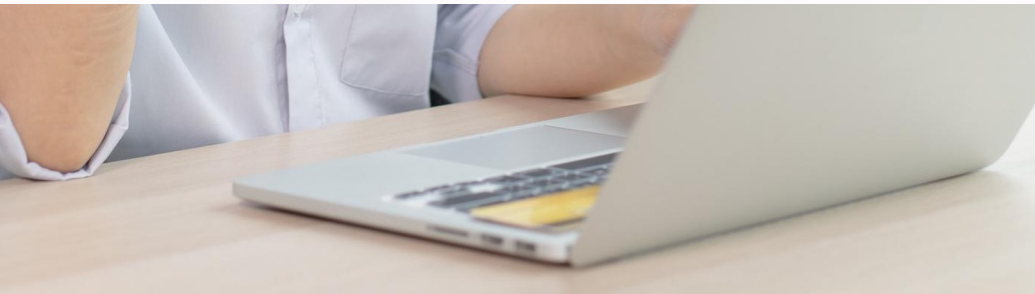


ACCESS TO GRANTS & LOAN





TECHNICAL ASSISTANCE



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

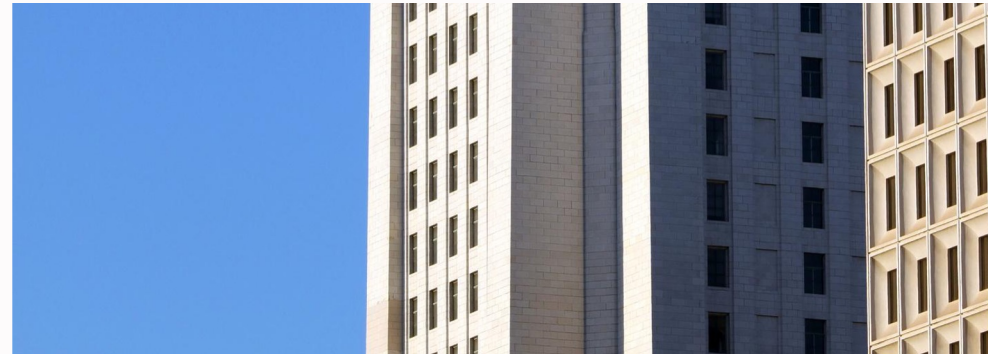


DO BUSINESS WITH THE CITY OF LOS ANGELES

- 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 modern office interior with desks, chairs, and plants, overlaid with a blue tint and the text "OPEN QUESTION & ANSWER". The office features wooden desks, black office chairs, and various green plants. There are large windows in the background and a high ceiling with exposed pipes and lights. The text is centered and written in a clean, white, sans-serif font.

OPEN QUESTION & ANSWER



THANK YOU

- ✉ legacybusiness@lacity.org
- 🌐 www.bit.ly/LAlegacy

