

CITY OF LOS ANGELES

**ECONOMIC & WORKFORCE
DEVELOPMENT DEPARTMENT**

LEGACY BUSINESS PROGRAM



PARTNER TOOLKIT



City of Los Angeles Legacy Business Program Communications Toolkit

About the Legacy Business Program

The City of LA Legacy Business Program is an ongoing initiative to celebrate and support the visibility, legacy, and sustainability of Legacy Businesses with tangible benefits, including technical assistance, promotional support, and access to grants and loans. The program will support the visibility, patronage, and sustainability of long-standing small businesses within the City of LA that contribute to the city's rich cultural and historical identity. The Legacy Business Program aims to foster economic empowerment by encouraging patronage of participating Legacy Businesses throughout Los Angeles.

A "Legacy Business" is 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:

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

The Legacy Business Program is brought to you by the Los Angeles City Council, Mayor Karen Bass, and the Economic Workforce Development Department.



HOW TO USE THIS TOOLKIT

We are thrilled to collaborate with you in spreading awareness for the Legacy Business Program. This toolkit provides social media graphics with suggested captions, sample newsletter information, and flyers and brochures to help spread the message. The call-to-action is for businesses to apply for the Legacy Business Program in order to participate in the program's benefits. By sharing the message with your audiences, you play a vital role in amplifying awareness and engagement, contributing to the continued prosperity of our communities.

Thank you for your partnership in championing our Legacy Businesses.

SUGGESTED SOCIAL MEDIA POSTS    

The posts below and accompanying graphics may be shared on your social media channels.

General Program Information		
<p>Facebook Instagram LinkedIn</p>	<p>City of Los Angeles Business Owners! If you have been in business for 20+ years in the City of LA, this program is for YOU. The NEW City of LA Legacy Business Program supports YOUR business!</p> <p>The City of LA Legacy Business Program celebrates your long-standing contribution to the neighborhoods and communities you serve and provides exclusive resources to support your longevity.</p> <p>Sign-Up Today for Tangible Benefits:</p> <ul style="list-style-type: none"> Access to Capital, Including Grants Technical Assistance Operational Support Promotion for Your Business <p>Learn more and apply TODAY bit.ly/LAlegacy</p> <p>The Legacy Business Program is brought to you by the Los Angeles City Council, Mayor Karen Bass, and the Economic Workforce Development Department.</p>	<p>There are two files to select from.</p> <div style="text-align: center;">  <p>Download Here</p> </div> <div style="text-align: center;">  <p>Download Here</p> </div>
<p>X / Twitter</p>	<p>Attention City of LA Business Owners Have you been in business for 20+ years? The new City of LA Legacy Business Program has exclusive resources for YOU! Learn more and apply today! bit.ly/LAlegacy</p>	

Grants & Loans Benefit

**Facebook
Instagram
LinkedIn**

If you have been in business for 20+ years in the City of LA, the NEW City of LA Legacy Business Program offers tangible benefits, including grants and loans, to support your business!

Join the new Legacy Business Program today to apply for upcoming grants.

Act fast! Apply today!
bit.ly/LAlegacy

The City of LA Legacy Business Program celebrates your long-standing contribution to the neighborhoods and communities you serve and provides exclusive resources to support your longevity. Sign up today for grant opportunities, technical assistance, and promotional support!

The Legacy Business Program is brought to you by the Los Angeles City Council, Mayor Karen Bass, and the Economic Workforce Development Department.



[Download Here](#)

X / Twitter

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Technical Assistance Benefit

**Facebook
Instagram
LinkedIn**

Post Copy: IG/FB/LinkedIn

City of Los Angeles Business Owners

If you have been in business for 20+ years in the City of LA

The NEW City of LA Legacy Business Program has access to technical assistance to support your business!

Assistance Includes:

- Social Media Marketing
- Retirement/Succession Planning
- Financial Counseling
- Lease Negotiation

And more!

Apply TODAY!

bit.ly/LAlegacy

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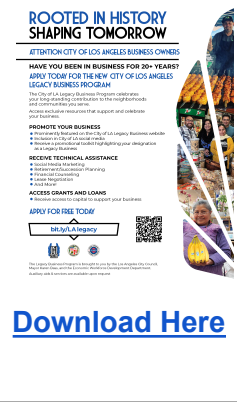

X / Twitter

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PRINT MATERIAL

FLYERS & BROCHURES		
Flyer	Use this flyer for email, print newsletters, or print and handouts at events.	 <p>Download Here</p>
Brochure	This brochure can be printed double-sided, folded, and used as a handout.	 <p>Download Here</p>

NEWSLETTER INFORMATION

You may use the information above from social media for newsletters or use the expanded information below for additional detail.

The City of Los Angeles Launches Legacy Business Program To Support Long-Standing Local Businesses

The City of Los Angeles is proud to launch the Legacy Business Program, an ongoing initiative to celebrate and support the visibility and sustainability of long-standing Legacy Businesses with tangible benefits, including technical assistance, promotional support, and access to grants and loans.

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

- It contributes significantly to its community's history or identity.
- It sustains and cultivates distinctive cultural traditions or practices.
- The business is not franchised or affiliated with a national corporate chain.

- It provides vital goods and services in a language and manner that is culturally accessible to the community

The Legacy Business Program aims to foster economic empowerment by encouraging patronage of participating legacy businesses throughout Los Angeles.

Key Highlights of the Legacy Business Program:

- **Access to Grants & Loans:** Eligible businesses can apply for grants up to \$20,000, with applications opening in Fall 2024. Priority will be given to businesses facing challenges like gentrification, steep lease increases, and other threats to their sustainability.
- **Technical Assistance:** The program will provide resources and support for operational and technical challenges, including social media marketing, retirement and succession planning, legal consultation, lease negotiation, and financial counseling.
- **Promotional Activities:** The program will enhance the visibility of participating businesses through features on the City of Los Angeles Legacy Business website, social media, and partner outreach. Participants will also receive a promotional toolkit to highlight their designation as a Legacy Business.

Businesses are encouraged to learn more and apply today at: bit.ly/LAlegacy

The Legacy Business Program is brought to you by the Los Angeles City Council, Mayor Karen Bass, and the Economic Workforce Development Department. Auxiliary aids & services are available upon request.

Thank You for supporting and spreading awareness for the Legacy Business Program!

