



| <i>Tab</i> | <i>Action</i> | <i>Option</i> | <i>Version</i> |
|------------|---------------|---------------|----------------|
| 22         | 2             | A             | 1              |

- Developing a marketing and branding plan for the Legacy Business Program including, but not limited to, the creation of public relations materials, the establishment of a marketing plan to promote Legacy Businesses and design of a Legacy Business Program website; and
- Promoting technical assistance tools that have either been designed specifically for Legacy Businesses or those general tools OED supports that would benefit Legacy Businesses, this includes potential development of Memorandums of Understanding (MOU) with existing Community Development Funds that currently provide business assistance and have interest in supporting eligible Legacy Businesses.

This funding would support the initial startup costs in 2019 and provide ongoing funding for the program in 2020. These resources would support long-term, culturally significant small businesses in Seattle by supporting their continued growth and advancement in a challenging marketplace. The program would prioritize the most vulnerable businesses, likely to be ethnic minority- and immigrant-owned, rather than providing benefits only to businesses which are already thriving and stable.

2019 - Initial program startup costs

|                             |                  |
|-----------------------------|------------------|
| Marketing creation & design | \$30,000         |
| Branding                    | \$20,000         |
| Design & translation        | \$20,000         |
| Printing                    | \$10,000         |
| Event production            | \$30,000         |
| <b>Total</b>                | <b>\$110,000</b> |

2020 - Ongoing program costs

|                   |                 |
|-------------------|-----------------|
| Marketing support | \$20,000        |
| Printing          | \$10,000        |
| Event Production  | \$30,000        |
| <b>Total</b>      | <b>\$60,000</b> |

|            |               |               |                |
|------------|---------------|---------------|----------------|
| <i>Tab</i> | <i>Action</i> | <i>Option</i> | <i>Version</i> |
| 22         | 2             | A             | 1              |

**Budget Action Transactions**

**Budget Action Title:** Add \$110,000 GF in 2019 and \$60,000 GF in 2020 to OED for a Legacy Business Designation Program

| # | Transaction Description   | Position Title | Number of Positions | FTE | Dept | BCL or Revenue Source | Summit Code | Fund  | Year | Revenue Amount | Expenditure Amount |
|---|---|----------------|---------------------|-----|------|-----------------------|-------------|-------|------|----------------|--------------------|
| 1 | Increase GF appropriation for a Legacy Business Designation Program |                |                     |     | OED  | Business Services     | BO-ED-X1D00 | 00100 | 2019 |                | \$110,000          |
| 2 | Increase GF appropriation for a Legacy Business Designation Program |                |                     |     | OED  | Business Services     | BO-ED-X1D00 | 00100 | 2020 |                | \$60,000           |