2019 - 2020 Seattle City Council Green Sheet

Ready for Notebook

Tab	Action	Option	Version					
22	2	A	2					
Budget Action Title:				GF in 2019 and \$60,000 GF in 2020 to nation Program	OED for a Legacy			
Ongoing:			S					
Has CIP Amendment:		No	D	Has Budget Proviso:	No			
Primary Sponsor:		He	Herbold, Lisa					
Councilmembers:		На	Harrell; Juarez					
Staff Analyst:			Aly Pennucci					

Council Bill or Resolution:

Date	Total	BC	SB	ТМ	LG	BH	LH	RJ	DJ	MO	KS
	Yes										
	No										
	Abstain										
	Absent										

Summary of Dollar Effect

See the following pages for detailed technical information

	2019 Increase (Decrease)	2020 Increase (Decrease)		
General Subfund				
General Subfund Revenues	\$0	\$0		
General Subfund Expenditures	<u>\$110,000</u>	<u>\$60,000</u>		
Net Balance Effect	(\$110,000)	(\$60,000)		
Total Budget Balance Effect	(\$110,000)	(\$60,000)		

Budget Action description:

This green sheet adds \$110,000 GF in 2019 and \$60,000 GF in 2020 to the Office of Economic Development (OED) for a Legacy Business Designation Program. This builds on the Legacy Business work that OED undertook with resources added by the Council in 2017 and in 2018. Program elements could include, but are not limited to:

• Developing and launching a nomination and selection process for Legacy Businesses;

Tab	Action	Option	Version
22	2	Α	2

- 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	0,000						
Event production	\$30,000						
Total	\$110,000						
2020 - Opgoing program co	.ctc						

Total	\$60,000
Event Production	\$30,000
Printing	\$10,000
Marketing support	\$20,000
2020 - Ongoing program costs	

Tab	Action	Option	Version
22	2	А	2

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