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- 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
<u>Event production</u>	<u>\$30,000</u>
Total	\$110,000

2020 - Ongoing program costs

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

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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