



# **Legacy Business Program**

October 19, 2021



# Background

- Desire to support long-standing businesses in San Marcos has been expressed by City Council, Board/Commissions, and Staff
- Historic Preservation Commission and Main Street Advisory Board passed a recommendation resolution (2021-03RR) for City Council to consider supporting a program to help legacy businesses
  - Especially offering support through marketing and promotional opportunities



# Requested Direction

- With City Council's direction, Staff can work to establish a Legacy Business Program that includes the recommendations of the Historic Preservation Commission and Main Street Advisory Board along with additional opportunities for financial assistance
  - A separate program can be considered for small businesses who do not meet the "legacy" requirements through the Small Business Retention Incentive
- This Legacy Business Program would be included in the updated Economic Development Incentive Policy and brought back to City Council for approval