



# Legacy Business Program

## Description

The Legacy Business program pays tribute to legendary businesses located in the City of San Marcos. The purpose of the program is to acknowledge the contributions businesses have made to the city's culture and economy. The program aims to champion the continued success of legacy businesses through promotional and educational support.

The initiative includes a registry listing maintained by the City's Main Street and Planning and Development Services Departments. The program will work towards preserving the city's iconic Legacy Businesses through a registry and campaign that identifies, promotes and markets the businesses in Phase 1 of the program. Phase 2 will work towards sustaining businesses through a Business Tool Kit which will contain services such as lectures, educational seminars, and architectural guidance.

## Objective

The program acknowledges that long-lived San Marcos businesses are an important historic asset to the city. Ultimately, the initiative aims to sustain the longevity of heritage businesses that contribute to San Marcos's authenticity.

## Phase 1: Registry

The City's Main Street and Planning and Development Departments will develop and maintain a registry open to businesses that are 20 years or older and contribute to the history, culture, and authentic identity of San Marcos. In return for being acknowledged as a Legacy Business, businesses on the list agree to perpetuate the business, its historic name and historic service it provides. If a business inducted into the registry is not a designated landmark or in a historic district it will not be subject to the design review process. All designated landmarks and those in historic districts will continue to follow the design review process.

To qualify for the registry, businesses must meet the following criteria.

## Criteria

**(a) Process for Considering Legacy Business Registry Listing.** Legacy Businesses will be evaluated for the Legacy Business Registry using the criteria listed below. To be eligible for the Registry, a business must have been in operation for 20\* years or more and meet one or more of the following criteria. Eligible businesses may be self-nominated, be nominated by the community at large or as identified by the Main Street

and Planning and Development Services Departments through surveys, including community engagement surveys.

### **(b) Criteria for Evaluation**

1. A business that has been owned and operated by successive generations of the same family.
2. A business that perpetuates San Marcos's authenticity through the goods or services it provides (Examples: restaurants, music venues, etc.).
3. A business that cultivates and sustains traditions and culture through instruction, education and handing down of traditional ways of knowledge.
4. A business that is in a designated San Marcos historic district or designated as a local landmark.
5. A business located in a property that is eligible and willing to register the property as a landmark

\*A business younger than 20 years may be nominated if they are working to revive or sustain a form of heritage that has died or is waning. A business younger than 20 years, but not reviving or sustaining a lost form of heritage, may also be nominated, but must submit at least two letters from community members describing the benefit the business provides to the community's or city's heritage.

### **Nomination Process**

The City's Main Street and Planning and Development Services Departments will seek nominations through community engagement for the list. Anyone may nominate a business, or a business may self-nominate.

### **Benefits**

Induction into the Legacy Business Registry is an indication of being one of San Marcos's business legends. It means the business is an iconic part of the city's culture and a thriving member of the community. Being listed will provide benefits to businesses, including:

- Marketing and promotion opportunities through the City's Main Street, Planning and Development Services, and Economic Development Departments and other partners through events, media and other announcement opportunities
- Awareness raising of the business to the community at large, including visitors to the city
- Window Decals promoting the Legacy Business as a major destination
- Special events held at the business to promote the registry, future nominations and the business itself
- Coverage in the City's newsletter, Facebook, Twitter feeds, Instagram and other media outlets
- Ability to provide input and feedback on how to partner with the City, or develop the Legacy Business Program further to help sustain businesses