



CELEBRATE YOUR LEGACY

The local diner. The neighborhood theater. The corner stores, watering holes, shops, and services that helped define our communities still play a key role in our daily lives. They help make Long Beach, Long Beach.

Yet these businesses can face challenges as the city evolves and longtime proprietors retire. To help these neighborhood gems continue to thrive, Long Beach Heritage launched a new program in 2022.

The Long Beach Legacy Business Program recognizes and promotes longtime establishments that contribute to our city's culture and identity. By raising their profile and encouraging their use, the program seeks to help these businesses serve the community for years to come.

What's a Legacy Business?

A legacy business can be anything from a deli to a law firm to a tattoo parlor, as long as it:

- A. Has operated for at least 35 years in Long Beach
- OR
- B. Has a combination of at least two of the following qualities:
 - Has operated in Long Beach for at least 25 years
 - Contributes to a sense of history in the surrounding neighborhood
 - Has distinctive architecture, interior design, or landscaping
 - Supports the neighborhood's cultural life, diversity, or identity

The concept of legacy businesses isn't new. Since 1993, the City of Barcelona has honored some of its oldest businesses with plaques denoting their years of service to the city, in a program called "Guapos per sempre" ("Forever Beautiful"). Similar programs exist in Buenos Aires and London.

Since San Francisco Heritage brought the concept to the U.S. in 2013, it has spread to cities including Seattle; Washington, DC; San Antonio; Missoula, Montana—and now, Long Beach!

What Does It Mean to Be a Legacy Business?

Certification as a Long Beach Legacy Business is purely honorary. Once certified the business receives ongoing benefits, including:

- Induction at a public ceremony
- Branded signage, including a wall plaque and window decal
- Inclusion on the Long Beach Legacy Business printed guide and online map, distributed citywide and updated annually
- Use of the Long Beach Legacy Business logo and certification for marketing and promotion
- Promotion by Long Beach Heritage through its website, social media, newsletter, emails, and media outreach including any discounts you may choose to offer Long Beach Heritage members
- Additional promotional assistance from program partners, such as Project Equity
- Connections to other resources for small businesses, such as facade improvement grants and programs to help retiring business owners who'd like their business to continue

The only expectations of a Long Beach Legacy Business are:

- To provide Long Beach Heritage with information (digital photos, articles, etc.) for promotional use
- To maintain the distinctive features or other elements that qualified the business for certification

How to Apply

If you'd like to become, or nominate, a Long Beach Legacy Business, simply submit the attached application (or apply online) by the current deadline. You can find the deadline and the online application at **lbheritage.org/legacybusiness**.

The Long Beach Heritage Advocacy Committee reviews all applications and submits its recommendations to the Board of Directors for approval.

Questions?

You can learn more about the Long Beach Legacy Business Program at:
lbheritage.org/legacybusiness

If you have any questions about the application, the selection process, or the program, please contact Long Beach Heritage at **lblb@lbheritage.org** or call **(562) 493-7019**.





Before you apply, please be sure you understand and agree with the responsibilities of being a Long Beach Legacy Business, as listed in the program overview and online at lbheritage.org/legacybusiness.

APPLICATION FORM

Business Information

Name of Business:		Year Established:	
Business Owner(s):			
Business Address:			
Contact Email:		Contact Phone:	
Business Website (if applicable):			
Type of Business:		Number of Locations:	

If this is not the original location, please list previous addresses, including years of operation at each address:

Eligibility Criteria

Please check which of the following two longevity criteria the business meets:

- A. _____ Has operated in Long Beach for 35 years or longer
(please continue to Tell Us Your Story section on back)
- B. _____ Has a combination of at least TWO of the following qualities (check all that apply):
 - Has operated in Long Beach for at least 25 years
 - Contributes to a sense of history in the surrounding neighborhood
 - Has distinctive architecture, interior design, or landscaping
 - Supports the neighborhood's cultural life, diversity, or identity

Tell Us Your Story

Tell us what makes your business a legacy business and why it is eligible based on the criteria chosen. Include any architectural details, cultural significance, and/or relevant events in your description.



Please refer to lbheritage.org/legacybusiness for due dates.

Please submit this form by email: lbb@lbheritage.org
or mail: Long Beach Heritage, PO Box 92521, Long Beach, CA 90809

If you have any questions, please contact us at the above email address
or call (562) 493-7019