



City Manager – Economic Development Division

Business Legacy Recognition Program





Business Legacy Recognition Program

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- Pasadena has wide variety of storefronts that help create the character of our community.
- Certain businesses in particular, those that have existed for decades, have grown beyond commerce.
- Important to recognize especially during the current Covid-19 economic impacts



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- It's important to recognize our unique local independent businesses
- These long standing businesses are special and deserve some recognition
- Eligibility requirements change from city to city but generally include time in business; contribution to the community; historic in nature



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Staff has refined the details of the program and plans to move forward with implementation based on the following criteria:

- The business has been in operation for 50 years or longer.
- The business has maintained the same general name for the duration of operation.
- The business has contributed to the community in a unique way.



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Draft Application



City of Pasadena Legacy Business Application Form

Business Name: _____ Date Established: _____

Business Address: _____

Business Contact: _____ Business Phone: _____

Business Email: _____ Business Social Media: _____

Type of Business: _____

Nominator (if different than business contact): _____

Nominator's Email: _____ Nominator's Phone: _____

Eligibility Criteria:

- Business has been operating for 50 years or longer
- Business has operated under the same general name for the duration of the business
- Business has contributed to the community in a unique way

Business Background:

Please provide a brief historical narrative of your business and how it has contributed to the community. The narrative should include a background of your business and why it is eligible. Each section must be 100 – 150 words.

Photographs and Memorabilia:

Please provide any supplemental historical documents as are available.

- One exterior photo
- One interior photo
- Historical photos
- Past and present newspaper, magazine and/or newsletter articles that feature the business
- Internet links to videos that feature the business



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Benefits of the program:

- The business will be formally recognized at a City Council meeting
- The business will receive a City commendation and window decal
- The business will be mentioned on the City's social media channels
- The business will be recognized in city newsletters and website



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Other names considered:

- Heritage
- Historic
- Celebrated
- Distinguished
- Renowned
- Eminent
- Notable
- Tenured



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“Legacy”

- Outside the tech world, the word **legacy** implies a rich, historic past
- Anything handed down from the past, as from an ancestor or predecessor: the **legacy** of ancient Rome
- Her artistic **legacy** lives on through her children
- Legacies are important path ways or the future to follow or to be guided
- **Legacy** is something that a person leaves behind to be remembered by
- The IRONMAN Legacy Program is a way to recognize our most loyal athletes and give them a chance to compete in the IRONMAN World Championship
- L.A. Marathon Legacy Runners — people who have participated in all 35 editions of the race



Legacy Business Recognition Program

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Anderson Business Technology

Elmer Anderson establishes “Anderson Typewriter Company,” in the “tin-roof loft of a stationery shop” at 49 East Colorado Blvd





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Fedde Furniture

Since 1937, throughout Southern California, Fedde Furniture has been providing quality home furnishings at exceptional values



PASADENA



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Johnny Sport's Shop

Family-owned and operated since 1958 in the same location at 1402 Lincoln Avenue





Mijares Mexican Restaurant

Proudly serving the finest Mexican food in the Pasadena area since 1920



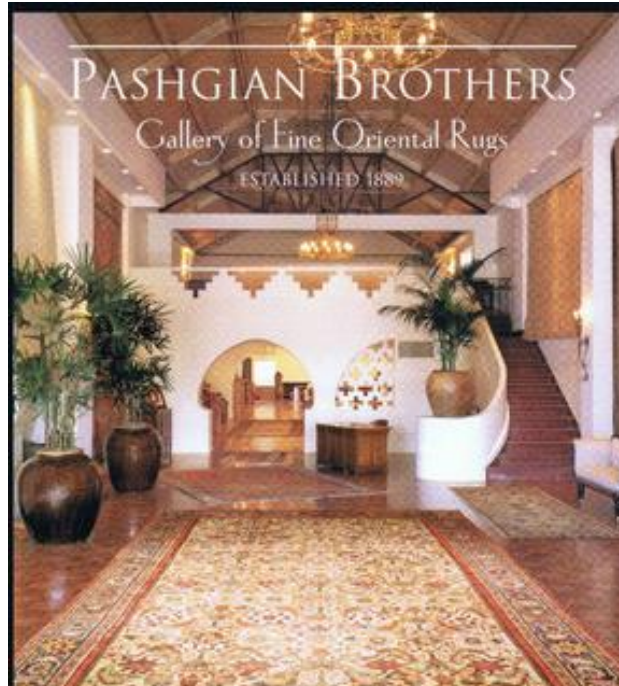


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Pashgian Brothers Fine Oriental Rugs

Established in 1889, Pashgian Brothers is one of the largest and oldest oriental rug stores in the West Coast





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Vroman's Bookstore

Vroman's Bookstore was founded in 1894 by Adam Clark Vroman





Next Steps

City Manager – Economic Development Division

- Staff will set up web site and prepare documents
- Reach out to initial set of candidates with the longest tenure
- Review first set of applications
- Plan to bring first set of Legacy Businesses to Council in January of 2021 to be recognized