



City Manager – Economic Development Division

Economic Development and Technology Committee

October 20, 2020

Legacy Business Recognition Program





Business Legacy Recognition Program

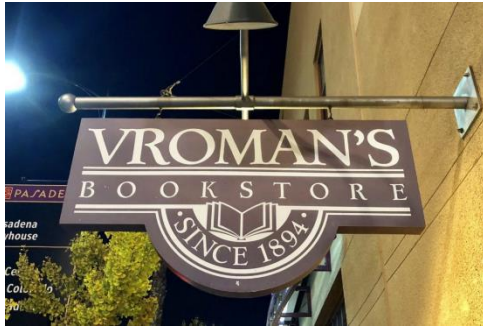
City Manager – Economic Development Division

- Long standing independently owned local businesses play a big part in what makes a community special
- These businesses can serve as a place for community and social interaction
- National retailers and online commerce continue to threaten viability of these local businesses
- A few cities have initiated programs that formally recognize those businesses



Significant Legacy of Local Commerce

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MIJARES
Mexican Restaurant





Other Considerations –

First Links in a Chain

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The world's oldest Baskin-Robbins at 561 South Lake Avenue in Pasadena.



Beginnings

The first of Winchell's Donut Houses was opened on October 8, 1948 in Temple City, California, by Verne H. Winchell, a 33-year-old jukebox salesman who had majored in business at Pasadena City College. A cup of coffee cost a dime and a doughnut was a nickel. Customers could watch doughnuts being made through the shop's windows.

I lived for several years in Pasadena just a stone's throw from a Baskin-Robbins ice cream shop on Lake Avenue. I stopped in many times over the years for a couple of scoops of pralines and cream, which is one of the reasons why today I am carving an hour out of my morning to ride a stationary bike at the gym while I write this.

I was surprised to learn recently that my old neighborhood ice cream store at 561 South Lake Avenue is not just another of the 5500 franchises worldwide, but is in fact the oldest operating Baskin-Robbins in the world.

The Baskin-Robbins story goes back to the end of World War II when two brothers-in-law, Burt Baskin and Irv Robbins, each opened an ice cream parlor – Irv's at 1130 South Adams in Glendale, and Burt's Lake Avenue store in Pasadena. Within a short time the two men partnered together and started franchising their ice cream stores. The "31 Flavors" motto came soon after



Business Legacy Recognition Program

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City of San Francisco

Eligibility Requirements

- Must be nominated by Mayor or member of Board of Supervisors
- Operating 30 years or more
- Business has contributed to neighborhood's history, community
- Must maintain physical features or traditions that define business

Recognition

- Certificate
- Eligible for Business Assistance Grants
- Working on creating a plaque



DECAL - 3.4015" w x 5.6547" h

PASADENA



Business Legacy Recognition Program

City Manager – Economic Development Division

City of San Antonio

Eligibility Requirements

- Owned by generations of same family
- Operating for 20 years or more
- Provides authentic goods or services
- Cultivates tradition & culture
- Located in landmark or historic district (or willing to be a landmark)

Recognition

- Certificate

PASADENA



Business Legacy Recognition Program

City Manager – Economic Development Division

San Antonio (continued)

- Window Decal
- Promotion through the Office of Preservation
- Grants offered through World Heritage Office
- Waive sewer and water fees for businesses more than 30 years old





Business Legacy Recognition Program

City Manager – Economic Development Division

City of Missoula

Eligibility Requirements

- Business Operating 100 years or more

Recognition

- Certificate presented at awards ceremony
- Window decal
- Press release for media awareness and feature in local paper



PASADENA



Business Legacy Recognition Program

City Manager – Economic Development Division

Long Beach Heritage

Eligibility Requirements

- Business Operating 25 years or more

Recognition

- Eligible for Business Legacy grant
- Press release



PASADENA



Business Legacy Recognition Program

City Manager – Economic Development Division



This establishment is recognized by the City of Pasadena for its contributions to the community's history and character.

Window Decal -





Criteria for Discussion

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- For-Profit Business in Pasadena for a minimum of 50 years
- Business name is primarily the same for 50 years
- Independent store or early location in multi location enterprise
- Has provided social gathering opportunity at business location or has a history of supporting charities and cultural activities in Pasadena
- Nomination to City Manager's Office for review
- Proclamation with recognition at City Council Meeting