



Overview:

The Stephenville Emergency Co-Marketing grant is being implemented to assist small businesses during a time of social distancing. Tourism-related businesses are encouraged to promote their business to existing customers and attract new customers outside of Stephenville. If approved, a qualifying small business located within the Stephenville city limits, can be reimbursed for 100% of online marketing costs, up to \$50 per month, for a maximum of two months. This Grant will aid tourism-related local businesses in their marketing efforts during the COVID-19 disaster.

Background:

Applications for this marketing program will be accepted through September 2020. The Co-Marketing fund is limited and is administered on a first-come, first-served basis. Additionally, funds are limited to a two-month maximum, but may be extended if deemed necessary by the City Manager or his designee. Only qualifying tourism-related businesses may apply for reimbursement.

Guidelines:

- Business must be a registered business located within Stephenville City limits. Businesses located in the ETJ do not qualify.
- Business must do their best to apply for the grant prior to launching the advertisement or fill out the application as soon as possible to know if they are eligible for reimbursement before spending advertising dollars.
- Businesses must be privately owned and must be in a tourism-service related industry to include retail, food, beverage, etc.
- Advertisements must adhere to and support proper social distancing guidelines as adopted by the City of Stephenville, i.e. promotion of website, free shipping, etc.
- Each business is eligible for 100% reimbursement for a maximum of \$50 per month for a maximum of two months for their initiative during the COVID-19 emergency.
- Qualifying advertisements are limited to social media, web and online marketing efforts.
- Website creation is a qualifying expense and can be reimbursed up to the maximum amount of \$100 at the time of the expense.
- Qualifying advertisements must target potential customers from outside of Stephenville area (minimum 50+ miles).
- Months do not need to be consecutive for purposes of the grant but only a maximum of two months will be approved per qualifying business.
- Applications will be reviewed at the time they are submitted.
- Qualifying advertisements can be combined to equal the maximum grant allowed per month (i.e. Combining Facebook ads and Google Ads to equal \$50 per month).
- Advertising must promote tourism and meet the Texas Hotel Occupancy Tax Code requirements:

- The expenditure must directly enhance and promote tourism and the convention and hotel industry
 - Promote tourism in the City of Stephenville
- Receipts must be turned in by September 30, 2020 to receive reimbursement. If the applicant fails to turn in receipts for an approved advertisement by this date, the application will expire and the applicant will no longer be able to collect on the reimbursement.

Application Process:

1. Applicant submits application with copy of advertisement and screen shot of the target audience to Stephenville Tourism Bureau staff for review. Advertisements unbecoming of the City of Stephenville will not be approved.
2. The City Manager or his designee will review the completed application and proposed advertising. The applicant will be notified within one week of submission if approved or denied.
3. Once the advertisement has completed for the month, the applicant will submit a copy of the receipt, along with a W-9 to the City of Stephenville.
4. Please allow up to two weeks for processing.

For questions, please contact the Stephenville Tourism and Visitors Bureau at 254-552-1222 or via email at tourism@stephenvilletx.gov.



APPLICATION:

BUSINESS/ORGANIZATION NAME: _____

ADDRESS: _____

CONTACT PERSON: _____

TITLE: _____ EMAIL: _____

PHONE: _____ BEST METHOD OF CONTACT: _____

REIMBURSEMENT PAYMENT OPTIONS:

___ MAIL (ADDRESS IF DIFFERENT): _____

___ ONLINE VIA CREDIT CARD

WHAT INDUSTRY DOES YOUR BUSINESS BELONG TO?

___ RESTAURANT ___ BEVERAGE ___ RETAIL

___ TOURISM SERVICE RELATED (please define) _____

SPECIFY TYPE OF AD/PROMOTION:

___ I am using grant funds to create a website for my business.

___ I am creating an online ad and/or promotion using the following avenue(s):

___ FACEBOOK ___ INSTAGRAM ___ TWITTER ___ WEBSITE

___ AD WORDS ___ OTHER ___ NEWSPAPER

I have already launched my advertisement: ___ YES ___ NO

PLEASE DESCRIBE YOUR ADVERTISEMENT AND WHERE YOU PLAN TO PLACE IT (attach copy of ad and quote/invoice of the proposed marketing): _____

PLEASE DESCRIBE YOUR TARGET MARKET FOR THIS ADVERTISING EFFORT: _____

I certify that all the information provided is true and accurate to the best of my ability and financial information has not been manipulated to exaggerate the financial duress of this business. I understand that the information submitted in this application may require additional supporting documentation to the Stephenville Tourism & Visitors Bureau. I understand that the Stephenville Tourism & Visitors Bureau will not accept and/or evaluate incomplete applications. I understand that the Stephenville Tourism & Visitors Bureau may grant or deny applications at its sole discretion. I understand that my business is not entitled to a grant.

Signature

Date