

Co-op Marketing Grant 2022-2023

\$5,000 per year fund dedicated to co-op marketing with local businesses specifically for out-of-town advertising designed to attract customers and clients from outside Canadian and Hemphill County

GUIDELINES:

- Eligible dates: October 1, 2022– September 30, 2023
- Limited to retail, restaurant, hotel/motel, and personal service businesses
- Must be a member in good standing of the Chamber of Commerce to receive funding. Full-year membership payment due at time of application if not already a Chamber member
- Advertising must be aimed at out-of-town visitation, overnight stays, and sales in accordance with Texas statute governing use of Hotel Motel Tax funds
- 50/50 match on reimbursement basis for advertising to bring out of town customers/clients to Canadian and Hemphill County
- May include TV, radio, internet, and print ad programs
- Overall advertising campaign plan and individual ads must be presented to and approved by the Chamber Director prior to print or publication
- **Chamber Director must approve the script or ad design of any ad before it goes to print or publication**
- 100% of the reimbursement request must be documented as spent on out-of- town advertising
- Must provide paid invoices and a cover letter (signed by business owner or manager) detailing the ad campaign and reimbursement requests no later than 60 days after ad campaign
- Limit \$1,000 grant funds per business per budget year, October 1 – September 30
- Available on a first come, first served basis until fund total expended