

# CITY OF SAN MARCOS

## DOWNTOWN CO-MARKETING FUND



### ABOUT THE FUND

The City of San Marcos Downtown Co-Marketing fund is a marketing program that provides matching advertising funds for downtown businesses to promote their business in areas outside of the San Marcos area. This program is funded by hotel occupancy tax dollars which are generated by guests staying in hotels located within the city limits of San Marcos.

If approved, 50% of total marketing costs will be reimbursed to the applicant.

The co-marketing fund is limited to the amount funded by City Council per fiscal year and are available on a first come, first served. \$20,000 is the amount funded for the 2023-2024 fiscal year. Maximum amount of funding per applicant/project is \$5,000. Applications are accepted October 1, 2023 through September 30, 2024 as funding is available.

This program is available for individual business marketing or collaborations with other downtown businesses or events.

*Applicants are encouraged to communicate with Main Street to learn of other marketing opportunities and enhance your marketing skills.*

This program is administered by the San Marcos Main Street Program and the San Marcos Convention and Visitor Bureau.

### GUIDELINES

Businesses must be located in the San Marcos downtown area designated by the Main Street Program. This area includes LBJ Drive from University to MLK Drive and Hopkins Street from C.M. Allen Parkway to Comanche Street.

Advertising must include "Downtown San Marcos" or a similar phrase.

Marketing must be placed in areas outside of the San Marcos extraterritorial jurisdiction and placed at locations that directly meet the Texas Hotel Occupancy Tax Code requirements:

- The expenditure must directly enhance and promote tourism and convention and hotel industry
- Promote tourism in the San Marcos area

### APPLICATION PROCESS

1. Applicant schedules meeting with program administrative staff and to review the completed application and proposed marketing.
2. Main Street Program and Convention and Visitor Bureau will review applications monthly. If approved, funds will be processed once the invoices have been paid by the applicant.

### QUESTIONS

FOR QUESTIONS, PLEASE CONTACT JOSIE FALLETTA AT 512-393-8430 OR REBECCA YBARRA AT 512-393-5937. YOU CAN ALSO EMAIL [MAINSTREET@SANMARCOSTX.GOV](mailto:MAINSTREET@SANMARCOSTX.GOV)

# CITY OF SAN MARCOS

## DOWNTOWN CO-MARKETING FUND APPLICATION



BUSINESS NAME	
ADDRESS	
OWNER NAME	
APPLICANT NAME	
TITLE	
EMAIL	
PHONE NUMBER	

### PROJECT

Describe your project. **Please use a separate document for this information.** A rendering/artwork and the invoice/quote of the proposed marketing must also accompany the application.

### TARGET MARKET

Describe your target market for this advertising effort:

### MEDIA TYPE

Specify Type of Marketing/Promotion:

- Social Media     
  Magazine     
  Radio/TV     
  Video  
 Internet     
  Newspaper     
  Billboard  
 Other (Please Specify):

### SELECT

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Do you plan on collaborating? If so, please list the business/event: | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you communicated your marketing efforts with Main Street?       | <input type="checkbox"/> | <input type="checkbox"/> |
| Does this submission include production costs?                       | <input type="checkbox"/> | <input type="checkbox"/> |

**FOR OFFICE USE ONLY**

RECEIVED DATE:

RECEIVED BY:

MEETING DATE SCHEDULED: