



**Historic Marion Revitalization Association  
Billboard Program**

Objective: To provide an advertising option that encourages tourism to Historic Main Street Marion with the ultimate goal to increase traffic and generate revenue for local businesses within the Historic District.

Types of tourism:

- Geotourism-preserving local culture
- Heritage Tourism-getting visitors onto the backroads looking for historic churches, traditional crafts
- Authentic tourism-attracts visitors that like to see things just the way they are
- Slow Food Movement-getting people off the Interstate and into small town restaurants, where local cafes serve up their own specialties and atmosphere

	Available billboard locations		
	Highway 76 at Walmart	Highway 501 at Swamp Fox Ent. Complex	Highway 76 from Florence
Lease agreement per billboard	one	one	one
Initial lease duration*	6 months	6 months	6 months
Cost per month	\$250	\$250	\$300
Max lease duration <sup>#</sup>	6 months	6 months	6 months

\*6 month interval

<sup>#</sup>longer lease duration may be available based on billboard availability

Eligibility/Lease Terms:

- Must be current business member of HMRA
- Advertisement must be deemed promotional for tourism/economic vitality within the Main Street Historic District based on the following criteria:
  - Relevance to HMRA's vision and organizational objectives
  - Deemed to have relevance to current identified tourism/economic vitality movements
  - Must promote a business or businesses within Marion's Historic District
  - Must contain the phrase "Historic Downtown Marion" (or likeness)

- HMRA logo must be displayed in the lower right-hand or left-hand corner
- Applicants must be willing to enter into the billboard lease agreement
- Total cost for 6 month lease agreement must be paid in full upfront prior to designated lease term

Application and Review Process:

- HMRA should notify all businesses of billboard application deadlines no later than March 1 and September 1 of each year
- Applicants should apply directly to HMRA via our HMRA Billboard Program Application by the April 1 and/or October 1 deadline
- Applications will be reviewed by Promotions Committee
- Promotions Committee will select applications to present to the HMRA Board for final approval
  - Applicants may include proposed billboard design with application
  - OR
  - Design collaboration with HMRA (additional fees may be incurred)
- HMRA reserves the right to apply periodically on behalf of the entire Main Street Historic District

# HMRA Billboard Application

103 E. Dozier Street  
Marion, SC 20571  
843.423.9918



Promotions Committee will make final determinations on billboard recipients and locations.

Name	
Business Name	
Phone Number	
Location listed in order of preference	1 <sup>st</sup> :  2 <sup>nd</sup> :  3 <sup>rd</sup> :
Other notes/requests	

- Please attach proposed sign graphic to application