

### 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 and 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.	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	6 months	6 months	6 months

\* 6-month interval. Longer lease duration may be available based on billboard availability.

### Eligibility & Lease Terms

- Must be a 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 the 6-month lease agreement must be paid in full upfront prior to the designated lease term.

### Application & 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 the Billboard Program Application by the April 1 and/or October 1 deadline.
- Applications will be reviewed by the Promotions Committee.
- The Promotions Committee will select applications to present to the HMRA Board for final approval. Applicants may include proposed billboard design with application, or collaborate with HMRA on design (additional fees may apply).
- HMRA reserves the right to apply periodically on behalf of the entire Main Street Historic District.

### SUBMISSION OPTIONS

Mail: 103 East Dozier Street, Marion, South Carolina 29571

Email: [hsmall0628@gmail.com](mailto:hsmall0628@gmail.com)

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

## APPLICANT INFORMATION

Applicant Name

Business Name

Phone #

Email Address

Mailing Address

## BILLBOARD LOCATION PREFERENCE

*Please rank your preferred billboard location(s) using the checkboxes below:*

Billboard Location

1st

2nd

3rd

Highway 76 at Walmart (\$250/mo)

Highway 501 at Swamp Fox Ent. Complex (\$250/mo)

Highway 76 from Florence (\$300/mo)

## LEASE TERM

Requested Lease Start Date

Lease Duration

## NOTES & REQUESTS

*Please include any additional notes. Attach proposed billboard graphic to this application.*

## SIGNATURE

Signature of Applicant

Date