



## **“ALL ABOARD CLEBURNE” COMMUNITY PROMOTION PROGRAM**

The City of Cleburne is pleased to announce the implementation of the “All Aboard Cleburne” Community Promotion Program (“Program”). The Program is intended to promote the City of Cleburne and its local businesses. One-time payments of \$5,000 will be distributed to participating businesses, provided that certain guidelines and criteria are met. The Program will continue until funding in the amount of \$300,000 is exhausted or upon other direction of the City Council.

### Eligibility and Consideration

In order to qualify for funding under the Program, the applicant must meet the following criteria:

- Business must be located within the city limits of Cleburne, established with the Secretary of State, and proof of ownership will be required; no non-registered sole proprietorships, home-based businesses, or non-profits will be eligible
- Business must have a physical location exclusively for commercial purposes
- Business has been open prior to January 1, 2020
- Business must be current on property taxes, if applicable
- Business has no more than fifty (50) employees (excludes restaurants)
- Proof that business is currently open and operational unless mandated by executive orders to be closed due to COVID-19
- Proof of application for one of the Small Business Administration’s (SBA) emergency loan programs as established by the CARES Act (i.e. “PPP”, “EIDL”) or other federal business relief program(s)
- National chains and franchises associated with a parent company are not eligible

## Promotional Requirements

In order to receive funding, a qualifying business must fulfill ANY THREE of the following four Promotional Requirements:

1. Supportively promote the City of Cleburne with a new and prominent daily post on their social media page for a duration of not less than 14 days.
  - o Social media post must mention that it is sponsored by, and in partnership with the City of Cleburne Type A Economic Development Corporation
  - o Media post must include the "All Aboard Cleburne" graphic as provided by the City of Cleburne
  - o Posts must include "#AllAboardCleburne"
2. Purchase a 12"x 18" poster to be displayed prominently in their storefront for a duration of not less than 90 days
  - o Artwork will be provided by the City of Cleburne and will include the "All Aboard Cleburne" graphic
  - o Must be from a Cleburne print shop or sign company
  - o Posts must include "#AllAboardCleburne"
3. Purchase a 4'x 4' sign or sandwich board sign similar in size to be displayed on the property of the business for a duration of not less than 90 days and no more than 120 days
  - o Artwork will be provided by the City of Cleburne and will include the "All Aboard Cleburne" graphic
  - o Must be from a Cleburne print shop or sign company
  - o Posts must include "#AllAboardCleburne"
4. Purchase a print or digital ad in a local publication to promote applicants business or partner with the Cleburne Chamber of Commerce for advertising. The ad must be approved by the City of Cleburne prior to publishing and the ad must state that it is paid for by the City of Cleburne Type A Economic Development Corporation and include the "All Aboard Cleburne" Logo, and "#AllAboardCleburne".

## Application and Review Process

- The application form will be available on the City of Cleburne Website at [www.cleburne.net/AllAboardCleburne](http://www.cleburne.net/AllAboardCleburne)
- Completed application shall be emailed to [grady.easdon@cleburne.net](mailto:grady.easdon@cleburne.net). The electronic copy DOES NOT need to be notarized and will serve as a placeholder until information is verified. Applications will be considered on a first come, first served basis. Upon notification of eligibility and/or acceptance, a NOTARIZED HARD COPY AND IRS FORM W-9 will need to be delivered to City Hall within five (5) days at:

City of Cleburne  
Attn: Economic Development Dept.  
10 N. Robinson Street  
P.O. Box 677  
Cleburne, TX 76033

- Upon approval of the application the business will have thirty (30) days to fulfill the marketing requirements
- Once City of Cleburne staff has verified that all marketing requirements have been met, funds in the amount of \$5,000 will be disbursed to the eligible business