



TULARE COUNTY ECONOMIC DEVELOPMENT CORPORATION

Subsidized Marketing Program Outline

Purpose

The purpose of this program is to highlight, “Tulare County is open for business.” The idea was originally birthed out of a conversation with the EDC’s Recovery & Renewal Task Force about how to promote existing business within Tulare County due to the economic downturn associated with the COVID-19 pandemic. By providing a resource that lists which businesses are open and how they are conducting business, the general public and business owners alike can identify where, when, and how they can shop. The hope is that this listing will stimulate the local economy by providing relevant business information.

Design

The listing will be a completely digital, dynamic .pdf. All listing information will be searchable, with clickable links to relevant information such as a business’ websites and social media pages. [Here](#) is an image of the draft listing design created by the Sun Gazette. The listing will include a key to identify the “Services” and “Protocols” sections—e.g. P is phone, E is e-mail, CS is curbside, and so on. Only relevant information will be displayed in the listing so if a business does not have a fax number or Facebook page, then those icons will be eliminated from their listing.

Businesses will be organized by City and then by category. This will allow for targeted regional marketing for each community. For businesses that have multiple locations, a listing will be included for each physical address they have. For example, a business like Fugazzi’s would have a listing in Porterville, Tulare, and 2 in Visalia. Each City’s section will open with a “Business Spotlight” article highlighting a business in that community.

Even though the listing is digital, it will be designed to fit on 8.5” x 11” paper for any business that wishes to print it out. The listing is anticipated to be anywhere between 35-45 pages, pending participation and ads.

Distribution

Business listing information will be gathered via an [online survey](#) and provided to the Sun Gazette for listing population and final design/creation. Local partners including the Sun Gazette and local Chambers of Commerce will distribute the survey through their respective websites, e-mail distribution, and social media channels. The EDC will also distribute the survey through its websites and e-mail distribution channels.

Cost, Ads, and Subsidization

Any Tulare County business that chooses to participate will be included in the listing at no charge. The EDC, along with private sector partners, will cover the majority of the costs associated with the creation, design, and population of the listing. As a fundraising tool, full page ads will be offered to businesses and organizations who wish to sponsor the listing. To simplify design, 2 different ad options will be offered to participating businesses— $\frac{1}{4}$ page or $\frac{1}{2}$ page.

Pricing and subsidization rates:

- \$250 for $\frac{1}{4}$ page ad—**subsidized at 50% (max cost to business is \$125)**
- \$350-\$400 for $\frac{1}{2}$ page ad—**subsidized at 50% (max cost to business is \$200)**
- \$1,000 for full page ad—**cost is \$600. \$400 in profit will go towards all subsidy activities**