Perry Main Street Advisory Board
Matching Media Grant Program

Guidelines & Eligibility Requirements

Matching Media Grant Program Overview

The Perry Main Street Advisory Board offers a Matching Media Grant Program to current and active businesses located within the City of Perry's Downtown Development (Main Street) District. The purpose of the Media Grant Program is to enhance the viability of the Downtown District as a thriving commercial core in which to engage in commerce, support local business and promote downtown Perry as a destination for business, shopping and dining opportunities.

By providing a cost-effective means for retail and businesses owners to increase their advertising efforts, the Perry Main Street Advisory Board seeks to increase foot traffic and sales within the Downtown (Main Street) District through enhanced marketing of both individual businesses and Perry's Downtown (Main Street) District as whole.

Applicants must complete a Matching Media Grant Application, available from the City of Perry's Main Street Coordinator at Perry City Hall or online at www.downtownperry.com or www.perry-ga.gov.

Grant funds must be used for advertising and promotions. The proposed campaign must be reviewed by the Perry Main Street Program's Promotion Committee. The Promotion Committee may approve or disapprove the proposed campaign at their discretion in accordance with the Matching Media Grant Program guidelines. The Promotion Committee may also make recommendations to the business owner for future consideration and review.

The proposed media campaign must contain the logo (featured above), web address and other information as determined by the Promotion Committee. The applicant shall be responsible for 100% of all costs over those that meet the minimum intent of the program.

Any grant funding must be matched by non-grant funding. Grant funding is available up to, but may not exceed, 50% of the total campaign costs, with a maximum grant approval of $300 for an individual business' advertising campaign or $500 for a co-op advertising campaign involving two or more businesses, meaning, if your total campaign costs were $400, you would be eligible to receive $200 through the Matching Media Grant Program. For an organization that undertakes a regional advertising campaign that benefits downtown businesses in general, rather than promoting specific businesses, grant funding is available up to, but may not exceed, 50% of the total campaign costs, with a maximum approval of $750.

No more than one grant may be approved per business per fiscal year (July 1-June 30). An organization that promotes downtown businesses in general may receive more than one grant per fiscal year.

Campaigns funded by a Matching Media Grant must occur **after** the grant application has been submitted and must be completed within **90 days** of the final approval of the grant. Promotions initiated prior to the application being submitted will NOT be eligible for consideration under the grant program. Between the time the application is submitted and the time the grant is approved, any promotion costs incurred will be done so at the risk of the owner/applicant.

Upon final review and verification of the campaign, the Promotion Committee will pay the matching media grant to the applicant/grantee once the campaign has been completed and verified.

Matching Media Grants are approved on a first come, first serve basis, as funds are available throughout the fiscal year.

The Promotion Committee will review the applications on a monthly basis and send notification following their monthly meetings on the third Wednesday of each month. Please, note the Perry Main Street Advisory Board operates on a fiscal year calendar of July 1-June 30.

Once funds for the fiscal year have been allocated, applications for that year will no longer be accepted.

Program Eligibility Requirements

1. Applicants must be a property owner or business owner or an organization that promotes downtown businesses in general located within the Perry Downtown Development (Main Street) District. A copy of the district map is included as Attachment A.

2. Applicants must operate and conduct the advertised business in Downtown Perry throughout the grant process, including the fiscal year in which it is funded.

3. The Downtown Development (Main Street) District is to be represented by the Downtown Perry logo or by verbal representation (if radio or TV ad). If Matching Media Grant funds are to be used for online web-based advertising, the Downtown Perry (Main Street) logo with embedded website information will be required.

4. The Downtown Perry logo must be clearly visible in all visual media advertising and must not be smaller than 1inch, high resolution across for ANY print media. Advertisements that do not comply with this size requirement will not be funded.

5. The Promotion Committee must review and approve ads prior to publishing and/or broadcasting. The Promotion Committee has final approval on grant applications.

6. Project funds must be available to complete the proposed campaign.

7. The media campaign or program must be completed within a 90-day timeframe following approval of the grant. If the project is not completed within 90 days of the approval date, a letter must be submitted to the Promotion Committee explaining the delay, and if needed, the

Promotion Committee and grantee will establish benchmarks to measure the successful completion of the campaign.

8. Completion of the grant application does not guarantee that the proposed campaign will receive grant funding.

9. Application materials must include any estimates from a third party, or for third party labor/materials/illustrations, etc., if applicable. Applicants will be required to turn in all receipts and finished products for final payment processing.

10. Applications must be received 30 days prior to the start of the quarter in which the applicant is seeking funding for the media campaign based on the published schedule in the program overview. Individual business applicants will be approved only one grant per fiscal year. An organization that promotes downtown businesses in general may receive more than one grant per fiscal year.

For further information, please, contact:
Catherine Edgemon
Main Street Coordinator
City of Perry
P.O. Box 2030
Perry, GA 31069
478.988.2758
catherine.edgemon@perry-ga.gov

Logo Guidelines & Recommendations

Downtown (Main Street) Logo:

Downtown Perry logo must be clearly visible in all visual media advertising; and must not be smaller than 1 inch high resolution across for any print media.

Downtown (Main Street) Website:

www.downtownperry.com

Examples of how to use Downtown Perry logo in radio and/or television advertising:

- Use your own copy; and end with 'X' business, "located in beautiful historic Downtown Perry!"
- Or, for special events, end with "Come out and enjoy the annual Perry Music Festival (Dogwood Festival, Perry Farmers' Market, etc.) in beautiful Downtown Perry on October 20 (or appropriate date)," depending on event, activity, etc.

***Perry Main Street Coordinator will provide grantee with correct files and/or language needed for advertisement.*

Perry Main Street Advisory Board
Matching Media Grant Program

Matching Media Grant Program Partners

The following businesses have partnered with the Perry Main Street Program to offer special discounts or rates for those utilizing the Matching Media Grant Program.
Please, see below for further information.

Program Partners

1. **ComSouth-Local Content Channel 100 –** ComSouth's Channel 100 Sponsorship Packages can reach thousands of potential customers, and ComSouth has packages to fit every budget. Standard 30-second commercials run one month for $200 with a $100 production fee and for three months for $300 with a $100 production fee. ComSouth offers a special one-year rate that includes four commercial changes for $1,200 and waives the $100 production fee.

   For those interested in customizable ad packages or being a program sponsor, ComSouth offers the exclusive, which includes one static flyer during the football game or other event, plus thirty 30-second ads within two weeks for $300 or a partial, which includes one static flyer during the event plus ten 30-second ads for $150.

   ComSouth
   Internet • HD TV • Phone

   Kelly McWilliams
   Video Production Manager
   ComSouth Channel 100 TV
   Office: (478) 892-3035
   channel100@comsouth.net

2. **WMGT-41 NBC** – WMGT-41 NBC will work with non-profit organizations to match a minimum of 50 percent in airtime for commercial spots and/or other on-air initiatives; for-profit organizations will be matched at a minimum of 25 percent in airtime for commercial spots and/or other on-air initiatives.

   Todd Bucelli
   General Manager
   WMGT – 41NBC / WMGT DIGITAL / My 41.2
   Office: 478.745.4141
   Ext. 110
   tbuccelli@41nbc.com
   www.41nbc.com

   41 WMGT
   WMGT Digital ADVERTISING SOLUTIONS
   BOUNCE MACON
   my 41.2

   Joe Powers
   General Sales Manager
   WMGT – 41NBC / WMGT DIGITAL / My 41.2
   Office: 478.745.4141
   Ext. 120
   jpowers@41nbc.com
   www.41nbc.com

3. **Register Communications (Macon TV-Channel 58.1/WPGA-FM 100.9) –** Register Communications will provide additional support to Matching Media Grant program participants by offering an additional 50% match in media advertising up to $250.

Rick Humphrey
General Sales Manager
Office: (478) 745-5858 ext. 24
rickhumphrey@wpga.tv

4. **Lamar Outdoor Advertising** – Lamar will provide additional support to Matching Media Grant program participants by offering an additional 50 percent match on space available; the customer will be responsible for all production cost.

Lamar Outdoor Advertising
Senior Outdoor Advertising Consultant
5001 Mercer University Drive
Macon, GA 31210
Cell: (478) 808-0306
email: mvano@lamar.com
www.lamar.com/Macon

5. **Houston Home Journal** – *The Houston Home Journal* will provide a discounted rate at $8 per column inch; the Houston Home Journal will also offer web banner ads for $100 a month for a 3-month commitment.

The Houston Home Journal
P.O. Box 1910
1210 Washington Street
Perry, Georgia 31069
Office: (478) 987-1823
Fax: (478) 988-9194
Cell: (478) 951-2774
email: kdriggers@hhjnews.com
www.hhjonline.com

6. **Macon Magazine** – *Macon Magazine* is an award-winning bi-monthly publication with more than 45,000 discriminating readers per issue. *Macon Magazine* emphasizes local history, arts and cultural events, homes and real estate developments, plus the people and places that make Central Georgia unique.

Macon Magazine will match up to $300 for each ad 1/4 page or larger purchased with Matching Media Grant funds.

Jodi Palmer
Macon Magazine, Inc.
2208 Ingleside Avenue
Macon, GA 31204
Office: (478) 746-7779
Fax: (478) 743-4608
jodi@maconmagazine.com
www.maconmagazine.com
maconmagazine.uberflip.com

7. **The Telegraph –** *The Telegraph* offers special rates to Matching Media Grant Program participants through *The Telegraph*, *Rev Up*, *Sun News*, *Macon.com* and *Out & About.* Media Grant participants can take advantage of program partnership rates as listed below:

For full color ads:

- **Out & About**
  1/4: $130
  1/2: $260
  Full: $520
- **The Telegraph**
  1/8: $115
  1/4: $225
  1/2: $450

Please, see attached rate card for TMC products, including the *Rev-Up* and the *Sun News*. Pricing here includes full color. If *The Telegraph* needs to design the ad, there is never any charge.

Digital marketing packages are also available.

The Telegraph
SUN NEWS * REV UP * MACON.COM

Hillary Strickland
Houston/Peach Sales Lead
The Telegraph
16B Green Street
Warner Robins, Georgia 31093
Office: (478) 396-7866
email: hstrickland@macon.com
www.macon.com

** Due to ongoing negotiations with area media partners, this list may change or be updated over time. For the most current information, please, contact the appropriate media partner.*

Extend the Reach!! of your advertising message

with these fine publications of The Telegraph macon.com

The Telegraph offers several print options, including our YES! (opt-in) product, a community newspaper, a growing TMC, and a popular military publication! Each one reaches a unique audience and you can choose to advertise independently in any of them. Pricing good through December 31, 2016.

yes!

The YES! package is delivered to over 23,000 non-subscriber households in 12 of the top zip codes in the Central GA metro area. These non-subscribers "opted-in" to have the package delivered to them on Sundays. Zip codes were selected based on existing advertiser preprint buys, store locations, as well as household income, home value, and proximity to major shopping destinations.

The Sun News

Our weekly community newspaper delivered on Wednesdays to over 55,000 households in Houston and Peach Counties (Telegraph subscribers & non-subscribers)!

BIBB LIVING

Our Bibb County TMC product. It's not just a wrap…it's a growing community news piece delivered to 46,000 non-subscribers each Tuesday (minimum of four pages, including editorial content).

Robins Rev-Up

The official weekly newspaper of Robins Air Force Base (the largest industrial complex in the state of GA). Distributed each Friday, it is **the source** of news and advertising for a highly desired Central GA demographic.

Advertiser agrees to run _____ times with in 52 weeks of _____ (date).

Advertiser _____ Date _____

Advertising Rep _____ Date _____

Sales Director _____ Date _____

CFO _____ Date _____

☐ **Open Rate**

1/8 page	$125.00
1/4 page	$250.00
1/2 page	$500.00
Full page	$1,000.00

☐ **3x Frequency Rate**

1/8 page	$95.00
1/4 page	$188.00
1/2 page	$375.00
Full page	$750.00

☐ **8x Frequency Rate**

1/8 page	$65.00
1/4 page	$130.00
1/2 page	$260.00
Full page	$520.00

☐ **13x Frequency Rate**

1/8 page	$55.00
1/4 page	$110.00
1/2 page	$220.00
Full page	$440.00

☐ **26x Frequency Rate**

1/8 page	$45.00
1/4 page	$90.00
1/2 page	$180.00
Full page	$360.00

☐ **52x Frequency Rate**

1/8 page	$38.00
1/4 page	$75.00
1/2 page	$150.00
Full page	$300.00

All ads include full color.

The Telegraph macon.com

Perry Main Street Advisory Board
Matching Media Grant Program Application

Date: _____ *(Please, print your information and use blue or black ink.)*

Name of Applicant: _____

Name of Business: _____

Business Physical Address: _____

Applicant's Mailing Address: _____

Phone Number(s): _____

Email Address: _____

Web Address: _____

Proposed Media Campaign Concept/Description *(Please indicate the types of media that will be used in proposed campaign—Radio, Television, Print, Web, TAP Kiosk, Billboard or Other)*: _____

_____

_____

_____

_____

Why/How will the proposed media campaign enhance or improve your business in Downtown Perry?

_____

_____

_____

_____

Campaign Start Date: _____ Campaign Completion Date: _____

Estimated Cost of Campaign – Attach estimate(s): $ _____

Amount Requested: $_____

Do you have the funds available to complete the project? Yes _____ No _____

How long will the proposed Media Campaign last? _____

Have you applied for a Matching Media Grant before? Yes _____ No _____

If yes, was the grant approved? Yes _____ No _____

If yes, what amount were you approved? $ _____

- Completion of the grant application does not guarantee that the proposed Media Campaign will receive grant funding.
- A completed W-9 for you/your business is required with the application; payment cannot be issued without the W-9.
- Individual business applicants will be approved to receive only one grant per fiscal year.
- Upon completion of media campaign, copies of all third-party receipts and final product(s) must be submitted in order to receive final payment from the Matching Media Grant Program.
- Please see attached information regarding the Matching Media Grant Program and eligibility requirements.

_____

Applicant Signature **Date**

All Matching Media Grant Program Applications must be completed and submitted to the City of Perry Main Street Coordinator at:

Catherine Edgemon
Main Street Coordinator
City of Perry
P.O. Box 2030
1211 Washington Street
Perry, GA 31069
478.988.2758
catherine.edgemon@perry-ga.gov

For Office Use Only:

Marketing Committee Review Date: _____

Board Notification Date: _____

Media Matching Grant Application Action:

Approved _____ Declined _____ Grant Approval Amount: $_____

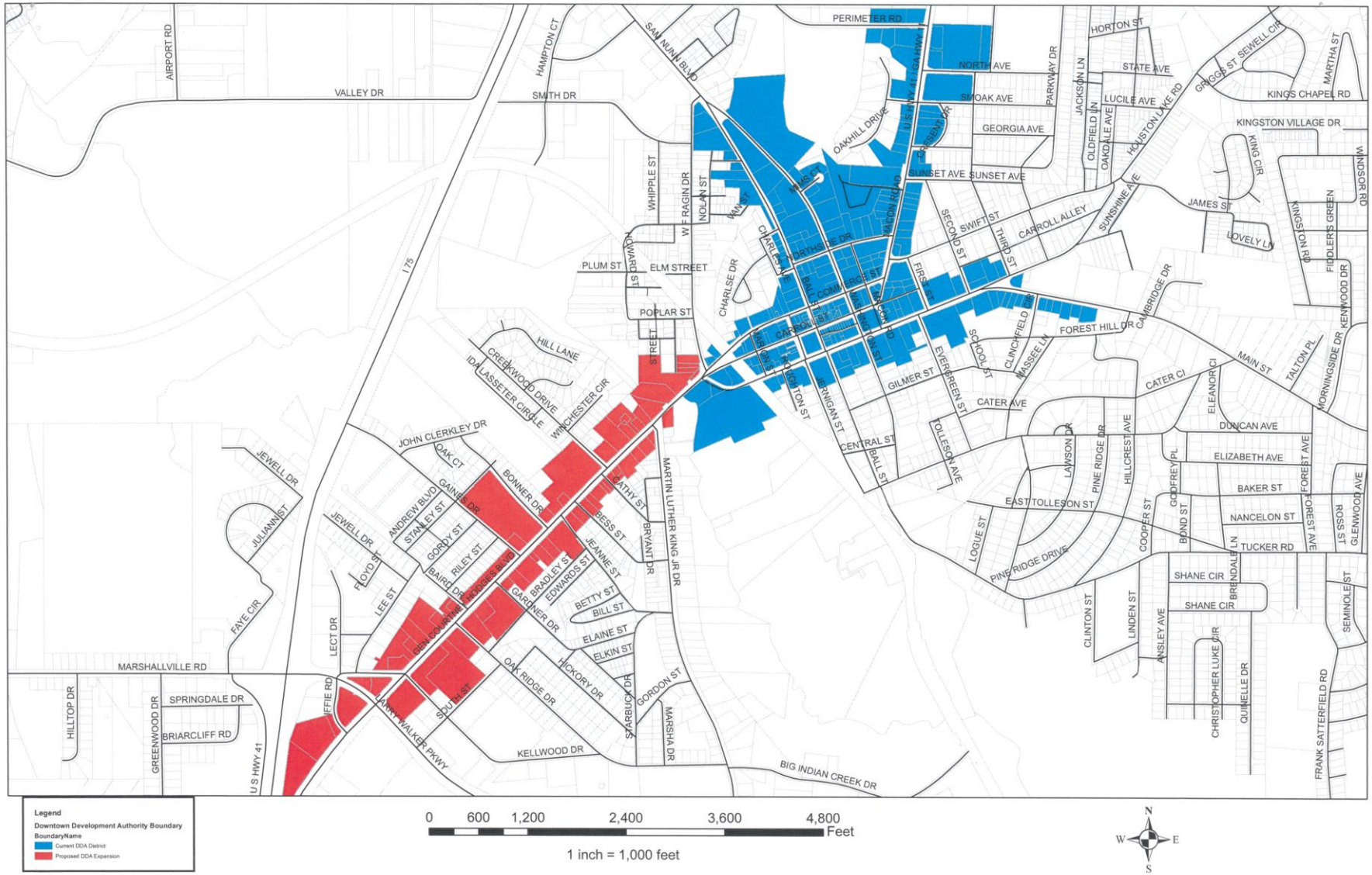
Additional Comments:

_____

_____

_____

Date Applicant Notified: _____


Legend
Downtown Development Authority Boundary
BoundaryName
Current DDA District
Proposed DDA Expansion
0 600 1,200 2,400 3,600 4,800 Feet
1 inch = 1,000 feet
N
W
E
S
AIRPORT RD
VALLEY DR
HAMPTON CT
SAM NUNN BLVD
SMITH DR
PERIMETER RD
HORTON ST
NORTH AVE
STATE AVE
SMOAK AVE
LUCILE AVE
GEORGIA AVE
SUNSET AVE
SUNSET AVE
OAKHILL DRIVE
PARKWAY DR
JACKSON LN
OLDFIELD LN
OAKDALE AVE
HOUSTON LAKE RD
GRIGGS ST
SEWELL CIR
MARTHA ST
KINGS CHAPEL RD
KINGSTON VILLAGE DR
KING CIR
WINDSOR RD
JAMES ST
LOVELY LN
KINGSTON RD
FIDDLER'S GREEN
KENWOOD DR
MORNINGSIDE DR
TALTON PL
MAIN ST
CAMBRIDGE DR
FOREST HILL DR
CATER CI
ELEANOR CI
DUNCAN AVE
ELIZABETH AVE
BAKER ST
NANCELON ST
TUCKER RD
FOREST AVE
FOREST AVE
GLENWOOD AVE
ROSS ST
SEMINOLE ST
FRANK SATTERFIELD RD
SHANE CIR
SHANE CIR
BRENDALE LN
QUINELLE DR
CHRISTOPHER LUKE CIR
ANSLEY AVE
LINDEN ST
CLINTON ST
COOPER ST
GODFREY PL
BOND ST
HILLCREST AVE
PINE RIDGE DR
LAWSON DR
EAST TOLLESON ST
PINE RIDGE DRIVE
LOGUE ST
TOLLESON AVE
CENTRAL ST
BALL ST
SCHOOL ST
CLINCHFIELD
MASSEE LN
EVERGREEN ST
CATER AVE
GILMER ST
SWIFT ST
CARROLL ALLEY
SECOND ST
THIRD ST
FIRST ST
SUNSHINE AVE
BERRIGAN ST
HOUSTON ST
CARROLL ST
BELL COMMERCE ST
CHARLES AVE
NORTHSIDE DR
TAYLOR ROAD
HUGS CT
CHARLSE DR
WHIPPLE ST
W F RAGIN DR
NOLAN ST
HOWARD ST
PLUM ST
ELM STREET
POPLAR ST
STREET
HILL LANE
CREEKWOOD DRIVE
IDA LASSETER CIRCLE
WINCHESTER CIR
JOHN CLERKLEY DR
OAK CT
GAINES DR
BONNER DR
ANDREW BLVD
STANLEY ST
GORDY ST
RILEY ST
BAIRD DR
RHODES BLVD
BRADLEY ST
EDWARDS ST
GARDNER DR
JEANNE ST
BETTY ST
BILL ST
ELAINE ST
ELKIN ST
BESS ST
BRYANT DR
CATHY ST
MARTIN LUTHER KING JR DR
GORDON ST
MARSHA DR
STARBUCK DR
HICKORY DR
OAK RIDGE DR
KELLWOOD DR
BIG INDIAN CREEK DR
JEWELL DR
JULIANN ST
FAYE CIR
JEWELL DR
FLOYD ST
LEE ST
LECT DR
JIFFIE RD
GEN COURTNEY
SOUTH ST
HARRY WALKER PKWY
MARSHALLVILLE RD
SPRINGDALE DR
BRIARCLIFF RD
HILLTOP DR
GREENWOOD DR
U S HWY 41
I 75