

Lamar Economic Stimulus Programs

Timely, temporary and targeted assistance to help drive new sales to local businesses

The City of Lamar understands the critical role local businesses play in our economy.

Without industry and commerce continuously generating economic activity, the City simply wouldn't have the resources required to serve our citizens.

We're committed to providing leadership in these tough economic times by assisting the people who have helped Lamar grow and prosper....its business community.

That's why the City is developing a series of innovative programs to help local businesses attract new customers and encourage people to shop and dine locally.

We're leveraging \$50,000 in General Fund dollars to help reach our goal of \$650 thousand dollars in local economic activity during the month of April.

We call this a wise and prudent investment in our future... and yours.

Lamar's stimulus programs fall into two broad categories:

Shop & Dine Lamar

Providing consumers with new incentives to buy locally

Our *Shop & Dine Lamar* program benefits merchants by encouraging consumers to shop in Lamar for everyday purchases, services and big ticket items. When a shopper accumulates \$300 in sales receipts from one or more Lamar businesses, the consumer can exchange those receipts at the Municipal Building and receive a \$30 *Shop & Dine Lamar* gift certificate, which is as good as cash at any participating business.

This gift certificate program is offered one per individual, regardless of where the individual resides. The gift certificates are not limited to one per family or one per household. For example, if a couple purchases a \$600 sofa at a local furniture store, both the husband and wife are eligible to request \$30 gift certificates.

And, you do not have to be a Lamar resident to qualify for the gift certificate.

Qualifying purchases must be purchases for which a City of Lamar sales tax is paid. These purchases may be paint to spruce up your home, trees or flowers for your lawn, overnight accommodations at a local motel, food at a local restaurant, or any number of other everyday purchases. However, because the goal of the program is to generate new sales, the purchase of groceries, liquor or pharmaceuticals and utilities do not count toward the \$300 goal.

The \$30 *Shop & dine Lamar* gift certificate is also good for any purchase from a licensed Lamar business for which a City of Lamar sales tax is paid. The gift certificate may be used for groceries, liquor and pharmaceuticals. There is no limitation on its use, other than that it be for a purchase where a sales tax is paid.

Every business licensed by the City is eligible to participate. If a business does not furnish a cash register receipt with the business name imprinted on it, any piece of paper showing what was purchased, the price of the purchase, and the sales tax collected is sufficient as long as it has a pre-printed business name or a business stamp on the sheet.

Qualifying purchases have to be made during the month of April; an application for a *Shop & Dine Lamar* gift certificate must be filed with the City Clerk no later than May 29, 2009 accompanied by original receipts documenting the \$300 in qualifying purchases together with

a copy of any picture ID; and the a *Shop & Dine Lamar* gift certificate must be used by June 30, 2009.

Everything in Lamar is on sale, come, visit us, and shop our fine stores!

Shop & Drive Lamar

Don't wait to replace that used vehicle, do it today...and we'll pay for the gas!

Our *Shop & Drive Lamar* program benefits merchants by encouraging consumers to shop locally for their next car or light truck (3/4 ton or smaller).

When you purchase a car or light truck from a Lamar dealer, submit a copy of your purchase agreement to the City Clerk and receive \$100 in *Shop & Drive Lamar* gift certificates, which is as good as cash at any Lamar gas station for gas purchases.

Any used vehicle purchase, regardless of the residence of the purchaser, qualifies for the \$100 in *Shop & Drive Lamar* gift certificates at the following local merchants: Axel Motors, Car Palace, Inc., Gamble-Perez Auto Sales, Otto's Cars and Trucks, Rancher's Supply, River City Auto, Ron Austin Motor Sales, and Stagner, Inc.

Any new or used vehicle purchase made by a Lamar resident at the following merchants qualifies for the \$100 in *Shop & Drive Lamar* gift certificates: Tri-County Ford Mercury, Carder, Inc., and Ogden Auto Sales.