

HardisonInk.com



Inglis scores grant for marketing

Inglis Mayor Drinda Merritt shows the screen of a part of the Enterprise Florida website.

Photo Provided by The Stuffers of Inglis and Yankeetown

Published Feb. 13, 2017 at 4:07 p.m. on the Home Page of HardisonInk.com

INGLIS -- The Town of Inglis applied for and received The Team Florida Marketing Partnership co-op marketing and communication funding grant of up to \$10,000 through Enterprise Florida. Inglis will work with the Withlachooshee Gulf Area Chamber of Commerce to market the Eco-Tourism of this area through printed advertising, broadcast

media and digital media, as well as co-opting some of the advertising with Visit Florida.

Mayor Drinda Merritt applied for this grant in January and notification of the grant award was received on Friday (Feb. 10).

"One of the projects we will be doing is a brochure with an insert card with the date of activates in Inglis and Yankeetown, including Chamber events as well," Merritt said. "This insert will keep people informed as to when these events are happening and will be updated every year. This is just one example of how Enterprise Florida is helping small rural areas of Florida."

Merritt explained that there was \$100,000 available for 17 counties (included in the North Florida Economic Partnership) to apply for, and the maximum grant was \$10,000.

"We will be using some of the funds to co-op advertising with Visit Florida," Mayor Merritt said, "which will help us with making the digital dollars go further. Inglis is grateful for both of these organizations, because without their support this marketing campaign would not happen. The end result will be more visitors to our area which translates to more revenue for our businesses."