



**GO TEXAN.**

# **Bootstrap Bucks**

## **Frequently Asked Questions**

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### **What is the Bootstrap Bucks grant program?**

Bootstrap Bucks is a reimbursement grant program designed to help rural communities promote tourism events. This grant helps alleviate advertising costs associated with tourism events and festivals.

### **Who is eligible to apply for a Bootstrap Bucks grant?**

Applicants must be GO TEXAN Certified Rural Communities. Certified communities are rural Texas cities and non-metropolitan counties.

### **Are GO TEXAN Rural Community Program associate members (chambers of commerce, convention and visitors bureaus, economic development corporations, festival associations, organizations, etc.) able to apply for a Bootstrap Bucks grant?**

Associate members are not eligible to receive a Bootstrap Bucks grant. The applicant must be the city or county. We realize the types of organizations listed above are usually the entities responsible for the events and festivals. Associate members can be appointed as the AGENT for the grant project associated with the event/festival. A Resolution Authorizing Application, included in the Bootstrap Bucks application, will need to be signed by the mayor or county judge appointing an agent for the project.

### **What amount of reimbursable funds can an applicant be approved for?**

Up to \$2,500. Reimbursement will be issued to the Applicant (certified community) not the event or appointed agent.

### **What types of promotional items are eligible for reimbursement?**

Approved promotional items must fall into one of four eligible categories: banners/billboards, posters, newspaper/magazine advertisements or radio/television spots. Applicants may select only one category to apply for funding.

### **How do members receive the GO TEXAN mark and tagline to include on proposed promotional items?**

A license agreement for use of the GO TEXAN mark and tagline is included in the Welcome Packet received by each community. Once the license agreement is signed and received by TDA, certified community contacts will receive the GO TEXAN mark and tagline via e-mail or mail if requested.

### **How can local GO TEXAN companies be a part of events and festivals?**

Your local TDA Marketing Specialist can help you find GO TEXAN companies who may be interested in participating in your event. Please visit [www.gotexan.org](http://www.gotexan.org) or e-mail [ruraltexas@TexasAgriculture.gov](mailto:ruraltexas@TexasAgriculture.gov) for contact information.

**Please read through the Bootstrap Bucks Procedures and Guidelines before submitting a Bootstrap Bucks application. If you have questions, please call Corinne Cleverley at (512) 463-6490 or e-mail [corinne.cleverley@TexasAgriculture.gov](mailto:corinne.cleverley@TexasAgriculture.gov).**