



**The Town of Hollywood Park Economic Development Corporation**  
**Application for Billboard Advertising Program**

The Town of Hollywood Park Economic Development Corporation developed the Billboard Advertising Program to assist local businesses with advertising space to promote and increase patronage. Applicants will need to meet the requirements of the Billboard Advertisement Program and submit supporting documents.

Application requirements for local businesses are as follows:

- Must be located within the city limits and collect sales/use tax or hotel occupancy tax (sales tax ID may be required)
- Must be operating a minimum of 40 hours per week
- Must have at least 1 full-time employee
- Can only be awarded one time per business in any four (4) month period

**A. Individual Providing Application Information**

Name:

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Relationship to Business:

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Physical Address:

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Mailing Address:

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Phone Number:

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Email Address:

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**B. Business Owners, Stakeholders, and/or Managing Partners (*please use additional sheets if necessary*)**

Name:

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Physical Address:

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Mailing Address:

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Phone Number:

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Email Address:

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Name:

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Physical Address:

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Mailing Address:

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Phone Number:

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Email Address:

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Name:

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Physical Address:

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Mailing Address:

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Phone Number:

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Email Address:

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### **C. Business Applicant's Information**

Business Name:

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Physical Address:

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Mailing Address:

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Phone Number:

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Email Address:

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Website (if applicable):

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Point of Contact:

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#### D. Advertisement Details

Please describe the details of the submitted advertisement below:

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#### E. Required Submissions

- a. Digital copy of the desired business advertisements for placement on billboards. Copy must include complete advertising content and messaging.

#### F. Terms and Conditions

- a. **Qualifying Advertisement:**
  - i. Only advertisements of businesses located within the boundaries of the Town of Hollywood Park.
- b. **Locations:** Location of qualifying advertisement is at the Discretion of the Town of Hollywood Park Economic Development Corporation. Qualifying advertisements shall be placed on either or both electronic billboards located at:
  - i. 16201 San Pedro Avenue, Hollywood Park, Texas 78232; and/or
  - ii. 260 N. Loop 1604 East, Hollywood Park, Texas 78232
- c. **Advertisement Period:** Qualifying advertisements shall run for a period of four (4) months within a reasonable time following the approval of the submitted advertisement.
- d. **Town Reference:** The submitted advertisements shall conspicuously display the hashtag “#ShopHollywoodPark”.
- e. **Good Standing:** Applicants shall be in good standing with all federal, state, and/or local licensing authorities.
- f. **Not an Agreement:** This is not a contract for goods or services and this application shall not be construed to be an agreement or contract with the applicant and shall not impose any obligation or duty on the Town of Hollywood Park or the Town of Hollywood Park Economic Development Corporation. The Town of Hollywood Park or the Town of Hollywood Park Economic Development Corporation may terminate the program at any time.
- g. **Continuous Taxable Sales:** Applicant shall be required to continuously maintain business operations within the Town and provide the Town and EDC with proof of sales tax revenue generated at Applicant’s business location.
- h. **Compliance with the City’s Underlying Agreement:** Applicant shall be required to comply with the terms specified in the Town’s underlying agreement for use of the billboards which includes prohibitions on advertising of profane, lewd, or sexual content and advertisement of commercial billboard advertising companies.
- i. **Compliance with Applicable Laws:** Applicant shall comply with all applicable federal, state and local laws, regulations and/or policies governing Applicant’s participation in this

program, including all applicable sign regulations contained in the Town's code of ordinances.

- j. **Debt or other obligation owed to the Town or EDC:** To participate in the billboard advertising program, the applicant must not owe any debt or have any outstanding obligation owed to the Town of Hollywood Park or the Town of Hollywood Park Economic Development Corporation at the time of the application's submission.

**G. Acknowledgement**

By signing below the individual filling out this application acknowledges that the information provided in this application is true and correct and that all qualifications and eligibility requirements for participation in this program have been met. The individual filling out this application further acknowledges that he/she has received, read, and understands the Terms and Conditions contained in this application, and agrees to be bound thereby.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date