

# Midlothian Economic Development Promotional Program Application Updated September 9, 2025

Applicant Information
Business Name:
Business Address:
Primary Contact Name:
Phone Number:
Email Address:
Website/Social Media Handles
Program Category
Please indicate the category under which your business is applying:
Made in Midlothian
<ul> <li>Does your business primarily manufacture or produce a product or service exported outside the region?</li> </ul>
• Yes [] No []
<ul><li>Is your business space less than 40,000 square feet?</li><li>Yes [] No []</li></ul>
<ul><li>Yes [] No []</li><li>Shop &amp; Dine in Midlothian</li></ul>
·
<ul><li>Select applicable type of business:</li><li>Restaurant (no drive-through) []</li></ul>
<ul><li>Restaurant (no drive-through) [ ]</li><li>Local Retailer [ ]</li></ul>
<ul> <li>Local business and operation drive-through exemption []</li> <li>Does your business have another location within a 12-mile radius of</li> </ul>
<ul> <li>Does your business have another location within a 12-mile radius of Midlothian?</li> </ul>
• Yes[]No[]
Campaign Details
Proposed Advertising Campaign Title:
Description of Campaign:
(Please provide a brief description of the proposed campaign, including objectives, target
audience, and promotional methods.)
addictios, and promotional methods.

mits?

Will your promotional materials include:

- For "Made in Midlothian" category: The phrase "Made in Midlothian, TX" or similar verbiage?
  - o Yes[]No[]
- For Shop & Dine in Midlothian category: The word "Midlothian"?
  - o Yes[]No[]

## **Supporting Documentation**

Please attach the following documents to your application:

- 1. Campaign budget detailing anticipated expenses.
- 2. Sample designs, drafts, or mockups of promotional materials.
- 3. Timeline or schedule for campaign implementation.

#### Acknowledgements

By submitting this application, the applicant certifies the following:

- The information provided is true and accurate.
- The business meets all eligibility criteria for the selected category.
- The applicant understands that funding is contingent upon compliance with program requirements and submission of documentation verifying expenses.
- The applicant agrees to provide the final promotion for MED approval before going live.
- The applicant agrees to complete a post-campaign survey as part of program reporting.

Is the business entity owned by, or does it provide compensation to, any staff or board members of the MED, council members of the City of Midlothian, or immediate family members of any staff or board members of the MED, or council members of the City of Midlothian?

o Yes[]No[]

<b>Authorized Signatu</b>	re:	 
Printed Name:		
Title:		
Date:		

#### **Submission Instructions**

Please submit your completed application and supporting documents to:

### Midlothian Economic Development

info@Midlothian-tx.org

For questions or assistance, please contact MED at info@midlothian-tx.org

\*\*\*\*MED Staff may modify the application at their discretion.