

# Vernal Promotions

**Monthly Shopping Guide**

**Tourist Information**

**Weekly Postcards**

**Coupon Booklets**

**KVNL Community Radio**

**Web Based Promotions**

**Local E-mail Spiffs**

**Customer Database Mailers**



**Support Your Own  
Spend At Home**



# KVNL Radio FM 100.8

## Vernal Shopping Network

### Little Buddy Radio

#### Community Radio

Each Morning Community services including the “Dog Gone” report of missing pets or available pets from the animal shelter.

Tourist Time – Motel flyers & signs entering town encourage tourists to listen during these hours to help them enjoy their experience here in the Basin. Promoting local events and our self guided tours up Red Cloud Loop or Fantasy Canyon even include that days hot shopping deals☺.

Job Report – Promote current jobs and free resume publications.



Broadcasting live of local events such as Sports events or even downtown sidewalk sales.

Weekend Free Promotions of yard sales including mapping on [VernalPromotions.com](http://VernalPromotions.com) website.

Education hour includes Collage and High school announcements and education opportunities.

Oil & Gas Economic Report -

Talent Time - Local bands and singers strut their stuff.

# Vernal Shopping

Monthly Promotion Guide

**FREE  
Monthly  
Shopping  
Guide**

**Our Towns  
Little Hidden  
Shopping Secrets**

For Local Events every  
hour tune your Radio to  
KVSN FM 100.8  
Vernal Shopping Network

**Support Your Own  
Spend At Home**

**Community Freebies  
Visitor / Tourist Deals  
Why Shop Local  
Proud Supporters of**



Brought to you by your local  
Vernal Merchants Association  
A Non-Profit Organization  
Call Brent or Tony 790-0434  
[www.VernalShopping.com](http://www.VernalShopping.com)

**Coupons@VernalShopping.com**

Vernal Promotions.com 54 North Vernal Ave,

# Vernal Promotions Business Plan (*Draft*)

According to the 3/50 project research\* for every \$100 spent in locally-owned stores, \$68 returns to the community in taxes, payroll and other expenditures. The same amount spent at a local national chain, the number drops to \$42. If we spend it out of town or on the internet it becomes obvious nothing is returned to help stimulate our local community.

**Business Plan:** We plan to utilize all forms of marketing strategies that support local commerce. We'll educate consumers the value of shopping local and businesses on how to succeed in the upcoming technology age. We hope to employ approximately ten professionally trained persons to operate an integrated marketing communications company providing promotional services for the local business community.

Services include but are not limited to;

- Radio sponsorship – Operate a **community radio station** dedicated to local promotions & improves tourism in our area.
- Print publications – graphics dept services, postcard mailings, **monthly magazine** shopping guides, brochures & flyers.
- Point of sale merchandise – Signs, banners, tents, time machines and many other promotional services & campaigns.
- Web designed services – Community services & global marketing strategies.
- Private database promotions – Customer appreciation, how are we doing surveys, data collection & reporting services.
- Private telemarketing – Appointment scheduling for new and current customers. Surveys & data collection service.
- Professional services – Think tank meetings, peer advisory committee, test marketing research, legal & financial.
- Community services – Free classified listings radio & web, shopping guides, sporting events & tourist info & attractions.

**Goals:** Organize a non-profit organization, Vernal Merchants Association who governs the promotional operations. Synergize current government & private efforts promoting our economy. Become affiliated with Utah Retail Merchants Association and bring their efforts to the Basin. Obtain anchor sponsors within the community such as the USU Entrepreneurs Program to help provide and educate our staff and business partners. Work with Vernal City continuing efforts with the Downtown Revitalization Project by organizing tenants and property owners giving incentives and recognition for participation. Organize a retail education program similar to the former HOST program, Work with Vernal Chamber improving local Commerce. All economic development programs, The Travel Board improving tourist satisfaction at the merchant level, Uintah County Recreation District promoting community services, Western Park synergize & promote events, Zion's Bank building sponsorship, Strata Networks, Work with CERT, Code Red, and the Be Ready Utah Project with merchants being educated on how to safely handle evacuations and other emergencies in the downtown area. Sponsors benefit by synergy services & advertising.

**Membership:** Member dues range from \$600 to \$6000.00 per year. Four categories include: Community, Gold, Silver & Bronze. (Benefits & qualifications set by member vote). Members benefit from community recognition and receiving promotional campaigns that may vary according to category & participation level. All members receive the right to vote and have the opportunity to serve on committees. Members have the exclusive right to use logos and slogans within their own advertisements. All Members should actively promote local shopping in behavior and independent advertising. Meetings held regularly at 6am using phone and internet technologies.

**Financial:** With the support of private donations and government grants for capital expenditures. Operational expenses will be paid from member dues and advertising revenues generated from promotional services.

# Vernal Promotions Business Plan (*Draft*)

Organizational help:

Terminology & Rolls

Non-Profit organization – donation & grants

Vernal Merchants Association

Director

President

Board member

Committee member

Member

Sponsor

Partner

Individual & business partners / sponsors

Vernal Promotions; Radio Web & Print Services.

Employees & Profit sharing partners

Radio:

Phase 1 operate a short range community radio station that broadcasts on a low watt Fm frequency not licensed by the FCC within the Vernal area and on the Internet world wide. At specific times broadcast local tourist attractions, print, web and motel signs invite visitors to tune in for facts about our area and current events they won't want to miss out on. Solicit local tourist beneficiaries to sponsor programs and invite visitors to their specific promotion.

Partner with individuals who have an interest in broadcasting & profit sharing of their program.

I.e. local teacher wants to broadcast many of the High School sports activities; he would solicit his own sponsors, do the broadcasting and share in the income generated from his program.

Broadcast local talent. Again have businesses support these programs to generate operating costs.

Phase 2 purchases larger FCC licensed radio station for a larger market & added benefits.

Web & Print

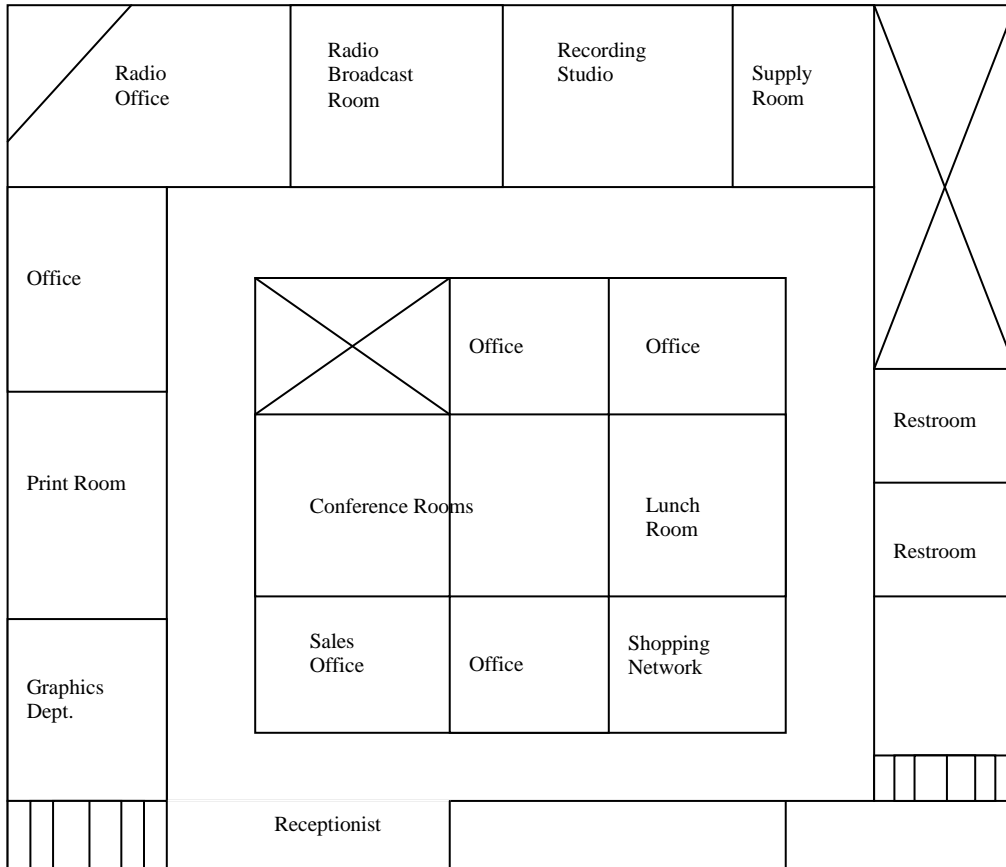
Phase 1 Hire or train a part/full time web developer to build web pages, design print promotions & office tasks.

Phase 2 partners with local printing companies to print a monthly shopping guide, weekly postcard mailings. Possibly purchase printing equipment and do in house printing promotions.

Operate out of current location until a sponsor such as Zion's Bank to allow for expansion.

# Vernal Promotions Business Plan *(Draft)*

Building location above Zion's Bank Downtown Vernal



**Business to Business Private Services:**

Customer database mailers, emails, faxes, telemarketing, appointment scheduling, follow up services, surveys and data collections.

**Co-op Advantages:**

Student employment, Graphics Art Department, Peer “think tank” solution meetings, Image Promotions, Safety Committees, Web Social networking, Legal & Financial advisors. Tour guides “rent a friend” program, delivery services, Point of sale promotional materials such as out door tents, banners, flags, balloons or time machine promotions.

# Vernal Merchants Association

## Vernal Promotions Business Plan (*Draft*)

### **ARTICLE I NAME/REGISTERED OFFICE**

The name of this corporation shall be: IMC Vernal Promotions. The corporation's registered office is located at: 54 North Vernal Ave, Vernal Utah 84078. AKA: Vernal Merchants Association, Vernal Shopping Network, VernalShopping.com, VernalPromotions.com, BasinPromotions.com, IMC-Promotions.com, VernalMerchants.com, Basin online Classifieds.com, KVMA FM 100.8 Community Radio the Basin's Little Buddy Radio Network, IMC Database & Tele Marketing.

### **ARTICLE II PURPOSE**

This corporation is organized to promote the local economy.

within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended, including, for such purposes, the making of distributions to organizations that also qualify as Section 501(c)(3) exempt organizations. To this end, the corporation shall:

Promote our local community using all forms of Integrated Marketing Communications including Radio, Print & Web publications. Educate consumers the value of shopping local, Educate businesses on how to succeed in the upcoming technology age. Continue to improve our downtown image with a friendly welcoming appearance and attitudes. Support the 3/50 Project by Promoting the brick and mortars our nation is built on.

All funds, whether income or principal, and whether acquired by gift or contribution or otherwise, shall be devoted to said purposes.

### **ARTICLE III LIMITATIONS**

At all times the following shall operate as conditions restricting the operations and activities of the corporation:

1. No part of the net earnings of the corporation shall inure to any member of the corporation not qualifying as exempt under Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended, nor to any Director or officer of the corporation, nor to any other private persons, excepting solely such reasonable compensation that the corporation shall pay for services actually rendered to the corporation, or allowed by the corporation as a reasonable allowance for authorized expenditures incurred on behalf of the corporation;
2. No substantial part of the activities of the corporation shall constitute the carrying on of propaganda or otherwise attempting to influence legislation, or any initiative or referendum before the public, and the corporation shall not participate in, or intervene in (including by publication or distribution of statements), any political campaign on behalf of, or in opposition to, any candidate for public office; and
3. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on by a corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended.
4. The corporation shall not lend any of its assets to any officer or director of this corporation [unless such loan program is regularly conducted as part of the activities of the organization and the qualification of the individual to participate in same is determined by a panel comprised solely of non-Board members!!], or guarantee to any person the payment of a loan by an officer or director of this corporation.

### **ARTICLE IV DIRECTORS/MEMBERS**

The corporation may (but need not) have voting members, and such membership, if any, and classes thereof, shall be as defined in the corporation's bylaws. The management and affairs of the corporation shall be at all times under the direction of a Board of Directors, whose operations in governing the corporation shall be defined by statute and by the corporation's by-laws. No member or Director shall have any right, title, or interest in or to any property of the corporation.

# Vernal Merchants Association

## Vernal Promotions Business Plan (*Draft*)

### **ARTICLE V DEBT OBLIGATIONS AND PERSONAL LIABILITY**

No member, officer or Director of this corporation shall be personally liable for the debts or obligations of this corporation of any nature whatsoever, nor shall any of the property of the members, officers or Directors be subject to the payment of the debts or obligations of this corporation.

### **ARTICLE VI DISSOLUTION**

Upon the time of dissolution of the corporation, assets shall be distributed by the Board of Directors, after paying or making provisions for the payment of all debts, obligations, liabilities, costs and expenses of the corporation, for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

### **ARTICLE VII INCORPORATOR**

The incorporators of this corporation are: Brent E. Gilley & Linda A Gilley 76 South 1350 West Vernal Utah 84078, John Doe 1 Vernal Utah, John Doe 2 of Vernal Utah.

The undersigned incorporators certifies both that they execute these Articles for the purposes herein stated, and that by such execution, they affirm the understanding that should any of the information in these Articles be intentionally or knowingly misstated, they are subject to the criminal penalties for perjury set forth in Minnesota Statutes 609.48 as if this document had been executed under oath.

\_\_\_\_\_ signature date