

# Rapid Oil Change

Your Hometown Oil Change Pros!

## WANTED

**Rapid Oil Change**  
**\$7 OFF**  
 ANY RAPID OIL CHANGE  
 WITH ANY COMPETITOR  
 OIL CHANGE STICKER

## BOUNTY REWARD

Expires 1-1-19 TCC — MUST PRESENT COUPON AT TIME OF SERVICE

OilChangeMS.com   

Text ROC4 to 28748 & Join our "VIP Club" Today!



601-924-0507  
 955 Hwy 80 E  
 Clinton

601-371-0654  
 4197 Terry Road  
 Jackson



Experienced Quick Lube Help Wanted for Jackson & Flowood locations! Contact Ken at 601-953-8022 for more information!

Fleet Charge Accounts Available & We Accept Most National Fleets & All Credit Cards!



# Rapid TIRE EXCHANGE

Your Tire & Auto Accessories Super Store!

UBER INSPECTION STATION / \$9.95 Uber Inspections

**\$10<sup>00</sup> OFF**  
 TIRE PRESSURE SENSOR REPLACEMENT  
 JOIN OUR FREE "VIP CLUB" TODAY!  
EXPIRES 1-1-19 TCC — MUST PRESENT COUPON AT TIME OF SERVICE



**FREE**  
 ALIGNMENT CHECK  
 FOR VIP MEMBERS ONLY!  
EXPIRES 1-1-19 TCC — MUST PRESENT COUPON AT TIME OF SERVICE



MICHELIN & BF GOODRICH TIRES  
**On Sale at Cost**  
 + Mount & Balance  
 FOR VIP MEMBERS ONLY!  
EXPIRES 1-1-19 TCC — MUST PRESENT COUPON AT TIME OF SERVICE



**\$25 WILD CARD**  
 USE ANY WAY VIPs LIKE  
 SEE SHOWROOM FOR DETAILS!  
 FOR VIP MEMBERS ONLY!  
EXPIRES 1-1-19 TCC — MUST PRESENT COUPON AT TIME OF SERVICE



Join our Rapid Tire Exchange "VIP Club" for big savings.

Text **RTX** to **28748** & Join Today!  
 RapidTireExchange.com   

On the road or around town, We'll get you there and back Safely!

953 Hwy 80, Clinton — Across from WalMart behind Rapid Oil Change

# 601-924-3832



# Tax on hotel bills up for vote Jan. 29

By Mayor Phil Fisher

The need to promote Clinton, from St. Louis to New Orleans/Atlanta to Dallas, is a very important part of our efforts to inform potential visitors and tourists that our community is the place to stop when traveling I-20. Drawing them to Clinton to eat, stay and buy enhances our economy, and I want to aggressively move to capture those dollars.



Special to The Clinton Courier

Currently, Clinton adds 2% to every hotel bill as a tourism tax to promote our city. This generates \$200,000 per year. On January 29, the City will open the polls and ask the citizens to pass an additional 1% tax on hotel bills (only) to increase the tourism dollars for city promotion by \$100,000. To be clear, this increase is paid by those travelers staying in our city's hotels - not the citizens of Clinton.

As you know, this very common practice is used throughout the country for both hotels and restaurants. When you travel, almost every community adds local taxes to your bill at both restaurants and hotels. The difference is that Clinton does not have an additional tax for restaurants, only hotels.

All money gained from this additional hotel tax will be applied to advertising Clinton.

Our strategy includes targeting online searchers planning historical visits to Jackson, Vicksburg or Natchez - geo-targeted patrons of key historical

destinations in the state for awareness and conversion to stay, dine and explore Clinton.

City efforts will be made to leverage the existing audience of active Mississippi history seekers. By targeting online searchers seeking out keywords such as "Mississippi History Museum," "Clinton Riot," "Civil Rights Trail" or "Civil War Tours," we will be able to present the historical significance of Clinton to a primed audience. Ads will present Clinton as a central location for historical Mississippi trips.

Due to the costs of traditional media production and media placement, digital ads should achieve the most effective and measurable ROI [return on investment].

Using Google ads and targeted social media advertising, there will be promotion of the historical walking tour microsite and Clinton lodging through pay-per-click ads. Advertising buys will be seasonal based upon historical tourism data, search term relevance, and the geographic location of historical sites.

Additionally, billboards promoting the city's hospitality options will be placed along Interstates 20 and 55. Currently, three free billboards are promoting the City of Clinton between Monroe and Bolton. Additional boards will enhance the effectiveness of the three free boards currently placed along I-20.

The referendum requires a sixty percent majority of those voting January 29. I hope you see the value of promoting our city to a wider area drawing more visitors to enjoy our Historic On-Line Trail (including historic twenty markers), library Trail, the activities of Olde Towne, and our city parks.

Together, we can do anything.



Money tight for the holidays?

Skip a car payment by refinancing with State Farm Bank.



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