



THE UNIVERSITY OF WEST ALABAMA

L I V I N G S T O N

July 3rd, 2010

Dear Sumter County Business:

Great things come when we all work as a team! In the spirit of the formation of the Sumter County Chamber of Commerce, the commitment of York and Livingston to become Alabama Communities of Excellence, and the commitment of The University of West Alabama to our region's economic growth, we want to offer you another great partnership to benefit our local area – **the Direct Tiger Discount Coupon Book** as part of our Sumter County Buy Local Campaign!

Direct Tiger Discounts is a coupon book, produced in cooperation with The University of West Alabama and the Sumter County Chamber of Commerce. The concept is simple – put incentives in the hands of students, parents and UWA faculty and staff to patronize local businesses throughout the year.

Today, more than ever, people are scrutinizing their spending dollar by dollar. Our local businesses have felt the pinch of these tough economic times. And in too many instances, local residents and University students choose to spend their dollars out of town, which impacts our county's revenue stream. By offering UWA students Direct Tiger Discounts, we hope to encourage shopping at Sumter County businesses, which benefits the businesses by revenue generation and benefits our local communities by the generation of sales tax. That makes a big difference in our local economy, our county and our quality of life.

We encourage you, as a local business owner to participate in Direct Tiger Discounts. We hope to offer students discount incentives such as two for one, buy one – get one, percentages off, complimentary items with purchase, etc. As you think about your business and its history, look for an offer to include in the discount book that will drive repeated traffic to your door. If you need assistance with a discount offer, please contact Jennifer at The University of West Alabama's Regional Center for Community and Economic Development at 205-652-3665 for ideas.



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Our goal is to have Direct Tiger Discounts printed in time for distribution to UWA students this Fall. To be a part of this great opportunity, please read the attached information sheet and complete the Direct Tiger Discount Coupon Book Participation Form. **Your form will need to be remitted to the Regional Center for Community and Economic Development no later than Friday, June 25th for inclusion in the Fall printing.** Please review for the form for art and submission requirements.

If you have any questions, please do not hesitate to contact any of the following individuals for assistance or more information:

Allison Tucker, West Alabama Bank and Trust – 205-652-9636

Danny Buckalew, UWA Vice President of Student Affairs - 205-652-3581

Jennifer Minor James, UWA Regional Center for Community and Economic Development - 205-652-3665

Kelley McGahey Jordan, Executive Director, or Angela Washington, Secretary, Sumter County Alabama Chamber of Commerce – 205-652-1580

We hope you'll join us in making this effort successful for our local economy and encouraging UWA students and local residents to BUY LOCAL!

With kind regards,

Danny Buckalew
UWA Vice President of Student Affairs

Mike Davis
Chairman, Sumter County
Chamber of Commerce