



La Vernia Bears Program

We could structure this program similarly to our Paint a Planter incentive program where you purchase the planter from a verified distributor, submit your design plan, and purchase receipt, and then the MDD issues a reimbursement in a certain amount (cost share)

However, in the case of the bears

Questions for consideration:

- 1) Are we requiring the bears all be the same, or all be a certain selection of variations, in which case we will need to list specific distributors? Or, are we fine with the bears being all sorts of variants in which case we do not list distributors?
- 2) Do we want to allocate a certain amount of money or a certain percentage of money? For example, if we go with the option of the bears being all sorts of variants and someone purchases a bear for \$1,000 versus someone who gets one for \$2,000 if we agree to pay 20%, we have paid less on the \$1,000.
- 3) What is the amount we want to contribute?
- 4) Do we need to approve design choices?
- 5) Can all businesses apply for this program?

