

**From:** [DAVID JOSEPH RUIZ](#)  
**To:** [Gina Peebles](#)  
**Subject:** Ways to increase sales of arts tags  
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Good Afternoon Gina,

I would like a topic added to the next meeting.

I would like us to think about ways to increase sales of arts tags so that we can increase funding.

A couple thoughts I had:

1. Have the county's communications post on social media more on the need for residents to buy an arts tag.
2. Have a contest for those that buy an arts tag within a certain timeframe to be entered into a prize giveaway of \$20-50.
3. Have county communications reach out to those that have arts tag license plates already and do a quick snippet/video as to why the person chose to get the tag. A testimonial short clip.
4. A promo video as to why arts tag license plates should be purchased. Like the YouTube video that already exists but includes arts council/how funds stay local.  
<https://youtu.be/RUrvKR639W0>

Thanks,

David Ruiz