

# 47 COUNTY BUSINESS BOOST GIFT CARD PROGRAM

## CUSTOMER FAQ

### WHAT BUSINESSES QUALIFY FOR THIS PROGRAM?

This program was designed to assist non-essential businesses in Valley County that were **negatively impacted by the COVID-19 pandemic and Directed Health Measures**. If your business has experienced a significant decrease in sales or other hardships, consider participating in this program. Examples of businesses that are encouraged to opt-in include: retailers, hardware stores, boutiques, restaurants, bars, breweries, salons, dental offices, optometrists, etc.

### HOW CAN I HELP A BUSINESS EARN SOME OF THE MATCHING FUNDS?

When you purchase a gift card at a participating business, the business will earn a 50% match. Matching funds are paid directly to the business.

**EXAMPLE: Sally spends \$100 on a gift card to ABC Business. Her dollars are matched by 47 County Business Boost program, paying an additional \$50 directly to ABC Business.**

### HOW DO SHOPPERS BENEFIT FROM THE PROGRAM?

It is recommended, however optional, for participating businesses to provide an incentive (free gift card, free product, coupons) for consumers to purchase gift cards as a way to reward consumers for their support of their business and the 47 County Business Boost program.

**EXAMPLE: ABC Business offers a free \$10 gift card to Sally for her \$100 gift card purchase. The business' expense of the free gift card would be offset by the \$50 of matching funds.**

### HOW CAN I PURCHASE GIFT CARDS?

Gift cards can be purchased in a variety of ways. Some businesses have gift cards available on their **websites, social media sites, over the phone and in-store**. Participating businesses may also opt-in to have their gift cards available for purchase on **www.ShopOrd.com**, the Ord Area Chamber's e-commerce platform, where customers can purchase gift cards from multiple businesses in one transaction.

### WHERE DO THE MATCHING FUNDS COME FROM?

Matching funds will come from the voter-approved LB840 sales tax program. The use of up to \$25,000 in matching funds was recommended by the Valley County Economic Development Board to the Ord City Council which was approved at their May 4, 2020 meeting. Funds will be granted to the Ord Area Chamber of Commerce for disbursement to participating businesses.

### HOW LONG WILL THIS PROGRAM BE AVAILABLE?

The program will be available until the \$25,000 in matching funds are depleted.

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