

47 COUNTY BUSINESS BOOST

GIFT CARD PROGRAM

PROGRAM OUTLINE

PURPOSE

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.

The **opt-in deadline** for businesses to participate in the program is **Friday, May 15, 2020 at 9:00 am**. Your business can opt-in here: www.surveymonkey.com/r/47businessboost

This is a joint initiative of the Ord Area Chamber of Commerce, Valley County Economic Development and the City of Ord.

HOW IT WORKS

Valley County businesses must **opt-in** to participate in the program which was designed to assist businesses most negatively impacted by the COVID-19 pandemic and Directed Health Measures.

Participating businesses can earn a **50% match** for gift cards purchased by consumers.

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

It is recommended, however optional, for 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.

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 local businesses participating in the program.

LOGISTICS

- Participating businesses may have their gift cards available for sale on ShopOrd.com,* the Ord Area Chamber's e-commerce platform, as a complimentary service of the gift card program.
- Businesses can also sell gift cards from their own e-commerce website, over the phone, in-store and any other way they can accept payment from customers for gift card sales.
- Participating businesses will submit proof of gift card sales on a weekly basis with a request for a 50% reimbursement. Requests submitted by Fridays at 12:00 pm will be paid out the following Monday.
- Funds for reimbursement will be available on a first-come, first-served basis until funds are depleted.
- A limit on matching funds a business can receive will be based on the number of businesses that opt-in to the program.

*Businesses must have PayPal in order to list gift cards on ShopOrd.com. Businesses will incur PayPal fees for any gift card purchases made on ShopOrd.com based on their PayPal settings.

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