

# Gift Cards & Online Business Presence: Programs, Initiatives, and Incentives

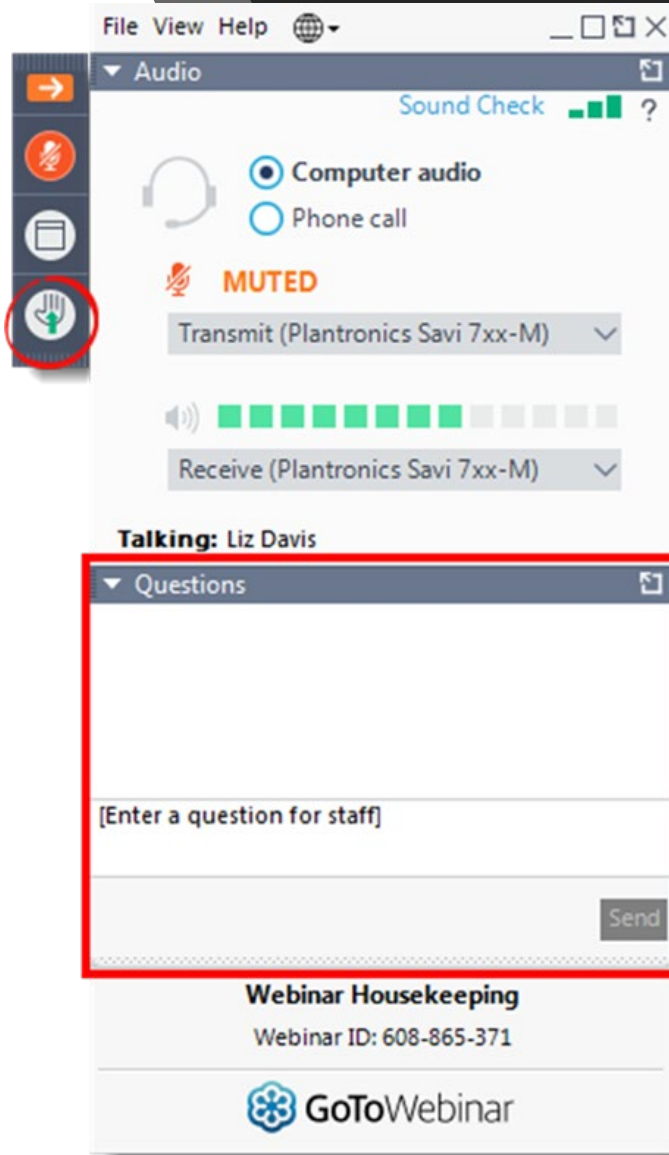
**Tues, April 14<sup>th</sup>, 2020 - 2:00 PM – 3:15 PM**

Presented by: Bill Kohler, Rob Schmidt, Kim Kmetz, Sam Thrush, Dave Tamulonis, and Dave Schell

# GoToWebinar Housekeeping

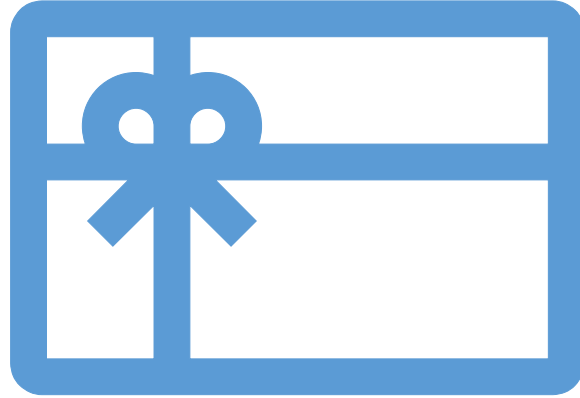
## Your Participation

- Please submit your text questions and comments using the Questions panel
- Please raise your hand to be unmuted for verbal questions.
- For more information, please contact [katietyson@padowntown.org](mailto:katietyson@padowntown.org)
- **Note:** Today's presentation is being recorded and will be provided within 48 hours.



# Today's Discussion

- Each one of our presenters will discuss
  - The details of their gift card program
  - What and how they're working their programs, including any kind of incentives
- Challenges with engagement and enrollment in the initiatives/programs
- Challenges and resistance with businesses regarding any kind of online presence, online marketing, and especially e-commerce.



**Bill Kohler, Director of Economic Development  
Mainstreet Waynesboro Inc.**

# Show your love for your local businesses— Buy a gift card now and use it later!

Your gift card purchase provides much-needed income NOW...then you can use it later when businesses are open again.



I ♥ the Boro Gift Card Program for Later

Gift Card Number: \_\_\_\_\_

Gift Card Value: \$ \_\_\_\_\_

Valid for any purchase from the following business:  
\_\_\_\_\_

Authorization signature: \_\_\_\_\_  
Mainstreet Waynesboro, Inc.

**the i love boro**  
MAINSTREET WAYNESBORO | BRINGING HOMETOWN BACK TO DOWNTOWN

Not valid without authorization signature. Expires: 4/1/2021

Support our downtown businesses like Rough Edges, The Candy Kitchen, Christine's Cafe, Wee Scot Book Shoppe and more—  
from the safety of your home!

**Gift card money goes directly to the business NOW!**

Buy your gift cards today at:  
[mainstreetwaynesboro.org](http://mainstreetwaynesboro.org)

# MAINSTREET WAYNESBORO COVID-19 BUSINESS RELIEF FUND 2020 APPLICATION

- What: A fund to administer mini-grants in a timely fashion to downtown Waynesboro businesses affected by the COVID-19 pandemic
- Who: Mainstreet Waynesboro businesses between Fairview and Clayton avenues
- How much: Grants of up to \$350 per business until the funds have been depleted
- Please fill out the following questions and return to Bill Kohler at [bill@waynesboro.org](mailto:bill@waynesboro.org) or mail to 13 W. Main St., Waynesboro, PA 17268. Applications will be reviewed on a first-come basis beginning April 14, 2020. Email is the fastest way to reach the committee.

# Application Questions:

- How have you operated since the governor's mandatory business shutdown on March 19? For example, have you closed your doors entirely, sold online or did carryout or delivery?
- How could you use a portion of the grant to help the community or someone in need?
- If you were awarded a minigrant, could you partner with another local business to use some of the grant to help the community?
- If you have remained open totally or partially, explain how the funds will be used by your business on an emergency basis either to purchase supplies, to help an employee or some other need.
- If you receive a microgrant, you will be asked to provide a short, final report to let us know how you used the funds.

# Grants will be awarded to qualifying businesses with priority given in the following order:

1. Those businesses that have been ordered shut down by Gov. Wolf and are unable to operate in any capacity during the pandemic
2. Those businesses that are closed to walk-in customers and can use portions of the grant to help the community with supplies, food, deliveries
3. Those businesses who are in any of the first two categories and could partner with other local businesses or residents to help those in need
4. Those businesses who can still do carryout, or sell online, but will use funds to pay for medicine, rent or doctor bills for a laid-off employee, or an employee whose hours have been reduced during the shutdown
5. Those restaurants and brewpubs that are losing revenue from walk-in traffic



# Promotional Ideas

## DOWNTOWN WAYNESBORO

CARRY-OUT DIRECTORY

### SUPPORT YOUR LOCAL EATERIES

#### BRIO COFFEEHOUSE

Order online at [bricocoffeehouse.com](http://bricocoffeehouse.com)

#### CHRISTINE'S CAFE

Order online at [christine-cafe.com](http://christine-cafe.com) or call 717-749-0047

#### FRANK'S PIZZA

Call 717-762-1129 for carry-out orders.

#### CANDY KITCHEN

Call 717-762-3969

#### ROUGH EDGES BREWING

E-mail orders to [roughedgesbrewing@gmail.com](mailto:roughedgesbrewing@gmail.com) or order online at [www.roughedgesbrewing.com](http://www.roughedgesbrewing.com)

#### ZOE'S CHOCOLATE

Order online at [zoeschocolate.com](http://zoeschocolate.com) or call 717-387-5882

#### THE WAYNESBURGER

Open Thursday-Sunday, Noon-8 p.m. Call 717-749-0074

#### TRANQUILATEA TEAM ROOM

Order online at [tranquilatearoom.com/](http://tranquilatearoom.com/)

#### TAQUERIA LA CIENEGA (NEW!)

Opens 9-7 on Saturday at 95 W. Main St. for carry-out.  
Call 240-457-8044 to order. Menu coming soon!



#### OTHER LOCAL EATERIES

Lake House Distilling, Café del Sol, Parlor House, Red Run Grill, Velvet Café, 997 Café, Montezuma, Royal Family, Brother's Pizza, Breakaway and Dawg House are among those offering pick-up and/or delivery. Call for more information.

#### JADE'S COTTAGE CAFE

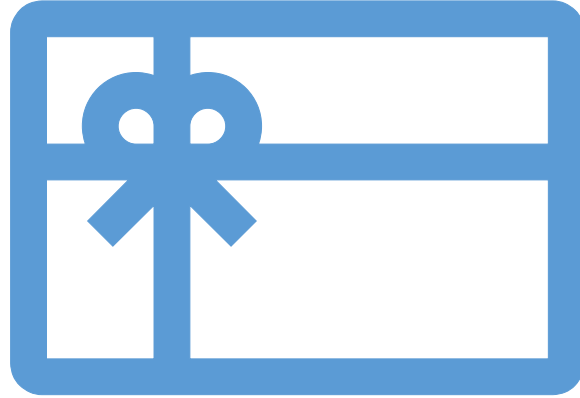
Call 717-655-5255.

#### SAPPORO

Call 717-655-5255.

#### GIFT CARDS

Support downtown businesses safely by purchasing I Love the Boro Gift Cards for Later at [mainstreetwaynesboro.org](http://mainstreetwaynesboro.org)



**Rob Schmidt, Executive Director**  
**State College Improvement District**



# What to do in a college town?

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- Talking with other college towns after all the Big Ten schools shut down
- Our district encompasses 28 blocks—14 blocks long, two blocks deep, bordering the campus along College Avenue
- We have 334 stores in our district
- Started with 96 participating in our Gift Card Promotion. We now have more than 110 and adding more each day.
- We are directing businesses to Square for inexpensive, easy online, gift card set-up.
- It starts with buying a gift card online directly from the merchant, so it goes directly into the merchant's account.

# Lions Pride Gift Cards



- \$100 Lions Pride gift card + \$25 Downtown gift card FREE
- \$200 Lions Pride gift card + \$60 Downtown gift card FREE
- \$500 Lions Pride gift card + \$150 Downtown gift card FREE

(Your Lions Pride gift card and Downtown State College gift card will ship separately. Lions Pride will submit your information to State College Downtown and they will ship your Downtown gift card within five business days.)

- The maximum FREE gift card amount is \$150 for a \$500 purchase.

## Lions Pride Gift Card

Style: LPGFT

[Tweet](#)

 **FREE SHIPPING**  
ORDERS OVER \$50



\$20.00 - \$500.00

Amount: Please Select Below

20	25	30	40	50
60	75	100	125	150
175	200	500		

Quantity

1

Add To Cart

Mouseover to Zoom



### Product Description

- Lions Pride gift cards make great gifts!
- Simple to redeem, online, by phone, or in the store.
- Gift cards never expire and are easily shipped.
- You will receive an actual gift card
- There are no refunds for lost or stolen cards.
- The actual card must be present at time of redemption for an in store purchase.
- ALL GIFT CARDS ARE SHIPPED VIA USPS FIRST CLASS MAIL. Please allow 2-4 business days for shipping.



Lions-Pride.com

April 10 at 5:28 AM

Your Penn State graduate deserves to be celebrated in a big way! Treat the new alumnus in your life to something special from Lions Pride! Show our graduation collection online.

SHOP NOW: <https://bit.ly/3c8u1ag>

Thank you for supporting our small, locally owned, Downtown State College business!



Lions-Pride.com

April 7 at 5:56 PM

Did you know that Lions Pride's gift cards never expire? That's why they make great gifts! Are you looking for an Easter, graduation, Mother's Day, Father's Day or even Christmas gift? Do you spend time in Happy Valley during football season? We have a deal for you! We have teamed up with Downtown State College on a special program: Buy a Gift Card, Get a FREE Gift Card! Purchase a Lions Pride gift card and Downtown State College will send you a FREE Downtown gift card (valid at over 100 State College businesses, including Lions Pride)!

BUY NOW: <https://bit.ly/2Vd7S3M>

- \$100 Lions Pride gift card = \$25 Downtown gift card
- \$200 Lions Pride gift card = \$60 Downtown gift card
- \$500 Lions Pride gift card = \$150 Downtown gift card

Your Lions Pride gift card and Downtown State College gift card will ship separately. Lions Pride will submit your information to State College Downtown and they will ship your Downtown gift card within five business days. The maximum FREE gift card amount is \$150 for a \$500 purchase.





Another  
promotion:

*“Did you know that Lions Pride's gift cards never expire?*

*That's why they make great gifts!*

*Are you looking for an Easter, graduation, Mother's Day, Father's Day or even Christmas gift?*

*Do you spend time in Happy Valley during football season?*

*We have a deal for you!*

*We have teamed up with Downtown State College on a special program: Buy a Gift Card, Get a FREE Gift Card!*

*Purchase a Lions Pride gift card and Downtown State College will send you a FREE Downtown gift card (valid at over 100 State College businesses, including Lions Pride)!”*

# Downtown State College Improvement District

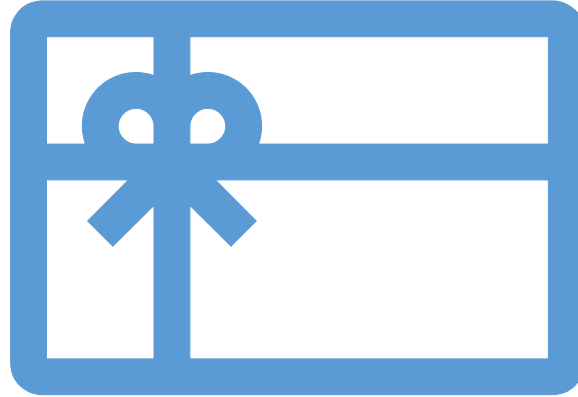


- We initially devoted \$10,000 of our budget to fund the bonus campaign...
- We have now bumped it up to **\$25,000!**
- So far, over **60 businesses** (and counting) have **sold over 350 cards**, worth over **\$50,000+** going directly to the merchants!



## Worth mentioning...

- Additionally, customers are given the option to donate their Downtown Gift Cards to Out of the Cold, our homeless program in State College.
- To date, **\$670 worth of downtown gift cards have been donated**. We have been working with local restaurants to donate meals as well.



**Kim Kmetz, Main Street Manager**  
Easton Main Street Initiative/Greater Easton  
Development Partnership

# Easton Main Street Initiative Proposed Gift Card Incentive Plan

- We modeled our ideas on the Downtown State College Improvement District incentive
- We decided to focus on supporting our salon and personal service businesses who have no means of making an income at this time other than gift card sales.
- We hope to roll this out in conjunction with National Hairdresser Appreciation Day on April 25.
- We have limited funds to work with at this time (\$3K) but hope to secure more contributions from the community and possibly add some of our own organization's marketing budget.
- The incentive scale is as follows:
  - \$50 card from participating salon = \$10 Downtown Easton card
  - \$100 card from participating salon = \$25 Downtown Easton card
  - \$200 card from participating salon = \$60 Downtown Easton card
- Option to donate the cash value of the card to support meals made and delivered by our downtown restaurants to be served at Safe Harbor, our local shelter for the homeless.

# SupportEaston.com



HOME RESOURCES FOR BUSINESSES RESOURCES FOR RESIDENTS RELIEF FUND DONATE

## SUPPORTING EASTON DURING THE CORONAVIRUS CRISIS

### We're In This Together

The COVID-19/Coronavirus situation is making life challenging at the moment for all of us – but especially for local business owners. We need your help – now more than ever – to support our local businesses. These business owners are our neighbors, our friends and our family. We've created a list of which businesses have online stores you can shop right now, the restaurants offering delivery or curbside pick-up and places where you can get the supplies your family needs. Please help us support these City of Easton businesses. We're all in this together. Show our business owners some love by posting positive reviews and sharing your delicious meal or purchase on social media as you [#supporteaston](#).

Please email any necessary updates to this page to [supporteaston@eastonpartnership.org](mailto:supporteaston@eastonpartnership.org)

- Our organization created this website to showcase how businesses were innovating during these times. There are sections for curbside pickup, delivery, online retail, gift card sales and online classes & workshops.

### Curbside Pick-Up Businesses

Life is stressful enough at the moment and a good meal can do wonders. These restaurants are open and ready to feed you and your family. Scout out their menus online and call in your order. Pick up a meal for tonight or a few for the rest of the week. When you arrive at the restaurant, they'll bring your order out so you can pick up curbside. Share a photo of your delicious meal with [#supporteaston](#).

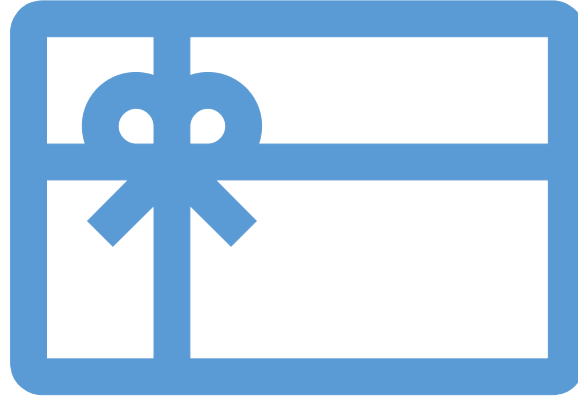
<b>1001 Thai</b>	<b>3rd &amp; Ferry Fish Market</b>	<b>Aman's Artisan Indian Cuisine</b>
<b>Antonio's Pizzeria &amp; Restaurant</b>	<b>Bank Street Creamery</b>	<b>The Bayou Easton</b>
<b>Black &amp; Blue</b>	<b>Böser Geist Brewing Co.</b>	<b>Casa di Franco</b>
<b>Cake &amp; Corolla</b>	<b>Chocodiem</b>	<b>College Hill Tavern</b>
<b>Colonial Pizza</b>	<b>County Seat Spirits</b>	<b>Daddy's Place</b>
<b>Downtown Dawg</b>	<b>Easton Baking</b>	<b>Easton Taco &amp; Rotisserie</b>
<b>Easton Wine Project</b>	<b>Edible Arrangements</b>	<b>El Super Taco</b>
<b>Elena's Pizza &amp; Grill</b>	<b>Eight Oaks Distillery</b>	<b>Fieldstone Coffee Roasters</b>
<b>Genesis Bicycles</b> Curbside service & repair	<b>Giacomo's Italian Market &amp; Grille</b>	<b>Green Harvest</b>
<b>Greek Meat Guy</b>	<b>Highmark Farmstand</b>	<b>Khanisa's "The Pudding Bar"</b>
<b>The Lafayette Bar</b> 6 packs to-go & \$5 snack packs	<b>Las Delicias Colombian Bistro</b>	<b>Lutzi's Restaurant</b>
<b>Maxim's 22</b>	<b>Mercantile Home</b>	<b>Mister Lee's</b>
<b>The Modern Crumb</b>	<b>My New Place Pizzeria</b>	<b>Nature's Way</b>
<b>Noto's Deli &amp; Grocery</b>	<b>Ocean 235</b>	<b>Owowcow</b>
<b>Pino's Pizzeria</b>	<b>Pizza D'Oro</b>	<b>Porters' Pub</b>
<b>R&amp;R Provisions</b>	<b>River Grille</b>	<b>Sette Luna</b>
<b>Silvershell</b>	<b>Sogo Fusion</b>	<b>Stoke</b>

- We also have tabs for business resources, resident resources, information about our Relief Fund and an option to donate.

# Virtual CA\$H Mobs

- Our monthly CA\$H Mobs were set to kick off for 2020 on the first Friday in April
- We wanted to show our small businesses support, so we made them virtual
- Every Friday, we post two surprise shopping locations that offer online sales and encourage the community to buy something from one or both store and then share with the rest of the group what they found





**Samuel J. Thrush, AICP**  
President of Downtown Chambersburg Inc.

# Downtown Chambersburg E-Gift Card Program

- Identified early the need to partner with the Downtown Business Council for something
- Did research
- Found out via The Point on National Main Street Center, Laramie, WY's gift-card giveaway (random) drawing.
- Listened to Somerset's idea about developing a clearinghouse for e-gift cards.
- Spent time thinking about merging the ideas.
- Spoke with the Downtown Business Council's Treasurer.

# Downtown Chambersburg E-Gift Card Program

- 3 component program
  - 1<sup>st</sup> “E-gift card clearinghouse”
  - Quickly figured out which e-commerce platform would work for us.
  - Shopify was picked.
  - We now host 14 “e-gift card” opportunities via the site for 14 businesses.
  - Shopify links with our existing Stripe account.
  - Funds are sent via Stripe to our checking account
  - Fiscal staff writes checks to our businesses. Businesses have checks within 1 ½ weeks.
  - Purchasers receive an email from us thanking them and asking them to print out their receipt and present it to business.
  - Problem that we have:
    - The e-gift cards that we sale are “e-gift cards”. That’s why they need to present the receipt to the business.
    - If the purchaser wants to use it via the business’ website or call in, they would need to contact the business and ask for another method or to have the “e-gift card” reissued as the business’ e-gift card or plastic gift card that works with the business’ point of sale system.



# Downtown Chambersburg E-Gift Card Program

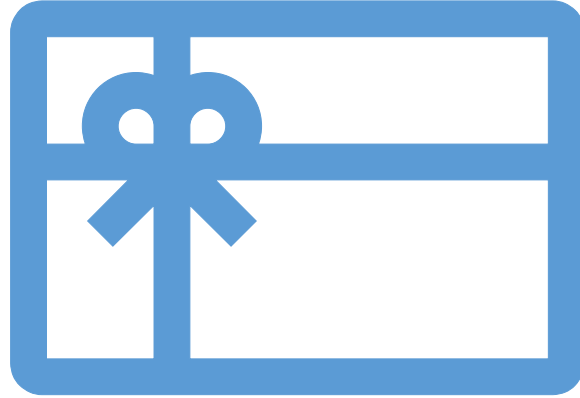
- 3 component program
  - 2nd component
  - Downtown Business Council funding a \$25 bonus gift certificate program.
  - Highlighted businesses (Downtown Business Council members) qualify for the \$25 bonus gift certificate program.
  - Purchasers who purchase \$50 or more from a highlighted business get a \$25 bonus gift certificate to that business.
  - Each highlighted business gets 10 bonus gift certificate opportunities. In efforts to spread the Downtown Business Council funds around.
  - Businesses would seek reimbursement of the \$25 bonus gift certificate from the Downtown Business Council.

# Downtown Chambersburg E-Gift Card Program

- 3 component program
  - 3<sup>rd</sup> component
    - Random drawing for \$25 voucher to participating downtown businesses> We have 6 participating in this component.
    - Two winners per Friday. As of right now, 4 Fridays.
    - April 10<sup>th</sup> was our first drawing.
    - You have to purchase e-gift cards via our e-gift card clearinghouse.
    - \$10 = 1 opportunity. \$25 = 3 opportunities. \$50 = 5 opportunities. \$75 = 8 opportunities. \$100 = 10 opportunities. We have one person with 30 opportunities.
    - You get opportunities at every drawing.
    - We are using Excel. Utilizing =RAND for random numbers.
    - Winners announced via Facebook. Winners emailed. Voucher is attached to the email. Participating businesses are alerted that we handed out a voucher.

# Downtown Chambersburg E-Gift Card Program

- As of 4/13, we have generated \$4,225 for our downtown businesses in e-gift cards.
  - 2<sup>nd</sup> component (bonus gift certificates) is \$1,550.
  - Handed out 2 \$25 vouchers.
  - Program has infused or will infuse \$5,625
- 
- Would like to share our tracking system, random drawing process and our product page. Thanks.



**Dave Tamulonis, Events Manager**  
Erie Downtown Partnership



DOWNTOWN  
GIFT CERTIFICATES

**FLASH  
SALE**

BUY \$50, GET \$10 FREE  
OFFER ENDS 3/31/2020

## Erie Downtown Gift Certificates

- Can be redeemed at any participating downtown business (list on our website)
- Sold through EDP and we reimburse businesses
- Ran this sale as a promotion to help restart business once the restrictions are over



# 1650- Friday

## 1650 Friday

- First Friday event monthly to encourage shopping at Downtown businesses
- Was moved online in April to encourage sales at businesses with online shopping available
- Built list of links to all businesses with online shopping
- Distributed survey to better assess the needs of businesses with no online capabilities and how to help them bring services online

# Other Examples of Business Promotion

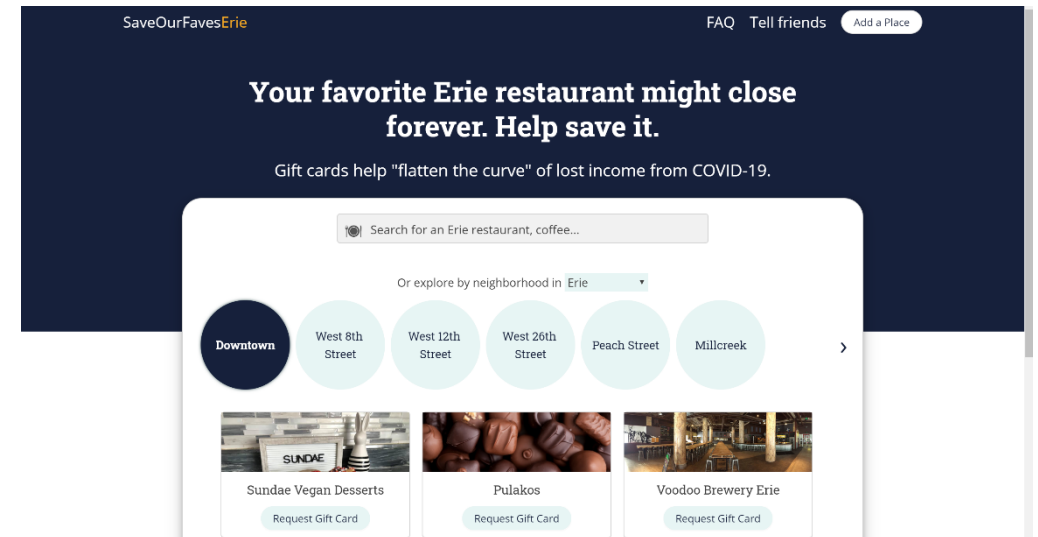
## Carry-Out Saturday

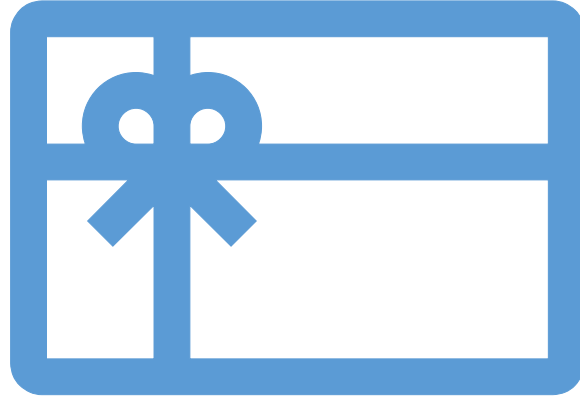
- Grassroots event organized by local small businesses and promoted by EDP to encourage carry-out options, rescheduled for May 2<sup>nd</sup>.



## www.saveourfaveserie.org

- Website made by local developers to help businesses reach consumers that are willing to support them by acting as third party to sell gift cards.





**Dave Schell, Executive Director**  
Main Street Mount Joy



EXISTING  
WEBSITE DEVELOPED  
IN WORDPRESS



WOO  
COMMERCE



Square  
OR  
PayPal

- WooCommerce is a FREE Plug-in to WordPress. 10 minute integration (plug & play).
- Square is a FREE (no monthly charge) credit card processor that integrates with WooCommerce.
- PayPal is a FREE (no monthly charge) credit card processor that integrates with WooCommerce.
- You can start selling gift cards in as little as 30 minutes.



Dave Schell

[info@mainstreetmountjoy.com](mailto:info@mainstreetmountjoy.com)

717-653-4227

EXISTING  
WEBSITE DEVELOPED  
IN WORDPRESS



Woo  
COMMERCE



Square  
OR  
PayPal

- Set up a Gift Card as a “Product” in WooCommerce. You can set multiple \$ as options.
- 100% of the \$ goes to the business owner (minus normal credit card fees).
- Business owner gets contact info of purchaser for marketing purposes.



Dave Schell

[info@mainstreetmountjoy.com](mailto:info@mainstreetmountjoy.com)

717-653-4227

EXISTING  
WEBSITE DEVELOPED  
IN WORDPRESS



Woo  
COMMERCE



 Square  
OR  
 PayPal

- Square has a VIRTUAL TERMINAL (free) to take credit cards over the phone.
- PayPal has a VIRTUAL TERMINAL (pay option) to take credit cards over the phone.
- Square & PayPal have credit card processing equipment to purchase.
- WooCommerce lets a business sell ANYTHING online as a new product.



Dave Schell

[info@mainstreetmountjoy.com](mailto:info@mainstreetmountjoy.com)

717-653-4227



**Any Additional  
Questions??**

# Presenters' Contact Info:

- Bill Kohler - [bill@waynesboro.org](mailto:bill@waynesboro.org)
- Dave Tamulonis -  
[David.Tamulonis@eriedowntown.com](mailto:David.Tamulonis@eriedowntown.com)
- Rob Schmidt -  
[rob@downtownstatecollege.com](mailto:rob@downtownstatecollege.com)
- Kim Kmetz -  
[kim@eastonpartnership.org](mailto:kim@eastonpartnership.org)
- Sam Thrush -  
[sthrush@chambersburg.org](mailto:sthrush@chambersburg.org)
- Dave Schell -  
[mstmj@mstmj.comcastbiz.net](mailto:mstmj@mstmj.comcastbiz.net)