GIFT CARD Suppliers

Easton Main Street Initiative's gift card company is StoreFinancial Services which is now EML.
https://www.emlpayments.com/

Erie Downtown Partnership
Paul Sherer and Dakota Walker, two Erie developers working from Radius Coworks in downtown. They have recently launched the following web portal for local gift card buying. EDP will be adding a bunch of downtown businesses to it and are so appreciative of their efforts.
www.saveourfaveserie.org
They are open to discussing similar options with other communities.
Perhaps this could help other Main Street communities?

Downtown Allentown Business Alliance
AMP Gift Card Program is with a company called StoreFinancial Services (same as Easton Main Street).
A little pricey but easy to use.

Also, Betsy's coworker in Bethlehem, Tammy, who manages the downtown Bethlehem Alliance, gave some additional information about a gift card program called Yiftee – see notes below:

Yiftee…Digital Gift Cards

PRO'S
Been using platform since 2012
All digital – no plastic – no waste (go-green) – no costs to print a card or certificate – no filling them out
Powered by Mastercard
Can redeem digitally
Check balance online
Can use them online and in stores
They send reminders out monthly to use the digital gift card
Never expire
Can add the link to sell gift cards on websites
No liability – Buyer pays $1 + 5%
100% fraud protected by Yiftee.
Can bulk purchase gift cards
Can receive a pdf of their gift card if needed.
Gets the merchants the money immediately – without having to submit the gift certs to DBA for payment

CON'S
No cards - nothing tangible (really going green!)
Lives on your phone
Age Demo - technology
Can produce a printout, however it's not a physical card
Relying on their tech support
$12 per merchant per month
Money sits in escrow acct on I3's books