

Shop Local Fact Sheet

Current Shop Local Cheque Program

- Our current \$\$\$Chamber Dollar paper “cheque” program began 15 years ago in 2003
- To date we have issued approximately 13,000 cheques for over \$450,000.00
- Many Biz members participate in our Shop Local program – approx 60

The Need for Change

- Current program is time consuming & costly to administer and challenging to keep retailer front end educated
- Cheques can be cashed or difference refunded to flow out of the intended spend region
- No value added reporting is available for our members
- Gift cards will engage younger customers as paper cheques are becoming obsolete

The Solution – Shop Local Gift Card Program:

- 94% of Biz member survey respondents are in favor of moving to a Shop Local gift card program
- Various usage reports are available for participants in real time
- 24/7 tech support is available
- New program guarantees all money stays in our trading area – gift cards can only be used at local participating merchants
- Reduced Biz administrative time and cost required to run the program
- Brings a gift card option to small businesses that could not afford it on their own
- No education required as it is treated like other cards already used
- We will be the first shop local gift card program in Canada!

A Shop Local Gift Card program is good for our businesses and our community:

- Gift cards encourage repeat visits from customers
 - 55% of gift card recipients require more than one shopping trip to spend the balance on their card
- Customers tend to spend more than the value of their gift card
 - 61% of gift card holders spend more than the amount of their gift card, with 75% of those individuals spending more than 60% over the original card value.
 - Moving to a gift card could increase the shop local program by almost 30%!
- Gift cards are used quickly upon receipt.
 - 90% of gift cards are used within the first 60 days
- There is never a bad time to sell gift cards
 - 81% of consumers buy gift cards for birthdays, and 67% buy for other holidays.
 - This is a great gift idea for teachers, bus drivers, daycare workers, coaches and employees
- Gift cards are commonly used as part of an employee incentive program.
 - 83% of corporations use gift cards.
 - Several large members of our community use our shop local program for employee recognition.
- Online gift card sales are growing by 29% per year.
 - Opportunity for program growth.



It's all right here!