



35 S. Third Street
Easton, PA 18042
610-330-9940
www.EastonMainStreet.org



1 February 2018

Dear Downtown Merchant,

The Easton Main Street Initiative would like to offer you the opportunity to be part of the **Downtown Easton Gift Card program**. This open enrollment will only be available until **Wednesday, February 28th, 2018**.

The Gift Card works like a MasterCard or Visa card that you swipe, omitting the need for any special equipment. The program allows gift card holders to choose from a multitude of restaurants, retail, and service businesses, letting each person personalize their Downtown Easton experience. Gift Cards are available for purchase at the EMSI Office, a self-serve kiosk inside the Easton Public Market, and online at www.eastonmainstreet.org. Cards can be purchased in any denomination from \$5 to \$500.

This program has been a welcome addition to the downtown and well received by businesses and consumers alike. From the program start in September 2013 until December 2017, more than 4,800 cards have been sold. The total dollars loaded onto cards as of December 2017 is over \$232,500 with roughly 75% of that money redeemed to-date.

After working with the program for the past four years and looking at staff time and card redemption dollars, we are offering a new fee structure to the program moving forward. To simplify the sign-on process, participating businesses will be required to make a commitment that corresponds to the contract commitment with the gift card company – at this time, a remaining 2 years. We are also offering a tiered Commitment Fee* as we acknowledge that more than 75% of gift card dollars are being redeemed at fine dining establishments:

- Retail, Services, and Restaurants (not serving alcohol) can join for \$50/yr.
- Restaurants (serving alcohol) can join on for \$125/yr.

**The Commitment Fee is used to pay for the annual Customer Service Fees associated with the cards.*

As a participating business you will receive: signage for your business; your business listing in every gift card sold; your business listing associated with the gift card online and on the Easton, PA app; marketing assets for you to use in your own advertising; plus EMSI marketing for the sale of the gift card that to-date totals more than \$7,000.

Open enrollment is only happening at this time. We will open up the program bi-annually to any new Downtown businesses and any additional Downtown business that has expressed interested in participation. Businesses wishing to join the program at a later date will pay a Pro-rated Commitment Fee of the balance of the three year commitment.

Please feel free to contact me if you have any questions: amy@eastonpartnership.org or call (610) 330-9947.

We look forward to hearing from you and to helping your business continue to grow.

Warm Regards,
Amy Boccadoro
Assistant Manager & Marketing Director
Easton Main Street Initiative

Date: _____

Business Name: _____

Downtown Easton Gift Card Sign-Up

For:

Business Participation in the Downtown Easton Gift Card program

Includes: Three year participation in the Downtown Easton Gift Card program; training for you and your staff on how to accept the card; signage for your business; your business listing in every gift card sold; your business listing associated with the gift card online and on the Easton, PA app; marketing assets for you to use in your own advertising; plus EMSI marketing for the sale of the gift card.

Please choose your business level below:

_____ **2 Year Retail/Service/Restaurant (not serving alcohol) Business Commitment**
\$100 (Pro-rated fee at \$50/yr.)

_____ **2 Year Restaurant (serving alcohol) Business Commitment**
\$250 (Pro-rated fee at \$125/yr.)

All payments must be received by Wednesday, February 28th, 2018, for inclusion.

Payments must be paid in full. Commitment Fees are non-refundable.

Businesses wishing to join the program at a later date will pay a Pro-rated Commitment Fee of the balance of the three year commitment.

Total Amount Due: \$ _____
(Please Make Check Payable to: **GEDP**)

Signature of Business Owner or Representative

Date
