



325 Northampton Street  
Easton, PA 18042  
610-330-9940  
[www.EastonMainStreet.org](http://www.EastonMainStreet.org)



23 July 2019

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**. If you are a current participant, your membership in this program will expire on October 1 of this year. If you are a new business in town or have not participated in the past, now is the time to join in on this program. It allows Easton enthusiasts to truly give the gift of Easton to family and friends! Open enrollment will only be available August 1-30, 2019.

The Downtown Easton Gift Card works like a credit 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 a self-service kiosk inside the Easton Public Market and online at <http://store.shopdowntowneaston.com/>. Cards can be purchased in any denomination from \$5 to \$500.

This program has been a welcome addition for Downtown Easton and well received by businesses and customers alike. From the program start in September 2013 until May 2019, more than 6,400 cards have been sold and the total dollars loaded onto cards is over \$325,200.

**Participating businesses commit to a three year contract commitment with the gift card company.** Please be aware, if you are currently a participating business, you will need to re-enroll at this time. If you choose not to continue with the program, you will be unable to accept cards after October 1, 2019.

We offer a tiered Commitment Fee\* as we acknowledge that many of the gift card dollars are being redeemed at fine dining establishments:

- Retail, Services, and Restaurants (not serving alcohol) can join or renew for \$150 for three years.
- Restaurants (serving alcohol) can join or renew for \$275 for three years.

*\*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 listed in every gift card sold, your business listing associated with the gift card online sales portal, marketing assets for you to use in your own advertising, and EMSI marketing for the sale of the gift card. Enrollment at this time will give your business access to these perks during the holiday season, the busiest time of year for Downtown Easton Gift Cards.

**Open enrollment is only happening at this time.** We will open up the program bi-annually to any **new** or additional Downtown businesses that have expressed interest in participation. Businesses wishing to join the program at a later date will pay a pro-rated Commitment Fee for the balance of the three year commitment.

Please feel free to contact me if you have any questions: [katie@eastonpartnership.org](mailto:katie@eastonpartnership.org) or call (610) 250-2076. We look forward to hearing from you and helping your business continue to grow.

Warm Regards,  
*Katie Farnan*  
Assistant Manager  
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 card sold; your business listing associated with the gift card online; 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:

\_\_\_\_\_ \$150 – 3 Year Retail/Service/Restaurant (not serving alcohol) Business Commitment

\_\_\_\_\_ \$275 – 3 Year Restaurant (serving alcohol) Business Commitment

**All payments must be received by Friday, August 30, 2019, 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

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