

**TOWN OF MOUNTAIN VILLAGE
BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
TUESDAY February 16, 2021, 11:00 AM
TO BE HELD REMOTELY VIA ZOOM WEBINAR**

<https://us02web.zoom.us/j/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09>
(see login details below)

AGENDA

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Caton	Action	Approval of the February 16, 2021 Minutes
3.	11:05	5	Caton	Informational	Economic Recovery meeting updates
4.	11:10	5	Dohnal	Informational	Restaurant Association meeting updates
5.	11:15	40	Caton/Dohnal	Informational	Review and Update BDAC work plan and budget allocation
6.	11:55	5	Dohnal	Informational	Other Business
7.	12:00				Adjourn

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Zoom webinar.

Topic: Business Development Advisory Committee Meeting

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Passcode: 643397

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Please note that times are approximate and subject to change.

Public Comment Policy:

- The Town Council will take your comments during all virtual Town Council meetings through the zoom conference app for items proper to receive public comment via the written comment feature on zoom.
- Please do not comment until the presiding officer opens the agenda item to public comment. Public comments submitted outside of the proper time may not be considered.

- All those wishing to give public comment must identify their full name and affiliation, if any, to the Town of Mountain Village.
- Please keep your comments as brief and succinct as possible as they will be read aloud at the meeting. Please refrain from repeating what has already been said by others in the interest of time. You may simply state that you agree with a previous speaker's comments.
- Commenters shall refrain from personal attacks and maintain a civil tone while giving public comment.

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE FEBRUARY 16,
2021
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING DRAFT**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Dan Caton on Tuesday, February 16 2021, at 11:07 a.m. through the online meeting platform, Zoom.

Attendance:

The following BDAC members were present:

John Miller, Mountain Village Planning and Development Services staff representative
Amy Ward, Mountain Village Planning and Development Services staff representative
Laila Benitez, Mountain Village Town Council
Dan Caton, Mountain Village Town Council
Sherri Reeder, Telluride Ski Resort Staff Representative
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative
Kevin Jones
Zoe Dohnal

The following members of the public present:

JD Wise, TOMV Public works

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 2- Approval of the Minutes from January 19, 2021
On a **MOTION** by Dohnal and seconded by Reeder, the BDAC unanimously to approve the meeting minutes January 19, 2021.
- Agenda Item 3- Economic Recovery Meeting Update
 - Dan Caton reviewed the minutes from the meeting. Main concern is where we are at with Covid levels. No action was taken.
- Agenda Item 4- Business Survey Results
 - Zoe Dohnal reviewed survey results. There have been 30 responses. Overall, businesses are doing better than they thought they would be when comparing to last years survey. Businesses feel prepared. Decline in sales is still an issue. Absenteeism is an issue. Gondola dining cabins rank higher in usefulness than pavilions. Additional training doesn't seem to be as desired as in initial survey. 50% of respondents said they had not applied for any local assistance. Grants were rated as most helpful to businesses.
- Agenda Item 5- Review and update BDAC work plan and budget allocation
 - Zoe Dohnal – would like to focus on grant opportunities. Laila Benitez would like to increase advocacy for our businesses (with regards to restrictions, county regulations, etc.). There are some remaining CVRF funds, Garrett, Zoe and Dan will

review budget and any previously committed funds. We might need to add guest services for the summer in the evening hours. Zoe will put together a proposal comparing continuation of the AJAX/TSG subcontractors vs. Bringing it in-house employee -wise. Laila will check with Jim Soukup to see if utilizing some funds the fiber project could be speeded up. Garrett brought up the possibility of producing a Restaurant Brochure that could be distributed to lodgers and the possibility of sponsoring a Restaurant Week featuring MV restaurants during a slow time. Zoe will reach out to restaurants regarding a potential event and will look into the brochure. Zoe will look and see if lost revenue from festival parking could come from CVRF funds.

➤ Agenda Item 6- Other Business

- No new business

On a **MOTION** by Brafford and seconded by Jones, BDAC voted unanimously to adjourn the meeting at 11:48 p.m.

Reminder:

The next BDAC meeting will take place on Tuesday, March 23, 2021, at 11:00 a.m. in the Mountain Village Town Hall via Zoom Webinar, details below.

Join Zoom Meeting

<https://us02web.zoom.us/j/89338361781?pwd=QjNLY0NoRUx6R2VTUDRyM09SekJ0QT09>

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Respectfully submitted,

Amy Ward

Planner

Town of Mountain Village

Economic Recovery Committee Meeting
February 19, 2021
9:30 am

- Welcome from Commissioner Holstrom
- County Update- Kris Holstrom and Mike Bordogna
 - Continue to have weekly meeting.
 - Will be hiring a Natural Resource person.
 - We gave out about 55k to businesses in the Small Business Relief Program
 - There has been a lot of discussion around the daily 50% hard cap. We have heard about a lot of pain from those businesses.
 - We will now continue to have a 50% monthly cap. We will allow any lodgers that have reservations getting them up to 60% daily occupancy to keep those reservations for the rest of the month and we will re-evaluate.
 - We are continuing to learn and evolve and appreciate the feedback and patience.
- Matt Thomas- Telluride Ski & Golf
 - We saw similar skier visit numbers last weekend to last year.
 - We've had pretty good compliance with COVID safety protocols.
 - Feeling good about moving into a busy spring season.
- Lodging/Economic Update- Michael Martelon and Matt Skinner
 - Over the next 8 days we do not exceed 45% occupancy as a whole and we'd like this to be considered with the lodging cap.
 - We've seen more consumer confidence and interest similar to previous years.
 - We didn't dip quite as low as 2008/2009 and we've come back a little faster but there was still a big dip.
 - March is starting to solidify and looking like we are only going to be off 20% on air and 5% on lodging.
- Public Health Reporting- Grace Franklin
 - 22 active cases and we are trending downwards. Our positivity rate is at a record low. The number is a little artificial because we are missing some data.
 - Free COVID testing next week 2/25 & 2/26
 - We have an above average testing rate compared to the state.
 - As of this week, we've administered over 2,000 vaccines. We began vaccinating our school staff.
 - We are advocating for the hospitality community to be able to be vaccinated sooner than later.
- Industry Reporting Roundup and Public Comment
 - **Mike Bordogna** Hopefully 5 star program can get implemented after this 2 week period
 - County purchased CO2 monitors to monitor air quality in businesses

Todd Brown

Town Marshalls have been monitoring and there have not been any incidences of non-compliance in restaurants. Lodging noncompliance is being followed up on as well

Caci Greenspan

Summer is going to be really busy. The county and town need to help businesses with enforcement and make sure there is a solid line of communication with guests about expectations.

Megan Ossola

Capacity are based on fire capacity numbers and don't translate to COVID. There should be new COVID capacity guidelines for restaurants. Can dining rooms be measured and then created a formula for COVID distance safety vs. fire exit safety.

Grace said this is being worked on at a state level

Matt Thomas oversaw all Telski restaurants. If distancing between tables is set properly, the capacity should safely be limited and within COVID guidelines.

Todd Brown

There will be a work session on summer next summer. What worked, what didn't, how do we want summer to look?

Visitor Center is a distribution point for complimentary KN95 masks. 5 masks per resident

Delaney Young

Tackling summer is a huge challenge and we will do our best to get through this during the work session

Dan Caton

Mountain Village sent out a survey to businesses asking how the town can best support MV businesses. MV is currently working on their summer plan

Zoe Donhal

We will continue to use the existing assets like gondola cabins and add some furniture.

Laila Benitez

The bike park and the Zip line will open this summer

- Next meeting is in two weeks



**Telluride Section of the CRA
Restaurant & Bar Committee Meeting
February 23 Meeting Minutes**

Present:

Annie Carlson, Kris Holstrom, Megan Ossola, Lindsey Mills, Carmela Sanna, Chad Scothorn, Erin Dewey, Lucas Price, Matthew Arnold, Megan Ossola, Mollie Steinemann, Neal McKinley, Nick Hoover, Ray Farnsworth, Stephen Roth, Stanya Gorraiz, Zoe Dohnal, , Matt Skinner, Molly Muldering, Neal Elinoff, John Gerona, Jonathan Greenspan

CRA Update

Nick Hoover

State legislature started meeting again CRA following 41 bills, not all impactful on restaurant industry.

We are looking into several HB 1027 to go liquor permanent, July 1 current deadline. Have had conversations with stakeholders Beer and Liquor Store Association opposed and would like to see a sunset on this. Amendment excludes alcohol manufacturers but not brew pubs and distilleries. Restaurants not predicted to recover from this Covid for years. Please reach out to state representatives to support this bill by March 4th.

Senate Bill 35 Non-Partner agreements - Scenario where 3rd party delivery companies with no agreements with restaurants are outlawed have to get removed because of lawsuits from upset customers. Grub Hub is in support and DoorDash is neutral/not opposed.

Another bill introduced to repeal Colorado law arcane that prohibits charging customers a credit card processing fee. This bill would eliminate this section of the law. Working with broad coalition to pass this.

Businesses want to opt out of public health orders. Partisan support for bill around protection for businesses abiding Covid 19 practices, getting more details Sen Woodward Subway franchise (CRA member).

Unemployment insurance issues- Rates burdening businesses would not be impacted by Covid related termination. There was a deficit in UI funds prior to Covid and have had to get money through increased rates to businesses and conversations in place to get from the federal government. The first number is base rate that depends on type of business and the second number is based upon termination/lay-off history. Covid should not affect these numbers and price increases should level out.

Chad Scothorn- I hope that you can do this because restaurants will close for good if not.

Megan Ossola- Is there any middle ground between July 1 and forever re the open container law.

Nick Hoover- If we don't have the votes, then we will seek a 5 year and have spoken with sponsors who feel confident that this will pass the house but not so sure about the senate where democrats have voiced opposition. Fortunately Liquor and Beer Store Association have several other related bills that will distract their lobbyists.

Lindsey Mills- Public Health Update- Extreme Orange Level policy shift to be evaluated tomorrow at BOCC meeting tomorrow, February 24th. Should be moved to orange by Friday then possibly skip to yellow?? Only 8 positives out of 200 results that came back from Texas testing facility!

Chad Scothorn- How often are waste water treatment samples recorded? I have not seen results change for ten days in over a three week period.

Lindsey Mills- Tuesdays and Thursday, twice a week. We had some errors in sampling and caused delayed results. Dashboard updated only once a week (in past) now twice a week.

Chad Scothorn- Incidence rate numbers were not matching the waste water treatment numbers.

Lindsey Mills- Waste water numbers are good (predictive with two week lead time), for incident rate and positivity rate are reflective of waste water numbers.

Lucas Price- Incidence rate to change from 538 > 546 to reflect the 8 out of 200 test results that were positive and we will be able to make the 5 star application if we stay under 500 for 2 weeks?

Lindsey Mills- Yes. Moving on to vaccinations... State re-did phases, 1B3 has been adjusted to include vaccinations for food and beverage to begin on March 5th. In advance Public Health, will send out a Google Form to pass on to staff only. All eligible critical work force along with power water infrastructure should be started by next week. We will distribute a link to restaurants to get staff signed up. Will take care of the population that is underserved.

Megan Ossola- Will they need documentation?

Lindsey Mills- No, they will not. Dawn Ibis will send list to management to confirm and prioritize. Make sure no one is forgotten and that only those who are supposed to vaccinate will be attended to. No quarantining needed after 2nd dose of Moderna. Johnson and Johnson vaccine only one dose.

Lucas Price- Do people have to quarantine after vaccine.

Lindsey Mills- No, but they are still susceptible and need to follow the 5 commitments.

Lucas Price- Should I wait having already had Covid.

Lindsey Mills- If you had Covid less than 90 days, then wait. You will be prioritized once your 90 days is up.

Stanya- Thank you, you're awesome. F and B have been hit the hardest.

Jonathan Greenspan- Environmentally friendly re-usable to-go containers. These plastic plates etc can be run through a dishwasher 300-400 times. Customers will have to pay a deposit, then get a refund when they return it. Will have drop-off sites. Pilot program to start at farmer's market in June. Big support from legislature. Waste stream greatly reduced. After time can be returned to manufacturer to be recycled. Most restaurants are interested. Don't want to create any difficulty. Should stack easily. JG can store them and bring as needed.

Nick Hoover- CRA is reviewing specifics re this program and will take a position.

Megan Ossola- This is in response to polystyrene.

Jonathan Greenspan- There are 3 bills presently and bills banning plastic bags across state have failed in past.

Stanya Gorraiz- Will this be like the AlSCO linen model?

Jonathan Greenspan- Yes,

Neil McKinley- Why plastic, why not some other material?

Jonathan Greenspan - Because of the ability to store and stack and longevity of the material. Will have bar-codes to identify.

Lucas Price- are these food safe? BPA's?

Jonathan Greenspan - No, Food safe and are used more to transport food and not to eat out of.

Lucas Price- How is this better than Bagasse?

Jonathan Greenspan - Because bagasse isn't composted without a commercial composting facility.

Stanya Gorraiz- Concerned that restaurants will be left with the expense

Jonathan Greenspan - No, with a deposit paid when purchasing food, the customer will have paid for it.

Megan Ossola- Telluride Town Council Summer Dining work session- Town agreed to hold another session considering 2 way traffic and parklets on both sides. Only problem is making space for delivery trucks and emergency vehicles. They need to get input from retail stores. Short term parking to be expanded for summer. Hoping to see more parking in parking structure. Parklets to be the width of the business.

Chad Scothorn- What about festivals?

Megan Ossola- No festivals over 500 people. Won't be anything this summer that looks like festivals in the past. Town discussing public and private space vendors. Did not discuss liquor laws or open container. They focused on Colorado ave more than side streets. Eliza proposed not having to take down winter structures.

Also spoke about the QR code reader for tables so that people could register their names for contract tracing.

Matt Skinner- Things are looking up as numbers trend in a positive way. Skip to yellow? Hybrid to add numbers by state?

Annie Carlson (who was very quiet today) – There will be a link to tomorrow's meeting in chat. Asap can help with Personal Protective Equipment credit of \$100. TMV to distribute free n95 masks 5 per person. Next meeting on March 30th!



TOWN OF MOUNTAIN VILLAGE

455 Mountain Village Blvd. Mountain Village, CO 81435
(970) 369-8236

TO: Town of Mountain Village Business Development Advisory Committee

DATE: March 11, 2021

FROM: Zoe Dohnal, Business Development and Sustainability Director

RE: 2021 BDAC Workplan Discussion

Introduction

- As we continue to enhance our 2021 COVID-19 BDAC work plan, it is essential to discuss the development of our high-priority items. This memo will provide additional details and the potential of previously discussed ideas.

Attachments

- a) 2021 BDAC Budget
- b) BDAC COVID-19 Work Plan
- c) CVRF Decision Tree
- d) National Association of Counties Coronavirus State & Local Fiscal Recovery Fund Memo
- e) Miller Mountain Bucks Research Memo
- f) Yiftee Community Card Presentation

Potential 2021 Workplan Items

- **Mountain Bucks** - an economic stimulus that would entice patrons to buy a Mountain Village Gift Card. The gift card would only be good at participating Mountain Village businesses. There are several ways to grant additional funds. The most straightforward would be to offer a tiered BYGO gift card incentive. Buy a \$20 gift card, get \$5; buy \$50, get \$10. The Town would subsidize the incentive, which would qualify for the use of CVRF funds. Several communities offer a similar program (Exhibit E), and 250 U.S. municipalities utilize [Yiftee](#) to assist in the facilitation of the program (Exhibit F)
 - [Tahoe Example](#)
- **Restaurant Week** – Stephen Roth provided his feedback. “I am familiar with restaurant weeks, both the positives and the negatives of them. Early October would be a great time to host one. Ideally, they are designed to get locals familiar with your restaurant. The thought process being the restaurant owner or manager offers a very attractive three-course tasting menu for a very reasonable price, usually without profit, in hopes of turning on new clients to their place for future dining. It will be interesting to see what other’s opinions are on it since so many MV operators are focused on tourists.”
 - [Vail/Beaver Creek Example](#)
- **Dining and Retail Guide** – Currently working on getting a quote for a designer/publisher. The scope needs to be clarified.
 - With Visit Telluride and the Ski Resort offering similar guides, what information do you feel is impertinent to duplicate.
 - Is this simply a guide to all restaurants and retail in the Mountain Village center?
 - Will it include on-mountain options?
 - Will we highlight things-to-do, add maps, events, etc.?



TOWN OF MOUNTAIN VILLAGE

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- Does the Town fully subsidize this, or do businesses need to purchase ad space?



**2021 DRAFT Budget
Business Development Advisory Committee**

REVENUES		
Description	Budget	Acutals
CVRF Fund Rollover	\$ 292,452.05	
TMVOA Funds	\$ 203,031.65	
Council Approved Budget	\$ 100,000.00	
Total	\$ 595,483.70	

EXPENSES		
Description	Budget	Acutals
Ajax Cleaning for Cabins (Jan-April)	\$ 20,000.00	
Propane for Heaters	\$ 42,000.00	
PPE (N95 Masks)	\$ 15,000.00	
Electrical Upgrades	\$ 50,000.00	
5 star program fund match	\$ 15,000.00	
Coninued Infastructure/Cabin Updates	\$ 60,000.00	
Total	\$ 202,000.00	

Budget Surplus (Deficit) \$ 393,483.70



2021 **DRAFT** Work Plan

Business Development Advisory Committee

The COVID-19 Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources to aid in recovery, and guide communication around specific decisions and actions. Specific elements found within the Work Plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

Finalizing a work program helps the Committee prioritize work. It does not mandate project completion, nor does it preclude work on other projects not identified. Having this flexibility, together with support from the Council and other stakeholders, helps the Committee best serve the community.

Typically, much more work is identified on a work program than can be accomplished in any given year. Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way.

HIGH PRIORITIES

1. Regulation Advocacy

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Work Closer with the County	<ul style="list-style-type: none"> Advocate for businesses in County meetings 	Zoe Dohnal/ Laila Benitez	4.27.20

2. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Summer Vitality	<ul style="list-style-type: none"> Customer Service Representatives 	Zoe Dohnal/ John Miller	On-going
2	E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter (incorporated into the COVID-19 e-newsletter) Zoe Dohnal 		On-going
3	Optimize the plaza infrastructure	<ul style="list-style-type: none"> Cleaning and operations plan 		To be completed in the next few months

Postponed Action Items:

- Conference Center
 - Co-working space

- Commercial Kitchen
- Planning Fee Waivers
 - Development Fee Rebate

3. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Ecommerce Assistance	<ul style="list-style-type: none"> ● Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training. 	Zoe Dohnal	Ongoing
2	Help with supplies	<ul style="list-style-type: none"> ● Assisting businesses with PPE and other inventory shortages 	JD/Loebe/Zoe	Ongoing
3	Business Recognition Program	<ul style="list-style-type: none"> ● Formal recognition among those businesses/ employees that contributed to the economic well-being of the town and have demonstrated a commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website 		Ongoing
4	Marketing Grants for Business	<ul style="list-style-type: none"> ● Potentially reopen grants 	Zoe Dohnal	Looking into

Postponed Action Items:

- Retention
 - Tiered Reimbursements
 - A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e. Austin Business Expansion Incentive Program.

4. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	TMV Website Enhancement	Develop a marketing strategy to help Mountain Village businesses during their recovery period.	Zoe Dohnal	Ongoing
2	TMV Website Enhancement	Building out the TMV business resource page and directory	Zoe Dohnal	Ongoing
4	Resturant/Retail Pamphlet	Look at past work	Zoe Dohnal	Looking into
5	Resturant Week	Work with TSG and other Resturants on possible dates and scope	Zoe Dohnal	Looking into

Postponed Action Items:

- Provide a menu of items of what TMV has to offer to new businesses.

5. Grant Applications that would benefit the Town's Incentives

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	DOLA Grants		Zoe Dohnal	
	GOGO Grants			
	Other Grants			

6. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	Zoe Dohnal	Ongoing

LOW PRIORITIES

1. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Job Training	Training for new skills in our COVID new normal (also being contemplated by the Economic Recovery Group).	Sherri Reeder	To be completed in the next few months
2	Job Training	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Long term
3	Job Training	Open TSG hospitality classes to the public	Sherri Reeder	Long term

- Job Training
 - Telluride Mountain College opportunities.
 - TIPS certification program
 - Colorado First Job Training
 - Cross-Training
 - Management Training
 - Sales tax education
- Remote Market
 - Location Mentor Employment Program.
 - How to utilize remote workforce for MV businesses.
 - How to encourage remote workers to work out of MV

2. Economic Development Incentives – State and Regional Resources

Postponed Action Items:

- Understand policy barriers to why people choose where they locate their business
- [Colorado Business Resource Book](#)
- [SBDC Consulting](#)
- [Colorado Office of Economic Development & International Trade - PROGRAMS](#)
 - [Job Growth Incentive Tax Credit \(JGITC\)](#)
 - [Colorado Microloans](#)
 - [Colorado Capital Access \(CCA\)](#)
 - [Global Consultant Network](#)
- [Job Growth Incentive Tax Credit](#)
- [Regional Tourism Act](#)
- [Sales and Use Tax Refunds](#)
- [Space to Create](#)
- [Strategic Fund](#)
- [Transferable Tax Credit](#)
- [Venture Capital Authority](#)
- [Cash Collateral Support](#)
- [Region10 Business Loan Fund](#)

- [Colorado First and Existing Industry Customized Job Training Grant Programs](#)

3. Economic Development Incentives – Private/ Commercial Resources

Postponed Action Items:

- Utilizing TSG resources
- Utilizing Madeline resources



Coronavirus Relief Fund (CVRF)
Eligible Spending ~ Decision Tree

1) Are the expenses necessary expenditures incurred due to the public health emergency with respect to Coronavirus Disease 2019 (COVID-19)?

- Necessary means the expenditure is reasonably necessary for its intended use in the reasonable judgment of the government officials responsible for spending Fund payments
Incurred due to the public health emergency means that expenditures must be used for actions taken to respond to the public health emergency.



2) Were expenses NOT accounted for in the budget most recently approved as of March 27, 2020?

- This means (a) the cost cannot lawfully be funded using a line item, allotment, or allocation within that budget; or

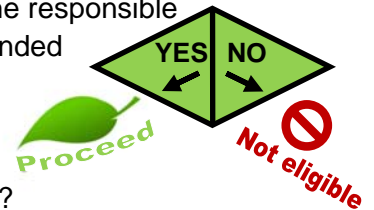


- (b) the cost is for a substantially different use from any expected use of funds in such a line item, allotment, or allocation.



3) Were expenses incurred during the period that begins on March 1, 2020, and ends on December 30, 2020?

- A cost is incurred when the responsible unit of government has expended funds to cover the cost.



STOP! Are any of the expenses on this list of INELIGIBLE expenditures?

- 1) Government Revenues - Funds may NOT be used to fill shortfalls in government revenue.
2) Capital Improvements - Funds may NOT be used for capital improvement projects that broadly provide potential economic development in a community.
3) Hazard Pay - Funds CANNOT be used to cover across-the-board hazard pay for employees working during a state of emergency.
4) Expenses for the State share of Medicaid.
5) Damages covered by insurance.
6) Payroll or benefits expenses for employees whose work duties are not substantially dedicated to mitigating or responding to the COVID-19 public health emergency.
7) Expenses that have been or will be reimbursed under any federal program, such as the reimbursement by the federal government pursuant to the CARES Act of contributions by States to State unemployment funds. (Duplication of benefits is prohibited)
8) Reimbursement to donors for donated items or services.
9) Workforce bonuses other than hazard pay or overtime.
10) Severance pay.
11) Legal settlements.
12) Expenses that received funding already (Duplication of Benefits) or assistance from more than one source that is used for the same mitigation purpose or activity.



Revised 6/22/2020

NACo LEGISLATIVE ANALYSIS FOR COUNTIES:
U.S. SENATE'S SUBSTITUTE AMENDMENT
CORONAVIRUS STATE & LOCAL FISCAL RECOVERY FUND



UPDATED: MARCH 8, 2021

To find your county's estimated allocation through the U.S. Senate's Coronavirus State and Local Recovery Funds, [click here](#).

SUMMARY

On March 6, the U.S. Senate passed [The American Rescue Plan Act of 2021](#). The amended Senate version moves back to the U.S. House of Representatives on March 10 for final consideration before being sent to the president for his signature.

As part of the overall package, the **Coronavirus State and Local Fiscal Recovery Fund** would provide (1) approximately \$350 billion in new federal fiscal assistance for our nation's states, territories, tribes, counties, and municipalities, (2) \$10 billion for coronavirus capital projects, and (3) \$1.5 billion over two years for revenue sharing counties (i.e. public lands counties).

The measure outlines that states, along with the District of Columbia, would receive \$195.3 billion, distributed mostly upon each state's share of unemployed workers over the three-month period of October-December 2020. Each state and the District of Columbia would be guaranteed a minimum of \$500 million or no less than the state received in total (state plus local) under the CARES Act Coronavirus Relief Fund (CRF). D.C. would also receive a special allocation to compensate for its treatment under the CARES Act last year.

Local governments would receive \$130.2 billion, split evenly between municipalities and counties, **resulting in a direct county allocation based on population of \$65.1 billion. In addition, the final Senate bill added another \$1.5 billion, split evenly over federal FYs 2022 and 2023, for eligible revenue share counties (i.e. public land counties).** These revenue share payments would be available for any governmental purpose other than a lobbying activity.

Tribal governments would receive \$20 billion and U.S. territories would receive \$4.5 billion.

The U.S. Department of the Treasury would oversee and administer these payments to state and local governments, and every county would be eligible to receive a direct allocation from Treasury. Municipalities and counties would now receive funds in two tranches – with 50 percent this year and the remaining 50 percent no earlier than 12 months from the first payment. States may receive funding in one or two tranches, at the discretion of Treasury.

DISTRIBUTION FORMULA FOR STATE AND LOCAL RECOVERY FUNDS

Of the approximately \$350 billion in the Senate bill for fiscal relief, 57 percent would be allocated to states and 35 percent to local governments. The distribution formula is as follows:

- **States and District of Columbia: \$195.3 billion**
 - \$25.5 billion is equally divided with state minimum of \$500 million.
 - \$169 billion based on the state share of unemployed workers over a three-month period from October-December 2020.
 - \$1.25 billion in additional aid for the District of Columbia.
- **Local governments: \$130.2 billion divided evenly between non-county municipalities and counties.**
 - **COUNTIES: \$65.1 billion in direct federal aid to *all counties*** (including parishes in Louisiana, boroughs in Alaska, consolidated city-county entities and the District of Columbia) based on the county share of the U.S. population. *Counties that are CDBG recipients would receive the larger share, based on its population or calculated share under the CDBG allocation method.* Treasury shall allocate these resources within 60 days of enactment.
 - **NON-COUNTY MUNICIPALITIES: \$65.1 billion to cities and other non-county municipalities.**
 - \$45.57 billion in direct federal aid for municipalities with populations of at least 50,000, using a modified Community Development Block Grant formula.
 - \$19.53 billion for municipalities with populations of less than 50,000 based on each jurisdiction's percentage of the state's population. Amount per jurisdiction may not exceed 75 percent of its most recent budget as of January 27, 2020. Aid is distributed through the states, with the ability for states to request extensions if they are unable to distribute within a maximum of 120 days. Any amounts that are not distributed to non-entitlement municipalities shall be returned to the U.S. Treasury. However, if the state fails to distribute to these local entities, the penalty comes from the *state* portion of the State and Local Coronavirus Recovery Fund.
- **U.S. Territories: \$4.5 billion.**
- **Tribal governments: \$20 billion** to federally recognized Tribal governments.

ALLOWABLE USES OF RECOVERY FUNDS

The Senate bill outlines that **funds may be used by counties to:**

1. **Respond to the public health emergency with respect to the COVID-19 or its negative economic impacts**, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality
2. Respond to workers performing essential work during the COVID-19 public health emergency by **providing premium pay to eligible workers of the county** that are performing such essential work, or by providing grants to eligible employers that have eligible workers who perform essential work
3. For the provision of **government services to the extent of the reduction in revenue** (i.e. online, property or income tax) due to the public health emergency relative to revenues collected in the most recent full fiscal year of the county prior to the emergency (*i.e. January 20, 2020*), or
4. **Make necessary investments** in water, sewer or broadband infrastructure.

It is important to note under #1 that the examples outlined are intended to clarify congressional intent that these activities would be eligible. However, state and local activities would NOT be limited only to these activities.

The Senate bill also outlines that:

- **States are not allowed to use the funds to either directly or indirectly offset a reduction in the net tax revenue** that results from a change in law, regulation or administrative interpretation during the covered period that reduces any tax. If a state violates this provision, it would be required to repay the amount of the applicable reduction to net tax revenue.
- **No funds shall be deposited into any pension fund.**
- **State and local governments are allowed to transfer** to a private nonprofit organization, a public benefit corporation involved in the transportation of passengers or cargo **or a special-purpose unit of State or local government.**
- Any local government, including counties, that **fail to comply with the federal law and related guidelines shall be required to repay** the federal Treasury.
- **“Premium pay” means an additional amount up to \$13 per hour** that is paid to an eligible worker for work during the COVID-19 pandemic. The bill imposes a cap of \$25,000 for any single eligible worker.

REPORTING REQUIREMENTS, CERTIFICATION & RECOUPMENT

The Senate bill would **require state and local governments to fulfill reporting requirements**, such as:

- **States are required to report how funds are used and how their tax revenue was modified** during the time that funds were spent during the covered period (covered period begins on March 3, 2021 and ends on the last day of the fiscal year a state or local government has expended or returned all funds to the U.S. Treasury).
- Local governments would be required to provide “**periodic reports**” providing a detailed accounting of the use of funds.
- If a state, county or municipality does not comply with any provision of this bill, they will be **required to repay the U.S. Treasury** an equal amount to the funds used in violation.

ADMINISTRATION OF RECOVERY FUNDS

The Senate bill further outlines that **funds would be administered as follows**:

- Funds would be distributed by the U.S. Department of the Treasury.
- **The deadline to spend funds would be December 31, 2024.**
- The **U.S. Treasury is required to pay first tranche to counties not later than 60-days after enactment**, and second payment no earlier than 12 months after the first payment.
- The bill would provide \$77 million for the Government Accountability Office and \$40 million for the Pandemic Response and Accountability Committee **for oversight and to promote transparency and accountability.**

CORONAVIRUS CAPITAL PROJECTS FUND (SEC. 604)

- **\$10 billion for states, territories, and tribal governments to carry out critical capital projects**, until expended, specifically related to enabling work, education, and health monitoring, including remote options, in response to the COVID-19 public health emergency.
- Each **state, the District of Columbia and Puerto Rico would receive a minimum allocation of \$100 million**, plus another \$100 million is divided among other U.S. territories and another \$100 million is designated for tribal governments and Native Hawaiian use.
- **Of the remaining funds, states would receive an additional allocation** based on population (50 percent), number of individuals living in rural areas as a percentage of the U.S. rural population (25 percent), and proportion of the state’s population of households living in poverty.

LOCAL ASSISTANCE AND TRIBAL CONSISTENCY FUND (SEC. 605)

- An **additional \$1.5 billion is provided for eligible revenue share counties** (notably public land counties that receive Payment-in-Lieu-of-Taxes (PILT) and Secure Rural School (SRS) payments), with \$750 million allotted each year for federal Fiscal Years 2022 and 2023.
- An additional \$500 million is provided, equally divided, over two fiscal years for eligible Tribal governments.
- **U.S. Treasury will be responsible for determining the funding formula**, taking into account the economic conditions of each eligible revenue sharing county, using measurements of poverty rates, household income, land values, and unemployment rates as well as other economic indicators, over the 20-year period ending with Sept. 30, 2021.
- Eligible **counties may use these funds for any governmental purpose other than a lobbying activity.**
- **Counties shall be required to provide periodic reports** with a detailed accounting of the use of funds.
- Failure to submit required reports or **misuse of funds will result in the recoup of funds** by the federal government.

According to a statement for the record by U.S. Senate Finance Chairman Ron Wyden (D-Ore.), “I also fully expect Treasury to consult with others in government who have history in this arena on the creation of this new formula such as the Secretaries of Agriculture and Interior, as well as the **National Association of Counties, state county associations, including the Association of O&C Counties Oregon**, and many other groups with a deep understanding of these impacts across the United States.”

RESOURCES

To access NACo’s resource hub on the State and Local Coronavirus Recovery Funds, [click here](#). **This resource hub contains a searchable table that contains projected allocations for each county under the U.S. Senate’s bill.**

To access the bill text of the U.S. Senate’s bill, [click here](#).



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EXHIBIT E

[Mountain Bucks Research]

At the November BDAC Meeting, staff was directed to research into the existing safety bucks / mountain buck program and provide additional information for BDAC to include options for a rebranding of this program.

Goal: Buying local has immediate positive influence. Through this program a hope would be to enhance our local communities ongoing vitality by creating incentives for local residents and businesses that will help increase resident and business spending within the Mountain Village. COVID-19 has prioritized the need for local business support and assistance through incentives to shop local through the Holiday Season and into 2021.

History: Mountain Bucks were established as a way to help local business. In the past, technical problems have limited businesses involvement in the program to a point where it was no longer a priority. Additionally, there were accounting issues with the program that made it difficult to track for reimbursement. Separately, the Town and Town employees participate in a program called "Safety Bucks" which is associated with the Safety Committee and workman comp claims. If there are no claims, then the departments receive these safety bucks.

The issuance of paper certificates has been the most difficult issue this program has faced. Problems related to unauthorized modifications of the certificates has created trust issues in the program from businesses, and the inability to receive change is problematic for buck users. Successful programs detailed below have eliminated the paper certificates and have replaced them with gift cards or receipt reimbursements. Based on research into these programs – staff does not recommend pursuing a reimbursement program due to staffing and tracking issues.

Other Community Programs:

Montrose, Colorado: Montrose Bucks

<https://www.cityofmontrose.org/510/Montrose-Bucks>

Montrose Bucks are coordinated by the Office of Business and Tourism to provide extra incentives for the community to shop locally and support local merchants. Bucks can be given as gifts, rewards, and incentives by individuals and businesses alike - year-round.

Spend \$50 dollars and receive \$60 dollars in Montrose Bucks. There is a limit of \$400 per family (which equates to \$480 in Montrose Bucks. They are chain or store specific.

Craig, Colorado: Spree Bucks

Shop at a city sales tax licensed business in Craig between Nov. 23 and Nov. 30, keep the receipts, and take them to the Chamber by Dec. 7 to receive free Spree Dollars. Earn \$5 in Spree Dollars for every \$50 spent and up to \$30 in free Spree Dollars per individual. Special Spree Dollars must be spent locally by Dec. 22. A total of \$15,000 dollars in rebates are available. Only purchases of goods eligible for city sales tax count, and tobacco, gasoline, utilities, and pharmaceuticals do not qualify for the rebate.

Spree Bucks may be purchased at the Craig Chamber of Commerce, 360 E. Victory Way. For more information, call 970-824-5689 or visit craig-chamber.com

Boulder, Colorado: Retail SOS

The Retail S.O.S. program provides for the purchase of Boulder e-gift cards valid at participating local retailers. More than 60 Boulder retailers have signed up for the program and are being activated on the gift card website this week. Purchasers will receive a free \$25 Boulder Bonus Bucks card for every \$25 spent in Boulder gift cards purchased, up to \$100 per person, as a free incentive for the purchaser. (Limit of four \$25 Boulder Bonus Bucks cards per purchaser). Please visit the Boulder Gift Card web portal for participating retailers, gift card purchases and Boulder Bonus Bucks and program details.

The city will use a portion of allocated federal CARES Act funding to pay for the matching Bonus Bucks cards, which will be valid at participating retailers through Dec. 30, 2020, the deadline for when CARES Act funds must be spent.

Contacts:

Jennifer Bray, Media Relations, 720-413-4215

Mark Woulf, Community Vitality Department, 303-413-7313



Community Cards

Growing local businesses, strengthening communities

Powered by



A Community Card Is...

A digital gift card that unites business, consumers and local merchants

How it works

- Multi-use paper or digital gift card, lives on your phone, any value >\$5
- Works at any number of different merchants in a community
- Merchants opt in to the program at no cost
- Consumers give them as gifts to family and friends via email or text
- Businesses give them as employee rewards, marketing programs, survey incentives, contests, customer appreciation/recovery, etc.
- Cards do not expire. Yiftee provides customer support and security

“Gives back” to local communities



Community Card Buyers

Employee Rewards,
Customer Appreciation



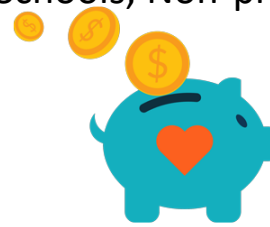
Consumer Deals,
Offers, Loyalty



Gifting



Fund Raising
Schools, Non-profits



Bulk Purchase



Available to companies & individuals via web page, web links, enterprise app, Facebook



**CITY OF
PLEASANTVILLE**
THE NAME SAYS IT ALL

Gift Card

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[FAQ](#)

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Welcome to Pleasantville.

Join us for the annual Pleasantville Pig Out on May 31st and June 1st.

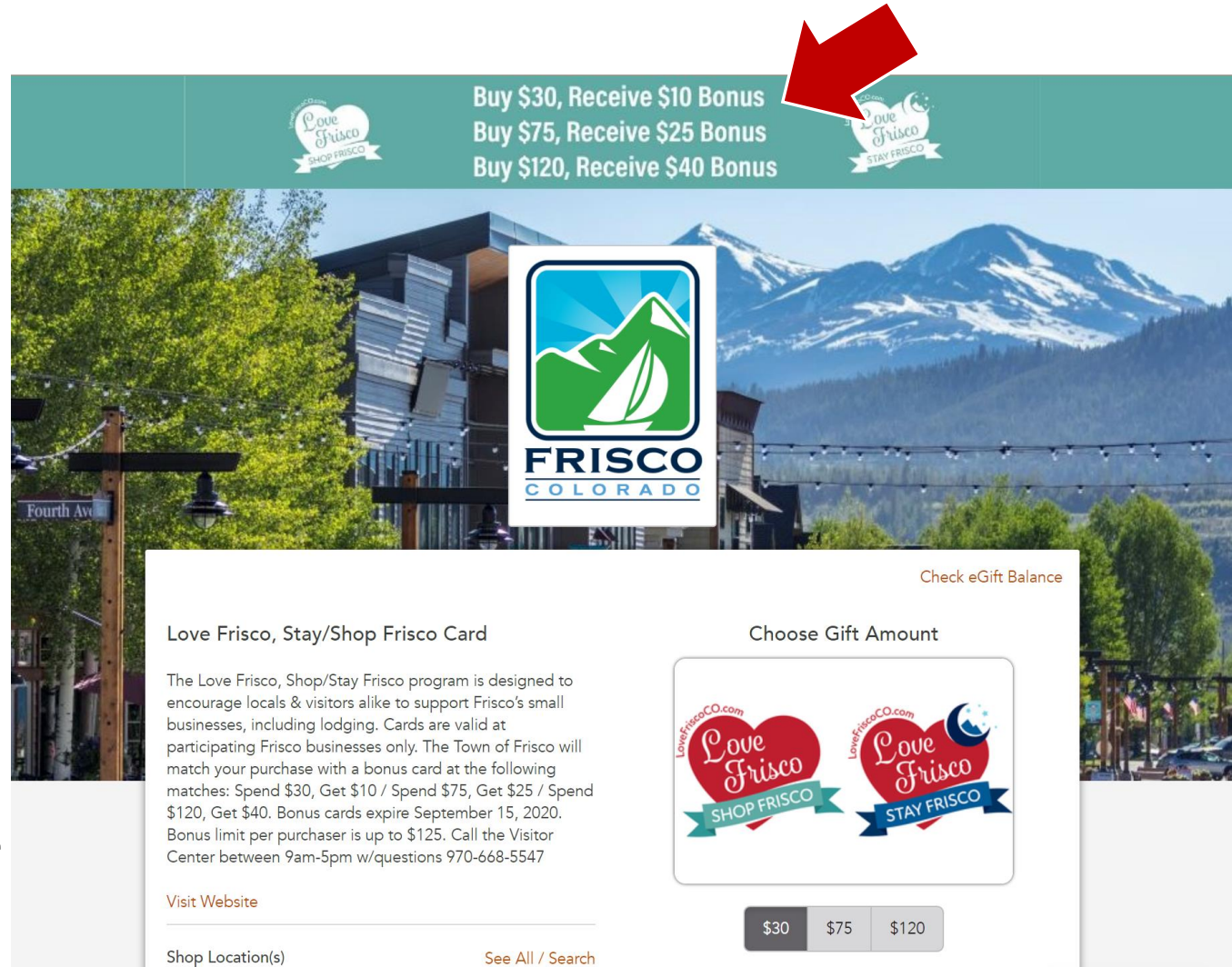
UPCOMING EVENTS

Sponsorships Support Local Businesses

Local employers, professionals, community groups and others can give gifts and/or sponsor a bonus gift program.

Impact to local business is multiplied by consumers purchasing cards.

eDelivery fee discounts may be available for bulk purchases.



The screenshot displays the Love Frisco website interface. At the top, a green banner features the 'Love Frisco SHOP FRISCO' logo on the left and a list of bonus offers: 'Buy \$30, Receive \$10 Bonus', 'Buy \$75, Receive \$25 Bonus', and 'Buy \$120, Receive \$40 Bonus'. A red arrow points to the 'Love Frisco STAY FRISCO' logo on the right. Below the banner is a scenic image of a Frisco street with a modern building and snow-capped mountains. A white box in the foreground contains the 'FRISCO COLORADO' logo and a 'Check eGift Balance' link. The main content area is titled 'Love Frisco, Stay/Shop Frisco Card' and includes a detailed description of the program, its expiration date (September 15, 2020), and contact information for the Visitor Center. Below the text is a 'Visit Website' link. To the right, a 'Choose Gift Amount' section shows two heart-shaped logos for 'Love Frisco SHOP FRISCO' and 'Love Frisco STAY FRISCO'. At the bottom, three buttons are visible for selecting the gift amount: '\$30', '\$75', and '\$120'. A 'Shop Location(s)' field and a 'See All / Search' link are also present at the bottom of the page.

Recognizing Community Sponsors



How It Works

Where Can I Use It?



Check Balance

For Businesses

LEAD SPONSORS

505
AllianceBernstein
AT&T
First Horizon Bank
Giarratana LLC
MP&F Strategic Communications
Nashville Predators
Pinnacle Financial Partners

ASSOCIATE SPONSORS

Barge Design Solutions
Broadway Entertainment
CapStar Bank
FirstBank
Freeman Webb Companies
Gresham, Smith and Partners
GSRM Law
Hall Strategies
Highwoods Properties
Regions Bank
Robin Realty Company, LLC
SP Plus
Waller

Digitally Send a Downtown Nashville Gift Card Downtown Dollars

Downtown Dollars can be spent at many of your favorite retailers, restaurants, services and entertainment destinations in downtown Nashville. Use the Downtown Dollars e-gift card at all participating locations in the heart of the city — downtown Nashville has it all!




Sponsors may cover eDelivery fees, bonus gifts, gift purchases, marketing costs and more.

Choose an eGift Card Amount

\$25	\$50	\$100	CUSTOM
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Bonus Offers Sweeten the Pot (Optional)

Participating merchants can make Bonus Offers for people to use their Cards in their stores. This attracts people to buy the cards for self-use.








How it Works

Select the value of your gift card. Choose your recipient(s) (family, friends, team members) and send via email or text message. The recipient can use that value to make purchases at any participating Dutch Country Farmer's Market retailer.

Special Offers with your Card

[See Printable List](#)

 <p>BECCA'S BAKERY 19 Commerce Street Flemington, New Jersey 08822 2 COOKIES WITH \$10+ PURCHASE Details</p>	 <p>BEILERS CHEESE & PICKLES 19 Commerce Street Flemington, New Jersey 08822 2 PICKLES WITH \$10+ PURCHASE Details</p>	 <p>DUTCH COUNTRY PRODUCE 19 Commerce Street Flemington, New Jersey 08822 2 APPLES WITH \$10+ PURCHASE Details</p>	 <p>ESH'S SEAFOOD & SALADS 19 Commerce Street Flemington, New Jersey 08822 1 HOMEMADE COCKTAIL SAUCE WITH \$10+ PURCHASE Details</p>	 <p>LANG 19 Commerce Street Flemington, New Jersey 08822 2 PIECES WITH \$10+ PURCHASE Details</p>
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Redeeming Your eGift Community Cards

Multi-use, unique-to-this-gift digital MasterCard, redeemable only at participating merchants

MasterCard validates transaction

Any merchant that takes MasterCard can participate. Key in codes to redeem (like a phone order)

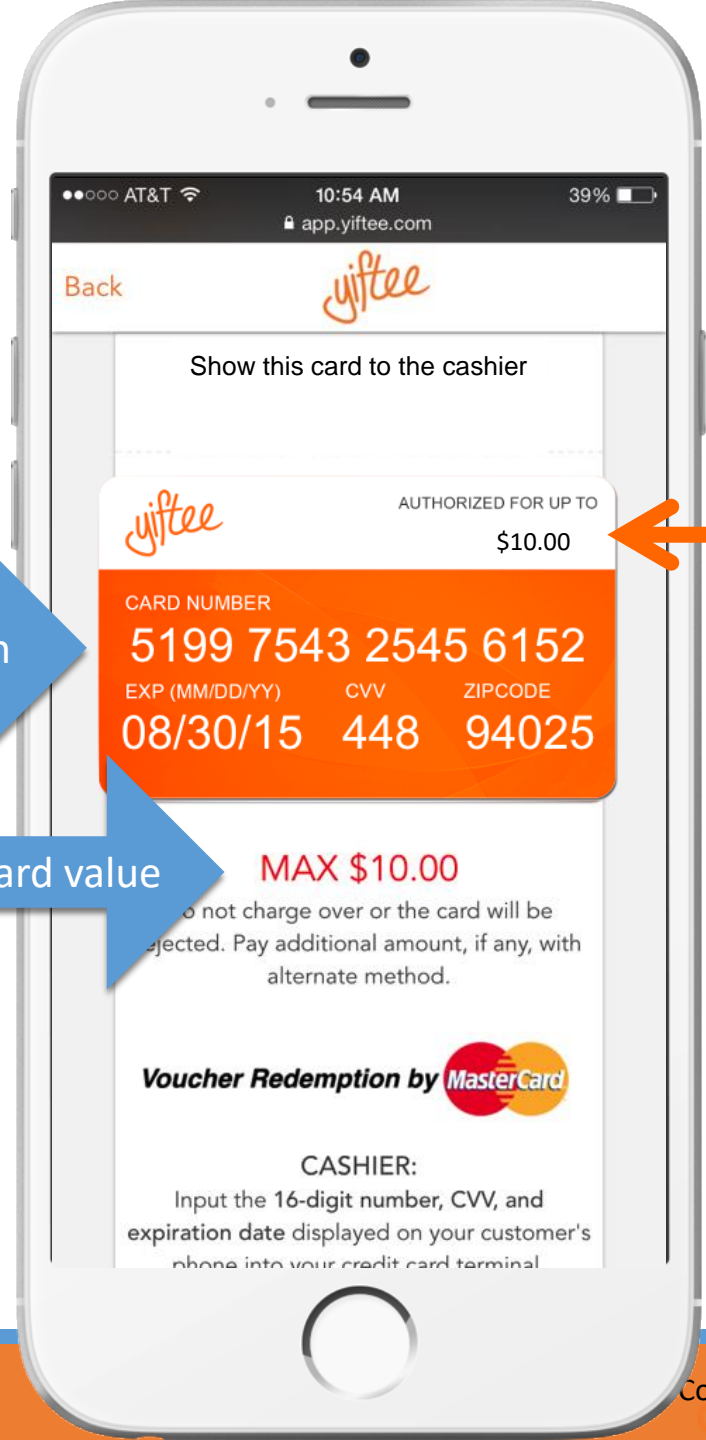
Do not exceed card value

Reconciled by normal MC bank. CNP interchange fees apply on redemption

No App required on phone to redeem, Yiftee sends monthly reminders. Gifts can be printed

eGift Card DEMO

Text the word "smitten" to: (855) 890-2028



Refreshes to current balance

Simple to Deploy: No external hardware, terminals or integration

Buyer

Buys online eGC at face value of card

Recipient

Uses eGC at Merchant

Merchant

Process eGC as any other MC transaction



Takes payment, holds payment in escrow



Customer presents digital or printed voucher in store, Merchant processes as CNP transaction



MasterCard pays Merchant, Yiftee pays MasterCard

Normal funds settlement for merchants; no funds transfer or liability for organizer;
no fraud risk for merchants or organizer

How to Get Your Own Community Card

Custom branded to your community

- 1) Secure interest from residents, companies, realtors, schools, non-profits, etc. to use for gifting, fund raising, visitors, customer appreciation, employee rewards, etc.
- 2) Secure interest from merchants to participate – no cost other than credit card (CNP) processing fees paid on redemption
- 3) Yiftee will set up account then you upload list of participating merchants. They simply run “Activation card” which is a \$0.10 Mastercard on their PoS to opt-in
- 4) Cost summary: \$1+5% of gift value "eDelivery fee" paid by gift sender at time of purchase. Periodic reminders to use will be sent when possible to gift recipient. Subject to local laws, Yiftee may apply inactivity fees after 12 months of no redemption activity. Gifts do not expire unless sent by a business as a promotion or award in which case an expiration date up to a year from time of issuance may be applied. If gifts expire, Yiftee retains 10% of gift value and the remaining balance is rebated to sender.



Optional: secure interest from sponsors to fund marketing programs

Your Local Merchant Marketplace

The screenshot shows the 'GIFT FREMONT' marketplace interface. At the top left, a banner reads: 'Spend at least \$20 on a gift at any of our merchants and receive a \$5 GIFT at that merchant. Spend at least \$40 on a gift at any of our merchants and receive a \$15 GIFT at that merchant. While supplies last. Limit 1 per customer per merchant.' To the right is a photo of a woman holding a sign that says 'Come in We're OPEN'. Logos for 'Fremont' and 'FREMONT CHAMBER OF COMMERCE' are visible in the top right. Below the banner, the location is identified as 'Fremont, CA'. A 'Sort by Popular' dropdown menu is on the right. The main area displays a grid of merchant cards, each with a logo, name, and address:

- Milk and Honey Cafe**: 34265 Fremont Blvd, Fremont, California
- Afghan Awasana Kabob House**: 37012 Towers Way, Fremont, California
- Joe's Corner**: 37713 Niles Boulevard, Fremont, California
- King noodle- fremont**: 39226 Argonaut Way, Fremont, California
- DasBrew, Inc.**: 44356 South Grimmer Boulevard, Fremont, California
- Haller's PHARMACY eGift Card**
- SPIN A YARN STEAKHOUSE**
- Dash**

Members can self-sign up for their own custom eGift Cards via a branded link for your Community. Yiftee will waive monthly subscription fee through Sept.30, 2020. Fee is 5% of card sales starting Oct 1. No cc processing fee, no subscription.

eGift Cards for individual merchants generate cash when cards are sold. Customers buy from Community Marketplace, Merchant websites & Facebook pages and redeem them by phone or in person in store using a secure code online.

Summary:

Community Cards Strengthen Communities

Simple to deploy, no hardware or integration, zero fraud risk

- Anyone that takes Mastercard can participate
- No back office administration needed
- Always available to consumers on their phones or printed

Large employers and organizations jumpstart gift sales

- Employee rewards, holiday gifts, welcome gifts, surveys, marketing, wellness...
- Fund raising campaigns with specific merchants who offer discounts
- Bulk card purchases made easy

No set-up costs, no monthly costs, \$1+5% eDelivery fee per card

You can get “sponsors” for the card like a local bank to cover eDelivery fee, Buy-One-Get-One bonus gifts, marketing costs and/or charitable contributions

Who is Yiftee?

What we do: Drive profitable revenue for local businesses using eGift cards and promotions. Strengthen local communities

Customers: 3,500 merchants with 8,000 US locations



Business model: A combination of SaaS subscription and transaction, promotion and inactivity fees. Profitable and cash flow positive

Launch date: December 2012

Location: Menlo Park, CA, customers nationwide

Services: Community cards, eGift cards, digital promotions and the associated end user customer and merchant support



Case Studies

“Yiftee is the best thing we’ve experienced!”
 - Alexis@Bedrock Development, Detroit



Community	Launch Date	\$ Sold	# Merchants	# Cards (as of 2/1)
Detroit, MI Pop: 673k	11/17/2017	\$2,000,000	106	20,600



Spartanburg, SC Pop: 40k County: 300k	11/14/2018	\$70,600	28	2,300 so far
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Thank You!

Donna Novitsky, Yiftee CEO

donna@yiftee.com

650-533-0938 cell

Appendix: Merchant FAQ's

Q: Is there a deadline to participate?

A: We are planning a launch on ??? to introduce the Card to the community. Sign up before then so that you are a part of the launch program and get this incremental business.

Q: How do I process the eGift Card?

A: Process it as a credit card (not debit or gift card) and key in the transaction like a phone order. Mastercard will validate. Do not go over the value of the card or the transaction will be declined. If this happens, start over and charge equal or less than the card value.

Q: What if the purchase is for more than the eGift Card value?

A: Run the eGift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the eGift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. We do not recommend allowing tipping on the card because it is a prepaid card.

Q: Since the eGift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations.

Q: Is there a fee to purchase the eGift Card?

A: The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present Mastercard fee.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem.

Q: Can I apply a refund to the eGift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

YIFTEE PRODUCT COMPARISON

Community
eGift Cards

VS

Marketplace
eGift Cards



ONE eGift Card. Redeem at **MANY** participating merchants in your community

Description

Webpage & Facebook page that feature **INDIVIDUAL MERCHANT** eGift Cards from your community

Email or Text

How to Send

Email or Text

Digital or print, no plastic

Digital or print, no plastic

Customer can redeem in-person or over the phone

How to Redeem

Merchant processes through Yiftee portal.

Processed as key-entry Mastercard – similar to credit card payment

Enter code and purchase amount. Up to merchant to track on POS if necessary

Merchants are paid via Mastercard – redeemed in person or over the phone

Cash Flow

Yiftee ACH transfers funds to merchant weekly

None!

Cost to Organizer

None!

No Yiftee fees!

Merchant pays Mastercard a fraction of a % higher in Card Not Present (CNP) fee

Cost to Merchant

No Yiftee fees today!

Fees waived through Sep 30, 2020. After, Yiftee charges 5% of cards sold for services. Merchant has no obligation to continue.

*eDelivery fee of \$1+5%

Cost to Buyer

*eDelivery fee of \$1+5%

↓ Card balance after 12 consecutive inactive months

Organizer Invites Merchants. --> Merchant Runs Activation Card to Join

Sign-Up Process

Organizer sends self-sign up link to select merchants.

(10 cent prepaid Mastercard they process on their POS)

Merchants follow the steps to create a custom eGift card to join

Gift sales reporting & performance metrics

Reporting & Risks

Gift sales reporting & metrics
Merchant responsible for outstanding liability on financials.

No outstanding liability

No risk to card buyers

eGift card void if Merchant goes out of business

*Organizers can now choose to absorb the eDelivery fee, so customers only pay face value!

Powered by  Keep Local Dollars Local