



## Press Release

Angela Frost  
City of Elk Grove Interim Public Information Officer  
916.478.2203 (Office)  
916.690.0483 (Cell)

FOR IMMEDIATE RELEASE

November 23, 2009

### **City Kicks Off Local Holiday Bonus Program**

Elk Grove, CA – The City of Elk Grove is funding a Local Holiday Bonus stimulus program to support all local businesses during the Holiday Season starting Friday, November 27.

Elk Grove is encouraging all consumers to Shop Local! this holiday season by rewarding those who make qualified purchases within the City. The first 200 adults (city residency not required) to provide receipts totaling \$500 or more in taxable sales to City Hall, dated November 27-December 31, 2009, will receive a \$50 city-issued gift card.

“Elk Grove is taking all measures possible to help support the business community,” said Mayor Pat Hume. “And we couldn’t have picked a better starting date to kick off this program.”

The gift cards are redeemable for further shopping at local businesses who will accept the card or for cash at City Hall. The City will then reimburse the businesses for cards received. The City does not limit which businesses can accept and redeem the cards. A flyer listing businesses that will accept the gift cards will be provided to gift card recipients, and a list of participating businesses will be posted on the [www.shopelkgrovecalifornia.com](http://www.shopelkgrovecalifornia.com) webpage. Additional information about the program is attached.

For more information, please contact Angela Frost at 478.2203.

###

## Local Holiday Bonus Program

The purpose of the Local Holiday Bonus program is to attract regional shoppers to Elk Grove in order to stimulate local economic activity.

The program encourages consumers to shop at businesses located within the Elk Grove City limits by offering a \$50.00 "Think, Shop, Live, Elk Grove" gift card on qualifying purchases. This program is open to all consumers, 18 years or older. Consumers do not have to be Elk Grove residents to participate in the program.

Consumers who spend at least \$500.00 on taxable sales between Nov. 27, 2009 and Dec. 31, 2009 at merchants within the Elk Grove City limits, can redeem their receipts at City Hall for a \$50.00 "Think, Shop, Live, Elk Grove" gift card. This redemption program is available to the first two hundred (200) qualified participants.

In order to qualify the following criteria must be met:

- Must be 18 years or older.
- Valid receipt(s) from a local Elk Grove merchant dated between Nov. 27, 2009 and Dec. 31, 2009.
- Receipts must total \$500.00 in taxable sales.
- Present qualifying receipts to the Cashiers at City Hall and fill out a redemption form.
- Limited to one (1) \$50.00 gift card per person.

Consumers will bring qualifying receipts to the Cashier's window at City Hall for redemption.

The Cashiers will:

- Receive a redemption form and qualifying receipts from the consumer.
- Verify receipts are from local merchants.
- Verify there is at least \$500.00 in taxable sales.
- Verify dates of receipts are between Nov. 27, 2009 and Dec. 31, 2009.
- Record name of consumer and verify they have not been previously issued a card (one card per person) for this promotion.
- Once verified, present consumer with their \$50.00 "Think, Shop, Live, Elk Grove" gift card and a list of participating local businesses.

Consumers will be able to spend the \$50.00 gift card at participating local businesses as if it were cash. Participating local businesses will be listed on the flyer the consumer receives and will also be available on line at [www.shopelkgrovecity.com](http://www.shopelkgrovecity.com). The card may be used to purchase merchandise as well as pay for services offered by participating businesses. In addition, gift cards may be redeemed at City Hall for payment of trash bills, and may be used at Cosumnes Community Services District for payment of services. Consumers may donate their gift cards to local Not-For-Profit organizations as a charitable contribution. To comply with state law, the gift cards may be presented to the City for cash redemption and do not carry an expiration date.

Participating businesses will accept the \$50.00 gift card from the consumer and complete the sales transactions as if the consumer was paying with cash. The business would then bring the gift cards to the cashier's window at City Hall, fill out a reimbursement form and turn in the gift cards. The City will process the reimbursement forms every Friday, mailing out checks the following week.