



# GIFT CARD MATCH PROGRAM

## PROGRAM DESCRIPTION

What is the Gift Card Match program?

Mecklenburg County Tourism, The South Hill Chamber of Commerce, The Chase City Chamber of Commerce, and The Clarksville Chamber of Commerce, have united to form “Chambers In Action”, a joint initiative established to assist local businesses in remaining viable during and after the current COVID-19 pandemic.

The Chambers in Action (CIA) program will build an online shop where Gift

Certificates to local businesses will be sold. The program is open to all locally owned, for-profit, non-franchise, retail, restaurant and service-based businesses located in Mecklenburg County. Although a membership to your local Chamber of Commerce is encouraged, it is not required to participate.

Businesses may join the program at [www.VisitMeckVA.com/ShopLocal](http://www.VisitMeckVA.com/ShopLocal). Once they have all registered, the online store

will go live, and shoppers may visit the same website to purchase gift certificates. The program will match each purchase, dollar for dollar, for as long as the matching fund lasts. That means that for each \$20 unit purchased, the customer receives a \$40 gift certificate to be redeemed when the time is right, and the business receives that \$40 now, when cashflow is most crucial.

Businesses who sign up are required to

agree to a set of terms and conditions for participation. Vouchers will expire one year after purchase.

Individuals and organizations wishing to contribute to the matching fund are invited to contact Tina Morgan at Mecklenburg County Tourism to do so (434-738-6191)

This document explains how the program will work.





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## WORKFLOW

A general overview of the process for the duration of the program.

Business signs up to participate at [VisitMeckVa.com/ShopLocal](http://VisitMeckVa.com/ShopLocal)

Registration is approved, assigned to a zone\*, and a digital gift voucher is created and loaded into the online store

Customer Visits the Online Store through [VisitMeckVa.com/ShopLocal](http://VisitMeckVa.com/ShopLocal)

Customer Sees Options for Restaurant, Retail or Service Businesses  
*All located in Mecklenburg County*

Customer Selects Vouchers to One or Multiple Businesses in units of \$20 Each  
*There is a Purchase Limit of 5 units per Customer per Business*

Customer Completes Checkout

Customer Receives a Digital Certificate via email and Prints the Certificate

*Each certificate contains a unique serial # so they can be verified by the merchant once redeemed.*

The Chamber assigned to the Zone receives the purchase order through PayPal & verifies funds still exist to complete the match

*If matching funds no longer exist, the customer will be notified within 24 hours & issued a revised certificate.*

The Chamber forwards payment, along with a copy of the purchase order to the business

*The Chamber can do this on a daily or weekly basis  
Business Payment = Customer payment + Equal match until the matching fund is depleted*

The Chamber reports their matching fund balance to Tourism at the end of each business day

*Tourism will manage the online store and turn off matching when funds are depleted*

The Business keeps a record of all purchases made and manages any gift voucher balances through their own in-store credit process



Customer Redeems Printed Certificates

\* Zones are described on page 3



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## ZONE 1

CLARKSVILLE CHAMBER

CLARKSVILLE  
BUFFALO JUNCTION  
NELSON

## ZONE 2

CHASE CITY CHAMBER

CHASE CITY  
BOYDTON  
BASKERVILLE  
SKIPWITH

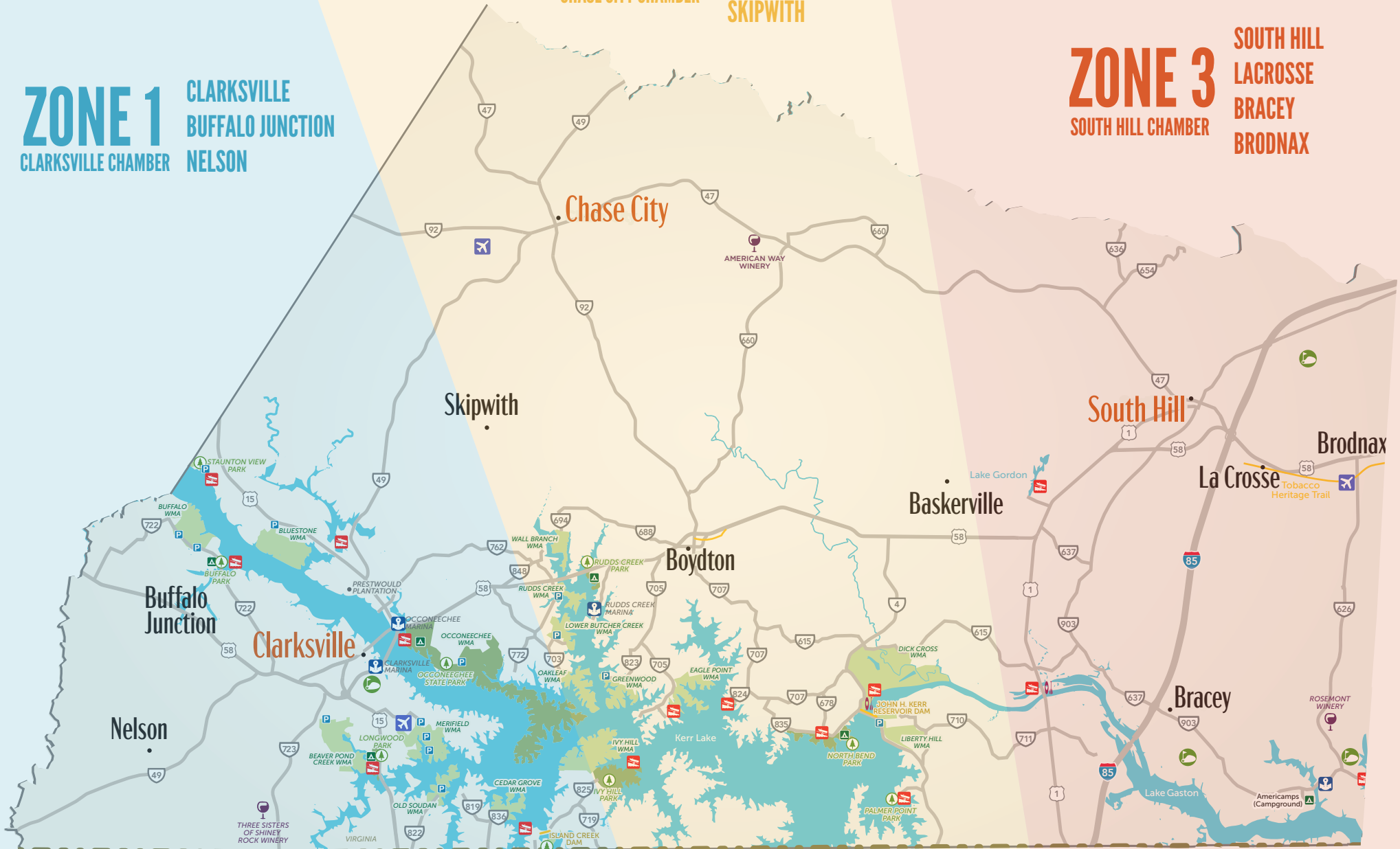
## ZONE 3

SOUTH HILL CHAMBER

SOUTH HILL  
LACROSSE  
BRACEY  
BRODNAX

### PROGRAM ADMINISTRATION

The Chamber of Commerce in each zone shall serve as administrator for purchases made to businesses located within that zone.





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## FREQUENTLY ASKED QUESTIONS

### **Is there a limit to how many gift vouchers I can purchase?**

Yes. Each customer is limited to purchasing 5 gift vouchers, or a total of \$100 per customer.

### **Do the Gift Vouchers expire?**

Yes. The Gift Vouchers expire one year from the date of purchase. The expiration date will be printed on the voucher.

### **How do I redeem a Gift Voucher?**

For every \$20 unit purchased, you will receive a unique gift voucher. You must print the voucher out and present it at the time of payment. If you do not have a way to print the vouchers, you can forward them to your local Chamber of Commerce, who will print them out for you. Each business will be provided with a record each purchase, to keep on file until the voucher is redeemed.

### **What if I don't spend the entire amount in one visit?**

Once you redeem a voucher, it is up to the business to utilize their own in-store credit process to handle any balances left after a purchase is made. This may be in the form of an in-store gift certificate or gift card or simply keeping a copy of your voucher and the balance. This store credit balance may still fall under the same expiration terms as stated on the voucher (expires 5/8/21). Vouchers cannot be redeemed for cash or used for gratuity and change will not be given.

### **How long will this program last?**

The matching part of the program will last until the fund is depleted. Each purchase is subject to verification of matching funds being available. If funds are no longer

available to match your purchase, you will be notified by email within 24 hours, at which time you will be re-issued a new gift voucher that reflects your actual amount paid, without the match.

### **Once I purchase a voucher online is the amount guaranteed?**

No. The value of the voucher is only guaranteed up to your payment amount. The matching value is subject to verification of matching funds being available at the time of purchase. We will try our best to cut off the sales of matched vouchers once the fund is depleted, however there may be some purchases that occur after that point. You will be notified by email within 24 hours if your purchase cannot be matched. At that time, you will be re-issued a voucher that reflects the amount you actually paid for it.

### **What if the business closes permanently before I can redeem my voucher?**

In order to participate, a businesses must agree to a set of terms and conditions. In these terms, if the business is unable to honor a gift voucher for ANY reason, this includes a closure – they are obligated to refund the full amount of the voucher back to the program. In turn, the program will issue a refund to you in the amount that you paid for it. In the case that the business transfers ownership, the vouchers may transfer to the new owner to honor as long as the former owner also transfers the funds.

### **Can I get a refund if the business is still open?**

No refunds will be given other than in the instance of the business closing.

### **Still have Questions?**

Email: [tina.morgan@mecklenburgva.com](mailto:tina.morgan@mecklenburgva.com)



# GIFT CARD MATCH PROGRAM

SAMPLE GIFT VOUCHER

Lorem ipsum

\$40 Gift  
VOUCHER



YOUR VOUCHER CODE

4KJ236

MAY BE REDEEMED @

**YOUR LOCAL BUSINESS**

434 SAMPLE STREET • YOURTOWN, VA

Print and Present this voucher at the time of payment. This voucher may not be redeemed for cash and no change will be given; however the merchant may choose to issue an in-store credit for any balance remaining. The value of this voucher will not be replaced if it is lost or stolen. Each voucher code is unique and cannot be replicated. This voucher cannot be used for gratuities. The face value is subject to 24 hour verification that matching funds are still available at the time of purchase. If we verify that matching funds are no longer available, this voucher will be void and you will be re-issued a voucher that reflects your actual purchase amount.

Use of this voucher constitutes acceptance of these terms . EXPIRES 5-08-2021.

Visit [VisitMeckVA.com/ShopLocal](http://VisitMeckVA.com/ShopLocal) for more info.



# GIFT CARD MATCH PROGRAM

## INFORMATION FOR BUSINESSES

### TERMS AND CONDITIONS OF PARTICIPATION

In order to be approved as a participating business, you must agree to these terms and conditions.

We have limited matching funds for the gift card match program and once those funds are used, the matching part of the program will cease. However, you may still sell gift cards through the online store that we have set up on Shop Local VGA's platform ([www.shoplocalvga.com](http://www.shoplocalvga.com)). Virginia's Growth Alliance established this e-commerce platform and it is free for any of its regional members to use (Mecklenburg County is a member).

Purchases will be reconciled at minimum, on a weekly basis by the Chamber of Commerce in charge of your assigned zone. Please allow time for this process to occur. Payment will be distributed, along with a statement of purchases that includes identifying information for each customer.

You agree to honor all gift vouchers purchased through the program at their face value. You have the option to allow customers to spend less than the face value of a voucher at the time of payment, but in doing so you also agree to keep up with and honor any remaining balances through your own store credit policies. You must not give change to the customer to cover unspent balances. They are to be redeemed in full for products or services only. Vouchers may not be redeemed for cash and cannot be used for gratuity. You are responsible for charging applicable sales tax at the time of sale.

All gift vouchers purchased through the matching program will expire one year from the date of purchase. You agree to honor all vouchers presented to you through the date printed on the voucher. If for any reason your business is not able to honor a gift voucher, you **MUST** notify the Chamber of Commerce that issued the funds immediately and you are financially obligated to repay those associated funds back to the Chamber. Mecklenburg County Tourism, the administrative Chamber and in some instances, the Town your business is located, reserve the right to initiate legal collection procedures if the funds are not repaid within 30 days of discovery that you cannot honor vouchers previously paid to you.

### RECORDS AND ACCOUNTING

When you receive your remittances from the Chamber, you will also receive a record of the vouchers purchased. Each will contain a unique, 6 digit code along with information about the purchaser. **We recommend you keep a detailed accounting of all of this information.**

When a customer presents the voucher to you for payment, you should first verify the code with your records, along with the dollar amount. Once a voucher is verified, record that the voucher has been redeemed and mark it off your list to avoid the risk of accepting duplicates. If the voucher has been partially redeemed and there is still a balance left, you may then either issue an in-store certificate for the balance or keep a running balance for that particular voucher code in your records - to avoid the risk of it being overdrawn. Do not give change or allow the customer to cash a voucher in. That defeats the purpose of this program.

If you have an established online store, you have the option to treat the voucher codes like coupon codes, where a customer would simply enter the voucher code at check out to redeem the value.

### TRANSFERS

Some vouchers may be purchased by a customer and given to someone else as a gift. This is an acceptable practice; you simply follow the same voucher verification process using the 6 digit code as the key.

### SALES TAX

You are required to charge the appropriate sales tax at the time of the sale. No vouchers were pre-taxed.

Questions? Email [Tina.Morgan@MecklenburgVa.com](mailto:Tina.Morgan@MecklenburgVa.com) or Call 434-738-6191.