



Dear Downtown Stakeholder:

The Downtown Long Beach Associates (DLBA) is pleased to share with you information regarding our **Downtown Gift Card program**.

Gift cards are an exciting, rewarding and revenue-generating technology that brings valuable benefits to both merchants and consumers. By participating in the Downtown Gift Card Program, you will create additional opportunities for consumers to spend their discretionary dollars in Downtown. The program is designed so that 100% of all gift card sales will be spent within Downtown Long Beach at participating merchants.

The gift cards are pre-paid, private label cards. They process as a credit or bankcard on a store's register. There are no software or equipment changes necessary to current Point of Sale (POS) systems. The only requirements for participation are that a merchant can accept credit transactions utilizing the VISA or MasterCard® payment networks and that they authorize all transaction requests.

**There is NO COST to participate in this program.** The DLBA will sell the gift cards and underwrite the costs of set-up and training. Additionally, the DLBA will engage in a comprehensive marketing and promotional campaign designed to drive more business into Downtown throughout the year.

To participate in this exciting new program, please complete the enclosed Downtown Gift Card Participation Form and return it via fax to the DLBA at (562) 437-7850 at your earliest convenience. Participating merchants will receive one-on-one training from a DLBA Staff person at your convenience.

Attached are documents which further explain the details of the program and the processing of the gift cards. Should you have additional questions, please contact Steve Sheldon, DLBA Marketing Manager, at (562) 436-4259.

We invite you to join the almost 100 Downtown businesses already participating in the program. We look forward to working with you and making the Downtown Gift Card program a great success.

Sincerely,

Kraig Kojian  
President & Chief Executive Officer

## **DOWNTOWN LONG BEACH GIFT CARD PROGRAM**

### **About the Card**

- Stored-value cards are activated at the time of purchase with a limited, pre-determined dollar amount
- Processed as a credit card transaction on POS equipment, no changes needed
- All funds are stored on the card and are deducted with each approved purchase
- Gift card sales will appear in VISA and MasterCard® transaction totals at the end of each business day; this may also be reflected on the receipt that prints out from a retailer POS
- Balance information will print on every purchase receipt and can be tracked on the back of the card; a toll free 800-number is also available for balance inquiries
- Private label so that card usage is restricted to the merchants in the Downtown

### **Why Gift Cards**

- Guarantees that 100% of gift card funds stay at in Downtown
- Eliminates the need to give cash back from a gift certificate that is presented
- Significantly increases revenues to retailers within Downtown
- Eases end-of-the-night settlements as private label gift card transactions are transmitted with credit card transactions
- Customized card design makes the gift card an advertisement for Downtown in the shopper's wallet

### **What You Can Expect in the Transition to Gift Cards**

- Training will occur onsite; merchants will be notified in advance of the dates
- Each merchant will receive on-site training from **StoreFinancial** personnel
- Complete onsite training includes a demonstration of usage and comprehensive reference literature and resource tools
- Merchant support provided 24/7 by **StoreFinancial**

### **Participation Requirements**

- Must be able to obtain a real-time preauthorization for each gift card transaction

**All participating merchants must sign a Merchant Acknowledgement Form to verify they have been trained and that they understand the processing procedures of the gift card program. If any merchant would like the signing of this document to be handled at the corporate level rather than at the store level during training, arrangements can be made with StoreFinancial to do so. Contact the DLBA to obtain StoreFinancial contact information.**



**Downtown Gift Card Stakeholder Participation Form**

If you would like to participate in this exciting, cost-free program, please fill out and return this form via fax to the DLBA at (562) 437-7850, or email to [estherm@dlba.org](mailto:estherm@dlba.org).

\_\_\_\_ Yes! I want to participate in the Downtown Gift Card Program.

\_\_\_\_ In addition to accepting the Downtown Gift Card, I would like to offer an additional incentive or discount to customers who redeem their Gift Card at my place of business.

My additional incentive offer is as follows:

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The date and time that I would prefer my 20-minute training session:

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Business name:

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Owner/Manager:

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Address:

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Phone:

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