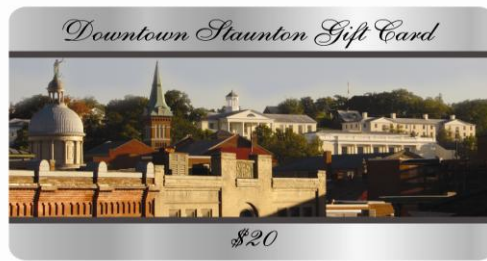


Downtown Staunton Gift Card

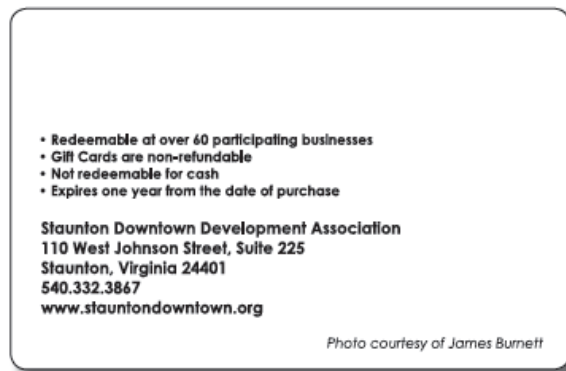


Downtown Staunton Gift Card Features

- ❖ Sold in denominations of \$10, \$20 and \$50
- ❖ Can be used like cash
- ❖ Only accepted at downtown stores
- ❖ Redeemable at over 90 downtown stores and restaurants
- ❖ Convenient & wallet sized
- ❖ Comes with an attractive gift envelope for giving
- ❖ One size fits all
- ❖ Available at five locations: SDDA Office, Pufferbellies Toys & Books, Schmid's Printery, The Sacred Circle and Turtle Lane
- ❖ Expires after one year



*Back of Card (some slight variations exist in our inventory)



*Note that the card has the instructions for usage for the customer and will have an expiration sticker in the top right hand corner.

Downtown Staunton Gift Card

Acceptance & Reimbursement Procedures

Acceptance

- ❖ Check the gift card expiration date.
- ❖ Accept as cash and give change, as needed.
- ❖ Do not run a rollover balance on the cards.

Reimbursement

- ❖ Bundle redeemed cards by placing them in an envelope.
- ❖ Write the name of your business and the total amount enclosed on the envelope.
- ❖ Do not write directly on the cards, as they are recyclable.
- ❖ Bring redeemed gift cards to the SDDA Office and we will reimburse you with a check the following week.

Security

- ❖ Please educate your employees.
- ❖ Keep used/redeemed gift cards safe.
- ❖ Always return redeemed gift cards to the SDDA Office.


Gift Card Sticker and Decal

A card acceptance procedure sticker for your point of sale/register area is available to assist with training your associates. We also provide a lo-tac gift card decal to display on your storefront/door with the gift card graphic. Call if you need replacements!

Please educate your employees and display the sticker!

Sticker for Point of Sale

**Downtown Gift Card
Merchant Instructions**



Receiving
Check the Gift Card expiration date.
Accept as cash or check and give change, as needed.
Do not run a rollover balance on the cards.

Reimbursement
Bundle used cards by placing them in an envelope.
Write the name of your business on the envelope.
Do not write directly on the card, as they are recyclable.
Bring the used Gift Cards to the SDDA Office and we will reimburse you with a check on the 15th and 30th of each month.

Security
Please educate your employees.
Keep used Gift Cards in your register, like cash.
Always return used Gift Cards to the SDDA Office.

Decal for Storefront



Downtown Staunton Gift Card

Questions and Answers

Why did the SDDA decide to switch to a plastic gift card?

Plastic gift cards are more competitive, as they are more attractive to customers because of their credit card size, durability, and ease of delivery. They are also recyclable and less expensive to produce.

Are these downtown gift cards the same as what I can get at a mall or a bank?

No, they are different. They are only accepted at downtown stores and redeemed like cash. They do not have functional a magnetic strip and cannot be “read” by a credit card reader.

What denominations are available for purchase?

Downtown gift cards come in denominations of \$10, \$20 and \$50. They can always be packaged to give the customer a higher dollar value for giving.

When do gift cards expire?

One year from the date of purchase.

Is there an additional charge for the gift card?

No, there is no service fee on the downtown gift card. They are sold at face value.

Where can I purchase downtown gift cards?

You may purchase gift cards at the SDDA Office, located at 110 West Johnson Street on the second floor of the Stratton Building from 9AM to 5PM, Monday through Friday. You may also purchase gift cards at The Sacred Circle, Turtle Lane, Schmid’s Printery and Pufferbellies Toys & Books.

What if there isn’t an expiration sticker on the card?

Please contact the SDDA office.

May I redeem the gift card for cash or get a refund on my gift card purchase?

No, even though cash change is given when the card is used for a purchase, gift cards are not redeemable for cash or refundable.