

Pinole Perks Community Gift Card Program Update

Pinole City Council
May 2, 2023



Background and Goals

2021 American
Rescue Plan Act
(ARPA)

\$1.9 trillion
Federal Economic
Stimulus Package

Pinole Allocation

\$4.6 million

October and November
2021 Workshops

December 21, 2021
Council Direction

Program Design



June 10, 2022

Program Launch

Program Allocations:

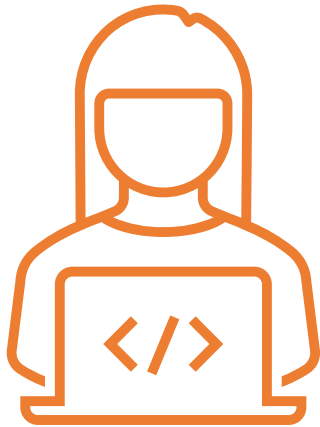
\$300,000: Small
Business Grants

\$100,000 Community
Gift Card Program

**Goals: Provide assistance to businesses
Aid households in need**

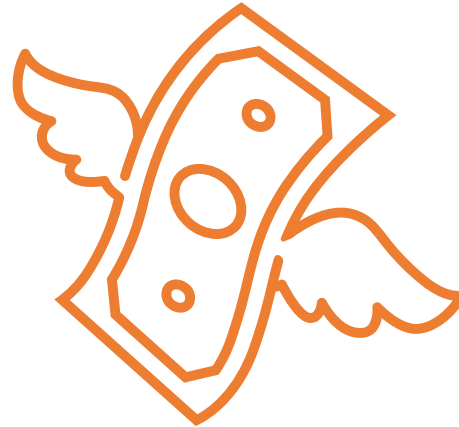
What is a Community Gift Card Program?

- Stimulates the local economy (e.g., a component of a shop Small, Shop Local Campaign)
- Provides community members with additional savings while shopping locally



Community Members

Purchase Digital Gift Card Online -
Redeemed Only at Local Businesses



Program Subsidization

City Provides Cash Infusion
in Form of “Bonus Gifts”
Which Increase Gift Card
Value and Encourage Gift
Card Sales



Participating Local Businesses

Benefit from Being Able to Accept
Digital Gift Cards



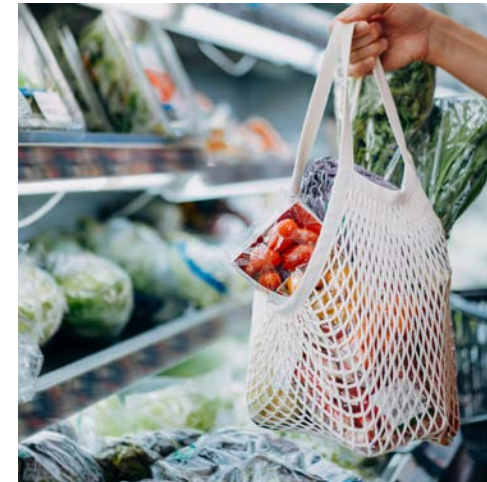
Program Design

Shop Local Campaign

- Partner with Yiftee, an online gift card vendor that specializes in community gift card programs
- Engage small, local business to participate, with help of Chamber
- Utilize a branding expert to market program
- Use ARPA funding to incentive purchase of gift cards with “bonus gifts” to increase the value of the card
 - Buy one get one half off
 - Limit of 5 cards per customer
 - Bonus gifts expire 120 days
 - Fees subsidized by City

Needs-Based Additional Savings

- Additional discounts on gift cards using ARPA funding for low-income Pinole households
- Buy one get one



Merchant Eligibility



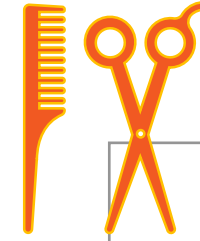
Small Business Basics

- Operates from a physical storefront*
- Has 20 or fewer full time equivalent employees as of December 1, 2021*
- Is either independently owned/operated or a locally-owned chain (i.e., local outlets of chains or franchises headquartered outside of Pinole are not eligible)



Other City Requirements

- Maintains a current City business license*
- Has no open code enforcement actions*



Business Category

- Retail*
- Restaurant/Café*
- Personal Services* (following only): hair stylists, barbers, estheticians, massage therapists, gyms, photographers, nail salons, dry cleaners, tanning salons, pet groomers, fitness/specialty studios including martial arts, yoga, dance, and music

*indicates merchant eligibility similar to small business grant program

Budget

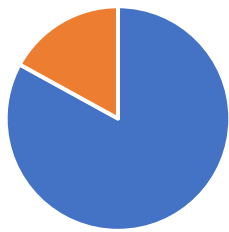


\$100,000 in ARPA Funding (allocation by Council on 11/6/21)

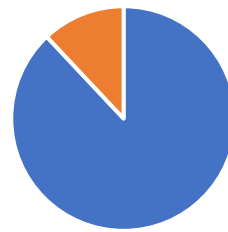
- **Marketing** the program to residents and community members
- **Incentivizing** purchase of gift cards by:
 - offering customers promotional bonus gift monies (buy one, get one half off)
 - paying the Yiftee delivery fee of \$1 per card plus 5% of the purchase cost of the card
 - paying the bonus gift fee of \$1 per card
 - offering a further discount to eligible low-income populations
- **Marketing and Branding** costs associated with development of the Pinole Perks campaign
- **Outreach (Printing and Postage)** costs for advertisement and promotion of the program and related to the point-of-sale signage and posters for participating businesses
- **Investing staff time** in developing the program, assisting merchants in registering, marketing the gift cards to residents, monitoring the program for success and recommending areas of improvement



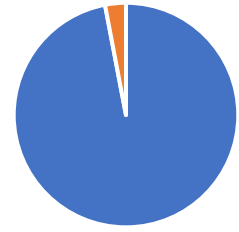
Estimated Bonus Gift \$\$
\$68,000



Estimated Vendor Fees
\$17,000



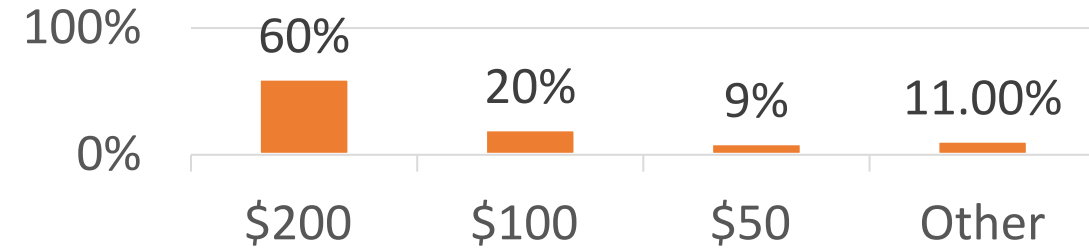
Outreach
\$12,000



Design and Marketing
\$3,000

Program Highlights

Value of Cards Sold



\$131,514

Customer-Bought Cards

897 cards bought

749 cards redeemed
(~\$109,000)

148 cards available for
redemption (~\$15,000)

\$64,659

City Subsidized "Bonus" Cards

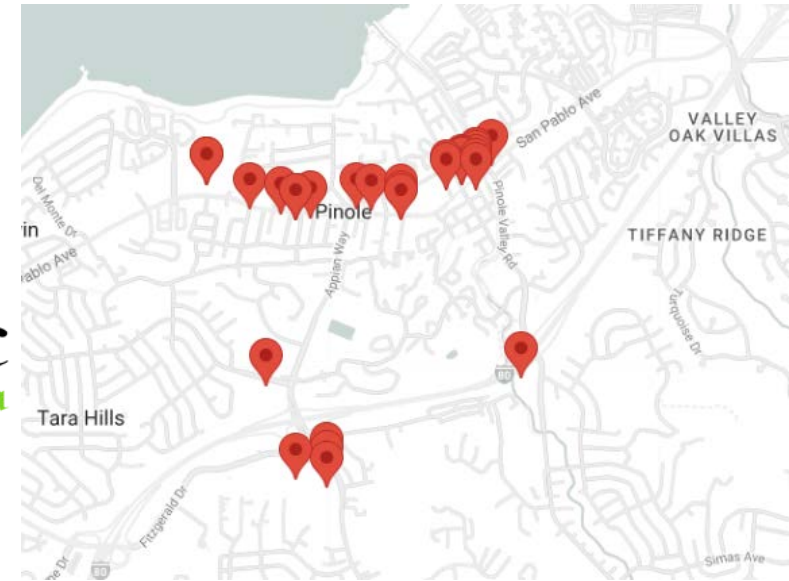
793 cards bought

745 cards redeemed (~\$59,000)

33 cards available for
redemption (~\$2,500)



Merchant Mix



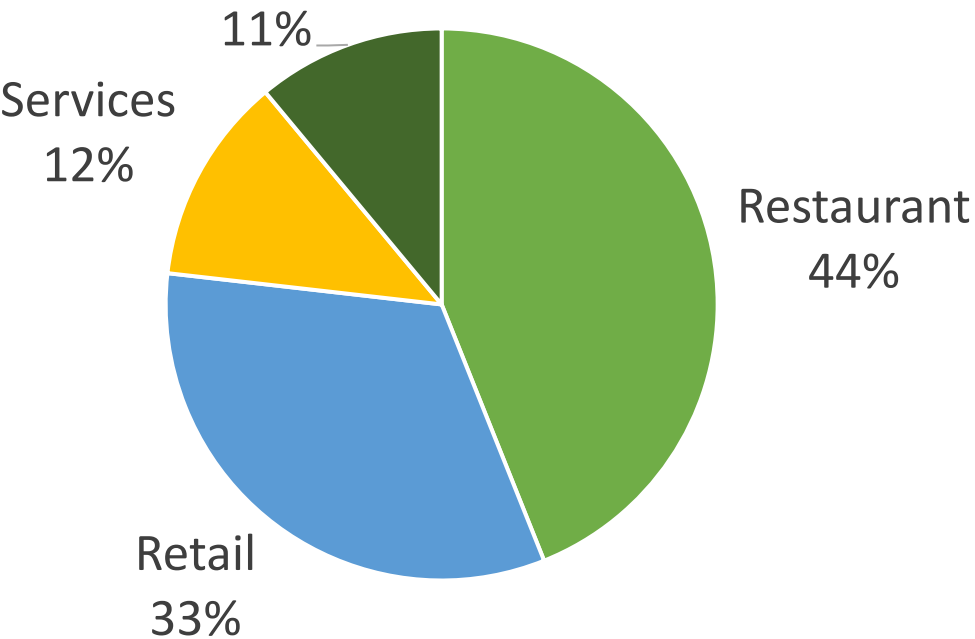
Merchant Mix

Bear Claw Bakery & Cafe
Broadway Rhythm Dance Company
Butter Pecan Bakeshop
Classic Organic Nail Spa
East Bay Coffee
Famiglia Italian Restaurant
Garden of Gems Custom Jewelry
Granada Floors
Grip It Golf
Hanah's Nails
Happy Ramen
Happy Sashimi
Harmony Beauty Spa
Her365 Fitness
King Valley
Mariano's Barbershop

Mint Vietnamese Sandwich Deli
Music Repertoire
NuGuNa
Pear Street Bistro
Pinole Paws Pet Grooming
Ristorante Due Rose
Rockstar Tanning
Sol Dance Academy

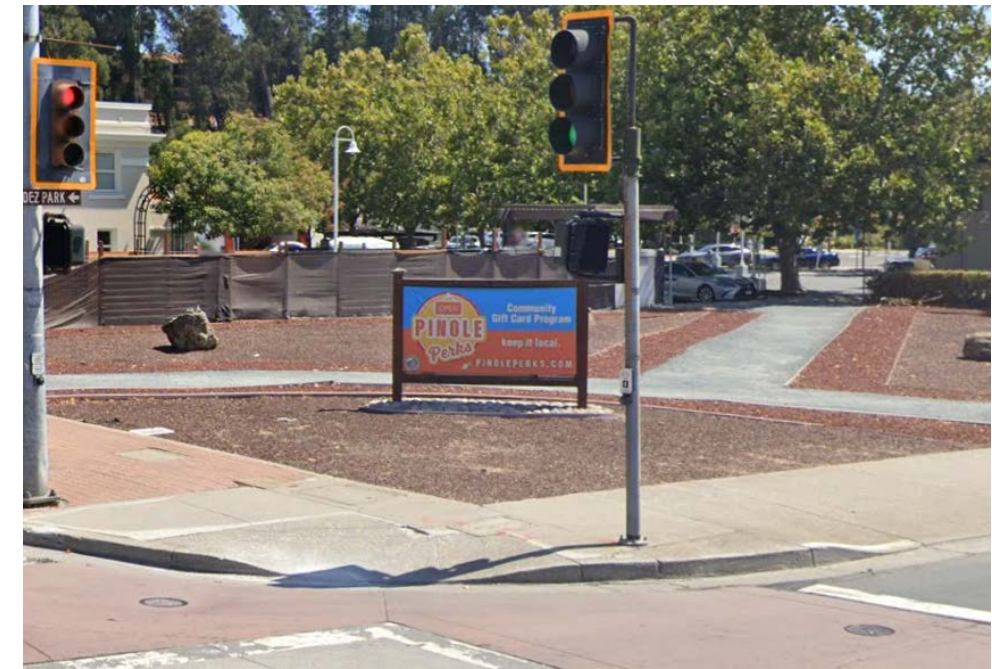
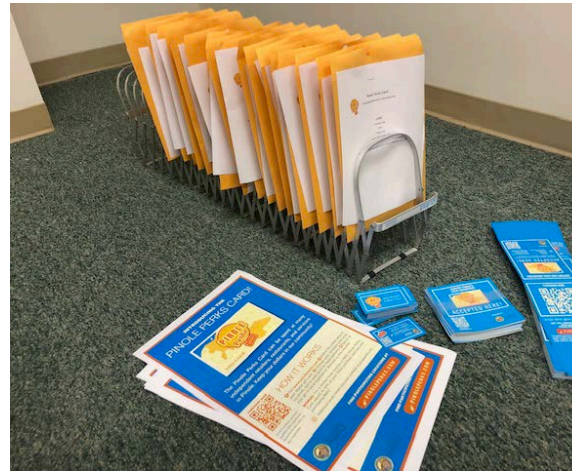
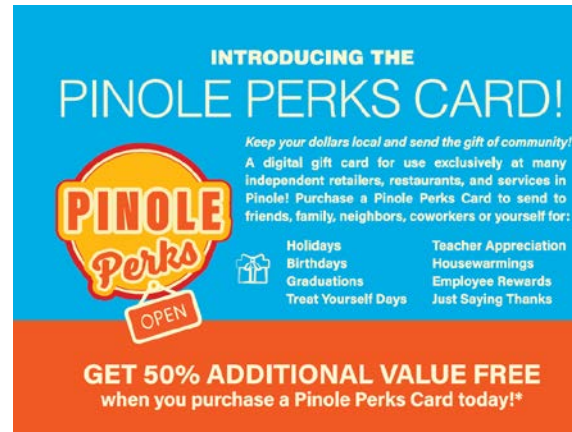
Stanford Botanicals
Te Aroha Beauty & Body
The Bar Aesthetics
The Trend Area
Tina's Place
Uncle Chung's Szechuan
XFit Training LLC

Total Pinole Perks Amount Redeemed by Business Category



Promotion/ Outreach

- Advertisements on PCTV
- City's administrative report
- Social media
- Banners
- Flyers
- Advertising collateral
- Postcards
- Communications to the Real Estate community and the Bay Front Chamber of Commerce
- Press release



Needs-Based Subsidy Outreach

- Property management of deed-restricted affordable properties
- Marin Clean Energy,
- Rainbow Community Center
- Boys and Girls Club of Contra Costa
- Contra Costa Employment and Human Services Department
- Contra Costa Family Justice Center
- Pinole Senior Center

19 self-certification forms

4 not eligible

6 residents participated

\$630 in additional funding

15 eligible

Financial Assistance Available to Low-Income Pinole Residents

INTRODUCING THE PINOLE PERKS CARD!

The Pinole Perks Card can be spent at many retailers, restaurants, and services providers in Pinole.



Eligible Pinole households will receive a FREE Pinole Perks Card equal to the value of the initial Card purchased. For example, an eligible resident would receive a \$50 Pinole Perks Card with a \$25 investment of their own funds.*

ELIGIBILITY FOR NEEDS-BASED PROGRAM

- Customers must be residents of Pinole
- Customers must earn no more no more than the income by household in the chart below

PURCHASE HERE



*Limit 5 Cards per purchaser. Available while supplies last. Bonus cards expire within 120 days of purchase.

HOW IT WORKS

1 Visit www.pinoleperks.com 2 Submit the simple electronic application for needs-based consideration. Once you've received confirmation of eligibility, select the initial value of your digital gift card. 3 Choose your recipient and send via email, text or even print for hand delivery. 4 The BOGO gift card will be delivered to you after your initial purchase. 5 Spend your Pinole Perks at your go-to local business or discover a new favorite! 📺

Number of Persons in Household:	1	2	3	4	5	6	7	8
Maximum Annual Household Income	\$76,750	\$87,700	\$98,650	\$109,600	\$118,400	\$127,150	\$135,950	\$144,700



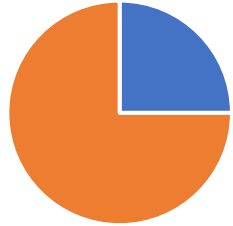
shop local
PINOLE

FIND PARTICIPATING LOCATIONS AT

PINOLEPERKS.COM

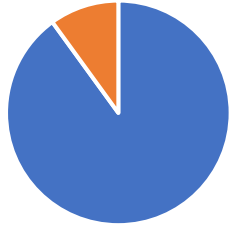
Program Costs

To Date: \$85,924.96



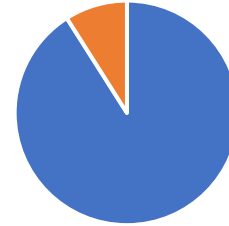
Subsidized Bonus Cards

\$64,029.50



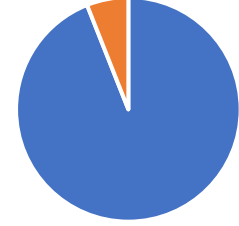
Subsidized Vendor Fees

\$8,264.10



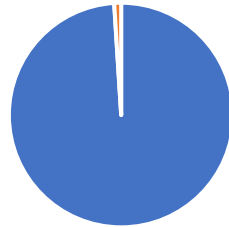
Outreach and Advertising

\$7,461.26



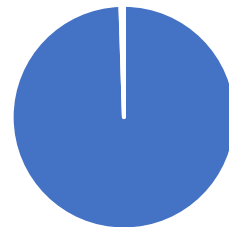
Design and Marketing

\$5,000



Needs-Based Bonus Cards

\$630.00



City Prizes

\$275.00

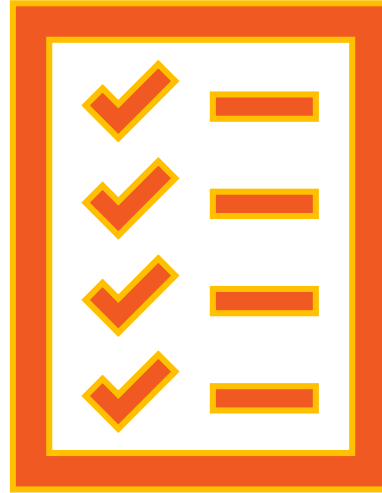


Translation

\$265.10



Program Evaluation & Next Steps



Staff Recommendation

- Receive an update on the Pinole Perks community gift card program and provide direction to staff as appropriate

