

City of South Gate Shop SG Community Gift Card Program

Initial Merchant Contact Email/Letter

The City of South Gate is always looking for innovative ways to support local businesses, especially as they continue to recover from the financial impact of the COVID-19 pandemic. To help bring customers back to your business, we're excited to introduce the ***South Gate Shop SG Community Gift Card Program!*** Consumers can purchase the Cards as gifts or for self-use, and companies can use it for employee rewards, anniversary gifts, customer appreciation, survey incentives, contests and anything they might have used a gift card for – **but the dollars stay local and benefit our shops, restaurants and our Community.**

People can purchase the Cards online and then email, text or print them for use in your shops and restaurants. To accept the Cards, you need to be able to process a key-entry (like a phone order) Mastercard, and you are paid through your credit card bank in your normal settlement, with your normal Mastercard CNP processing fee. The **Cards only work at participating merchants**--those who choose to take advantage of this exciting program. Gift cards may be purchased in \$25.00, \$50.00, and \$100.00 amounts. To make the program more attractive to purchasers, and to bring more customers and money to your business, the City of South Gate is sponsoring a "Buy One Get One" (BOGO) program: for each gift card purchased, the City will provide another card of the same value, up to a limit of two cards. Market studies have shown offering a BOGO program increases participation by as much as 36%.

The Shop SG Gift Card program is targeted at small independent businesses such as:

- Restaurants
- Retail
- Personal services like hair and nail salons, spas and fitness centers.

There is no cost to you to participate in the program.

We are planning to launch the program on November 21, 2022, so you need to activate your card by November 18.

For questions or more information, contact Tim Campbell at the City's program partner, HDL Companies, via email at Tcampbell@hdlcompanies or via phone (424) 228-8517, x. 1140.