

11/9/18

Dear Kathleen,

Attached is a proposal for the Select Board to discuss and consider regarding the Neighbors, Together Midd Money Match program. As you know, the program launched in August 2018 and included 165 local businesses. The intention behind the program was to reward local shopping with a local currency and thus encourage more local shopping. We'd set aside \$20,000 of rewards to be distributed in increments of \$10 for every \$100 spent. As of today, the redemption of the cards totals \$220. Because of a slow redemption rate and the feedback we've received from merchants, Neighbors Together would like to ask the Select Board to set an end date of 11/30/18 for the Midd Money Match program, with all cards redeemed by that date.

Likewise, the Neighbors, Together group asks that the board consider repurposing these previously allocated funds to support local currency rewards for spending during Midd Night Strolls (Dec 6th and 13th) and the two upcoming advertising campaigns.

Details regarding this proposal are included in the attached presentation. I'm looking forward to making the presentation to the board on Tuesday and answering any questions they might have.

Thank you,

Karen Duguay  
Better Middlebury Partnership and Neighbors, Together