

# Neighbors, Together Proposal for Alternative Local Shopping Rewards

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## Midd Money Match Overview

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- Customers get a stamp/sticker from a business when spending at least \$10
- When ten spaces are filled in, the cards can be turned in for \$10 Midd Money
- Program dates August-November 2018
- Cards and promotional material distributed to 165 local businesses
- \$20,000 in rewards allocated for the program
- No national models for town-wide shopping rewards program

## Benefits to Midd Money Match

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### 1. Business Outreach

Prompted the development of a town-wide business database with contact info

### 2. Midd Money Program

Grew the number of businesses accepting Middlebury Money to nearly 100% of Middlebury businesses

### 3. Business Support

Some businesses really embraced the program and saw it as supportive

# Feedback

## 1 | Communication

- Lack of communication between managers/owners and employees
- Lack of communication at the point of sale
- Needed additional promotion

## 2 | Structure

- Confusing process
- Easy to lose cards and need to start again
- Would prefer app or other online process
- Difficult to maintain communication with all businesses
- Fraud

## 3 | Motivation

- Lack of urgency to spend \$ or to cash in the cards
- Rewards of \$10 on \$100 investment not enough to encourage spending

## Midd Money Match Proposal

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- End the program on November 30th (cards to be redeemed by 11/30)
- Promote the end date via Front Porch Forum, social media, website, tent card at the NBM teller line and via advertising
- Email all businesses with program end date information
- Repurpose the unused funds previously allocated toward other shopping rewards geared toward local shopping promotion

## **Middlebury Money Rewards (Estimated \$10k)**

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### **Midd Night Strolls (Dec 6th and Dec 13th)**

- **Giveaways of \$10 in Midd Money to the first 50 people to come in showing they've spent at least \$50 that evening**
- **Giveaways of various denominations throughout the evening at all retailers**
- **Giveaways via partnership with WVTK**

## **Additional Allotment (estimated \$8k)**

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### **Advertising Campaigns**

- **Pull the remaining dollars (amount dependent on the redemption of cards by 11/30) into the advertising budget to support the two upcoming advertising campaigns and corresponding rack cards**

# Advertising Campaign: Local Impact

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A campaign geared toward supporting local businesses. Concepts to include “connect to what’s real” idea of establishing local connections and prioritizing experiences and community. Concept and design will be professionally done and the advertising will include digital, print and radio.

**Current Allocation: \$6,500**

**Recommended Increase: \$4,000 to be pulled from Midd Money Match rewards**

**Total= \$10,500**



# Advertising Campaign: Promoting Middlebury

A campaign to a regional audience to attract tourism based on four assets: Winter Outdoor Recreation, Arts & Culture, Summer Outdoor Recreation and Local Food/Beverage (including Tasting Trail)

Concept and design will be professionally done and the advertising will include highly targeted digital and print media as well as 4 rack cards (one per concept) to be printed and distributed to Welcome Centers via PP&D Distribution.

Current Allocation: \$9,500 (Campaign + Brochure)

Recommended Increase: \$4,000 to be pulled from Midd Money Match rewards

Total= \$13,500