



City of **Fairbury** Nebraska

Founded to move forward.

Moving Business Forward: Gift Card Multiplier

An LB840 Initiative designed to assist business most negatively impacted by government-imposed restrictions related to the COVID -19 pandemic and to support local recovery

GOAL: Stimulate retail sales and generate funding for non-profit organizations as a bridge for businesses during COVID-19 pandemic.

- City of Fairbury will match dollar for dollar the value of any gift card or certificate purchased from a City retail and service establishment payable to the business (example: \$50 gift card purchase generates a \$50 match to the business by the City)
 - Eligible businesses must have a storefront in the city limits and have been impacted by the CDC/DHM mandatory shut downs
 - Ineligible purchases are groceries and prescription drugs (LB840 sales tax is not collected on these items). Gift cards and certificates need to note that prescription drugs and groceries are exempt from gift card purchases.
 - Gift cards/certificates must be purchased from and redeemable at business located in the City of Fairbury only
- Reimbursement from the City to the business will be once a month from an invoice that provides:
 - Cities spreadsheet that includes purchaser's name, date of purchase, amount of purchase (gift card amount) and aggregate total plus proof of purchase documentation such as checks, photos of gift certificates, or point of sales reports
 - Reports submitted as required by the 1st of the month will be paid by the 1st of the following month.
 - Reimbursements will continue until budgeted funds have been exhausted - \$30,000 total
 - Reimbursement requests must conform to City of Fairbury guidelines and processing timelines
 - Maximum amount available from the City is \$1,000 per business
 - Dates of purchase do not need to be within the payment cycle but must have occurred after April 21, 2020