**“OUR GIFT TO YOU”**

**Gift Card Program**

**FAQ and Agreement**

Regrow 2020, Our Gift to You, is a small business relief gift card program designed to provide immediate support to Madison County Businesses during the COVID-19 pandemic. The Norfolk Area Chamber, Norfolk Area Economic Development, Greater Norfolk Economic Development Foundation, and the City of Norfolk have created a fund with the generous donations of their partners listed below. This program is to provide our small businesses economic stimulus in the face of the pandemic along with an incentive to consumers.

***Q*** *How does this work?*

***A*** Through our partnerships, grant funding was obtained for the Gift Card Program. The program will be operated by the Greater Norfolk Economic Development Foundation, a (501 c 3) organization located in Norfolk, Nebraska. The Norfolk Area Chamber of Commerce will be the administrator of the program. Using the designated fund, a 50% match will be added to the value of any gift card or certificate purchased from an approved business in Madison County up to $100 limit per card/per household. For example, if a $100 gift card is requested, the consumer will receive a $150 gift card, pay $100 and the “REGROW 2020” program will reimburse the business $50.

**Q** *Which businesses will be eligible for the ‘REGROW 2020” match program*?

**A** All Businesses in Madison County that were negatively affected by the government-imposed restrictions related to COVID-19 pandemic including but not limited to locally owned, brick and mortar retail, restaurants, bars/taverns, fitness centers, salons, theaters, and entertainment operations. Preferences will be given to businesses of less than 30 employees. (30 full time equivalent)

**Q** *Who does this program benefit?*

**A** This program will promote the retention of local business and allow them to stay competitive in this unprecedented environment. The consumers will benefit from the 50% match on the gift card.

**Q** *As a business, how can I apply for the gift card program?*

**A** Interested businesses will need to complete the application via the link below. The application process is now open and must be completed by Friday, June 5,2020. The applications will be reviewed, and a specified amount of funding will be designated to the approved business. The business will be notified of the approved funding and the start date of the match gift card program.

**The business will:**

**Complete the below application by June 5, 2020 by noon.**

<https://www.surveymonkey.com/r/NorfolkAreaGCProgramEnglish>

<https://www.surveymonkey.com/r/NorfolkAreaGCProgramSpanish>

**Q** *How does it work?*

**A** The business agrees to the following terms:

Track all gift card purchases on the attached gift card sheet.

Submit proof of gift card purchases by providing actual receipts, copies of receipts or photo of receipts via email. Submit documentation to GNEDF c/o NACC for reimbursement of **approved and sold match amount** on gift cards.

Sell Gift Cards up to maximum amount of $100 per household.

**Q** *When can eligible gift card/certificates be sold to customers?*

**A** The Gift Card Match program will begin Wednesday, June 10, 2020, and end either when the business sells their designated maximum funding amount or June 30, 2020, whichever is first. Remaining funds will be reallocated.

**Q** *As a business, how will it be determined the amount of Match money to which we are qualified?*

**A** The Norfolk Area Small Business Resource Team will review applications for eligibility and if approved, the business will obtain their designated match amount.

**Q** *What documentation will be needed to prove purchase of gift cards/certificates and where/when do I send it?*

**A** Approved businesses will receive a tracking sheet which must be completed and submitted with confirming receipts of each transaction by June 30,2020, or once the business reached the maximum allocation. You may submit electronically to dwilkinson@norfolkareachamber .com, by mail at Norfolk Area Chamber of Commerce, 609 W Norfolk, Norfolk, NE 68701 or in person at the Chamber. A check will then be sent to your business in the approved amount of match, or match gift cards purchased, whichever is less.

This program is made possible by:

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