

What makes this system different from the existing Downtown Dollars Program?

- **Downtown Dollars will be available for purchase online, on our website.** Previously, Downtown Dollars could only be purchased and picked up in-person at our offices. Now, customers will be able to purchase in-person, or online at any time of day or night, making the process more convenient and accessible for both existing and new customers.
- **Customers will be able to purchase Downtown Dollars with check, cash OR credit card.** Previously credit cards were not accepted as a form of payment.
- **Certificates will be redeemable electronically and on paper.** Previously, certificates could not be used electronically.
- **The Kalamazoo Downtown Partnership plans to increase promotion of the program to major local employers and institutions.** We believe increased promotion efforts can make this program even more valuable to businesses and the Downtown community than it is today.

What are the benefits of this new system for me, as a merchant?

- **Certificates are redeemed by businesses through an online system at their location of business.** This means merchants no longer need to walk Downtown Dollars to the Kalamazoo Downtown Partnership office for reimbursement. This will also shorten the reimbursement timeline for businesses, meaning you will see your Downtown Dollars cash more quickly.
- **Businesses will not need to purchase any additional equipment.** Validation can be done through an app on a mobile device or by entering a code on a computer web browser.
- **Each merchant will have access to reports within your own, individual portal.** This will enable you to track how many Downtown Dollars are redeemed at your business and better understand the value of the program to your business.
- **Additional costs of the system will be covered through sponsorships and by the Kalamazoo Downtown Partnership.** Businesses will continue to be reimbursed at 95% of redeemed Downtown Dollars, which is the current program rate. Additional costs incurred by the new system will be covered by sponsorships and the Kalamazoo Downtown Partnership.
- **Businesses will have the ability to choose how to reimburse customers by giving cash back, in-store credit, or requiring 100% of the certificate is used.**
- **Certificates will now have a new, updated look.**