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16 February 2021
March Gift Card Madness Announcement

Dear Restaurant Owner or Manager:

The Chesaning Chamber of Commerce Foundation is pleased to announce that our first project as a newly-formed 501(c)(3) organization will focus on giving immediate financial assistance to our local restaurants who have been most affected by the coronavirus pandemic. At their February 10 meeting, the Foundation Board of Directors voted to use a portion of the funds donated by the Ed Rehmann and Sons, Inc. Chesaning Strong t-shirt campaign to create a "March Gift Card Madness" promotion. Funds are limited and will be divided equally between the qualifying restaurants that choose to apply for the program, allowing them to match their customers' gift card purchases on a pre-determined sale date, doubling the gift card amount for the consumers and the economic impact for the restaurants. This 1:1 matching grant will provide a quick source of income for restaurants in the form of gift card sales while encouraging local residents to continue to dine local.

All restaurants located within the zip codes of Chesaning and Oakley who have been negatively impacted by the pandemic are invited to apply to be a part of this program. You must have an existing gift card or certificate program in place to participate. **Please return the enclosed application no later than Sunday, February 28 with your proposal for implementing the gift card promotion by Wednesday, March 17.** We strongly suggest that you email or deliver your application to the Chamber/Foundation office to avoid postal delays (we have a drop box located on the Community Services Building porch to the right of the front door). Late submissions will not be considered.

When thinking about how to offer your gift card matching promotion, consider that similar promotions in other Michigan communities have sold out within hours if not minutes. You will want to determine what your purchase limit will be per person, whether the promotional amount will have a shorter expiration period than your regular gift cards/certificates, and what will be the method of distribution of the cards/certificates (we recommend an in-person event).

The Foundation will be publicizing this opportunity on the Chesaning Chamber of Commerce Facebook page and in email newsletters to Chamber members. We will accept donations from businesses, organizations and individuals to help expand the impact of the program. We hope this initiative helps give our struggling local restaurants a much-needed boost during these long days of winter. Be sure to call the Chamber office at 989-845-3055 if you have any questions.

Warm regards,

Kate Weber, Executive Director
On behalf of the Board of Directors of the Chesaning Chamber of Commerce Foundation