

MAIN STREET WEST BRANCH

Downtown Dollars are vouchers that can be purchased from Main Street West Branch in \$10 increments and utilized at all retail and restaurant locations in the downtown district. This initiative aims to keep money LOCAL and encourage people to discover and frequent our small businesses. They make great gifts, offer ideal flexibility to shop at various locations and it costs *nothing* for your business to participate.

****Be sure all cashiers are trained on how to enter these in your POS software.****

WHEN A CUSTOMER PAYS WITH DOWNTOWN DOLLARS:

Accept each Downtown Dollar as a \$10 off coupon. They are only accepted on purchases over \$10. *You should never provide change or partially utilize downtown dollars.*

Example 1: Customer has a total bill of \$22 – they may use 2 \$10 downtown dollar vouchers towards this purchase, and will need to pay the remaining \$2 with another form of payment.

Example 2: Customer has a total owed of \$8 – they want to use a Downtown Dollar. You can either upsell to get them over the \$10 threshold or tell them they will forfeit the remaining \$2. No change is given.

After the transaction, place Downtown Dollars in your cash register to be reimbursed at the owner's convenience.

WHAT DO THEY LOOK LIKE: See photo. These are printed on light gray cardstock.



REQUESTING REIMBURSEMENT:

Business owners can bring Downtown Dollars to the Main Street West Branch office anytime to receive full reimbursement. If Jessi is not in office you may leave them in a sealed envelope with your business name on the front. Allow 3-5 business days for reimbursement check to be dropped off to you.

WHAT IF THEY'RE EXPIRED?

Main Street West Branch will always reimburse your business for accepted Downtown Dollars, regardless of expiration date.



POWERED BY MAIN STREET