

# SHORT NORTH ARTS DISTRICT LOCAL BUSINESS GIFT CARD GIVE BACK



## **REQUIREMENTS & TERMS FOR BUSINESS SIGN UP**

*The following requirements terms are included in the Sign Up Form and must be accepted to participate.*

### **Acknowledgement of business eligibility and obligations**

Business eligibility and obligations:

1. Your business must have a physical brick and mortar store located within the Short North Arts District or 5th Avenue and 4th Street Special Improvement District, or be a "Friend of the Short North" member business.
2. You fully intend to remain open or reopen your business as permitted.
3. Your business must be a locally owned or headquartered, Ohio-based, or locally franchised business in one of the following industry sectors listed on these pages of the [shortnorth.org](http://shortnorth.org) website: [Galleries](#), [Music & Performing Arts](#), [Eat & Drink](#), [Fitness & Health](#), select listings in [Personal Services](#), [Salons & Spas](#), [Shopping](#), and [Bed & Breakfast](#) or among similar industries located within the [boundary areas as outlined here](#).
4. Businesses who are nationally headquartered, who are not locally owned, headquartered, or Ohio-based, as well as those listed in the following industry sectors listed on these pages of the [shortnorth.org](http://shortnorth.org) website, are not located within the defined boundary areas mentioned above, or are not a Friend of the Short North member, are not eligible to participate: [Business Services](#), select [Personal Services](#), and [Leasing & Real Estate](#).
5. If your business does not meet the eligibility requirements as stated above, your application will not be approved. If your business does not meet the criteria stated above, you can request an exemption by contacting [info@shortnorth.org](mailto:info@shortnorth.org). Exemptions are not guaranteed.
6. Your business is the issuer of all gift cards/certificates sold through the Short North Arts District Local Business Gift Card Give Back website. If your business has a gift card/certificate system in place, your business must be able and prepared to process gift card orders online, by mail, or by phone and contact customers in a timely fashion (no longer than **7 days** after initial receipt of sale by the Short North Alliance). If your business does not have a current gift card system in place, you must use the Short North Alliance generated customer order receipt as a voucher and honor the full value of the gift card.
7. From the time your business is in receipt of funds from program sales from the Short North Alliance, your business will be in charge of handling any customer disputes, refunds, exchanges and any attendant unclaimed property reporting responsibilities. All sales are final through the Short North Alliance's Short North Arts District Local Business Gift Card Give Back program website. The Short North Alliance is not responsible for any stolen, lost, or unfulfilled gift card/certificate orders.
8. There is no limit to the total public gift card sales allowed for each participating business. There is a limit to the amount of matching dollars the Short North Alliance will provide to a given participating business.

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Each business participant will be guaranteed a minimum amount of the matching pool either in customer purchased gift cards and/or matching gift cards purchased by the Short North Alliance. The Short North Alliance has raised over \$55,000 to purchase matching gift cards from participating local businesses, with the goal to continue to grow that pot up until the program kicks off on Monday, December 7 at 10 a.m. Matching gift card purchases by the Short North Alliance will be distributed evenly among participating local businesses (\*see *bullet 11 for update regarding businesses within niche industries*) taking into account funds that businesses have already received from the original gift card purchases by the public. Final matching gift card purchase amounts per business are to be determined by the total number of participating local Short North Businesses and the final dollar amount in matching funds raised by the Short North Alliance.

9. Once a business surpasses the established minimum matching amount of funds in public gift card sales, they are no longer eligible to receive matching dollars, but will receive all gift card sales minus a 2.9% + .30 per transaction processing fee and the Short North Alliance Administrative Fee of 3%.
10. If more than one eligible participating business has shared ownership, the total guaranteed minimum per business is calculated using the total number of purchases at all eligible business establishments with shared ownership participating.
11. Due to their niche markets, customers who purchase from businesses in the Fitness, Tobacco, Vape, Hookah, CBD, Tattoo, Bed & Breakfast, Adult Retail industries and the like, will receive matching gift cards to the same or a similar business as purchased. This will be communicated to customers in advance of purchase on each of these pertaining businesses gift card pages.
12. If your business does not comply with the requirements and terms as stated above at any time throughout the duration of the Short North Arts District Local Business Gift Card Give Back program, the Short North Alliance has the right to remove your business from the program at any time.

## **BUSINESS FAQs**

### **What is this?**

The Short North Arts District Local Business Gift Card Give Back Program is designed to support and inject funds directly into our local business community. The program incentivizes the purchase of gift cards by the public at participating local Short North Arts District Businesses. Members of the public who purchase a gift card to a participating local Short North Arts District Business will receive a gift card valued at 50% of their original purchase (up to \$100) to another local participating Short North Arts District Businesses as a reward for making their purchase.

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## **Who is this for?**

This program is intended for businesses who meet the following criteria:

- Located within the Short North Arts District or 5th Avenue and 4th Street Special Improvement District, or is a "Friend of the Short North" member business
- Locally owned or headquartered, Ohio-based or locally franchised
- In one of the following industry sectors listed on these pages of the [shortnorth.org](http://shortnorth.org) website: [Galleries](#), [Music & Performing Arts](#), [Eat & Drink](#), [Fitness & Health](#), select listings in [Personal Services](#), [Salons & Spas](#), [Shopping](#), and [Bed & Breakfast](#) or among similar industries located within the [boundary areas as outlined here](#).

Questions about your eligibility? Email [info@shortnorth.org](mailto:info@shortnorth.org).

## **My business is outside of the Short North Arts District. Can I get involved?**

This program is for businesses located within the Short North Arts District or 5th Avenue and 4th Street Special Improvement District, or that are a "Friend of the Short North" member business. If you have questions about your eligibility, please email [info@shortnorth.org](mailto:info@shortnorth.org).

## **When will I receive payments?**

The Short North Alliance will send you your gift card fulfillment details and process your payment 24-48 hours after the program ends. Your payment check must be collected from the Short North Alliance Office on Friday, December 11 from 10am-3pm.

## **How will my customers redeem their gift cards?**

Once a customer completes a purchase, they'll immediately receive a receipt in their email inbox that verifies the purchase, including the business from which they bought a gift card(s), the gift card(s) amount, and the expected turnaround time to receive the purchased gift card(s). The customer will receive the same information on the matching gift card(s) they'll receive 24-48 hours after the end of the program.

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After the Short North Alliance provides order information to each participating local business, it is up to each participating local business to fulfill the gift card by the means they indicated when they applied within **7 days**. (These may include: email a digital gift card, mail a hard copy gift card/certificate, or utilizing the customer's original Gift Card Give Back receipt.)

Even though participating local businesses may have multiple ways to process gift cards, we ask that you choose only one when processing orders through this website and stick to the method indicated on your application. This fulfillment method will also be shared with the customer at time of purchase, along with the expected turnaround time.

## **I don't normally sell gift cards/certificates. Can I still participate?**

Yes! If you don't currently have a gift card/certificate program, we suggest you utilize the customer's receipt as a gift certificate to redeem in person. Every purchase will have a unique order number that can be verified via the transaction report the Short North Alliance provides to each participating local business, which will match the customer's emailed receipt.

## **How does the match incentive work?**

Members of the public who purchase a gift card to a participating local Short North Arts District Business will receive a gift card valued at 50% of their original purchase (up to \$100) to another local participating Short North Arts District Businesses as a reward for making their purchase.

A minimum original gift card purchase of \$20 is required to receive a match, matching gift cards will not exceed \$100, and the Short North Alliance will match a maximum of 3 gift cards per person. The customer will be notified via email of which participating local business their matching gift card is from within 24-48 hours of the conclusion of the Short North Arts District Local Business Gift Card Give Back program, and can expect to receive the gift card within 1-2 weeks after the program concludes.

For example, a customer will purchase a \$100 gift card from Business A via the Gift Card Give Back Marketplace, and the Short North Alliance will also give the customer a gift card that's worth \$50 (50% of purchase) to Business B. The Short North Alliance will payout the \$100 (less the processing and administrative fees) to Business A, and \$50 to Business B. Businesses A and B are obligated to fulfill both gift card orders. The matching program will last until all funds are expended.

## **Are there fees to be involved?**

Participating local businesses who receive the original gift card purchases from the Short North Arts District Local Business Gift Card Give Back website will receive their funds less the credit card processing fee of 2.9% + .30 per transaction and the Short North Alliance Administrative Fee of 3%. Businesses who receive matching gift card funds will receive 100% of those funds.

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## **What are my responsibilities once a gift card is purchased through the Short North Alliance?**

Participating local businesses are responsible for accommodating purchasers with instructions on how to redeem gift cards, especially if your business is operating with limited hours or services. Please post information on your website, Facebook page, or other means you use to communicate with your customers and the public. The Short North Alliance will send you information on each purchase. Participating local businesses are responsible for issuing the gift card/certificate, informing purchasers of your gift card/certificate redemption terms and conditions, tracking redemptions and addressing all unclaimed property reporting responsibilities.

## **How can I encourage sales of my gift cards?**

Simple: spread the word! The matching incentive is only offered when customers purchase through this website, and only while funds last. We encourage participating local businesses to spread the word with their audiences on social media and share your business' link to purchase gift cards from the official Short North Arts District Local Business Gift Card Give Back program website: [ShortNorth.org/GiveBack](http://ShortNorth.org/GiveBack). The Short North Alliance has created a toolkit of social media graphics that you may share on your channels, [available here](#).

## **Get involved**

Please contact [info@shortnorth.org](mailto:info@shortnorth.org) for more information on how to get involved.