



GIFT CARD MATCH

Turn \$1 into \$2

for Keith County businesses

When you buy a gift card from a qualifying Keith County business, it will receive a 1:1 match from the City of Ogallala LB840 fund.

Shop December 14th to January 5th.

Program details:

Keith County businesses such as retailers (boutiques, gift stores, etc.), restaurants and bars, and service providers (salons, photographers, dog groomers, etc.) are eligible to receive up to **\$1,000 in matching funds** on a first-come-first-serve basis.

Visit or call a local business to purchase gift cards. Gift cards/certificates cannot expire within 5 years of purchase, per federal law.

For more information:

308-284-6623

www.KCAD.org



KEITH COUNTY GIFT CARD MATCH PROGRAM – Customer FAQs

What businesses qualify for this program?

The program is designed to assist businesses most negatively impacted by the COVID-19 pandemic, such as retailers (boutiques, gift stores, etc.), restaurants and bars, and service providers such as salons, photographers, dog groomers, etc. We encourage consumers to think about those businesses that have been greatly impacted!

Do businesses outside of Ogallala in Keith County qualify?

YES – the program applies to all qualifying businesses in Keith County. Have questions – please contact the KCAD office at 308-284-6623.

How can I purchase gift cards without going into a business?

We encourage all consumers to either call the store directly to purchase over the phone or check out their website for gift card options. You can also use this site to find out how to purchase gift cards from Keith County businesses:

<https://www.kcad.org/gift-card-program.html>

I am married to a business owner – can I purchase gift cards for this program?

Gift cards purchased by immediate family members to NOT qualify for matching funds under this program. Please – if it doesn't feel right, don't do it!

How much money can a business receive from this program?

Eligible Keith County businesses can receive up to \$1,000 in matching funds from the City of Ogallala LB840 fund.

Who receives the match money from the LB840 fund?

The funds go directly to the business, not the customer purchasing the gift card.

Gift cards/certificates cannot expire within 5 years of purchase per federal law.

Keith County Gift Card Match Campaign

Program Objective:

Stimulate retail sales for our local Keith County businesses during the COVID-19 pandemic and retain local businesses.

Program Concept:

- The Ogallala LB840 fund will match dollar for dollar the value of any gift card or certificate purchased from a Keith County retail establishment. (Example: \$50 gift card purchase generates a \$50 match to the business directly from the LB840 fund).
- Gift cards must be purchased from and redeemable at Keith County businesses only.
- Retail establishments include:
 - Retail goods stores
 - Restaurants/bars
 - Beauty salons
 - Truck & Auto Service
 - Photographers
 - Dog groomers
 - Questions – reference the FAQ sheet or contact KCAD.

Logistics:

Payments made to businesses:

- payments will be made to businesses after approval by the City Council January 26th
- all required information needs to be submitted to Keith County Area Development in a timely manner in order to be considered for fund disbursement
- items required to be submitted include:
 - program specific gift card sales tracker
 - proof of purchase for ALL gift cards included in the tracker
 - signed application per LB840 guidelines (KCAD will provide this to businesses)
- Match payments made to businesses will continue until the funds are exhausted
- Limit of \$1,000 payable from the LB840 fund per business

Total of \$50,000 allocated to this project from the LB840 account

All in-store gift card purchases would require a signature on the tracker sheet provided.

Gift cards purchased by immediate family members are not eligible for the match program.

Nonprofits cannot receive funds per Ogallala's LB840 plan.

Gift cards/certificates cannot expire within 5 years of purchase per federal law.