



Downtown Tecumseh Gift Card

Business Case

Every town and city is looking for ways to drive footfall and spend. The Downtown Gift Card program is proven to drive tangible, measurable spend that grows year on year. It's simple to implement, and delivers increasing value over time.

By creating a product which offers consumers unbeatable local choice we can divert money from online retailers and marketplaces such as Amazon back into local businesses.

We believe that it's possible to deliver **\$1.1m** of additional local spend for Tecumseh businesses over the next three years **resulting in an 27% Return on Investment**

The Downtown Tecumseh Gift Card

Research shows that consumers (67.3%) want to buy and receive multi-store gift cards, for the 'choice', 'convenience' and 'flexibility'. They are also looking for ways to support local businesses with 28.8% saying the purchases were driven by this.

Downtown Tecumseh has a fantastic consumer proposition built around retail, food and drink and leisure/entertainment:

Sector	Example 'Hero' Businesses
Shopping	Anne's on the Avenue, Antoyan Jewellers, At Ease Men's Apparel, B-Vogue Boutique, Clyde Hatch Boutique, Cycle Culture, Dan's Nautical Shop, Dollarama, Golden Crown Jewellers, Imperial Gifts and Decor, Ocean Bottom Soap Company, Pet Valu, Shopper's Drug Mart, Simply Swimwear, Three Lambs Registry and Baby Boutique, Zehr's Great Food.
Food and Drink	Antonino's Original Pizza, Basha's Shawarma, Carrots and Dates, El Patron Mexican Grill, Frank Brewing Company, Georgia Rae's Hot Chicken, Odd Burger, Homestyle Deli and Bakery, LaRucola Restaurant, Pita Mania, Simply Thai Restaurant
Leisure and Entertainment	Art Galia, Aura Hair Salon, Beacon Physiotherapy, Caribbean Tanning Salon, MATHCA, SKinov8ive Medical Esthetics, Sonata Piano Studio, The Good Life, The Mane Station Barber, Wellness Market.

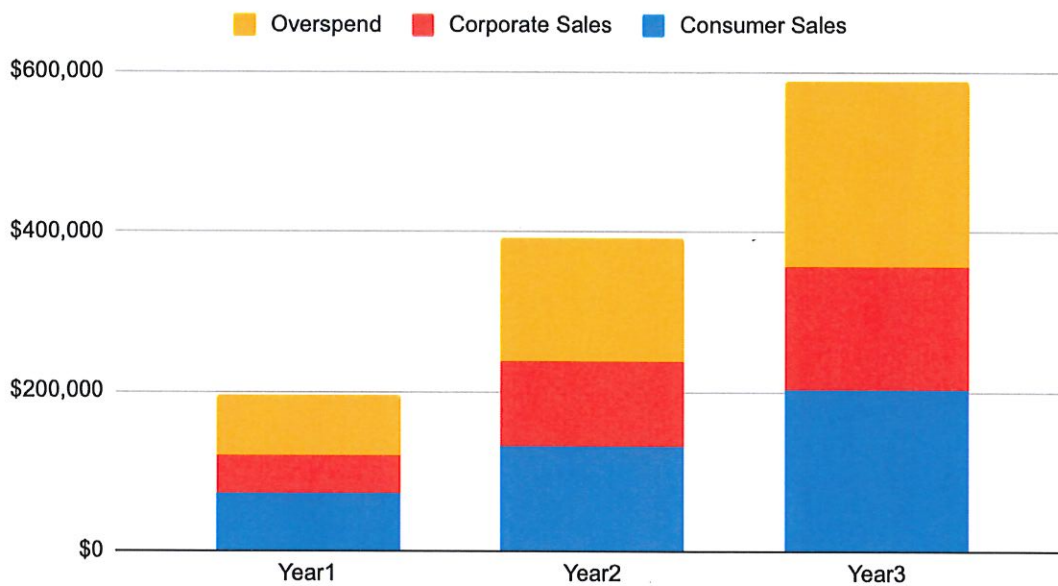
A gift card that can be spent across these businesses and more will have strong appeal to consumers. Consumers from across Canada and beyond will be able to purchase the Downtown Tecumseh Gift Card via the [Downtown Gift Card](#) website.

"when we asked employees whether supporting local was important to them over 99% responded with a yes and 73%+ said they would prefer a multi-store card"

The gift card will appeal strongly to local employers as well.

Based on the strength of the product appeal for both consumer and employers and with a local population of over 197,000 the following sales are forecast:

Tecumseh Gift Card: 3 Year Forecast



	Year1	Year2	Year3	Total
Consumer Sales	\$71,359	\$130,826	\$203,375	\$405,560
Corporate Sales	\$47,573	\$107,039	\$153,423	\$308,035
Total Gift Card Sales	\$118,932	\$237,865	\$356,797	\$713,595
Sales + 65% overspend*	\$196,239	\$392,477	\$588,716	\$1,177,432

* When cardholders spend their gift cards on average they spend 65% more than the gifted value.

Examples of clients that are achieving these results or better:

Prince Edward Island achieved over \$1.7 Million in sales in 2021.

Kent Thomson, Director of Finance & Food Tourism, PEI Food Island Partnership:

"We have 150,000 residents on Prince Edward Island as Canada's smallest province and had projected that the entire project would raise \$100,000 for our local economy. It quickly turned into a \$1.7 million project."

Peterborough Downtown Business Improvement Area secured \$70,000 in sales of the BORO Gift Card in its first year.

Terry Guiel, Executive Director of Peterborough DBIA:

"We pushed ourselves to get the card out in time for Christmas and that really paid off. There was a real interest in supporting local. Within its first month, the Boro Gift Card achieved \$70,000 in sales-equivalent to around 5 years of sales for our old paper system"

Promoting your gift card

Key to maximising sales of the Downtown Tecumseh Gift Card is marketing, utilising your existing channels and working alongside stakeholders and participating businesses as part of your regular marketing activity. By celebrating the businesses who are part of your gift card program, you can not only encourage business engagement, but demonstrate the appeal of the gift card to a consumer and corporate audience. Miconex will work alongside you for the launch of your program, and on an ongoing basis, providing marketing toolkits and campaign assets that you can leverage within your marketing activity to drive sales.

What's required from Downtown Tecumseh::

- Encourage Downtown Tecumseh businesses to accept the gift card.
- Attend the Downtown Gift Card program client success webinars and pick up tips and ideas from other successful programs.
- Awareness is key to success:
 - Ensure every participating business has a window sticker displayed and a staff room poster.
 - Promote the gift card all year round, keeping the awareness high.
 - Lead by example, use the gift card at events, for competition prizes etc.
- Promotion:
 - Promote where consumers can purchase the card
 - Target the 'Hallmark Holiday'
 - Talk to businesses about the gift card at every opportunity, at BIA events.

Investment Required

Based on experience of working with Towns & Cities across Canada, we estimate that a Downtown Tecumseh Gift Card can deliver between \$700K - \$1.1 Million of additional local spend for Downtown Tecumseh Businesses over a 3 year period.

As we have outlined above, we have designed the Gift Card to be easy for BIA's and businesses to adopt and a key component of this is cost.

For businesses it is **100% free (no additional fees)** and for BIA's we charge a set up fee of \$12,950 and a monthly fee of \$525 per month + \$1.25 per participating business. Our annual licence fee covers the platform and operating costs as well as our customer success team who will work with Downtown Tecumseh to support you in maximising the local spend opportunity.

For full information about our service please visit: [Downtown Gift Card Brochure](#)

	Year1	Year2	Year3
Set up Costs	\$12,950	\$0	\$0
Monthly Fees	\$7,200	\$7,200	\$7,200
Gift Cards	\$0	\$4,800	\$4,800
Total Investment	\$20,150	\$12,000	\$12,000

*based on a forecast sales.

*100 participating businesses assumed

*5000 gift cards = \$4,800

* We charge a fee of \$1,25 per card loaded but this is usually offset by charging the consumer an equivalent purchase fee so has not been included.

Over three years that equates to \$44,150 which represents a 34% Return on Investment.



CARD DESIGN GUIDELINES

North America

Overview

The below document outlines the Card Design Guidelines. All completed designs should be submitted to your allocated account manager.

Important:

All artwork and materials are subject to approval by EML & the issuing bank.

All artwork and materials must adhere to EML, VISA and Issuing Bank guidelines:

Example Designs

Miconex has over 120 Gift Card programs across 4 territories. Designs range from illustrations to photography to specially commissioned pieces.

Examples of US Designs are viewable at: <https://mydowntowngiftcards.com/browse-all-cards/>

Accepted Image Formats

- EPS
 - Do not save EPS images with JPEG image compression. Delete unused alpha channels or paths. This prevents the use of the incorrect alpha channel or path for clipping/masking purposes and also reduces file size and complexity.
 - When providing eps files, please either outline fonts and send files with fonts outlined, or provide links (logos, images) and any fonts in a packaged file.
- TIFF
 - Delete any alpha channels present in the TIFF file unless they are used as a mask in QuarkXPress. Please name the alpha channel appropriate, e.g. "Mask Channel," "For Masking," etc.

Card Specifications

- Final Trim (Physical) Size: 3 3/8" X 2 1/8" (3.375 X 2.125)
- Live Image Area: 3 1/4" X 2" (3.250 X 2.000)
- Bleed Area: 3 5/8" X 2 3/8" (3.625 X 2.375)
- Corners: Please do not round corners

Image Specifications

- Minimum resolution for most image types is 300 dpi; preferred resolution is 350 dpi.
- All (black & white) line art should be scanned at no less than 1200 dpi, at the final output size.
- Copy-dot scans must be provided at exactly 2400 dpi, without exception. These resolutions assume that you are providing the image at the final, "full" size.

Files taken from web sites or prepared for use on the World-Wide-Web will usually be low resolution RGB images (typically 72 dpi) with some form of lossy-compression and/or restricted color palette. Use or re-purposing of these types of images will generally result in disappointing printed results. Use of this type of image should be avoided unless no other option is available.

Font Marks

Font conflicts are common due to the large variety of font manufacturers. Please include all screen and printer fonts used in your files, this will help ensure that your job outputs correctly.

Text

- Full Correct Program Name must be used
- No reference to Visa or Mastercard, or Visa/MC brand marks
- Minimum 6 pt font for all wording.
- Bilingual language provided in at least twice as large font size and must contain identical information (if required)
- Gift Card should always be capitalized

Card Reverse

The reverse design of the card does not need to be supplied as this is determined by EML.

AnyCard Gift Cards 2023



AnyCard Background



- Launched in 2016
- Home is Regina, Saskatchewan
- 100% Canada focus



- Always focused on small, medium businesses and local associations



- Digital gift cards – we have over 500 merchants on our platform!



- Acquired in May 2021 by gift card industry veterans – we have over 20 years of experience selling over \$1B in gift cards



- Expanded product offers to physical gift cards & 3rd party distribution
- Increased customer service and support
- Adding new technology for 2022

The Gift Card Industry



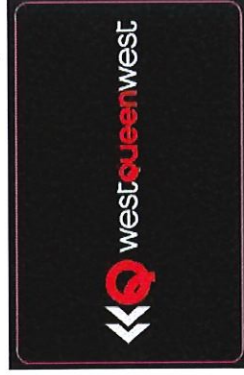
- Gift cards are **the #1 gifting request** for 18 years running
- **Up to 80% of consumers visit a new place** because they received a gift card
- **Consumers on average overspend 50%-70% of the gift card value** when they redeem
- **39% of Gen Z use digital gift cards** which is growing across all demographics
- **50% of gift cards are sold over the winter holidays**
- Gift cards are **the lowest cost** new customer acquisition tool

It is an \$8B industry in Canada

Our Approach - We actively support your program to maximize value *AnyCard*

1 *Everyday*

Establish a currency with consumers



- Digital e-Cards
- Physical cards
- Purchased any time during year by consumers
- Corporate Employee Incentive Programs

2 *Promotions*

Activate different promotions to drive consumer spend.

- Mother's Day
- Father's Day
- Thanksgiving
- Canada Day
- December Holidays
- Graduations

Partner with Corporate Sponsors for promotions

3 *3rd Party Sales*

Reach new consumers.

We place your card with:



Merchant Sign-up Process



- By visiting www.gifttheneighbourhood.com
- Clicking Register to move to the next page
- Filling in a 9 - field form and hitting Submit

The screenshot shows the Gift the Neighbourhood website. At the top, there's a navigation bar with links: HOME, HOW IT WORKS, ABOUT US, OUR PARTNERS, and REGISTER. A red arrow points to the REGISTER link. Below the navigation bar, there's a section titled "GIFT THE NEIGHBOURHOOD" with a sub-headline "aren't the only ones with a multi-store gift card, your neighbourhood can have". Below this, there's a section titled "REGISTER YOUR BUSINESS" with a sub-headline "Register your business today to start accepting Neighbourhood e-Gift Cards". This section contains a 9-field form for business registration. The form fields are: Business Name, Company Email Address, Company Phone Number, Business Address, City, State, Zip, Country, and a checkbox for "I agree to the Terms & Conditions". At the bottom of the form, there's a "REGISTER" button.

Registered Merchant



Shortly after registering, the merchant will receive an intro email with the Welcome Guide

Welcome to the Lethbridge eGift Card Program!

Inbox X

Kelly Shipman <kellys@anycard.co>

to me

Hello Friend,

Thank you for registering for the BIA e-Gift The Neighbourhood Card program! Below are instructions on how to redeem the BIA E-Gift Cards. (Also attached as a PDF)

1. Navigate to <https://anycard.ca/customer/signin>

2. Select 'Cashier' as the login type

3. Enter your username and password

Username: kellys@anycard.co

Password: ABABAB

(It is recommended that you then 'Add to your Home Screen' for easy accessibility to the portal in the future)

4. Enter the 9 digit authentication code found at the bottom of the e-gift card and the amount being redeemed.

*In our combined effort to combat online fraudulent purchases, if the card is for a particularly high amount ie. \$500 and has been purchased in the past 30 days, you will be required to provide a photo of the card and the purchaser's ID to match the gift card recipient to the customer who is redeeming the card or proof of the purchaser.

I am also attaching a card that can be printed for staff to reference your sign in information at your checkout/POS.

ANYCARD NEIGHBOURHOOD GIFT

CARDS

Merchant Manual

Consumer Purchasing eCard



[Marketplace](#)
[Merchant Solutions](#)
[Merchant Login](#)

Lethbridge BRZ

[Visit Website](#)
[View Map](#)
[Share](#)

\$

How much would you like to send?

\$25	\$50	\$75	\$100
\$150	\$200	\$250	\$

To:

From:

[Change Location](#)

Woohoo! You just received a gift card to Lethbridge BRZ!

To use your gift card, visit Lethbridge BRZ in person and present this page!

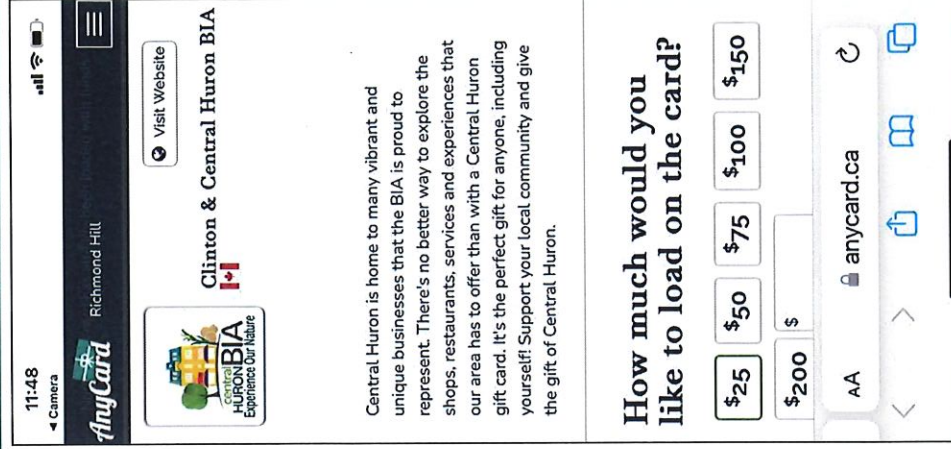
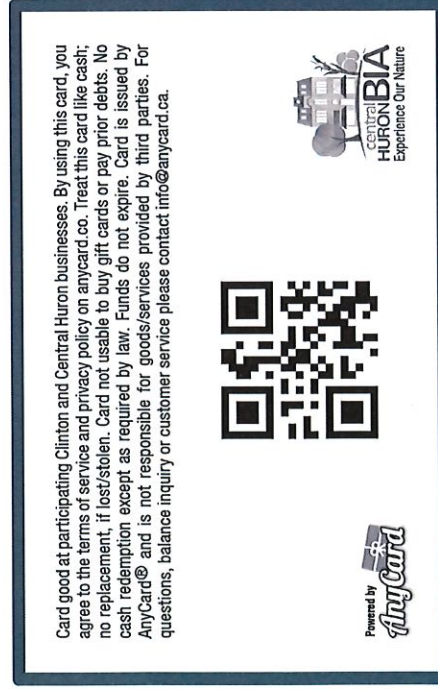
Notice: Do not share this link with anyone!

To: Kelly
Happy Birthday!

From: Derek


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Consumer Purchasing Plastic Card - QR Scan Self-Activation



Redemption through the Anycard Portal





Sign in to your account.

Login type:
☐ Merchant ☒ Cashier
(BIA Accounts: Select Cashier)

Username
username@bmail.com

Password

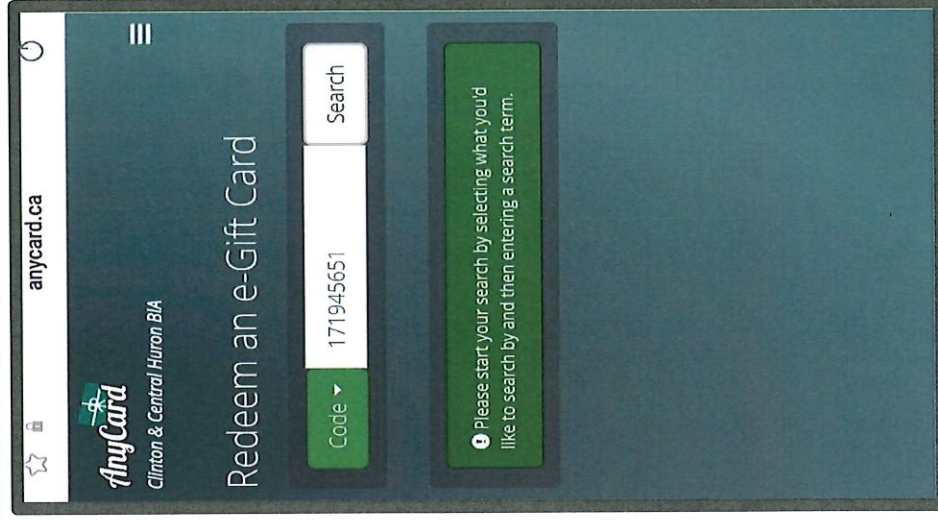
☒ Remember me?

[Forgot your Password?](#)
[Don't have a Merchant Account? Create one here.](#)

Card Look-up



Enter 9 digit
gift card
number



Complete Redemption



1. Verify card information and balance.
2. Enter redemption amount.
3. Process Transaction.

***Weekly direct deposit into merchant bank account.

3:10 ▲ 📶 🔋 40%

Purchase Date:
February 3, 2023

To:
Paige

From:
Paige Rauhut

List of Transactions

DATE	USER	LOCATION	TRANSACTION DESCRIPTION
February 03, 2023 - 10:35am	--	--	Added \$50.00

Complete a Transaction

Gift Card Balance
\$250.00

Transaction Amount
\$ 2

1

3

Process Transaction

Resend Gift Card

Message

Summary of products and services



Our Products



DIGITAL E-CARDS

Branded e-cards for use every day or promotions



PHYSICAL CARDS

Creative, production, fulfillment and replenishment.



RETAIL & CORPORATE DISTRIBUTION

Place your gift card in national retailers, as well as digital marketplaces.

Included Services



MARKETING & CUSTOMER SUPPORT

Support for promotions and awareness campaigns.



REPORTING & ANALYTICS

Receive performance metrics to validate program effectiveness



COMPLIANCE

We manage compliance with Federal and Provincial gift card laws



LIABILITY

As the issuer of your gift cards, we take on the liability so you don't have to.

Simple usage-based pricing with built-in flexibility



	Everyday Program	Consumer Promotions	Corporate Channel	Retail Distribution
AnyCard Fee	2.5% + credit card fees	5%	5% + any corporate discounts up to 10%	2.5% + retailer fee ~10-12.5%
Fees charged to	BIA	BIA	BIA	BIA
When is the fee charged?	When card is purchased	On activation <i>(per budget; can expire)</i>	When card is purchased	When card is purchased
QR Code or Online Redemption Solution				
No Monthly Fee		No Setup Fee	No Visa or MC fee for Merchants on Redemption	

Questions?

Yes...we are 100% Canadian.

Contact us for more information:

Kelly Shipman
kellys@anycard.co