BIA BUCKS PROMOTION 2016

The Leamington BIA is thrilled to introduce the BIA BUCK Promotion and we thank you for participating! 28 Businesses are participating in this promotion.

We have offered $25,000 worth of BUCKS to be purchased and spent at participating BIA businesses over the holiday season and into February. This program is designed to support our local business members by selling vouchers to the public at a discount, guaranteeing those dollars are being spent locally.

The Leamington BIA is very pleased to be partnering with our local RBC Royal Bank branch and plans are to sell $25,000 worth of BUCKS this year!  THANK YOU RBC for your assistance in this initiative!

Here is how it works;

On Tuesday, November 1st, the Royal Bank in Uptown Leamington will start selling the Leamington BIA BUCKS to the public. There will be $25,000 available for purchase until they are sold out or until December 31st – whichever happens first!  Many municipalities sell out in a matter of days...let's hope that's the same for Leamington!!

The public will pay only $8.50 but will get a $10.00 BUCK to use at a participating BIA business. (The BIA budget covers the remaining $1.50 per BIA BUCK)

All businesses that will be participating in the Leamington BIA BUCK program will receive a window cling sign for their window to promote that you “accept Leamington BIA Bucks!” As well, RBC will have a list of participating businesses to hand out at the time of purchase and they will also be printed on every BUCK!

The BIA BUCKS will have an expiry date and are only valid until February 28, 2017.

Participating businesses will take any BIA BUCKS that they receive directly to the SERVICE DESK at the local uptown RBC Royal Bank branch (35 Talbot St. W) during regular businesses hours for reimbursement. You will be reimbursed for the FULL $10.00 amount/per BUCK via cash.

All BIA BUCKS must be returned to the RBC no later than MARCH 10th, 2017.

BIA BUCK PROGRAM - INSTRUCTION SHEET

Someone comes to my business with a BUCK – what do I do?

Each BUCK has a $10 value and is be treated as cash, with the exception that you CANNOT give back change on a BUCK. If the purchase total comes to under $10, they must buy more to get it over the $10 value.

There is no limit on how many BUCKS can be used at a time.

 You can sell a gift card to someone paying with a BIA BUCK

 You will take the BUCKS directly to the SERVICE DESK at the local uptown RBC Royal Bank branch to be reimbursed. A $10 BUCK will get you $10 cash back.

If you are participating, please ensure you have trained all your staff on how to accept these BUCKS.  Other municipalities have received complaints that the staff weren't trained.  It is a bad reflection on the BIA and your business if your staff are not knowledgeable so PLEASE train all staff!

 ALL vouchers expire on FEBRUARY 28, 2017.

Leamington BIA Bucks Fraud Prevention

Leamington BIA Bucks have been designed with a number of features to prevent fraudulent reproduction. Following is a list of ways to identify counterfeited bills.

1.       Make sure they are printed 2 sided and that the sides and borders line up.

2.       Look at the numbering sequence. You should never receive a duplicate number.

3.       Paper colour. The security paper is not pure white. You will notice the difference by comparing it to the sample.

4.       Print colour and quality. Every bill you receive should match the sample provided. If the colouring or quality is off it is likely a fake.

5.       Visible fibres in the paper. If there are no fibres it is a copy.

6.       Watermark. When held up to the light you will see a watermark in the paper.

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Important Dates

November 1st, 2016: BIA BUCKS go on sale at RBC (the BUCKS are ONLY being sold out of RBC).

They are being sold at 15% off – spend $8.50 and get a $10 voucher (BIA pays the difference...no $$ out of your pocket)

DECEMBER 31, 2016: The final day RBC will be selling the BUCKS to the public (if they are not sold out by then)

FEBRUARY 28, 2017: Last day the public can spend the dollars at participating businesses.

MARCH 10th, 2017: ALL BIA BUCKS are to be returned to the RBC Royal Bank branch in Leamington

Frequently Asked Questions

As a participating business, how much do I get back? You get the full $10 amount back.

Can I sell a gift card to someone paying with a BUCK? Yes – the customer is still getting their full value and you as a business are still getting reimbursed for the full amount.

Who is paying the 15% top-up? The BIA Board of Directors

How will the public know my business is participating?

The BIA has purchased a local Radio campaign. Hang the provided poster on your door. Each BUCK will include a list of all Participating Businesses.  You promote it in your store as well!  BIA website/Facebook event page will post the list of participating businesses

Do I need to track who spends them at my business? You do not have to track who spends them – treat them as cash.

Can I buy BIA BUCKS for my own personal use? YES! This promotion is open to everyone and is a great way to support our community. They make a great Christmas gift too!

How can I help promote that I am participating? Promoting on your own advertisements and social media accounts will be a huge help in spreading the word.  Send a newsletter to your customers. Share the BIA’s Event Page for this promotion and other statuses about the event.   When we all work together, we all prosper!!

How long do I accept a BIA BUCKS? You can accept the BUCKS until end of day February 28, 2017.  Please accept the BUCKS for the full period. Please ensure you have trained your staff!

What if someone tries to use the BUCKS after February 28, 2017?  Explain the BUCKS are expired and send them to RBC. The original $8.50 will be reimbursed to them.

What if I want to use the BUCKS at a business after the expiry date? Purchase a gift card with your BUCKS prior to the expiry date. You will still get the full promotional value and the business will still be reimbursed for the full value.

If you have more questions please contact the BIA by email info@leamingtonbia.com

Thank you again for your participation!  We are looking forward to seeing the impact that this will have on our Uptown Leamington BIA district!