

Community Resilience, Keeping Spending Local



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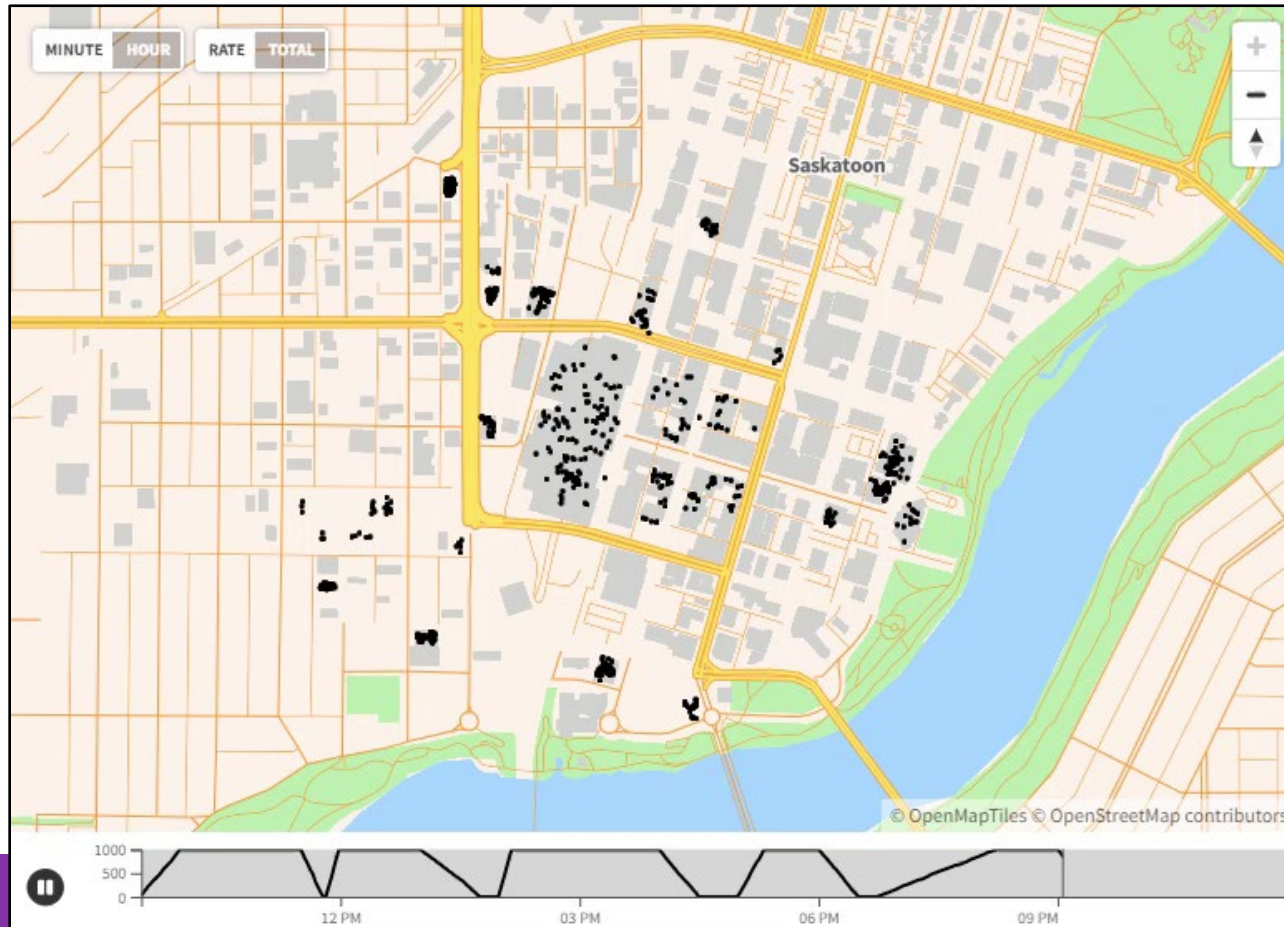


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Keeping Spending Local - Why it matters!



TCU
PLACE
THIS IS YOUR PLACE

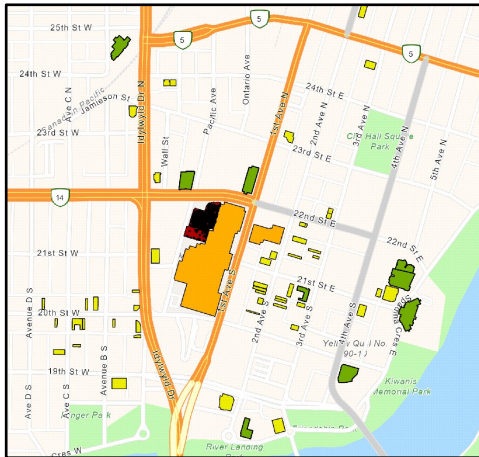
HLT
ADVISORY

DTM
YWE
DOWNTOWN
SASKATOON

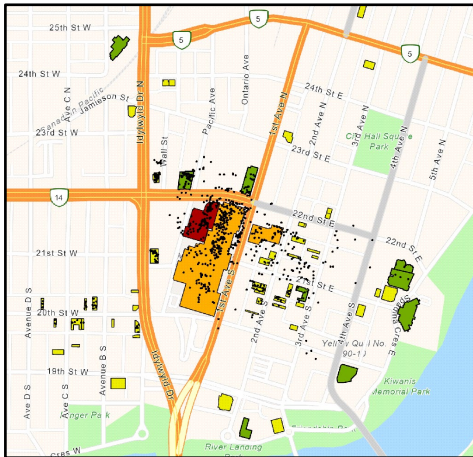
Movement Patterns by Time of Day

Delegates move around the destination throughout the day, generating spending at venues outside of the convention centre. **Average spend \$135 - \$240 per day.** Business travelers spend **4 x more** than leisure travelers.

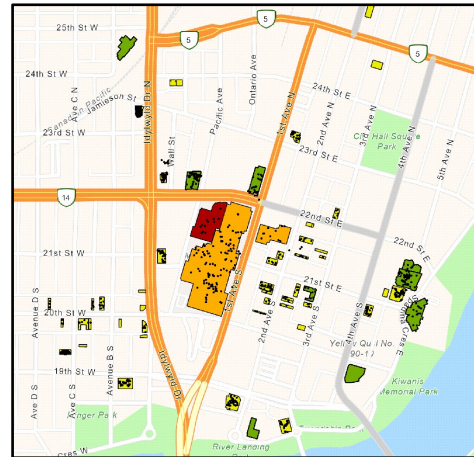
10:00AM



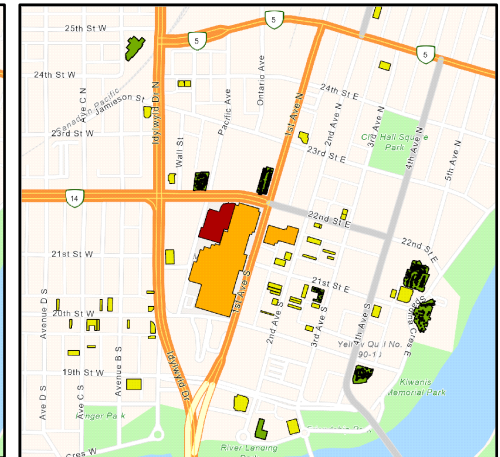
12:00PM



7:00PM



2:00AM



DTN
PSA
DOWNTOWN
SASKATOON

The evolution of making an event work!

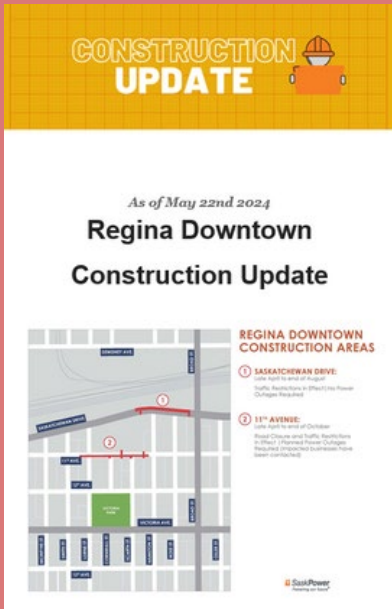


How Promoting
Businesses Can Be
Supported by
Gift Cards

BIDS Build Confidence

01

Advocacy



02

Clean and Safe



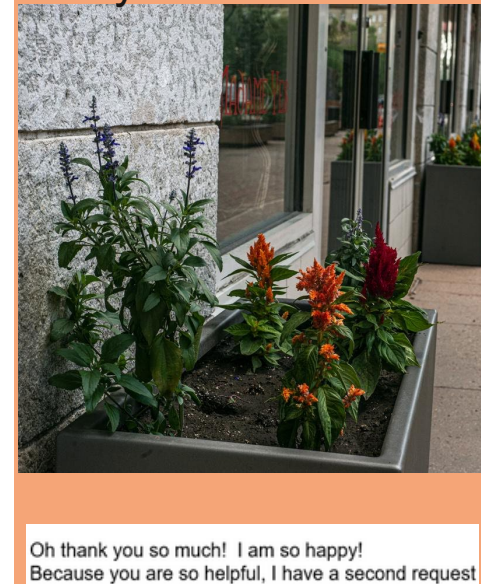
03

Marketing and Promotion



04

Going Above and Beyond



Member Promotion Campaigns

- Downtown Regina has over 70 restaurants and food establishments
- 3-4 food promotional events are held each year
- Businesses create a new menu item/special and receive free promotion



Progressing to a Gift Card Program

- How to remain impartial?
- Corporate Gift Card Rebate Program
- Unifying the downtown businesses especially those who had no gift card program or paper certificates



Regina Downtown Corporate Gift Card Rebate Program

This year, ease the stress of purchasing staff and corporate gifts by purchasing gift cards from a variety of local downtown businesses – located in the heart of the city! You'll be crossing off things on your "to-do" list *and* helping to keep local downtown businesses growing!

Due to COVID-19, businesses everywhere have taken a serious hit. This holiday season, Regina Downtown Business Improvement District (RDBID) is bringing back the ***Regina Downtown Corporate Gift Card Rebate Program*** to help support local downtown businesses as they recover.

On-Boarding Process

- How to handle a bad experience
- Creating a fun and recognizable brand



- Partnerships are key
Our goal was 40 businesses for launch ...

On-Boarding Process

- How to handle a bad experience
- Creating a fun and recognizable brand



- Partnerships are key
Our goal was 40 businesses for launch ...

**We launched with
104!**

Regina Puts the Fun in Marketing

**DOWNTOWN REGINA
GIFT CARD**

Learn More:
www.reginadowntown.ca

DOWNTOWN  GIFT CARDS



*Regina Downtown Gift Card issued by Peoples Trust Company. Card funds are not insured by the Canada Deposit Insurance Corporation (CDIC) or any other government deposit insurer or agency. Funds do not expire, are reloadable and no cash access. For Cardholder Agreement or Customer Service: www.getmybalance.com or 1-800-555-1106.

<https://youtu.be/lz-ueL6grJY>

Economic Value

November 21, 2023 - April 30, 2024

of Businesses

106

Gift Cards Sold

804

\$55,425

Gift Cards

Redeemed

\$29,069.64

Lift Amount

\$5,739.38

Promotional Gift Cards

- The benefit of giving out \$5 or \$10 cards during events
- Pop ups at participating locations during restaurant campaigns

Lift Amount

\$822.36

*On \$5/\$10 gift cards given out at events
(November 21, 2023 - April 30, 2024)



More Ways to Encourage People to Shop Local

- **Volunteer thank yous**

Over 55% of the \$10 gift cards given to volunteers were spent

- **Staff**

Corporate milestones Holiday purchases continue to buy

- **Gift**

Feature photos from 48 businesses



HOLIDAY WISH LIST

☒ Regina Downtown Gift Card	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐
☐	☐

HAPPY HOLIDAYS

FROM THE
REGINA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

Support local this holiday season by shopping downtown! This guide features a variety of shopping destinations that are perfect for the holiday season.

Businesses featured in this guide accept the Regina Downtown Gift Card.



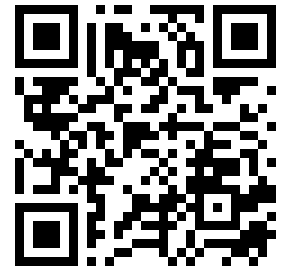
Let's Connect!

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(306) 529-1300

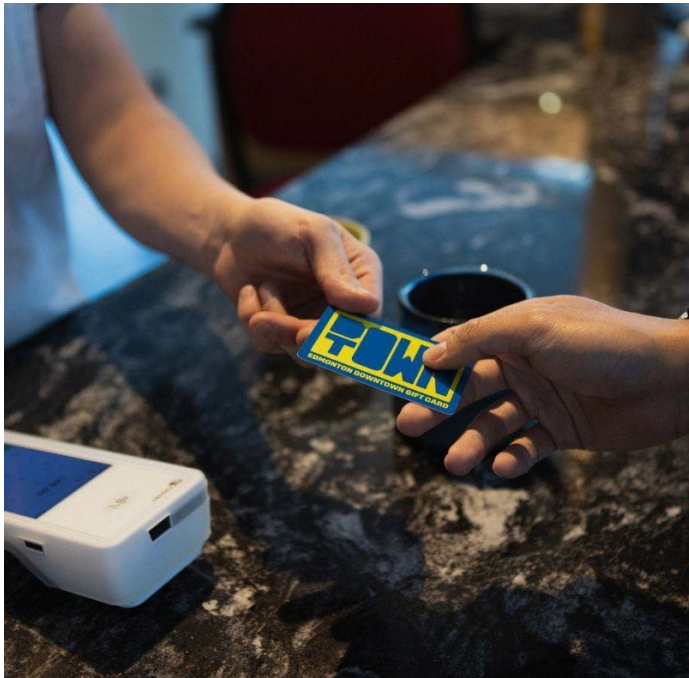
Check out our socials:



The impact of local Gift Cards in Canada



The impact of local Gift Cards in Canada



Redemption

91% spend over the value of the Gift Card on redemption

74.5% who overspend see the Gift Card as 'free money'

34.4% spend 75-100% more than the value of the Gift Card on redemption

The impact of local Gift Cards in Canada



Support for local

90.9% prefer giving a Gift Card to cash. 76.3% say this is because it encourages the recipient to treat themselves

96.9% are keen to support local

95.3% said supporting local businesses helps to keep them open

The impact of local Gift Cards in Canada



Regina Downtown Gift Card

Redemptions independent 32.5% mall
67.5% - enhancing collaboration

20% uplift on redemption Jan - Mar 2024

Use monthly reports to adjust marketing and drive redemptions with specific businesses

Positive feedback from businesses Case

study  mi-cnx.com

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