

PROGRAMS FOR BIA MEMBERS



UPTOWN DOLLARS

WHAT ARE THEY?

Uptown dollars help keep business in Uptown Waterloo. We sell them to local businesses, patrons and give them away as requested donations to encourage supporting local businesses.

Uptown dollars are available in denominations of **\$5, \$10, \$20, \$50** and **\$100**.

HOW DO THEY WORK?

- As a business, you treat them as **cash** during a transaction. If the Uptown dollar denomination used is more than the purchase amount, the appropriate change in cash should be returned to the customer.
- Please ensure that the guest has signed the certificate and that you've entered your business name.
- Certificates can be used by customers in any business located in the Uptown Waterloo BIA boundary – excluding the LCBO and for purchase of lottery tickets.
- Deposit Uptown dollars received at your bank as you would a cheque.

WHY PARTICIPATE IN THE PROGRAM?

- To keep money circulating in the Uptown core
- To encourage new visitors to your business and others
- To help build awareness of local businesses
- Guests love using them and purchasing them as gifts

Uptown dollars can also act as an alternative to gift card programs: businesses can direct customers to buy Uptown dollars that are designated for their business only. If your business would like to do this, let us know and we will fill out the dollars with your business name so that patrons know they can only use them at your establishment.

SOME TIPS AND FEEDBACK

Include the Uptown dollars program into your employee training process and manuals. When staff changes, it can be tough to keep on top of the program. It's also a good idea to include a brush up of the program with your staff every few months. When guests attempt to use Uptown dollars and are denied, it creates a negative experience for the guest. Let's work together to ensure guests have a positive experience in our community. Help us keep Uptown Waterloo a friendly and welcoming place to shop, dine and partake in the exemplary services we offer!

QUESTIONS ABOUT PROGRAMS? CONTACT US:

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