



SHOP CONCORD LAUNCHES LOCAL GIFT CARD INITIATIVE FOR THE HOLIDAYS

Community e-gift card program keeps dollars local to benefit businesses and residents

CONCORD, Calif. (November 22, 2021) – Today, the City of Concord and the Greater Concord Chamber of Commerce are relaunching the highly successful *Shop Concord* program to support the city’s small businesses by encouraging residents to shop locally this holiday season. The *Shop Concord* program will support and increase sales for local businesses while also providing a boost to the local economy.

“The pandemic has altered the way we shop and the time it takes goods to get from supplier to consumer,” said Mayor Tim McGallian. “Shopping locally will not only support our local economy but will also ensure local businesses continue to thrive in our region. We encourage everyone to utilize the *Shop Concord* program this holiday season and help us make it the most successful launch yet!”

The program initially started in November 2020 to help increase sales for local businesses that experienced significant setbacks due to the pandemic. Due to the overwhelming interest received, the program was relaunched during the Memorial Day and July 4th weekends in 2021. Combined, the three phases of the program generated nearly 2,200 individual gift card purchases worth more than \$91,200 in value. To-date more than half of that value has been redeemed at local businesses.

“The community’s positive response and enthusiastic interest in the program has far exceeded our expectations and proven it’s truly a win-win for businesses and shoppers alike,” said Kevin Cabral, President/CEO of the Greater Concord Chamber of Commerce. “The Greater Concord Chamber of Commerce is excited to once again partner with the City of Concord on this initiative and encourage our community to support our small businesses and shop locally this holiday season.”

Shop Concord will launch with a \$10,000 contribution from the City of Concord to supply a bonus gift card with every purchase, while supplies last. Customers can purchase a \$100 e-gift card through *Shop Concord* and receive a free \$50 e-gift card in return, which can be used for purchases at any participating business. In addition, a \$50 and \$20 e-gift card option are also available, whereby consumers receive a \$25 and \$10 e-gift card, respectively, in return.

"At Flying Colors Comics, our ‘FlyCo Faithful’ can use their e-gift cards to not only purchase more of their favorite comics, graphic novels and other cool stuff, but they’ll also give *Shop Concord* e-gift cards to family and friends, introducing them to all we have to offer here at Flying Colors Comics,” said Joe Field, owner of [Flying Colors Comics](#) and a *Shop Concord* participating business. “As a small business owner, the *Shop Concord* program keeps dollars local, allowing shoppers to discover Concord’s specialty shops and restaurants. It’s a win for everyone!”

The e-gift cards can be purchased on the [City of Concord’s Yiftee page](#) until the allotted \$10,000 is distributed. The City of Concord’s Yiftee page also includes a list of participating merchants. The value of the cards purchased can be redeemed at any participating Concord business. The digital nature of the gift cards allows customers to split the original and bonus portions to keep for themselves or gift to

others via text or email. The Concord City Council allocated the funds for this program from the city's general fund in an effort to encourage local spending, support small businesses and boost the local economy.

Businesses can continue to sign up for *Shop Concord* even after the initial launch, so customers are encouraged to check back frequently to see the [expanding merchant list](#). There is still time for local business owners to sign up to participate in the *Shop Concord* program. Instructions for how to become a participating merchant are online at www.concordfirst.com/shop-concord.

To stay up to date on all the latest news and resources available, follow the City of Concord on [LinkedIn](#), [Facebook](#), [Instagram](#), and [@CA_Concord](#) on Twitter.

Contact:

Robert Carrera
Economic Development Specialist
925-671-3018
robert.carrera@cityofconcord.org

Kevin Cabral
President/CEO, Greater Concord Chamber of Commerce
925-685-1181
kcabral@concordchamber.com

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