

CINCY CARD CONNECTION



Frequently Asked Questions

How does this program work?

You purchase a gift card from a downtown business. A full list of eligible businesses can be found on cincycardconnection.com. You submit a receipt and related info through our [online submission form](#), also found on the website. We will then purchase a gift card (or gift cards) from a minority- or woman-owned business and deliver it to you. Gift cards purchased from retailers and personal service businesses will be matched at 100%. Gift cards purchased from full-service bars and restaurants will be matched at 50%. This structure allows one customer purchase to support two or more businesses and encourages you to potentially try a new business in downtown.

How do you define retail or personal service businesses?

Retail. For the purposes of the program, we're using a broad definition of retail businesses. Nearly everything outside of a full-service bar or restaurant qualifies. We would consider retail to be clothing and apparel stores; gift and book shops; home furnishing and art stores; coffee and pastry shops; deli and sandwich shops; jewelry stores; and more.

Service. The program considers "personal service" businesses to include barbers, salons, nail service, tour companies, pet stores; tailors; health and fitness businesses; and more.

If you still aren't sure, please check the full list of businesses at cincycardconnection.com.

How does Round 2 differ from the first round?

We raised more than \$250,000 for Downtown businesses in Round 1, but roughly 90% of that went to full-service bars/restaurants. We want to help all businesses in the Central Business District, OTR and Pendleton, so Round 2 focuses on retailers, specialty shops and service industry businesses, though bars and restaurants will still be included. Also new for Round 2, the gift card you receive in return will be for a minority- or woman-owned business. While you'll still receive a 100% match for purchases from retail or service businesses, this round will offer a 50% match for purchases from bars and restaurants. Additionally, we are removing the \$100 cap per establishment (though there is a \$250 max per person). The submission process is also different for Round 2. Rather than submitting your receipt via email, you will submit all of your information through an [online submission form](#). Finally, the second round of the program will run from Friday, Apr. 24 – Tuesday, Apr. 28, or until funds are depleted.

When will I receive my match?

Please allow for up to 30 days after you have submitted your receipt to receive your matching gift card. 3CDC staff will do its best to deliver your matching gift card sooner, but timing will depend on the volume of submissions received.

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Can I choose which gift card I receive in return?

No. Your purchase will support a minority- or woman-owned business, and the goal is to spread the benefit to as many local businesses as possible, so we'll be choosing the match. We hope your support of downtown is at least part of the reason you're making the purchase, so you will understand we can't honor specific requests.

What if a business closes after I purchase one of their gift cards?

As a downtown business participating in this program, each individual business will be responsible for how they handle those funds, as they would normally. If our matching card is purchased for a business that ultimately closes, that is unfortunate but ultimately out of our control. We will not give out matching gift cards to businesses that we think would be closing, to the best of our knowledge. We also hope that people participate in this program as a way to support downtown businesses, and would understand that a business closing is something that is far more impactful to that particular business than the loss of a customer's gift card.

How do you choose businesses that will receive the matching gift cards?

A committee made up of program funders, downtown stakeholders, and the 3CDC team will collaborate to ensure that the designation of matching gift cards to downtown businesses is as equitable as possible among minority- and woman-owned businesses.

Is there a minimum or maximum amount I can purchase?

Yes, each individual may purchase up to \$250 in gift cards to be matched. Additional support for the program can be provided by [donating](#) to the matching fund. There is also a minimum purchase of \$20, to help keep the fulfillment process manageable for 3CDC staff.

Is there a cap on how much the program will match?

Yes. We have a \$175,000 matching fund for Round 2. Once funds have been depleted, we cannot guarantee you will receive a match.

Can I support this initiative without purchasing a gift card?

Yes! For individuals or organizations that would like to contribute to the matching fund instead of buying a gift card, please visit cincycardconnection.com to donate to this program. The more funds we receive, the more businesses we can support.

What if a business does not offer gift cards?

If a gift card is not available on their website, call the phone number included on the business listing. They may offer gift cards or gift certificates that you can purchase over the phone, available for pick-up or mailed to your home. If they do not offer either of these options, we will not be able to include them in the Cincy Card Connection program; however, you can still support these businesses by ordering carry-out or purchasing items online (if available).