

Thank you for being part of the new Core Area Construction Dollars Program!

What is the Core Area Construction Dollars Pilot Program?

This program is one of the projects in the 2019 Core Area Action Plan (CAAP). The CAAP was developed using ideas from local businesses, residents, and organizations to create practical ways to support the Core Area.

The goal of this program is to encourage people to visit and support local businesses in the Core Area during construction.

Through this program, the City will give Core Area Construction Dollars to the Old East Village Business Improvement Area and London Downtown Business Association to distribute in ways that encourage people to visit and support businesses.

What are Core Area Construction Dollars?

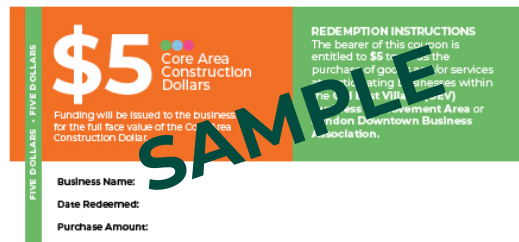
Construction Dollars are coupons that:

- can be redeemed for goods and services in all participating businesses;
- are available in Canadian funds only;
- are printed in denominations of \$5, \$10, and \$20;
- are only valid for use in the year printed on the Construction Dollar; and,
- are identified by a serial number and holographic image (to prevent counterfeits).

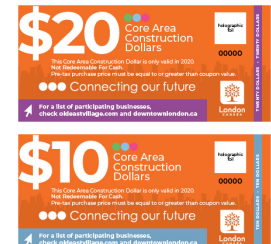
\$1.00 Canadian = \$1.00 Core Area Construction Dollar;



Front



Back



Other denominations

●●● Connecting our future

How do I know how the Core Area Construction Dollars will be handed out?

Please check www.oldeastvillage.com and www.downtownlondon.ca for information.

Where can Core Area Construction Dollars be used?

Any participating business in the Downtown London Business Association and Old East Village BIA. For a list of participating businesses, check www.oldeastvillage.com and www.downtownlondon.ca.

How can customers use the Core Area Construction Dollars?

- They can be used in all participating business for goods & services, but they are not redeemable for cash.
- They are like cash - \$1.00 Canadian = \$1.00 Core Area Construction Dollar.
- The customer's pre-tax purchase value must be equal to or greater than the coupon value.

Remember that they are only valid in the year printed on the Construction Dollar.

What is my role as a participating businesses?

You are an Ambassador for the City, your BIA/Association and this program. Your role is to:

- 1.) accept legitimate Core Area Construction Dollars for goods and services;
- 2.) submit properly redeemed Core Area Construction Dollars to the BIA/Association for reimbursement before year end; and,
- 3.) actively and enthusiastically share that your business accepts Construction Dollars with your network!

How do I redeem Core Area Construction Dollars used in my business?

Participating businesses will be reimbursed for the full face value of all Core Area Construction Dollars by contacting:

1. London Downtown Business Association

Drop in or mail in redeemed Construction Dollars
123 King Street, London, ON N6A 1C4, Monday – Friday 8:30 AM – 4:30 PM
OR

2. Old East Village Business Improvement Area

Email or call to arrange for reimbursement.
info@oldeastvillage.com, 519.645.7662

Participating businesses can submit redeemed Core Area Construction Dollars for reimbursement at any time during the year.

Questions? Comments?

Downtown London Business Association, info@downtownlondon.ca, 519.663.2002
Old East Village BIA: info@oldeastvillage.com, 519.645.7662