

# Thank you for being part of the Core Area Construction Dollars Program. This is our fourth year!

## What is the Core Area Construction Dollars Pilot Program?

This program is part of the Core Area Action Plan (CAAP), which 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 works with London Downtown Business Association and the Old East Village BIA to distribute over \$90,000 to be used in local businesses in the form of Construction Dollars.

## What are Core Area Construction Dollars?

Construction Dollars:

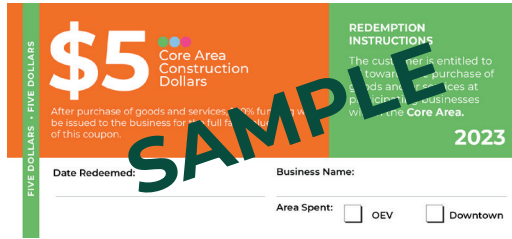
- can be redeemed for goods and services in all participating businesses;
- are in Canadian funds only;
- are printed in denominations of \$5, \$10, and \$20;
- are only valid for use in the timeframe printed on the Construction Dollar; and,
- are identified by a serial number and holographic image (to prevent counterfeits).
- are reimbursed 100% to businesses

Please make sure you only accept valid Construction Dollars - check the date!

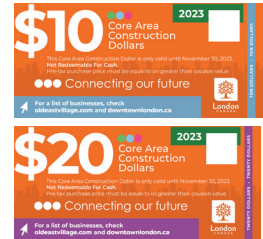
\$1.00 Canadian = \$1.00 Core Area Construction Dollar;



Front



Back



Other denominations

### **How are Core Area Construction Dollars distributed?**

London Downtown Business Association and the Old East Village BIA distribute construction dollars through giveaways, contests, events, etc. Please visit [www.oldeastvillage.com](http://www.oldeastvillage.com) and [www.downtownlondon.ca](http://www.downtownlondon.ca) for more information.

### **Where can Core Area Construction Dollars be used?**

At any participating businesses within the Core Area, which includes the Downtown London Business Association and Old East Village BIA. For a list of participating businesses, check [www.london.ca/corearea](http://www.london.ca/corearea), [www.oldeastvillage.com](http://www.oldeastvillage.com) and [www.downtownlondon.ca](http://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.

Remember that they are only valid in the timeframe printed on the Construction Dollar. Please only accept bills with the current year printed. Businesses are reimbursed 100%.

### **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 100% reimbursement by the expire date printed on each dollar; 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](mailto:info@oldeastvillage.com), 519.645.7662

Participating businesses can submit redeemed Core Area Construction Dollars for 100% reimbursement at any time during the year.

### **Questions? Comments?**

Downtown London Business Association, [info@downtownlondon.ca](mailto:info@downtownlondon.ca), 519.663.2002  
Old East Village BIA: [info@oldeastvillage.com](mailto:info@oldeastvillage.com), 519.645.7662

