

Welcome to the 2021 Core Area Construction Dollar Program!

This year's program will take place from April 2021 to November 2021.

Program Information: This program encourages people to get out and support local, BIA businesses impacted by construction projects. Construction Dollars are currency (\$1 CAD = 1 Construction Dollar) and can be spent at and distributed by participating businesses in the Core Area.

Please note: 2020 Construction Dollars have expired and cannot be redeemed, be sure to check the date on the bill.

Eligible participating businesses will receive a Construction Dollar allotment at the program's outset to create promotions in order to entice customers to engage with you online through contests and physically come to OEV and shop. Based on what worked best in 2020 and to maximize return, each business that receives dollars must do at least one public-facing promotion and choose one of the following concepts:

- Use dollars to purchase goods/services from your business for contest(s)
- Use dollars to purchase goods/services from another OEV business for contest(s)
- Give away \$100+ Construction Dollars through online contest(s)
- Give away a shopping spree(s) at your store in an online contest(s)

Reimbursement Information: Participating businesses will receive bi-weekly Monday emails starting in April with the applicable forms that can be printed and signed (serial numbers MUST be filled out prior to pick up) to redeem your dollars. **Businesses are reimbursed for 100% of Construction Dollars redeemed.**

Dollar pick up on will be Friday of that same week for the duration of the program. If you would like to redeem outside of that schedule contact the OEV BIA to coordinate.

If you are redeeming \$150 and below, you will receive cash, if it's above \$150, you will receive a cheque and we ask you allow a 1-2 week turnaround time.

All other Construction Dollar Program details can be found at
www.oldeastvillage.com/construction-dollars
 If you have any questions, please contact the OEV BIA office
 at 519-645-7662 or email nicole@oldeastvillage.com



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