



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** Support for Downtown Shop & Dine Passport Program

As discussed in the last meeting, the DDA is pursuing an exciting new initiative. The Downtown Shop & Dine Passport Program is aimed at driving more foot traffic and boosting engagement with our downtown businesses. This program will run from November 1st through November 30th, and we hope to bring both existing and new visitors into our downtown area to shop and dine.

How the Program Works:

- Participating businesses will stamp passports for visitors. If a visitor collects 50% or more of the stamps, they qualify for a gift card to use at any participating business.
- Three winners will be drawn for prizes during the Light Night Christmas Tree Lighting on November 30th at Beery Field.

Program Details:

- Cost for 250 passports: \$525.00
- Cost for 48 holiday stampers- (ordering double in case the ink runs out): \$24.89
- There is no cost for businesses to participate, and visitors are not required to make a purchase to receive a stamp.
- The three prizes will be: Drawing 1: \$200.00; Drawing 2: \$150; and Drawing 3: \$100.00. The DDA will sponsor this aspect of the program as well.

Therefore, the DDA board is being asked to approve expenses for this program under Community Promotions in the amount of \$999.89.