



**Shop Rochelle  
RMU Credit Program  
COMPLETE**

# Program Description

- Economic tool facilitated by the City of Rochelle to assist local small businesses
- Encourage our residents and businesses to patronize local small businesses deemed non-essential who were forced to close during the COVID-19 pandemic
- Tips included in \$300 total. Tax not included.

- \$60 reimbursement in the form of a credit on a future Rochelle Municipal Utility (RMU) bill
- Unlimited till July 31, 2021, then 3 per household until December 31, 2021
- Qualifying purchases from multiple retail/service shop and/or restaurant establishments located within the RMU Service Territory totaling \$300



# FINAL NUMBERS!!!

Number of Participants	RMU Credit	Benefit to Businesses
5755+	\$538,500	\$2,981,109

“The RMU Shop Local Program has been a wonderful incentive for our local community and retail businesses. A win-win for everyone.

My customers would ask for their receipts, even when making phone orders (which we saved, mailed or email to them). My girls helped some of our customers on how to organize receipts before turning them in to RMU.

This has been a very successful and profitable program.”

Sincerely,

Naomi Baldwin, Owner Colonial Flowers & Gifts



# Benefiting our Local Small Businesses



“This “Shop Local Rebate Offer” really helped me save a lot on my RMU Bill. I’m always on the go and picking up meals or buying something, from Quinn’s, Flowers, Freezer full of meat from Headons & Lupitas, Alfano’s. I could go on and on. I truly hope that my purchases have helped our locals survive thru these rough times and stay in business. I thank our Mayor John Bearrows and the Council for coming up with such a good idea for our community. Special thanks to Michelle Pease and her team players for going thru such a horrendous amount of receipts!”

Lanet Erickson







RMU Credit to OUR Customers

Local Shopping of OUR Businesses



# Getting it DONE!!!

