

Introducing the Shop Pacifica eGift Card Program



There is a profound sense of community in Pacifica. Our residents support shopping local at our businesses. With the holiday season quickly approaching, the City of Pacifica is working with the Economic Development Committee (EDC) to bring our residents and local businesses together and build community. We are excited to introduce you to the **Shop Pacifica** gift card!

Why a Community Gift Card? Pacifica Residents, Visitors, and Consumers can purchase the card as gifts or for self-use. Companies can use it for employee rewards, anniversary gifts, customer appreciation, survey incentives, contests, and anything they might have used a gift card for. The good news is, by using the community gift card, those dollars stay in Pacifica and benefit our shops and restaurants - and our Community!

How can a card be purchased? Folks may purchase the Shop Pacifica cards online at: <https://app.yiftee.com/gift-card/pacifica--ca-pacifica>. Once purchased, the buyer may select to email, text, or print the card for use in a participating business inside of Pacifica.

How will my business be able to accept Shop Pacifica cards? To accept Shop Pacifica cards, you need to be able to process a key entry (like a phone order) using a Mastercard payment. Your business is paid through your credit card bank in your normal settlement, with your normal Mastercard CNP processing fee. The Cards only work at participating merchants in Pacifica, i.e., those who opt-in.

I'm interested! How can I get signed up? There is no cost to you to participate in the program. If you have a business in Pacifica and have a current Business License payment on file at the City, you apply to join the program at the Shop Pacifica Gift Card website at <https://app.yiftee.com/gift-card/pacifica--ca-pacifica>. Scroll to the bottom of the page, and click on the "Apply to Join" button.

Once your account is added to the Shop Pacifica program (usually within 1 day), you simply run a 10-cent charge (or whatever is your minimum) on a prepaid Mastercard that Yiftee, our technology partner, will send you by email (the "Activation Card"). This is your authorization to participate in the Shop Pacifica gift card program.

As part of the program, you are agreeing to [Yiftee's s Merchant Agreement](#). More information on the program can be found in the [Yiftee Merchant Orientation Video](#).

We encourage you to act soon if you are interested in being able to accept these cards and the additional business they bring to your store. Please contact the City of Pacifica's Chief Financial Sustainability Officer, Yulia Carter, at ycarter@pacifica.gov or call 650-501-6004 if you are interested in this exciting offer.