

# Calling All Downtown Business Owners!



## JOIN THE NEW DOWNTOWN *White Plains* BUSINESS IMPROVEMENT DISTRICT *eGift Card* PROGRAM!

We're excited to launch the **Downtown White Plains eGift Card** — a digital gift card that works just like a prepaid Mastercard with tap-to-pay convenience. This program is designed to **keep spending local** and support businesses like **yours!**  
No cost to businesses!

### WHY JOIN?



- ✓ It's FREE to participate
- ✓ No special equipment needed
- ✓ Accepts like a Mastercard (including tap to pay)
- ✓ Promoted year-round through events & marketing
- ✓ Boost your business visibility
- ✓ Attract new and loyal customers

### ELIGIBILITY:

Your business must be located within the **Downtown White Plains BID boundaries.**



### Ready to Sign Up?

Scan here to fill  
out the quick  
and easy form!



#### Need more information?

Scan here to find FAQs, Best Practices, How to Redeem, Restaurant Tips and more.

### Give the Gift That Stays Local



Support Downtown with Every Dollar Spent

Other downtowns are already seeing success with this program — including Stamford, Hastings-on-Hudson, Scarsdale, and more. **Join the movement to keep dollars local!**