



FOR IMMEDIATE RELEASE  
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## Announcing “Buy Local Buy BC” Gift Card Stimulus Program Relaunch

**BAY, CITY, MICH.-** As new COVID-19 restrictions have been put into place, The Bay Area Chamber of Commerce (BACC) and Bay Future, Inc. (BFI) are reinstating the “Buy BC” Gift Card program to help area small businesses. The two non-profits saw the impact this \$120,000 program had on local businesses and understand the limitations businesses continue to face.

“Small businesses throughout our community are at a critical tipping point and are having to make difficult decisions that not only impact their livelihood and their families but may impact our community for years into the future. They need coordinated resources and partnerships that can alleviate that burden. We are honored to be a leading part in that coordinated effort with them through the relaunch of BUY BC,” said Trevor Keyes, Bay Future, Inc. President & CEO.

BACC and BFI have been working collaboratively and aggressively to assist businesses in Bay City and Bay County throughout the pandemic. Like the initial program, Buy Local, Buy BC will continue to offer consumers an additional 25 percent in purchasing power at local businesses with 100 percent of proceeds going directly to area businesses.

“Local businesses continue to face changing restrictions on capacity at the worst possible time. Given the phenomenal success of the Buy BC program, we saw an opportunity to make a near immediate impact for our small business community as we encourage everyone to Buy Local this holiday season,” said Ryan Tarrant, President & CEO of the Bay Area Chamber of Commerce.

### How Buy BC Works

BACC and BFI worked to find investors to create a stimulus, Buy BC, fund. The initial investors in the fund, who will continue to participate in the program, include: [Bay Area Chamber of Commerce](#), [Bay Future, Inc.](#), [AT&T](#), [Bay City Bridge Partners](#), [Downtown Restaurant Investments](#), [Gordon Food Services](#), and [US Foods](#). The second round of the program is made possible through additional investments by: [1<sup>st</sup> State Bank](#), [HYMMCO, LLC](#), [Michigan Sugar](#) and [Weinlander Fitzhugh](#).

Gift cards will be available in \$20 increments. For every \$20 gift card purchased, the Buy BC “fund” will provide an additional 25 percent to the gift certificate **to that same business** at no added expense to the purchaser or business. Customers will be able to purchase a \$25 gift card for \$20.

Customers will be able to purchase these gift cards on a first-come-first-serve basis until the gift cards are sold out. BACC and BFI will update the public on the availability of gift cards throughout the sale. The



website will be live and gift cards available for purchase beginning at 12:00 p.m. on Wednesday, November 25.

### **How Businesses Can Participate**

Eligible businesses include those in the retail, restaurant, or service industry with a physical location in Bay County, Michigan. Businesses must first sign up to **participate** in the program. The sign-up process will be as follows:

1. Businesses sign up at <https://www.baycityarea.com/events/details/buy-bc-business-sign-up-4424>
2. Businesses will receive confirmation email, letting them know they have successfully signed up
3. Businesses will need to visit [giftup.com](http://giftup.com) and follow the steps listed

\*you do not have to be a BACC member to be eligible for the program

In order to be guaranteed inclusion in the program, businesses **must** complete the application process before **12:00pm Tuesday, November 24, 2020.**

Once Bay County businesses have opted into the program, BACC and BFI will communicate with those participating businesses and provide a "social media toolkit" so they can promote the sale of gift cards for their own business. This gives those businesses the opportunity to increase the stimulus money they will receive from the Buy BC fund. The 25 percent stimulus on consumer sales will be allocated back to that business. The more gift cards that are sold to their business, the more money they receive.

BACC and BFI will make an announcement that the Buy BC program is open to the public for purchase and will continue to promote via social media. The program will end once the targeted amount of gift cards has been purchased.

BACC and BFI will then deliver stimulus checks to those participating businesses. Gift cards will be active for **one year**, starting on the purchase date.

For questions regarding the Buy BC program, please contact Jodi Lamont [jodi@baycityarea.com](mailto:jodi@baycityarea.com) or (989)893-4567. Interested and eligible businesses are encouraged to sign up and start sharing the program with their customers.