



Buy Local Gift Card Program

Support Bethlehem!

The Bethlehem Chamber of Commerce has spearheaded a successful Buy Local Campaign for the past five years through a presence at two seasonal *Farmer's Markets* (Saturday and Tuesday, June-December), *Small Business Saturday Promotion* (November), *Restaurant Week Promotion* (May), our *Holiday Card Promotion* (November-December) and *Welcome Packets* for new residents and new employees. The program encourages business leaders and community members to **support our local businesses/community organizations, and keep money in our local community.**



This new Gift Card Program will:

- Expand upon the Chambers successful Buy Local Campaign
 - Create visibility and advertising for our Members
- Provide the public and employers a convenient and community-focused gift/incentive option throughout the year.
 - Generate year-round revenue for our Bethlehem businesses and foster growth
 - Keep revenue in our local community

Consider This:

- For every \$100 spent in locally-owned independent stores, \$68 returns to the community through taxes, payroll and other expenditures. If you spend that in a national chain, \$43 stays in the community. Spend it online and *nothing comes home.* (Source: *Civic Economics report*)

Participation:

- Only available to Bethlehem Chamber of Commerce Members in good standing
- No cost to participate = free advertising
- Open to retailers, professional service businesses (accounting, lawyers, consultants) and non-profit organizations
- Business/organization name listed on brochure to accompany each Gift Card sold
- Business/organization name and hyperlink on the Chamber's Gift Card Webpage where cards will be available for purchase online, 24/7
- Free methods to process card on-site. Nominal processing fee only at time of use

To Participate: Contact the Bethlehem Chamber at 518-439-0512 or info@bethlehemchamber.com