

January 18, 2008

Dear Downtown Business Owner/Proprietor

Re: Lockport Street Construction –Four for \$400 Downtown Rewards Program Introduction

Dear Business Leader:

I am excited to share with you information about a downtown promotion – the **“Four for \$400” Downtown Rewards** program – that is scheduled to begin on January 19, 2008, which we believe will provide a boost to downtown business as we prepare to begin construction on Lockport Street in the coming weeks.

The Village of Plainfield has approved a Construction Information, Marketing and Promotions campaign to assist the downtown business community during construction of the Lockport Street utility, road and streetscape improvement project. This effort includes the “Four for \$400” Downtown Rewards program. A list of “frequently asked questions” and answers is enclosed to provide you with information about the program.

Village staff and the leadership of MainStreet Plainfield, who cooperatively developed the promotions campaign, are excited about the upcoming shopper rebate program. We believe it will promote area residents to continue to shop, dine and do business in downtown Plainfield prior to the start of construction, while the Village-funded gift certificate will provide an incentive for patrons to return to the downtown during construction. In developing the rewards program, special attention was paid to maximizing the benefit to all businesses by requiring at least \$25 to be spent at a minimum of four businesses. In addition, transactions for items other than retail and dining (such as personal services, travel purchases, etc.) are eligible provided the transaction is made in-person in downtown Plainfield – so that non-retail/restaurant businesses may also benefit from the promotional effort to assist during construction.

The Downtown Rewards program is being featured in construction-related advertising in *The Enterprise*, the *Herald-News*, and multiple *Sun* publications. During the shopping receipt eligibility period (January 19 through February 29), business owners will have no obligations associated with the program, although we would ask that you inform your employees, actively promote the rebate program to your customers and remind them to retain their receipts for eligible purchases (those over \$25). Village and/or MainStreet staff will be visiting businesses in the coming days to distribute program fliers.

As the gift certificate redemption period (March 1 through April 15) approaches, Village staff will provide additional information regarding the gift certificates – including sample copies so you and your staff will be able to identify them – and the merchant gift check redemption process.

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As we move toward the start of construction on Lockport Street, both Village staff and MainStreet staff are committed to actively promoting downtown to help provide a strong foundation for success for all stakeholders in the coming year. The Downtown Rewards program is an important element of this effort, and we hope you share our optimism for this initiative. Should you have any questions regarding this program, do not hesitate to contact me by phone (815/609-6139) or e-mail (JPROULX@GOPLAINFIELD.COM). You are also invited to visit the project website at www.plainfieldstreetscape.com frequently for updates on construction activities and additional promotion efforts.

Sincerely,

Jonathan Proulx, AICP
Planner II

Enclosures:

Four for \$400 Downtown Rewards FAQ