

February 28, 2008

Dear Downtown Business Owner/Proprietor

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

Dear Business Leader:

In late January, I wrote to you to introduce the “Four for \$400 Downtown Rewards” shopper rebate program. A copy of my letter and the frequently asked questions and answers are enclosed for reference. The rebate redemption period is set to begin on March 1, 2008, and I am now writing with an update and additional program details.

As you know, downtown patrons who spent a combined total of \$400 at downtown businesses between January 19, 2008 and February 29, 2008 and submitted their original business receipts to the Village received a booklet of five (5), \$10 gift certificates for future downtown purchases (\$50 total). The gift certificates can be redeemed for merchandise or services at downtown businesses from March 1, 2008 through April 15, 2008. A sample gift certificate is enclosed so that you and your staff may familiarize yourselves with the gift certificates and the security features to help you avoid accepting fraudulent or counterfeit certificates. For example, on the front side of the certificate, the background words “Level Two – Secure Rub™” disappear briefly when rubbed with your fingertips. On the back side, the words “Check Protection” appear when the back side is rubbed with the edge of a coin. The gift certificates are printed on blue paper with a watermark to avoid photocopy duplication. We would suggest you place the sample certificate near your register for quick reference when customers submit an original gift certificate for payment. These gift certificates expire on April 16, 2008 (good through April 15, 2008).

MainStreet Plainfield, Inc., will administer the process of redeeming gift certificates from businesses for cash. Businesses who have accepted gift certificates may turn them in at the MainStreet office (24029 W. Lockport St.). MainStreet has agreed to reimburse merchants by check generally within one week of receipt of the gift certificate or by the Friday of the week following receipt of the gift certificate. For accounting and auditing purposes, all gift certificate redemptions will be made via check. Detailed questions regarding the gift certificate redemption process may be directed to Susan Erickson, the executive director of MainStreet, at (815) 436-5510.

Thank you for your participation in the Four for \$400 Downtown Rewards program. We believe the distribution of gift certificates to loyal downtown patrons will only help to promote downtown Plainfield during this time of construction. Should you have any questions, do not hesitate to contact me by phone at (815) 609-6139 or e-mail at [JPROULX@GOPLAINFIELD.COM](mailto:JPROULX@GOPLAINFIELD.COM).

Sincerely,

Jonathan Proulx, AICP  
Planner II

Enclosures: As noted