

Downtown Plainfield ... ON THE RISE !

“Four for \$400” Downtown Rewards Program

Business FAQ

What is the shopper rebate program?

In a nutshell, the program offers a gift certificate of \$50 to anyone who spends a combined total of at least \$400 at a minimum of four downtown businesses in a six-week period beginning on May 24, 2008 and running through July 6, 2008. The gift certificate is in the form of five (5), \$10 certificates. The gift certificates may be used at participating downtown businesses from July 7, 2008 through August 31, 2008.

When is the shopper rebate program?

The Village of Plainfield and MainStreet have scheduled two shopper rebate program cycles to run this year. The first cycle ran from January 19, 2008 through February 29, 2008 (Leap Year!). As identified above, the shopping period for the second cycle begins on May 24, 2008..

How is the gift certificate portion of the program funded?

The gift certificates are funded through an information, marketing and promotions program approved by the Village of Plainfield. The Village has budgeted to provide 600 sets of gift certificates.

What businesses are considered for shoppers to receive eligible receipts?

As noted below, one of the goals of the program is to keep people coming downtown during construction and even to attract people who do not frequent our downtown – to give a boost to all of the businesses that may be affected by construction in the downtown core. As such, all retail, restaurant, and service businesses in the downtown are included. The downtown is generally identified as the area west of Route 59, south of Route 126, east of James Street and north of Chicago Street, as well as businesses in the Town Square development west of the DuPage River. Eligible costs will include those costs for personal and professional services at downtown businesses provided the fee is paid in-person at the downtown location. Ineligible costs would be those considered as recurring costs and/or those costs that are not paid in-person in the downtown.

What are my responsibilities as a business owner?

While the program provides many benefits to the businesses and does not require a significant level of effort, there are some important considerations for business owners.

First, we ask that when you or your staff receives a gift certificate, you make sure it is an authentic gift check. The Village previously provided sample gift certificates to all eligible businesses to use for reference. The gift certificates are printed on security paper with multiple security features for authentication by merchants, as described in the [cover letter](#) included with the sample gift certificate. .

In addition, you may want to review your product return policy. The Village will require that all original receipts are turned in by the customer to receive the gift certificate. We do not want people to “earn” a gift certificate with a qualifying purchase only to return the purchased item for a refund while keeping the \$50 gift certificate. Depending on a business’ return policy (for example, if an original receipt is required), you may wish to confirm with your customers what will be required to allow merchandise return.

How do I convert the gift certificates I receive into money?

Merchants who collect gift certificates are instructed to turn them in to the MainStreet office. MainStreet will provide checks to merchants on a weekly basis, for example, on Friday of each week for gift certificates received by the prior Friday, for the merchants to convert the gift certificates into money.

If I have questions, whom should I contact?

Should you have questions or comments regarding the program, please call Jonathan Proulx, AICP, Planner II, with the Village of Plainfield at (815) 609-6139 or via e-mail at jproulx@goplainfield.com