



# City of Sunrise

## #ShopSunrise Gift Card Program

September 2022



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## INTRODUCTION

The City of Sunrise cares about our community, our businesses and residents. Due to COVID-19, many businesses had to temporarily shut down and suffered a great loss. In efforts to help our community recover from the pandemic, the City of Sunrise launched the #ShopSunrise marketing campaign intended to encourage residents to shop local.

In September 2021, the #ShopSunrise marketing campaign evolved into an actual program to further assist local small businesses that were negatively impacted by COVID-19. The existing #ShopSunrise program, connects small businesses that are able to offer a discount or deal directly to people in the community who want to support Sunrise businesses. The application for small businesses to participate is very simple and free! All Sunrise small businesses can participate as long as they have a valid business tax receipt and offer a special discount. Per the American Rescue Plan Act (ARPA) final rule definition, a "small business" is defined as a business concern or other organization that: (1) has no more than 500 employees, or, if applicable, has no more than the size standard in number of employees established by the Administrator of the Small Business Administration for the industry in which the business concern or organization operates; and (2) is a small business concern as defined in section 3 of the Small Business Act (15 U.S.C. 632).

As part of the #ShopSunrise network, participating small businesses are listed in the directory on the City's website, social media, email newsletters, and other forms of communication. City of Sunrise residents are eligible for specific savings offered by the small businesses whenever they mention "Shop Sunrise." It's a win-win situation, since residents receive special savings and businesses enhance their sales.

In an effort to expand the program even further, the City of Sunrise will utilize a portion of the ARPA grant funds to reward eligible City of Sunrise residents that support local small businesses. Eligible residents who make qualified purchases, through the #ShopSunrise Gift Card Program initiative may be eligible to receive a gift card if they shop at participating #ShopSunrise businesses and if they meet the eligibility criteria below.

## PROGRAM SUMMARY

**Program option 1:** City of Sunrise residents that spend \$100.00 or more at two (2) or more different #ShopSunrise business partners in a rolling three-month period will be eligible to receive a \$50.00 gift card that must be used at any participating #ShopSunrise business, **or**

**Program option 2:** City of Sunrise residents that spend \$200.00 or more at three (3) or more different #ShopSunrise business partners in a rolling three-month period will be eligible to receive a \$100.00 gift card that must be used at any participating #ShopSunrise business.

City of Sunrise residents can apply every three (3) months in accordance with one of the program options above and receive up to four (4) gift card rewards per calendar year, up to \$400.00 in rewards per person, subject to funding availability. Invoices/receipts cannot be more than three (3) months old from application date.

<b>Purchase at a minimum of #ShopSunrise business partners</b>	<b>Spend</b>	<b>Eligible Gift Card Award</b>
2	\$100.00 or more	\$50.00
3	\$200.00 or more	\$100.00

As part of the application, City of Sunrise residents will be able to select whether they want to receive an electronic gift card or physical gift card. Electronic gift cards will be sent to applicant’s email. Physical gift cards will only be available for pick-up at City Hall at specific times as determined by the City.

**ELIGIBILITY**

All City of Sunrise residents must meet the eligibility criteria specified below, complete an application for the Program and submit a copy of the itemized invoices/receipts with the application. Applications may be submitted online in the City’s website [www.sunrisefl.gov/#ShopSunrise](http://www.sunrisefl.gov/#ShopSunrise). To request a printed application, please call 954-746-3430 or email [shopsunrise@sunrisefl.gov](mailto:shopsunrise@sunrisefl.gov).

- Applicant must be a Sunrise resident and provide proof of residency.

<b>PROOF A</b>  <i>or ↓</i>	<b>Florida Driver License / Florida Photo ID and ONE Document* from Category A:</b> <input type="checkbox"/> Mortgage statement <input type="checkbox"/> Utility bill: Water, Cable, FPL or Internet <input type="checkbox"/> Printout from the Broward County Property Appraiser website (BCPA.net) <b>Don't have Proof A? Bring Proof B...</b>
<b>PROOF B</b>  <i>or ↓</i>	<b>Florida Driver License / Florida Photo ID and TWO Documents* from Category B:</b> <input type="checkbox"/> Car registration <input type="checkbox"/> Car insurance <input type="checkbox"/> Tax return/ tax assessment <b>Don't have Proof A or Proof B? Bring Proof C...</b>
<b>PROOF C</b>	<b>Florida Driver License / Florida Photo ID and THREE Documents* from Category C:</b> <input type="checkbox"/> Bank statement <input type="checkbox"/> Student loan <input type="checkbox"/> Toll bill <input type="checkbox"/> Credit card statement <input type="checkbox"/> School enrollment form <input type="checkbox"/> Insurance policy <input type="checkbox"/> Medical bill <input type="checkbox"/> Paystub <input type="checkbox"/> Cell phone bill <input type="checkbox"/> Lease agreement

## **PROGRAM REQUIREMENTS**

- Applicant must shop at #ShopSunrise businesses in accordance with one of the program options identified in the Program Summary above.
- Applicant can apply every three (3) months and receive a gift card reward for up to \$100.00 in rewards per quarter for a total of up to \$400.00 in gift cards per person, per year, while funding is available.
- Applicant must be 21 years and older.
- Applicant must hand sign all original invoices/receipts before submission.
- Applicant must submit an application, proof of residency and a signed copy of the itemized invoices/receipts in order to qualify for the program.
- Itemized invoice/receipt must have:
  - Date of goods and/or services rendered
  - Business name
  - Business address
  - Purchased items/services
  - Proof/method of payment (if credit card/gift card is used for payment last four (4) digits of credit card are required on the receipt)
  - Hand signature by applicant
  - Applicant may redact any information from the invoice/receipt that is not required as part of this program
- Invoices/receipts cannot be dated more than three (3) months prior to the application date and invoices/receipts dated prior to the program launch date shall not be eligible. All invoices/receipts must be signed by applicant prior to submission.
- Split checks with same date, time, and business name will not be accepted. One invoice/receipt per person, no sharing of invoice/receipt allowed. Purchases made with the #ShopSunrise Reward Gift Card will not qualify for the program.
- Funds are limited, offered on a first come, first served, first qualified basis.

- Please allow 4-6 weeks for determining if application is eligible and satisfies all applicable program requirements.
- Tips are not included towards the purchase threshold.
- Deposits and partial payments shall not be eligible until the final payment for any goods and/or service is rendered.
- The program administrator reserves the right to request the original invoice/receipt, the associated credit card statement (redacted) and/or any other additional documentation necessary to determine program eligibility.
- Gift Card value may not be redeemed for more than face value, transferred for value, redeemed for cash or returned for a cash refund (except as required by law). The City of Sunrise, Florida is not responsible for gift cards that are lost, stolen, destroyed, or used without permission. The City of Sunrise, Florida is not responsible for, and assumes no liability to you for, any unlawful conduct or fraud by any third party associated with any gift card.

## **PROGRAM PROCESS**

The City Manager's Office, will be responsible for the *#ShopSunrise Gift Card Program*. The complete Program process is outlined below. In order to participate in the *#ShopSunrise Gift Card Program*, City of Sunrise residents must meet all eligibility requirements and complete the following steps.

1. Applicant must shop at participating *#ShopSunrise* businesses in accordance with the program guidelines.
2. Fill out the online application at [www.sunrisefl.gov/giftcard](http://www.sunrisefl.gov/giftcard), attach proof of residency and a copy of the signed itemized invoices/receipts.
3. Applicant can select between an electronic gift card (delivered electronically through email) or a plastic gift card (scheduled pick-up). Electronic gift card is the fastest delivery method.
4. Please allow 4-6 weeks for the processing of your gift card. The gift card must be used in businesses within the *#ShopSunrise* list.

For more information, or to request a printed application, please call 954-746-3430 or email [shopsunrise@sunrisefl.gov](mailto:shopsunrise@sunrisefl.gov).