

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair:** **Caroline Ross**, Squaw Valley Business Association
Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association
Amy Kyleberg, Northstar | **Doug Burnett**, Northstar | **Patrick Lacey**, Homewood Mountain Resort |
Katie Biggers, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative | **Emily Setzer**

Chair: **Carlynn Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, Granite Peak Management
Brit Crezee, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty
Kressa Olguin, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton
Ray Villaman, Tahoe Restaurant Group | **Susan Whitman**, Northstar
Tyler Gaffaney, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe
Wendy Hummer, EXL Media
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/85774943431?pwd=M1RVNW9TRlJxbFU2V292c2tOaJl4Zz09>

Meeting ID: 857 7494 3431

Passcode: 580660

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum-**Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 4. Approval of In-Market Tourism Development meeting minutes from Jan 26, 2021** **Page 1**
- 1:15 p.m.** **5. Traveler Responsibility Pledge & Rollout – Liz Bowling (15 minutes)**

Action (Item 6):

- 1:30 p.m. **6. Discussion and Support of Yiftee Gift Card Pogram – Katie Biggers (20 mins) Page 4**
- 1:50 p.m. **7. Shop Local Remaining Budget Discussion – Amber Buke/Connie Anderson Page 25**
- 2:00 p.m. **8. Summer Advertising Direction Discussion – Amber Burke/Connie Anderson**
- 2:15 p.m. **9. Update on North Lake Tahoe Visitor Guide – Liz Bowling**
- 2:20 p.m. **10. Committee Member Reports/Updates from Community Partners (1-2 mins each)**
- 2:25 p.m. **11. Adjournment**

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday January 26, 2020

The In-Market Tourism Development Meeting was held virtually through Zoom.

Committee member that joined via teleconference:

Caroline Ross, Steve Lamb, Greg Long, Paul Raymore, Lindsay Thayer, Alyssa Reilly, Kylee Bigelow, Patrick Lacey, Jennifer Capistran, Katie Biggers, Liz Bowling

NLTRA Board of Directors member: Christine Horvath

Tourism Development Committee: Becky Moore, Vinton Hawkins, Carlyne Fajkos, Kressa Olguin, Melissa Burin, Tyler Gaffaney, Ray Villaman, Susan Whitman, Christine Horvath, Wendy Hummer

Staff in attendance: Amber Burke, Liz Bowling, Katie Biggers, Sarah Winters, Anna Atwood

Other in attendance: Connie Anderson, Andy Chapman

1. Meeting called to order at 1:04pm
2. Public Comment: None
3. New Member Introduction
4. **Agenda Amendments and Approval**
Motion to approve the agenda M/S/C LONG/THAYER/UNANIMOUS
5. **Motion to approve the In-Market Meeting minutes from November 17, 2020**
Motion to approve the meeting minutes from Nov 17, 2020 M/S/C GAFFANEY/LACEY/UNANIMOUS
6. **Partnership Funding Second Call for Applications Discussion – Katie Biggers**
Biggers gave a brief overview of the first round of Partnership Funding. The first round of funding took place last fall and \$40K was allocated for regional events which leaves \$10K remaining. Biggers questioned the committee members if the program should be opened up for a second round of funding. She stated a few event producers has come to her requesting additional funds. Ross recommended holding off for a second round of funding until March when there is more information what the event landscape looks like. Burke reminded the committee this money must be allocated before June 30 this year. Ross also shared WinterWonderGrass was post-phoned again until next year.
7. **Takeout Tahoe & Shop & Win Contest Recap – Abbi Agency**
Anderson with the Abbi Agency reviewed the Shop & Win Campaign. This year it focused efforts on providing a more interactive experience for locals and in-market visitors via the Goosechase application to help support local businesses. The goal was to highlight the unique shopping experience for local retailers while encouraging purchases. This campaign kicked off right after Thanksgiving on small business Saturday. Anderson reminded everyone that the stay-at-home order kicked in, in the middle of December which did affect the amount of people traveling to the region and the ads did struggle to reach its target audience for the second half of the campaign. Connie reviewed some of the creative elements and a few of the collateral pieces that was created to support the Shop & Win Contest. The campaign was also supported through a blog on GoTahoeNorth website and featured in a newsletter. The blog had 439 page views and the newsletter a 26.3% open rate and a 0.9 Click through rate. Anderson also highlighted some great PR outreach done through Bowling efforts that was featured in local publications.

Burke shared there were 77 teams signed up on the Goosechase app but only 39 teams were active through the contest with over 600 challenges completed. Burke shared 1500 people visited the GoTahoeNorth Shop & Win landing page with the average time spent 2:12 seconds. There was a question asking the participants if they were full time residents, second homeowners, repeat visitors and/or first-time visitors and Burke shared it was a mix of all of those mentioned. Burke communicated with all the winners which all had positive feedback. Anderson shared the Paid Media results through the Facebook/Instagram ad. The CPC was lower than the combined platform average of \$1.97, CTC was higher than the combined average of 48% by nearly double and Facebook listed the ad as "above average" quality. Burke also highlighted that the NLTRA gift card portal saw a big spike in visits during this campaign. Hummer did question the 83 mill impressions seemed a bit high and it's not a rated station. Anderson will follow up with KTKE. The campaign underspent on the media buy in the amount of \$1000.

Horvath questioned if there were business feedback on potential challenges and Burke shared, she has not gotten any feedback, but she can continue to reach out to businesses but most of the challenges due to the stay-at-home order was not pushing people into the businesses. Horvath recommended pushing a spring message for remainder of the budget. Villaman questioned the budget for the campaign and Burke shared a total of \$12K was spent not including the gift cards awarded to the winners. Bigelow stated an average self-reported spend was between \$25-\$1000. Horvath suggested that Bigelow do an average spend.

Action to Abbi Agency/Anderson: Follow up with KTKE for correct impression numbers.

Action to Bigelow: Report back an average spend for the Shop & Win Contest.

Anderson did a quick overview of the Takeout Tahoe campaign. This was an effort to support regional dining partners during these uncertain times while capacity is limited due to regulations on indoor dining and physical distancing. The goal was to encourage takeout options to both visitors and locals, highlight each dining "region" in North Lake Tahoe, provide information to make takeout an easy option and create a collateral piece for lodging properties and STR's to distribute and/or put in rooms encouraging takeout. The Takeout Tahoe Guide was created to showcase each region throughout the region and provide a collateral piece for local businesses and lodging properties to provide to visitors. The guide was as shared on the following platforms: Landing page, Blog and Newsletter. This Guide may be printed later, but currently is a PDF file that lives online. Burke shared with things shifting frequently it has been nice to update this digital piece along the way when there is changes. The landing page had over 3600 page views, the blog had 636 page views and the newsletter had a 23.4% open rate and a 0.9 CTR. Anderson shared the media placements including local and regional reach. The Takeout Tahoe Campaign was launched across all of our social media platforms in October and ran through the season. While the campaign is technically over, we are continuing to educate our audience on the ways they can support local restaurants. Anderson shared the social media analytics. Facebook had 226K impressions, Instagram 105K and Twitter 14K. Paid Media was done through highlighting each dining region. West Shore 54K impressions, Tahoe City 70K, Kings Beach/Tahoe Vista 51K, Incline Village 49K, Northstar 46K and Olympic Valley 42K. This was higher than standard average. She recommended a photo contest for future opportunities with the possibility of a food photo shoot. Anderson also shared they are working on a series of responsible travel videos focused on restaurants with a heavy emphasis on the Takeout Tahoe campaign. This is scheduled to be released the week of January 25th. Burke stated through the Marketing Cooperative budget there is a plan on doing a social media contest. She also stated the North Tahoe Eats Facebook page that was created has been very successful and it has over 650 members. Biggers had been doing a great job-sharing restaurant content and deals on this site.

8. Takeout Tahoe Campaign Extension Update

Burke reviewed the In-Market Tourism Development 2020/21 budget and shared there is a remaining \$47K to spend and requested feedback from the committee members.

Hummer suggested maybe doing a survey to the retail and restaurants community to better understand their needs. Villaman shared that the photo aspect resonated with him and as a local restaurant owner it's difficult to be consistent with social media. He also shared that he could need help with getting photos professionally done, help make their photos better than they can do themselves. Burke stated we could look into photography for restaurants, but there is a lot of partners to feature. Bowling suggested doing training around photography, posting and how to share good photos. Thayer suggested reaching out the local businesses to find out what worked and didn't work with the Goosechase app Shop & Win Contest. She shared the old "Shop Local" had all front-line staff educated on the Shop Local program with the stickers on the cards. She suggested looking at some of the older analytics to help us move

forward and grow and make it year-round. Horvath gave kudos on the Takeout Tahoe campaign and efforts done but longer term look at the regional Dine-In guide that could be ramped up with advertisement. She recommended that Amber have pre-conversations on photo asset shot list as they are always willing to share their photo assets. Hummer suggested looking at the nail salons, spa places, movie theaters etc. incorporate these businesses as they need help too. Burke shared this is on their radar and she is trying to figure the best way to incorporate them. Ross recommended creating a quick step-by-step guide for restaurants on how to post to the North Tahoe Eats Facebook page. Villaman suggested utilizing the local restaurants to create more awareness for the Takeout Campaign in form of adding stickers to the takeout. Burke shared she can look into printing cost.

Action to Katie/Amber/Liz: Create a step-by-step training guide on how to post best photos to the North Tahoe Eats Facebook page.

Action to Anna: Add Visitor Guide as a topic for next In-Market TDC meeting.

Action to Amber: Investigate cost of Takeout Tahoe stickers for local restaurants to use for their takeout.

9. Committee Member Reports/Update

Biggers shared the Rent Relief Program and thanked everyone for their help pushing this out.

10. Adjournment

The meeting adjourned at 2:33pm.



MEMORANDUM

Date: March 30, 2021

TO: NLTRA In-Market Tourism Development Committee

FROM: Katie Biggers, Chamber Partnership & Sr. Event Specialist

RE: 20.21 Discussion and BACC In Market TD Committee Support of Yiftee Gift card Program

Action Requested:

Discussion and Support of Yiftee Gift Card Program

Background:

The North Lake Tahoe Resort Association (NLTRA) is interested in facilitating a regional electronic gift card program to benefit North Lake Tahoe region businesses. Staff is interested in opening the discussion regarding business association and in market support for the program. NTBA and TCDA (not in attendance) are both in support of this program.

Notes/FAQ's:

- NLTRA will facilitate the program with Yiftee
- No Cost for North Lake Tahoe to start this program.
- Consumers purchase a North Tahoe - Yiftee Gift Card at certain pre-fix amounts determined by us (\$25, \$50, \$100) that can be spent at any participating location.
- Yiftee generates revenue through eDelivery fees paid by card buyers (\$1+5% or \$0.50+3% if bulk purchase paid by check or ACH) and inactivity fees when people do not use their cards for a period of 12 consecutive months (they send reminders monthly for them to use the cards). Merchants do not pay Yiftee but they are responsible for their normal MasterCard CNP (card not present) processing fees (same as a phone order) when they redeem cards in store.
- Participating business get paid for the product or service they provide when accepting the Yiftee Card from MasterCard, then Yiftee pays MasterCard.

Steps for Rolling Out A Community Card Program

1. NAME. Name the card/program and provide Yiftee a contact.
2. AGREEMENT. Sign the Community Card Agreement. Then receive a Community Card Portal.
3. BRANDING. Provide the following:
 - a. Card image, 300x200 pixels, horizontal layout
 - b. Background image, 1170x500 pixels, horizontal layout
 - c. Your logo, 500x500 pixels

4. **SIGN UP MERCHANTS.** Prepare a spreadsheet of merchants who may be interested in participating in the card. Yiftee provides a one-pager for merchants explaining the program. If it's easier, you can send us your whole membership to upload and they won't be visible on the card until they run their Activation Cards and opt-in to the program.
5. **SET-UP and ADD LINK.** Either you or Yiftee can set up your Card in your Portal with the above info – it's quick and easy. Add the link to "Buy a Card" to your website and **tell the merchants to do the same**. Make it easy for consumers to find!
6. **PLAN LAUNCH.** Plan a launch event so that you have a deadline to get merchants to run their Activation Cards and kick off the program. This can be as simple as getting a local publication to run a press release for you. Yiftee can provide a template for that.
7. **ACTIVATE MERCHANTS.** Send out the Activation Cards to the participating merchants. You can send them to the merchants directly via email, or to yourself if you want to take them to the shops and get them to run the cards personally. Yiftee will provide a one pager on how to redeem your cards that you can send to the merchants to post for their cashiers.
8. **RECRUIT CORPORATE CARD BUYERS.** Send out a message to potential corporate buyers of your Cards to jumpstart sales. Yiftee will provide a draft copy for this too.
9. **ONGOING MARKETING.** This is up to you. We suggest that you create window clings with your Card branding on it and have participating merchants put them in their shops. Other signage near shop registers also helps to build awareness, or small takeaway cards like business cards that people can pick up at key locations. We're happy to brainstorm ideas and provide templates for various programs.
10. **CUSTOMER SUPPORT.** Refer customers and merchants with questions about cards or redemption to support@yiftee.com and we will be happy to address their issues promptly.

References

- Standard eGift purchase pages: <https://app.yiftee.com/gift-card/redlands-local-card-redlands>, <https://app.yiftee.com/gift-card/madison-chamber-cash>
- Simple BOGOs: <https://app.yiftee.com/gift-card/downtown-dayton>, <https://app.yiftee.com/gift-card/lake-tahoe--south-shore>
- Sponsor credit listing on eGift page: <https://app.yiftee.com/gift-card/downtown-dollars-nashville>
- Sponsor program (developed locally, not a Yiftee webpage): <https://double-bucks.com/>
- Merchant special offers: <https://app.yiftee.com/gift-card/fairfield-community-gift-card>, <https://app.yiftee.com/gift-card/unique-eugene-card-eugene>
- Video, created by a community to recruit local businesses:
- Delaware Small Business Chamber: <https://player.vimeo.com/video/507191651>



Community Cards

Growing local businesses, strengthening communities

Powered by
*giftee*TM

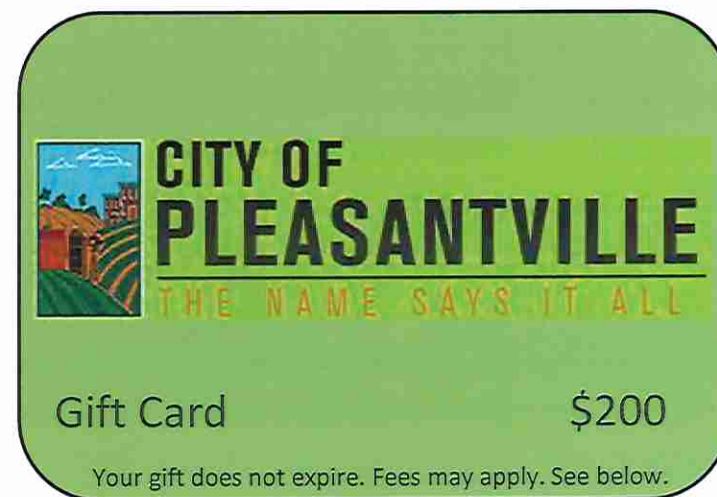
A Community Card Is...

A digital gift card that unites business, consumers and local merchants

How it works

- Multi-use paper or digital gift card, lives on your phone, any value >\$5
- Works at any number of different merchants in a community
- Merchants opt-in to the program at no cost
- Consumers give them as gifts to family and friends via email or text
- Businesses give them as employee rewards, marketing programs, survey incentives, contests, customer appreciation/recovery, etc.
- Cards do not expire. Yiftee provides customer support and security

"Gives back" to local communities



Community Card Buyers

Employee Rewards,
Customer Appreciation



Consumer Deals,
Offers, Loyalty



Gifting



Fund Raising
Schools, Non-profits



Bulk Purchase



Available to companies & individuals via web page, web links, enterprise app, Facebook



Gift Card

- HOME
- ABOUT
- BUSINESSES
- EDUCATION
- EVENTS
- FAQ
- ACTIVITIES + SPORTS
- NEWS
- Q



Welcome to Pleasantville.

Join us for the annual Pleasantville Pig Out on May 31st and June 1st.

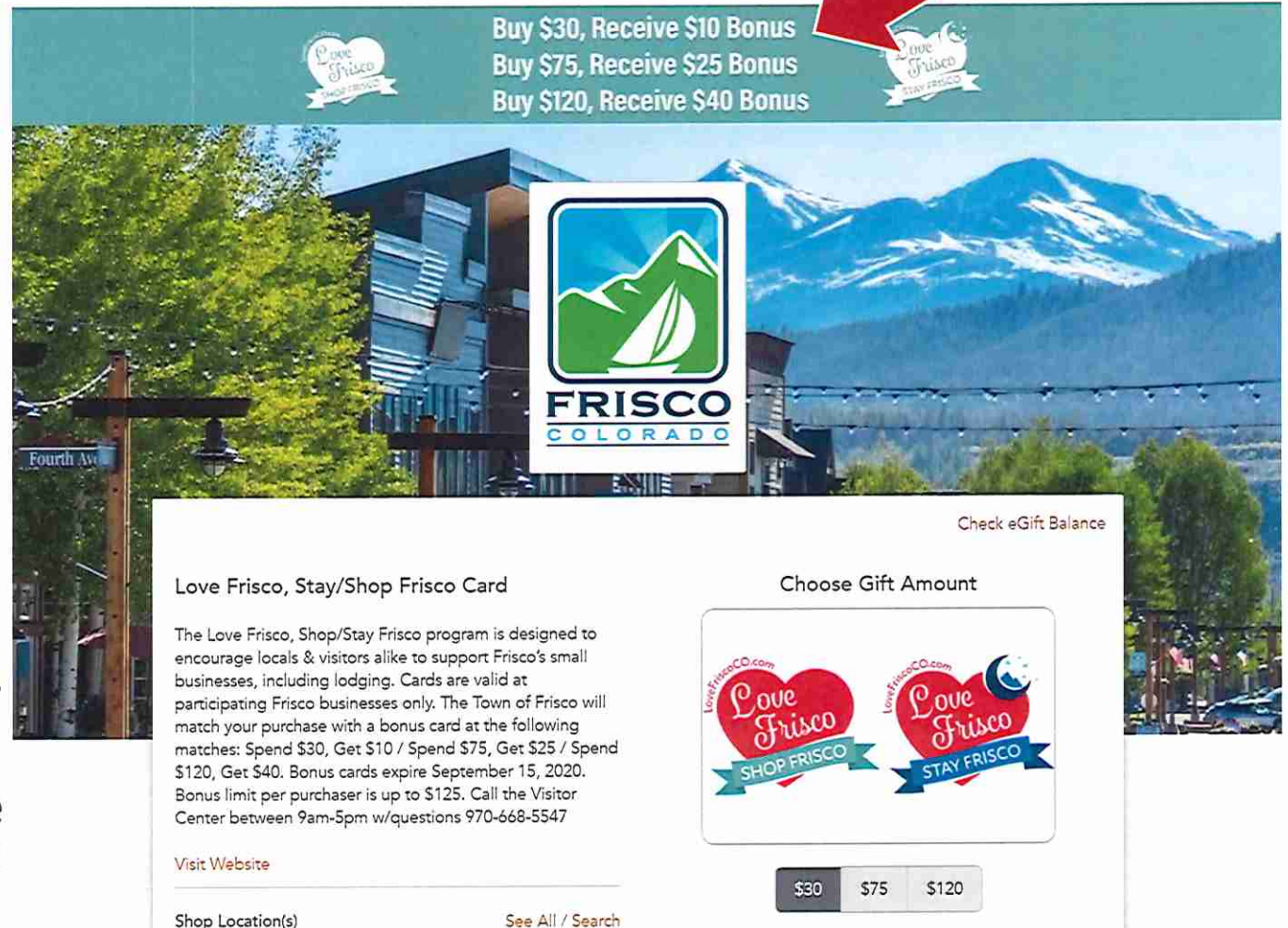
UPCOMING EVENTS

Sponsorships Support Local Businesses

Local employers, professionals, community groups and others can give gifts and/or sponsor a bonus gift program.

Impact to local business is multiplied by consumers purchasing cards.

eDelivery fee discounts may be available for bulk purchases.



Buy \$30, Receive \$10 Bonus
Buy \$75, Receive \$25 Bonus
Buy \$120, Receive \$40 Bonus

Love Frisco
SHOP FRISCO

Love Frisco
STAY FRISCO

FRISCO
COLORADO

Check eGift Balance

Love Frisco, Stay/Shop Frisco Card

The Love Frisco, Shop/Stay Frisco program is designed to encourage locals & visitors alike to support Frisco's small businesses, including lodging. Cards are valid at participating Frisco businesses only. The Town of Frisco will match your purchase with a bonus card at the following matches: Spend \$30, Get \$10 / Spend \$75, Get \$25 / Spend \$120, Get \$40. Bonus cards expire September 15, 2020. Bonus limit per purchaser is up to \$125. Call the Visitor Center between 9am-5pm w/questions 970-668-5547

[Visit Website](#)

Shop Location(s) [See All / Search](#)

Choose Gift Amount

\$30 \$75 \$120

Recognizing Community Sponsors



How It Works

Where Can I Use It?

Check Balance

For Businesses

LEAD SPONSORS
SOS
AllianceBernstein
AT&T
First Horizon Bank
Giarratano LLC
MP&F Strategic Communications
Nashville Predators
Pinnacle Financial Partners

ASSOCIATE SPONSORS
Barge Design Solutions
Broadway Entertainment
CapStar Bank
FirstBank
Freeman Webb Companies
Gresham, Smith and Partners
GSRM Law
Hall Strategies
Highwoods Properties
Regions Bank
Robin Realty Company, LLC
SP Plus
Waller

Digitally Send a Downtown Nashville Gift Card

Downtown Dollars

Downtown Dollars can be spent at many of your favorite retailers, restaurants, services and entertainment destinations in downtown Nashville. Use the Downtown Dollars e-gift card at all participating locations in the heart of the city — downtown Nashville has it all!

DOWNTOWN DOLLARS


Choose an eGift Card Amount

\$25	\$50	\$100	CUSTOM
------	-------------	-------	--------

Sponsors may cover eDelivery fees, bonus gifts, gift purchases, marketing costs and more.

Bonus Offers Sweeten the Pot (Optional)

Participating merchants can make Bonus Offers for people to use their Cards in their stores. This attracts people to buy the cards for self-use.








How it Works

Select the value of your gift card. Choose your recipient(s) (family, friends, team members) and send via email or text message. The recipient can use that value to make purchases at any participating Dutch Country Farmer's Market retailer.

Special Offers with your Card

[See Printable List](#)

 <p>BECCA'S BAKERY 19 Commerce Street Flemington, New Jersey 08822 2 COOKIES WITH \$10+ PURCHASE Details</p>	 <p>BEILERS CHEESE & PICKLES 19 Commerce Street Flemington, New Jersey 08822 2 PICKLES WITH \$10+ PURCHASE Details</p>	 <p>DUTCH COUNTRY PRODUCE 19 Commerce Street Flemington, New Jersey 08822 2 APPLES WITH \$10+ PURCHASE Details</p>	 <p>ESH'S SEAFOOD & SALADS 19 Commerce Street Flemington, New Jersey 08822 1 HOMEMADE COCKTAIL SAUCE WITH \$10+ PURCHASE Details</p>	 <p>LANC... 19 Commero... 2 PIE... WIT...</p>
---	---	---	---	--

Redeeming Your eGift Community Cards

Multi-use, unique-to-this-gift digital MasterCard, redeemable only at participating merchants

MasterCard validates transaction

Any merchant that takes MasterCard can participate. Key in codes to redeem (like a phone order)

Do not exceed card value

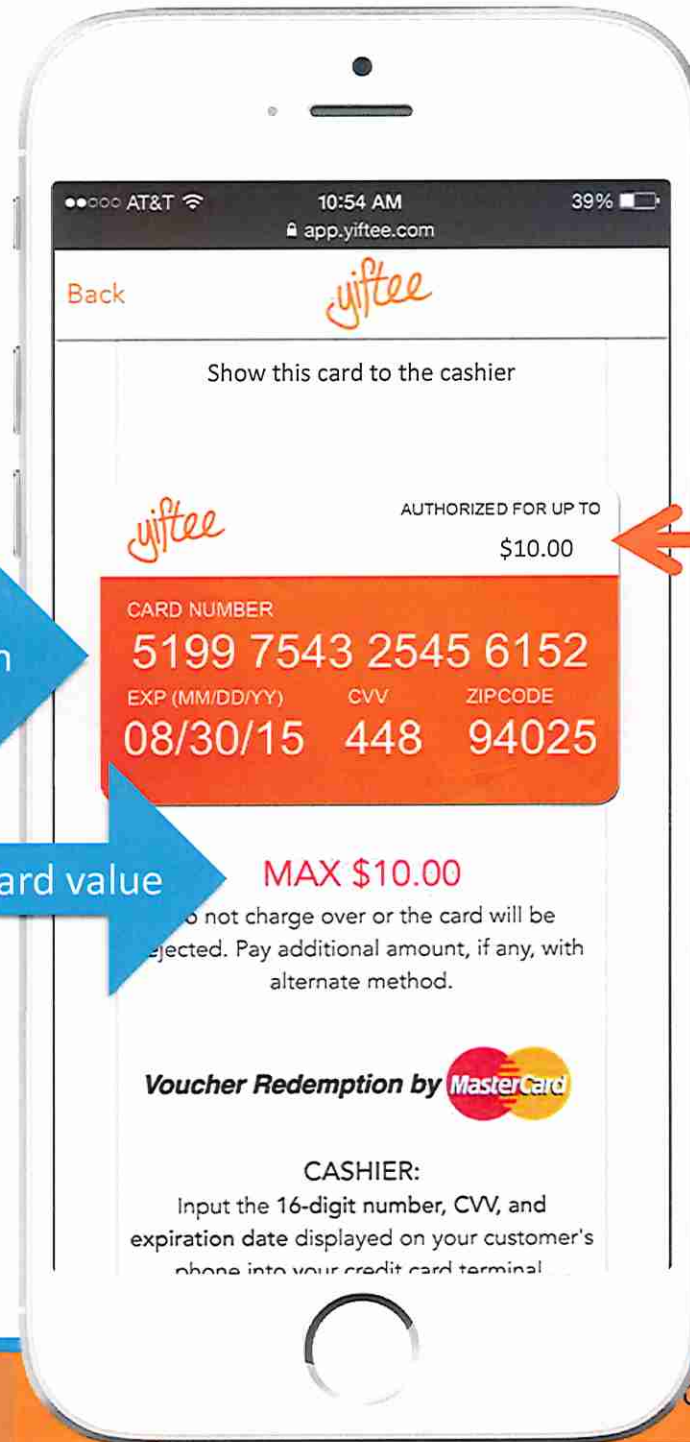
Reconciled by normal MC bank. CNP interchange fees apply on redemption

No App required on phone to redeem, Yiftee sends monthly reminders. Gifts can be printed

eGift Card DEMO

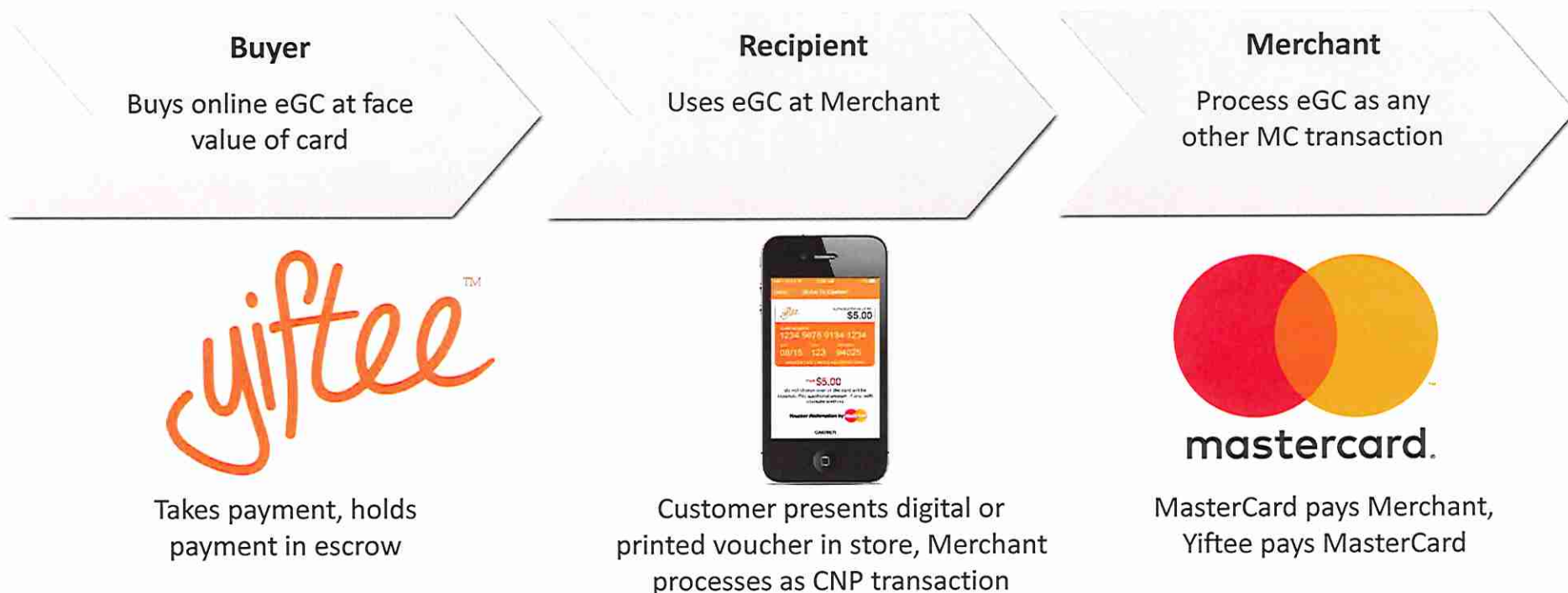
Text the word "smitten" to: (855) 890-2028

Powered by 



Refreshes to current balance

Simple to Deploy: No external hardware, terminals or integration



Normal funds settlement for merchants; no funds transfer or liability for organizer;
no fraud risk for merchants or organizer

How to Get Your Own Community Card

Custom branded to your community

- 1) Secure interest from residents, companies, realtors, schools, non-profits, etc. to use for gifting, fund raising, visitors, customer appreciation, employee rewards, etc.
- 2) Secure interest from merchants to participate – no cost other than credit card (CNP) processing fees paid on redemption
- 3) Yiftee will set up account then you upload list of participating merchants. They simply run “Activation card” which is a \$0.10 Mastercard on their PoS to opt-in
- 4) Cost summary: \$1+5% of gift value "eDelivery fee" paid by gift sender at time of purchase. Periodic reminders to use will be sent when possible to gift recipient. Subject to local laws, Yiftee may apply inactivity fees after 12 months of no redemption activity. Gifts do not expire unless sent by a business as a promotion or award in which case an expiration date up to a year from time of issuance may be applied. If gifts expire, Yiftee retains 10% of gift value and the remaining balance is rebated to sender.



Optional: secure interest from sponsors to fund marketing programs

Summary: Community Cards Strengthen Communities

Simple to deploy, no hardware or integration, zero fraud risk

- Anyone that takes Mastercard can participate
- No backoffice administration needed
- Always available to consumers on their phones or printed

Large employers and organizations jumpstart gift sales

- Employee rewards, holiday gifts, welcome gifts, surveys, marketing, wellness...
- Fund raising campaigns with specific merchants who offer discounts
- Bulk card purchases made easy

No set-up costs, no monthly costs, \$1+5% eDelivery fee per card

You can get “sponsors” for the card like a local bank to cover eDelivery fee, Buy-One-Get-One bonus gifts, marketing costs and/or charitable contributions

Who is Yiftee?

What we do: Drive profitable revenue for local businesses using eGift cards and promotions. Strengthen local communities

Customers: 200+ communities, 10,000 merchant locations



Business model: A combination of SaaS subscription and transaction, promotion and inactivity fees. Profitable and cash flow positive

Launch date: December 2012

Location: Menlo Park, CA, customers nationwide

Services: Community cards, eGift cards, digital promotions and the associated end user customer and merchant support



Case Studies

"Yiftee is the best thing we've experienced!"
 - Alexis@Bedrock Development, Detroit



Community	Launch Date	\$ Sold	# Merchants	# Cards (as of 12/31/20)
Detroit, MI Pop: 673k	11/17/2017	\$3,000,000	100	34,900



Spartanburg, SC Pop: 40k County: 300k	11/14/2018	\$90,700	33	2,750 so far
---	------------	----------	----	--------------

Thank You!

Donna Novitsky, Yiftee CEO

donna@yiftee.com

650-533-0938 cell

Appendix: Merchant FAQ's

Q: Is there a deadline to participate?

A: We are planning a launch on ??? to introduce the Card to the community. Sign up before then so that you are a part of the launch program and get this incremental business.

Q: How do I process the eGift Card?

A: Process it as a credit card (not debit or gift card) and key in the transaction like a phone order. Mastercard will validate. Do not go over the value of the card or the transaction will be declined. If this happens, start over and charge equal or less than the card value.

Q: What if the purchase is for more than the eGift Card value?

A: Run the eGift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the eGift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. We do not recommend allowing tipping on the card because it is a prepaid card.

Q: Since the eGift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations.

Q: Is there a fee to purchase the eGift Card?

A: The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present Mastercard fee.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem.

Q: Can I apply a refund to the eGift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

Community Card Customer Agreement

THIS AGREEMENT (the "Agreement") is made effective as of _____, 2021 (the "Effective Date") by and between Yiftee Inc., a Delaware corporation, with an address at 325 Sharon Park Drive #215, Menlo Park, CA 94025 ("Yiftee") and _____ with an address at _____ ("Customer"). The parties agree as follows:

1. Definitions.

1.1 "Merchant" means a merchant, prospect or other contact that may be using or desire to use Yiftee Services to redeem eGifts.

1.2 "Participant" means a Merchant who has opted to participate in a Community Card by running an Activation Card and agreeing to the Merchant Agreement.

1.3 "Yiftee Services" means Yiftee's gift-giving platform. It is the technology foundation for Community Cards.

1.4 "Purchaser" means a person or entity that purchases or redeems eGifts.

1.5 "eGift" means a digital virtual gift voucher used as payment for goods or services at a Participant.

1.6 "Offer" or "Offers" mean specific benefits that Participants provide to consumers who use their Community Cards in their store, as determined by the Participants and posted on their eGift Card web page.

2. Merchant Enrollment.

2.1 Merchant Enrollment Obligations

(a) Customer will collect a set of Merchants who have elected to participate in the Yiftee Services. Merchants must all be located in the same state in the USA, due to varying gift card laws by state. Each Merchant must agree to the Yiftee Merchant Agreement located on the Yiftee.com website. Merchants who have not agreed to the Merchant Agreement will not be able to utilize the Yiftee Services to redeem eGifts. Customer will upload into the Yiftee Services or provide the names of the Merchants who intend to participate to Yiftee. Upon the agreed upon launch date, the billing for the Yiftee Services will begin ("Commencement Date"). This billing will include the agreed-upon cost for each Participant or group thereof as defined in Appendix A.

(b) Yiftee will provide to Customer or directly to Merchants, upon receipt of the set of Merchant names in 2.1a, a set of unique Activation Cards to be run by each Merchant. Customer will inform Merchants of their individual Activation Card and provide instructions on its use. Additionally, Customer will inform Merchants that running the Activation Card implies consent to the Merchant Agreement located on the Yiftee.com website.

(c) As Merchants run the Activation Cards, they will be included in the set of Merchants enabled to participate in the Yiftee Services, i.e. the Participants. Participant may also post their Offers to be available for eGift Card holders who redeem gifts in their stores.

(d) Yiftee will bill Customer or Merchants as described in Appendix A. Customer can add or remove Participants and fees will be adjusted accordingly, if applicable. There will be no retroactive adjustments allowed by Yiftee (that is, a cancelled Participant's billing obligation will result in that Participant's cost to Customer, as defined in Appendix A, to be eliminated beginning only on the next annual billing cycle). A Participant may be added to the list of Participants at any time ("Enrollment Time"), with billing adjustment for said Participant to begin immediately and to be included in the current month's billing.

(e) Each party shall comply with good, ethical and moral business practices and all applicable laws and regulations in engaging in any activities here under.

(f) Fees and payment terms applicable to the subject matter here under shall be as set forth in Appendix A. Customer is not entitled to compensation other than what is described in Appendix A.

(g) Customer is responsible and liable for any disputes or liability arising out of its relationships with Merchants and Participants, except with respect to any liability of Yiftee under this agreement.

2.2 Yiftee Materials.

Yiftee may provide Customer with certain materials for use in conjunction with promoting the Yiftee Services here under ("Yiftee Materials"). No rights or licenses, express or implied, are granted in those Yiftee Materials or otherwise, except as expressly and unambiguously set forth in this Agreement.

2.3 Limited Licenses.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants to Customer, a non-exclusive, non-transferable, non-assignable, non-sublicensable right and license to access and use the Yiftee Services and Yiftee Materials solely for the purposes of Customer's performance of this Agreement.

2.4 Trademark License.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants Customer and Customer hereby grants Yiftee a non-exclusive, non-transferable, non-assignable, non-sublicensable, royalty-free license to use Yiftee's or Customer's name, trade names, trademarks, service marks, and logos (collectively, a party's "Marks") solely in connection with Customer's and Yiftee's promotion and marketing of the Yiftee Services, subject to written usage guidelines, if any, made mutually available.

3. Ownership. As between the parties, Yiftee owns all right, title and interest in and to the Yiftee Services, Yiftee's Marks and the Yiftee Materials. Customer owns all right, title and interest in and to Customer's Marks.

4. Warranties Disclaimer. YIFTEE AND ITS LICENSORS MAKE NO WARRANTIES TO CUSTOMER, EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIM ALL IMPLIED WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE, AND ALL WARRANTIES ARISING OUT OF USAGE OR TRADE, COURSE OF DEALING AND COURSE OF PERFORMANCE.

5. Liability Limitation. EXCEPT FOR LIABILITY ARISING UNDER SECTION 7, NEITHER PARTY (NOR ITS LICENSORS) WILL BE LIABLE OR OBLIGATED WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT OR UNDER ANY CONTRACT, TORT, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY, WHETHER OR NOT ADVISED OF THE POSSIBILITY OF SUCH DAMAGES WHATSOEVER, FOR ANY SPECIAL, INDIRECT, INCIDENTAL, EXEMPLARY, PUNITIVE, RELIANCE OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS, REVENUE, DATA OR USE AND IN NO EVENT SHALL EITHER PARTY'S

LIABILITY EXCEED THE GREATER OF \$500 OR THE AMOUNTS PAID AND/OR PAYABLE BY YIFTEE TO CUSTOMER (AND/OR BY CUSTOMER TO YIFTEE, IF PAYMENTS ARE PAYABLE BY CUSTOMER TO YIFTEE IN ACCORDANCE WITH PROPOSAL) HEREUNDER IN THE TWELVE (12) MONTH PERIOD PRECEDING THE APPLICABLE CLAIM.

6. Term and Termination.

6.1 Term. This Agreement shall be effective as of the Effective Date and shall continue in full force on an annual period from the Effective Date, and thereafter shall automatically renew annually, unless and until either party terminates this Agreement pursuant to Section 6.2.

6.2 Termination.

(a) Either party may, at its option, terminate this Agreement upon thirty (30) days written notice to the other party for any reason or for no reason whatsoever.

(b) Either party may terminate this Agreement if the other party materially breaches a term of this Agreement and fails to cure such breach within fifteen (15) days after receipt of written notice of such breach from the non-breaching party.

(c) Participants are obligated to honor all outstanding eGifts issued by Yiftee for the entire duration of those eGift's validity periods. Termination does not relieve Participants from honoring conditions outlined in the Merchant Agreement.

6.3 Effect of Termination. Upon any termination: (a) Customer shall immediately cease all promotion of the Yiftee Services and shall immediately return to Yiftee, or at the option of Yiftee, destroy, all Confidential Information (as defined below) of Yiftee disclosed to Customer, Yiftee Materials, and any Yiftee Services, hardware and software provided to Customer here under, (b) Yiftee shall immediately return to Customer, or at the option of Customer, destroy, all Confidential Information of Customer disclosed to Yiftee here under, and (c) all licenses granted under this Agreement shall immediately cease. The following Sections shall survive termination and remain in effect 1, 3, 4, 5, 6.3, 7 and 8. Any termination of this Agreement shall be without prejudice to any other rights or remedies available under this Agreement or at law.

7. Confidentiality. Because of this Agreement, the parties may have access to information that is confidential to the disclosing party ("Confidential Information"). Confidential Information shall include, without limitation, Purchaser lists and information relating to the parties' products and pricing and all information designated as confidential by the disclosing party at the time of disclosure. A party's Confidential Information shall not include any information which (i) becomes generally publicly available through no wrongful act or omission of the receiving party; (ii) is lawfully acquired by the receiving party from a third party without any breach of a confidentiality obligation; or (iii) is independently developed without use of or reference to the disclosing party's Confidential Information. Each party agrees to maintain the confidentiality of the other party's Confidential Information using the same degree of care that it uses with regard to its confidential information of like nature, but in no event less than reasonable care, and to protect as a trade secret any portion of the other party's Confidential Information by preventing any unauthorized copying, use, distribution, installation or transfer of possession of such information. If required by law, the receiving party may disclose Confidential Information of the disclosing party, but will give adequate prior notice of such disclosure to the disclosing party to permit the disclosing party to intervene and to request protective orders or other confidential treatment therefor. The parties acknowledge that money damages will not be an adequate

remedy if this Section 7 is breached and, therefore, either party may, in addition to any other legal or equitable remedies, seek an injunction or other equitable relief against such breach or threatened breach without the necessity of posting any bond or surety.

8. Non-solicitation

During the term of this Agreement, neither party will (on behalf of itself or any other person or entity) solicit any Purchaser or Merchant of the other party to restrict, limit, or terminate such Purchaser's or Merchant's participation in the other party's products and services.

9. Miscellaneous

9.1 Choice of Law. This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to the provisions of the conflict of laws thereof. The parties will resolve any disputes in the state or federal courts located in Santa Clara County, California, to whose exclusive jurisdiction and venue they irrevocably submit. Notwithstanding anything to the contrary, either party may pursue injunctive or other equitable relief in any court of competent jurisdiction.

9.2 Notices. Any notice or other communication required or permitted in this Agreement shall be in writing and shall be deemed to have been duly given on the day of service if served personally or by facsimile transmission with confirmation, or three (3) days after mailing if mailed by First Class mail, registered or certified, postage prepaid, and addressed to the respective parties at the addresses set forth above, or at such other addresses as may be specified by either party pursuant to the terms and provisions of this section.

9.3 Assignment. Customer may not assign or otherwise transfer, without the prior written consent of Yiftee, its rights, duties or obligations under this Agreement to any person or entity, in whole or in part. Yiftee may freely assign or otherwise transfer this Agreement in connection with the sale of all or substantially all of its business or assets. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

9.4 Severability. Any provision of this Agreement that is determined to be unenforceable or unlawful shall not affect the remainder of the Agreement and shall be severable therefrom, and the unenforceable or unlawful provision shall be limited or eliminated to the minimum extent necessary to that this Agreement shall otherwise remain in full force and effect and enforceable.

9.5 Entire Agreement. This Agreement constitutes the entire agreement between the parties and supersedes any and all prior agreements between them, whether written or oral, with respect to the subject matter hereof, and may not be amended, modified or provision hereof waived, except in a writing signed by the parties hereto. No waiver by either party, whether express or implied, of any provision of this Agreement, or of any breach thereof, shall constitute a continuing waiver of such provision or a breach or waiver of any other provision of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Customer (Print):

YIFTEE, INC.

By:

By:

Name, Title:

Name, Title: Donna Novitsky, Yiftee CEO

Community Card Customer Agreement

APPENDIX A

Pricing

Customer and Participants are not required to pay Yiftee a subscription fee or a revenue share. Yiftee does not take a percentage of the cards that are redeemed in the Participants' stores.

Charges:

Purchasers pay the face value of the card plus a \$1+5% of the eGift Card value eDelivery fee at the time of purchase. Bulk purchases of one thousand dollars (\$1000) or more, and enterprise accounts may qualify for a reduced eDelivery fee by depositing funds into their Yiftee eGifting accounts by check or ACH and disabling credit cards.

Participants pay Mastercard processing fees for a card-not-present (CNP) transaction upon redemption. Yiftee does not control these fees, they are set by the Merchant Acquirer who is their credit card processor.

Subject to applicable laws, Yiftee will implement a monthly maintenance fee on eGift Cards that have been inactive (i.e. no spending on the Card) for periods of greater than 12 months. This will be made clear to cardholders on the face of the eGift Card when implemented, as is required by law.

Yiftee eGift Cards do not generally expire. Subject to applicable laws, in some cases eGift Cards given by corporations or merchants as promotions, rewards and awards may have expiration dates. In the case of eGift Cards expiring, Yiftee retains 10% of the original eGift Card value not to exceed the remaining unspent funds and refunds the balance to the purchaser's Yiftee eGift Card account. eDelivery fees are not refunded.

Participants may choose, at their discretion, to post Offers to encourage Purchasers to use their Community Cards in their stores.

Participants may choose, at their discretion, to offer rebates as fund raisers to local groups such as schools, churches and other non-profits. Such programs are an incentive for the local groups to sell Community Cards to their members, and for the Purchasers to use them in specific stores who are offering rebates. Yiftee will work with the Participants and Purchasers to execute such programs.

No tipping is allowed on Yiftee eGift Cards.



Current In-Market Tourism Development Budget

Active Campaigns - Remaining Budget

Year Round Shopping:	\$7,653
Takeout Tahoe (Winter Campaign):	\$2,698

TOTAL COMBINED: \$10,351

Summer Campaigns - Unallocated Budget

Summerlong Music:	\$20,000
Summer Campaign:	\$21,000

TOTAL COMBINED: \$41,000

Gift Card Program Launch Campaign Discussion

Media Options

- Digital Carousel Ads
- Boosted Posts
- Local Media - Print, Radio, Digital

Asset Creation Options

- Promotional Video
- Rack Cards
- Participation Stickers



Summer Campaign Discussion

- **Status of Regional Summer Music**
- **Traveler Responsibility Pledge**
- **Micro-Transit Program**
- **Summer Mountain**

