

# Shop Jackson!

Program Dates: August 1<sup>st</sup>, 2009 through January 31<sup>st</sup>, 2010

## WHAT

- **Shop Jackson** is a “shop local” campaign developed by the Jackson Revitalization Committee in partnership with the Jackson Rancheria Casino & Hotel Dreamcatcher’s Club Program.
- Dreamcatcher’s Club Members are invited to take further advantage of their membership by shopping at Jackson businesses, offering Dreamcatcher’s Club members-only discounts.

## WHEN

- Initial Campaign: August 1, 2009 through January 31, 2010
- Ongoing relationships with Dreamcatcher’s Club Members

## WHERE

- All businesses located in the city limits of Jackson are invited to participate.

## WHY

- Businesses in Jackson can capitalize on the thousands of casino visitors and local Dreamcatcher’s market.
- The Jackson Rancheria has 500,000 active Dreamcatcher’s members; 300,000 monthly visitors, and numerous local Dreamcatcher’s Club Members.
- Collectively the businesses of Jackson have an opportunity to ensure that more locals and visitors

### **Shop Jackson!**

## REQUIREMENTS

- City of Jackson business license and location within the city limits of Jackson.
- \$45 participation fee (one \$45 fee covers either or both quarters).
- Completed participation form (available at <http://ci.jackson.ca.us/revitalization.html>)
- Promotional offer commitment created by participating businesses.

## BENEFITS (at no additional charge to participating businesses)

- *Arrow Magazine* will print a map of participating businesses for six issues, beginning with the August 2009 issue. This magazine has a monthly distribution of over 100,000 copies.
- The map will also be printed as a separate document and be provided to all participating businesses as an additional form of promotion.
- Websites like Amador Council of Tourism, Amador County Chamber of Commerce, City of Jackson and the Jackson Rancheria will list participating businesses.
- Distribution, Promotion and Exposure at 2009 Amador County Fair

## EXAMPLES of Promotional Offers:

- 5% off Monday - Thursday
- Buy 2, get 1 free; Buy 1, get 2<sup>nd</sup> item ½ off
- Provide game opportunities, chances to win a higher discount
- Free XXXXX with YYYYY

Promotional offer commitment may be changed one time during the initial campaign, if desired: October 1<sup>st</sup>, effective November 1<sup>st</sup>, and published in the *Arrow Magazine* beginning with the November issue.

## TIMELINE

June 3 <sup>rd</sup>	Kick-off Information Meeting, Jackson Civic Center, 5:30 pm to 7 pm
June 15 <sup>th</sup>	<b>Deadline to participate in 3<sup>rd</sup> Quarter Campaign</b>
July 1 <sup>st</sup>	Last day to submit final changes to promotional offer for 3 <sup>rd</sup> Quarter Campaign, Effective July 30, 2009 (first day of Amador County Fair)
July 30 <sup>th</sup>	3 <sup>rd</sup> Quarter Campaign Begins: Shop Jackson promo campaign kicks off at Amador County Fair and in local news outlets: Amador L-D, HTR and TSPN, and the August issue of Jackson Rancheria’s <i>Arrow</i> magazine
September 15	Deadline to participate in 4 <sup>th</sup> Quarter Campaign, if not participating in 3 <sup>rd</sup> Quarter.
October 1 <sup>st</sup>	Last day to submit changes to promotional offer for 4 <sup>th</sup> Quarter Campaign, effective November 1 <sup>st</sup>
November 1 <sup>st</sup>	4 <sup>th</sup> Quarter Campaign begins
January 31 <sup>st</sup>	4 <sup>th</sup> Quarter Campaign ends and new program launches.