

DDA Gift Card Incentive Program – Data Summary – Rounds 1 & 2 - 2020

Round	Sale Dates		Length of Promotion	Number of Cards		Number of Participating Businesses	Community Investment	DDA			Total Funding to DDA Businesses	AVERAGES - Per Order		
	Began	Ended		Available	Sold			Match	Fees (Reg/Fox Host & Postage Estimate)	Total Investment		Cards purchased	Amount spent	Time spent to make purchase
1	7/13/2020	7/23/2020	10 days	750	750	19	\$ 18,750.00	\$ 7,500.00	\$ 1,416.00	\$ 8,916.00	\$ 26,250.00	3.33	\$ 83.33	1 min. 24 sec.
2	11/28/2020	11/28/2020	18 hours	800	800	19	\$ 20,000.00	\$ 8,000.00	\$ 1,608.36	\$ 9,608.36	\$ 28,000.00	3.32	\$ 82.99	1 min. 33 sec.

Total 2020 DDA Investment (match + fees): Rounds 1 & 2 **\$18,524.36**

DDA return for every \$1.00 invested, in 2020: **\$ 2.09**

Total 2020 Community Investment: Rounds 1 & 2 **\$38,750.00**

Total 2020 Funding to DDA Businesses: Rounds 1 & 2 **\$54,250.00**

Round	Purchaser Address			
	Grand Ledge	Outside Grand Ledge	Out of State	(List of States)
1	69.0%	30.5%	0.5%	AZ, IL, OH, NC
2	65.0%	35.0%	0.0%	n/a

City of Grand Ledge DDA: Gift Card Incentive Program - ROUND 1							
July 13-23, 2020		PURCHASERS		DDA			
Participating DDA Businesses	Number of \$25 Cards Sold	Purchaser Sales	Number of \$10 Contributions	DDA Contributions	Total Check to Business	% of Sales	
1	Cugino's Italian Restaurant	223	\$ 5,575.00	223	\$ 2,230.00	\$ 7,805.00	29.7%
2	Flour Child Bakery	108	\$ 2,700.00	108	\$ 1,080.00	\$ 3,780.00	14.4%
3	Brads Hair Studio	91	\$ 2,275.00	91	\$ 910.00	\$ 3,185.00	12.1%
4	Sanctuary Spirits	57	\$ 1,425.00	57	\$ 570.00	\$ 1,995.00	7.6%
5	Grand Ledge A&W Restaurant	49	\$ 1,225.00	49	\$ 490.00	\$ 1,715.00	6.5%
6	BrickHaven Brewing Co.	47	\$ 1,175.00	47	\$ 470.00	\$ 1,645.00	6.3%
7	Log Jam	42	\$ 1,050.00	42	\$ 420.00	\$ 1,470.00	5.6%
8	Profiles Hair Salon	40	\$ 1,000.00	40	\$ 400.00	\$ 1,400.00	5.3%
9	Aggie Mae's Bakery	24	\$ 600.00	24	\$ 240.00	\$ 840.00	3.2%
10	Pam's Pantry	20	\$ 500.00	20	\$ 200.00	\$ 700.00	2.7%
11	Bridge & Main	16	\$ 400.00	16	\$ 160.00	\$ 560.00	2.1%
12	Salon 219	9	\$ 225.00	9	\$ 90.00	\$ 315.00	1.2%
13	MacDowell's Fireplace and Flower Shop	8	\$ 200.00	8	\$ 80.00	\$ 280.00	1.1%
14	The Hive Dance Studio	6	\$ 150.00	6	\$ 60.00	\$ 210.00	0.8%
15	Talk of the Town	5	\$ 125.00	5	\$ 50.00	\$ 175.00	0.7%
16	Snap Fitness Grand Ledge	3	\$ 75.00	3	\$ 30.00	\$ 105.00	0.4%
17	The Salvage Yard Antiques	2	\$ 50.00	2	\$ 20.00	\$ 70.00	0.3%
18	Ledge Craft Lane	0	\$ -	0	\$ -	\$ -	0.0%
19	Healthful Wellness Studio	0	\$ -	0	\$ -	\$ -	0.0%
	total	750	\$ 18,750.00	750	\$ 7,500.00	\$ 26,250.00	
DDA EXPENCES							
	Host Website Fees						
	RegFox \$0.99 per transaction	\$ 1,302.10			DDA Budget	\$ 10,000.00	
	Webconnex 2.99% of each transaction				Remaining Balance	\$ 1,084.00	
	Postage (estimate)	\$113.90					
	Total Fees	\$ 1,416.00					
	DDA Contributions	\$ 7,500.00					
	Total DDA Expense*	\$ 8,916.00					

City of Grand Ledge DDA: Gift Card Incentive Program - ROUND 2								
NOV. 28 - DEC. 8, 2020		PURCHASERS		DDA				
	Participating DDA Businesses	Number of \$25 Cards Sold	Purchaser Sales	Number of \$10 Contributions	DDA Contributions	Total Check to Business	% of Sales	
1	Cugino's Italian Restaurant	303	\$ 7,575.00	303	\$ 3,030.00	\$ 10,605.00	37.9%	
2	Flour Child Bakery	147	\$ 3,675.00	147	\$ 1,470.00	\$ 5,145.00	18.4%	
3	BrickHaven Brewing Co.	63	\$ 1,575.00	63	\$ 630.00	\$ 2,205.00	7.9%	
4	Log Jam	56	\$ 1,400.00	56	\$ 560.00	\$ 1,960.00	7.0%	
5	Grand Ledge A&W Restaurant	40	\$ 1,000.00	40	\$ 400.00	\$ 1,400.00	5.0%	
6	Brads Hair Studio	36	\$ 900.00	36	\$ 360.00	\$ 1,260.00	4.5%	
7	Sanctuary Spirits	33	\$ 825.00	33	\$ 330.00	\$ 1,155.00	4.1%	
8	Profiles Hair Salon	27	\$ 675.00	27	\$ 270.00	\$ 945.00	3.4%	
9	Aggie Mae's Bakery	25	\$ 625.00	25	\$ 250.00	\$ 875.00	3.1%	
10	Pam's Pantry	22	\$ 550.00	22	\$ 220.00	\$ 770.00	2.8%	
11	Bridge & Main	19	\$ 475.00	19	\$ 190.00	\$ 665.00	2.4%	
12	Salon 219	14	\$ 350.00	14	\$ 140.00	\$ 490.00	1.8%	
13	Crown Trophy/Sports Stop	6	\$ 150.00	6	\$ 60.00	\$ 210.00	0.8%	
14	Ledges Chiropractic	3	\$ 75.00	3	\$ 30.00	\$ 105.00	0.4%	
15	Ledge Craft Lane	3	\$ 75.00	3	\$ 30.00	\$ 105.00	0.4%	
16	Talk of the Town	2	\$ 50.00	2	\$ 20.00	\$ 70.00	0.3%	
17	MacDowell's Fireplace and Flower Shop	1	\$ 25.00	1	\$ 10.00	\$ 35.00	0.1%	
18	Snap Fitness Grand Ledge	0	\$ -	0	\$ -	\$ -	0.0%	
19	Healthful Wellness Studio	0	\$ -	0	\$ -	\$ -	0.0%	
	total	800	\$ 20,000.00	800	\$ 8,000.00	\$ 28,000.00		
DDA EXPENCES								
	Host Website Fees							
	RegFox \$0.99 per transaction	\$ 1,388.98			DDA Project Budget	\$ 10,000.00		
	Webconnex 2.99% of each tran				Remaining Balance	\$ 391.65		
	Postage (estimate)	\$ 219.38						
	Total Fees	\$ 1,608.36						
	DDA Match Contributions	\$ 8,000.00						
	Total DDA Project Expense*	\$ 9,608.36						