

White Plains Business Improvement District COVID-19 Assistance Program

BIDCAP Enrollment Form

To enroll, complete this form and email it back to dfoti@wpbid.com. You can also mail the enrollment form to:

White Plains BID
Attn: BIDCAP Enrollment
235 Mamaroneck Avenue, Suite 200
White Plains, NY 10605

By returning this form, you understand and commit to the requirements put forth on the following pages.

Business Name: _____

Business Address Line 1: _____

Business Address Line 2: _____

Primary Contact: _____

Primary Contact Telephone: _____

Primary Contact Email: _____

Website/Social Media: _____

Please indicate your desire to participate in each of the BIDCAP program options listed below:

Gift Card Program

Yes, I would like to participate in the Subsidized Gift Card Program.

Masks

Yes, I would like to receive masks from the WPBID.

(the WPBID makes no representations concerning the efficacy, utility or condition of any masks that are provided)

BIDCAP Subsidized Gift Card Program

Description

The WPBID will subsidize gift card purchases at participating downtown businesses, which will allow consumers to buy gift cards/certificates at half price. A customer can purchase a gift certificate up to \$200 at half cost at participating BID businesses and the WPBID will underwrite the balance for the business. This will generate real time sales and incentivize people to purchase more or take advantage of BID business services upon reopening. This program is particularly designed for BID businesses that have been closed during the executive ordered shut downs.

The maximum amount in matching funds per business is \$1,000.

This program is capped at \$25,000.

Enrolled businesses must:

- Issue gift cards/certificate to customers at half price. For example, a \$200 gift card should be \$100 charged to the customer.
- Provide a clear and legible copy of the receipt from the original gift card/certificate purchase with the **value** of the gift card/certificate issued and **proof of how much the customer paid**. For example, the receipt issued for a \$200 gift card should show \$100 charged to the customer.
- Email or mail the receipt(s) to Kevin Nunn at Knunn@wpbid.com or mail to:
Kevin Nunn
White Plains BID
235 Mamaroneck Avenue, Suite 200
White Plains, NY 10605

The WPBID will:

- Make a matching payment to the participating businesses in an amount equal to the receipts issued for the original gift card/certificate purchases. For example, on a gift card/certificate valued at \$200 and after proof is provided to the WPBID (see above requirements), the WPBID will make a matching payment of \$100 to the participating business for the balance of the half price gift card/certificate issued to the customer.
- Process checks every Friday and participating businesses will receive the matching payments by mail within 10 business days of their submission of receipts to the WPBID.

Masks and Additional Information

Masks

If your business would like an allocation of face masks from the WPBID please contact brittany@wpbid.com.

Masks are limited, and priority will be given to businesses that are actively open.

Marketing

If your business has any special offers or programs that it will be running, please provide a brief description of it to Alison at amalecot@wpbid.com

Questions? Contact the BID at 914-328-5166 or email

- **Alison Malecot** - amalecot@wpbid.com, Ext. 4
- **Brittany Brandwein** - brittany@wpbid.com, Ext. 6
- **Danielle Foti** - dfoti@wpbid.com, Ext. 2
- **Kevin Nunn** - knunn@wpbid.com, Ext. 5
- **Jennifer Tillerson** - events@wpbid.com, Ext. 3

Program Limitations: The BIDCAP program is designed to assist restaurants and small businesses that have been economically impacted by the COVID-19 shutdown. Large national and regional retail stores, banks and similar establishments are excluded from participation.

www.wpbid.com/BIDCAP