



CORONADO CURRENCY

Coronado's Own Economic Stimulus Program

Coronado MainStreet started a citywide gift certificate/scrip program called **Coronado Currency** in 1999 to provide convenient gift giving and to promote local shopping. By using Coronado Currency, shoppers are supporting local businesses which in turn support local fundraisers, teams, parks and recreation, police and fire services. A locally owned business returns 60 cents of every dollar earned to the community. This is opposed to 20 cents returned by chain stores and 6 cents returned by the big box retailers. The use of Coronado Currency provides **direct economic impact** to our community.

People purchase **Coronado Currency** for face value, and either use or give the certificates to coaches, teachers, employees, relatives & prize or incentive money, as an easy answer to all of their gift giving and shopping needs. We actively market this unique program to schools, sports groups and other community organizations.

The program has resulted in over **\$500,000** shopping dollars staying in Coronado – not over the bridge or at the base. The best part of this program is that we can say that **most merchants in Coronado** accept the certificates.

A copy of the certificate is included on the back of this flier. The actual certificate is white with a green border and valid only with the raised MainStreet corporate seal. They are issued in \$50, \$20, \$10 and \$5 denominations. Our office tightly controls the program. Each green certificate has a number and our office records the purchaser.

After the business receives the certificate, the business' name is stamped on the back and either picked up by our concierge service or mailed to our office. Coronado MainStreet immediately redeems the certificates, and will issue a check when currency is collected or will send back a check of the total redeemed value to the business. There is no delay in being paid. It's that simple.

Join the **Shop Coronado First** movement and help keep our community healthy by purchasing **Coronado Currency** for all of your shopping and gift-giving needs.