Good Morning Everyone,

In this email I have provided a brief overview of each Hometown Hub and Shop Eat Play program with contact information. **Each of these platforms provide businesses the ability to expand their online presence.** These are consumer focused platforms that will be promoted to push folks to buy and support local.

Please note that I will be sharing a spreadsheet from Hamilton Rising that lists the businesses they are listing. They are still working through this and have said they will share it today or tomorrow, as soon as I receive it I will share it with each of you.

**Hometown Hub**

Hamilton Rising has created a new URL, [www.hometownhub.ca](http://www.hometownhub.ca/) that will be a centralized one stop shop for Hamilton businesses to list themselves and their online/delivery/e-commerce capabilities. During these times where face to face interactions and regular customer relationships are forced to be changed, we want to provide programs and platforms for businesses to reach out online and through a virtual touch point to give consumers the ability to still shop, eat and keep in touch with their favourite Hamilton businesses, and even try some new ones.

The website is currently listed in 3 sections: Restaurants (including their inks to delivery services & curbside pick-up), Retail (for stores who have e-commerce platforms) and Gifting (gift cards, certificates, etc.)

If businesses wish to be included in this website or are already included and would like an edit to their listing you can connect with the development team by emailing them at connect@hometownhub.ca or by visiting [www.hmetownhub.ca](http://www.hmetownhub.ca/) and scrolling all the way down to the bottom of the page to fill in the form under the Get In Touch section.

**Shop Eat Play** (attachment included)

We as Hamiltonians born and raised, believe that now, more than ever, collaboration is required to get us through this.  So, in doing our part [www.ShopEatPlay.ca](http://www.shopeatplay.ca/) would like to extend access to our online gift card platform and marketplace for a period of 3 months at NO COST to ANY local business in the Hamilton area. We want to get you set up to sell gift cards online now that customers can come back and use later. We must support the local brands that make our community what it is…great!!

Our technology is also being utilized by [www.HometownHub.ca](http://www.hometownhub.ca/)  which will expand reach of both programs will bring exciting new exposure to your brands.

A local gift card is a great way for consumers to demonstrate support NOW, allowing them to enjoy products and services later, when normality kicks in. Cash flow now is vital for many. On the surface, the purchase of a gift card may seem nominal and somewhat insignificant, but through collaboration it is actually an investment in our community as a whole.

**Program Highlights**

·       Ability to sell your brands gift card in various denominations via our online [www.ShopEatPlay.ca](http://www.shopeatplay.ca/) platform as well as [www.HometownHub.ca](http://www.hometownhub.ca/)

 ·       Buyers have the option to send a digital gift card via text or have the option to print physical version at home

·       Ability to offer various promos/deals but ONLY if you decide to do so (e.g. $50 for $40)

·       Ability to sell your digital gift cards direct from your site (additional cost)

·       Representation in ShopEatPlay’s marketing efforts which include tv, print and paid digital.

**Program Requirements:**

·       Gift cards are redeemed via QR code; therefore, you will require a phone, tablet or desktop/laptop with camera and internet access in order to participate.

·       Your logo to be uploaded to our website

·       PAD Banking information to deposit funds (we reconcile within 14 days of cards being sold)

·      Contract to be signed stating 3 months free, no further obligations.  Please note: If we sell gift cards on your behalf you must maintain ability to redeem them until all cards have been redeemed, this is done at no cost)

·   All card sales are subject to a 5.95% credit card processing fee. This fee also encompasses the cost of us moving money to you.  We make no revenue of this fee and are working on it coming down however it stands at this rate for now.

Please reach out to Joe Citino directly to get involved.

Phone: 905 515 0080

Email: joe@shopeatplay.ca

Our hope is that these free platforms will help businesses who wish to take advantage of these programs reach out to new and existing customers and assist businesses during these extremely hard times.

Please let me know if you have any questions at all.