



City of Merced: Methods of Community Outreach

Merced City Council

April 4, 2022

GIFTBAR UPDATE

- Giftbar program was introduced to assist local, small businesses directly impacted by COVID-19 closures.
- The following process vetted the concept:
 - Concept was introduced to the City Council on April 20, 2020
 - City Council approved the program and allocated funding on June 15, 2020
- A status update was provided to the City Council on April 19, 2021
 - Estimated that approx. \$250,000 had been utilized
 - Council's direction was to modify the program from a redemption to a matching program
- As of March 31, 2021 reconciliation provided the following data:
 - \$234,530 in gift cards had been redeemed
 - Of the \$234,530, \$89,409.32 remained as an active balance on the issued cards
 - \$265,470 was available in the trust for the program
- Below is an update as of November 22, 2021:
 - \$250,700 in gift cards have been issued (\$14,770 since the change was implemented)
 - \$249,300 is still available for the community to redeem

SUPPORT LOCAL BUSINESSES!

City of Merced Shop Local Campaign

The City of Merced is matching 100% of your first order's purchase price on mercedcares.com, up to \$75! Spend up \$75 and receive up to a \$150 gift card!

- ★ Relief for local households
- ★ Support for great local businesses
- ★ Purchase a gift card and receive a 100% match from the City of Merced of up to \$75!



Survey active from August
24,2021 to September 30, 2021



Number of
Responses – 3,004

2,790 Responses
from Online
Survey
215 Responses
from Mailer



Most impactful
outreach effort:

Mass Text
Messages
Radio
Advertisements

OUTREACH SUMMARY

FUTURE EFFORTS

- Future outreach strategies to include the following:
 - Surveys, online or via phone
 - Direct community engagement, small groups
 - Educational mailers
- New ERP System to assist with better address collection
- Continue to maintain contact database through Subscribe Merced
- Multi-media approach for all content

