

# Rooted in Recovery

## SOUTH OKANAGAN | B2B STAMP CARD

Keep Business Local • Support Our Communities • Drive Recovery

### PROGRAM PURPOSE

**Rooted in Recovery** is a temporary business-to-business economic recovery initiative led by the Penticton & Wine Country Chamber of Commerce following the Bald Range wildfire and its impact on tourism, visitor spending and regional economic activity.

The goal is simple: encourage businesses and organizations to redirect more purchasing locally so more business dollars continue circulating throughout the South Okanagan.

### HOW IT WORKS

#### JOIN

1

[Register your business here](#) and identify the B2B Recovery Reward you are willing to provide, valued at up to \$150. *Note: You do not need to be a Chamber member to participate.*

The Chamber will then provide you with a 'Rooted in Recovery' package including stamp cards, as well as stamps for other businesses purchasing from you.

#### BUY LOCAL & COLLECT STAMPS

2

Make qualifying purchases from participating South Okanagan businesses and receive one stamp for each eligible purchase of at least \$50.

**SUMMERLAND BOOST:** Purchases from participating Summerland businesses earn DOUBLE STAMPS - two stamps for every eligible purchase.

#### COMPLETE 10 STAMPS

3

Fill your B2B Recovery Card by collecting 10 stamps while supporting businesses throughout the South Okanagan.

#### UNLOCK YOUR REWARD

4

Once your card is complete, choose an available B2B Recovery Reward offered by another participating local business.

#### KEEP THE CONNECTION GOING

5

Discover a new local supplier, service provider or business and turn a recovery initiative into a lasting B2B relationship.

## FOR PARTICIPATING BUSINESSES

Your offer helps create a reason for another South Okanagan business to discover what you do.

### YOUR COMMITMENT

**Offer one defined product, service, discount or credit with a maximum value of \$150 as your B2B Recovery Reward.**

Your offer is promoted as part of the program from the beginning, giving other businesses another reason to discover what you do.

### REWARD IDEAS / EXAMPLES

|                                                                                                            |                                                                                                  |
|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>ACCOUNTING FIRM</b><br><b>Complimentary 60-minute business consultation</b><br><i>Up to \$150 value</i> | <b>PRINTER</b><br><b>25% off your next print order</b><br><i>Maximum savings of \$150</i>        |
| <b>RESTAURANT</b><br><b>Complimentary staff lunch</b><br><i>Up to \$150 value</i>                          | <b>MARKETING AGENCY</b><br><b>Free social media consultation and audit</b><br><i>\$150 value</i> |
| <b>AUTO REPAIR SHOP</b><br><b>\$150 service credit</b><br><i>With a minimum qualifying service</i>         | <b>IT COMPANY</b><br><b>Complimentary technology assessment</b><br><i>\$150 value</i>            |

### WHY PARTICIPATE?

#### BE DISCOVERED

Your reward is promoted as part of the program, creating another reason for local businesses to learn what you offer.

#### KEEP DOLLARS LOCAL

Each completed card represents local transactions and money that stayed within the regional economy.

#### BUILD CONNECTIONS

The reward can introduce one South Okanagan business to another and help create a lasting B2B relationship.

The Penticton & Wine Country Chamber of Commerce will supply you with stamp cards, stamps, and a webpage to showcase your business as a participant along with your reward offer.

**KEEP BUSINESS LOCAL. SUPPORT OUR COMMUNITIES. DRIVE RECOVERY.**

Coordinated by the

