

HOW SELKIRK BECAME THE TOP SELLING LOCAL GIFT CARD IN CANADA

Program Name: Selkirk Biz Buck\$ Gift Card

Client: Selkirk Biz Chamber of Commerce

Launch Date: January 13th, 2022

“ This past year has been incredible for the Biz Bucks program, and we could not have achieved this success without the support of our local businesses, volunteers, generous sponsors, and the loyal community members who choose to buy and spend these cards locally. Since 2022, we have been able to keep over \$1.7 million dollars in our local economy with this Gift Card program.

”



Bianca Lessard
Executive Director, Selkirk Biz

Why they launched a program

With a popular Chamber Checks program that had operated since 2018, Selkirk Biz introduced their new high tech Selkirk Biz Buck\$ Gift Card alongside Miconex in 2022 to build on the existing shop local ethos with a Gift Card that was easier for consumers, businesses and organizations.

Benefits

The Selkirk Biz Buck\$ Gift Card has brought benefits for businesses in driving foot traffic and sales, with people overspending when they redeem their Gift Card. Corporate sales have also grown significantly since the introduction of the new Gift Card, as it is much easier for the Chamber to facilitate large corporate orders. The Gift Card gives organizations a chance to show their support for local through their employee reward programs - helping the Selkirk Biz Buck\$ Gift Card become the top Canadian program in 2024.

Who bought Gift Cards?

Organizations

Individuals

Where were Gift Cards purchased?

In person



Full list of participating vendors at www.itsalrightthere.com

ACCEPT

Biz **BUCKS**
GIFT CARD

SELKIRK **Biz**.ca
INITIATIVE

BUCKS
GIFT CARD

- \$ _____
- Roxi's by the Red Uptown Cafe
 - Selkirk Safeway
 - Selkirk Animal Hospital
 - Selkirk Home Hardware Building Center
 - Selkirk Red River Co-op
 - Selkirk Tire & Auto
 - Selkirk Veterinary Services
 - Shoppers Drug Mart
 - Three & Tea
 - Tim Hortons (Main St. & Manitoba Ave)
 - World of Water
- endors at www.itsallrightthere.com

SELKIRK **Biz** **BUCKS**
GIFT CARD

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Challenges

Selkirk Biz sell their Gift Card online in person from Selkirk Home Hardware, a business that is very involved with the Chamber and also a central, convenient location in Selkirk. Corporate orders of over \$1,000 are facilitated through the Chamber office. Selkirk Biz found that people prefer to buy in person and will often go down to Home Hardware to pick up the cards as there is no wait period. Selkirk Biz enabled this process to be as smooth as possible by implementing a card swiper machine at the Sales Point, so people can request the amount they want loaded onto the cards. A super busy Sales Point, organization and planning helps Selkirk Biz to manage demand at busy times of year, such as the Holidays.

Opportunities

Selkirk Biz take all opportunities to promote the card and involve and engage their businesses in the program, such as promoting businesses when they sign up to accept the Gift Card and providing window stickers for participating businesses. At the end of the year, Selkirk Biz advertise that they take orders for the Gift Card to drive corporate sales. They also use the Gift Card as prizes at events and by asking local businesses to sponsor the card as a prize within prize draws.

\$1.7 million

Local
Spend
Delivered

17,327

Cards sold in
2024

40

Businesses
Benefitting

HOW PETERBOROUGH DELIVERED \$830,000 IN LOCAL SPEND

Keen to move away from their paper program which was time consuming, a security risk and offered average customer experience, we look at how Peterborough DBIA diverted online spend back into their local community, brought more businesses on board, and secured the equivalent of 5 years of paper sales in just one month with their new Gift Card. [Read more.](#)



HOW REGINA PUT THE FUN INTO MARKETING THEIR GIFT CARD

A big city with a small town feel, we look at how Regina upgraded their corporate rebate program for a high-tech Gift Card with Miconex. By harnessing effective onboarding, exciting launch events and effective outreach to corporate firms, the Gift Card launched in Regina with a bang. [Read more.](#)



mi-cnx.com

HOW PEI USED THEIR GIFT CARD TO DRIVE \$7.6 MILLION TOURISM BOOST

With regular tourism campaigns unable to take place due to the pandemic, we look at how Food Island Partnership introduced their Gift Card to stimulate the economy and lock in local spend, supported by the government. Through clever marketing campaigns, the Canada's Food Island Gift Card continues to grow in success with over \$7.6 million in sales since 2020. [Read more.](#)



MICONEX