

# HOW SIOUX CENTER USED INCENTIVES TO DRIVE GIFT CARD SALES

**Program Name:** Sioux Center Gift Card

**Client:** Sioux Center Chamber

**Launch Date:** November 2021



Each year we have a Christmas Cash incentive, which we started back when we had a paper program and which we've continued since upgrading to the new Sioux Center Gift Card with Miconex. We typically sell around \$90,000-\$100,000 of Gift Cards during the promotion with a 15% discount. In 2024, we also branched out into holding a summer incentive and sold \$50,000 of cards. The majority of our Gift Cards are sold through incentives, which is a time-effective and efficient way of supporting our local businesses.



**Amber Van Der Vliet**  
Sioux Center Chamber

## Why they launched a program

With their annual Christmas Cash incentive becoming more popular, Sioux Center Chamber were keen to take their program to the next level with a high tech Gift Card from Miconex.

## Benefits

With their new Gift Card in place, Sioux Center Chamber were able to supercharge their Gift Card sales through the power of incentives, not only continuing with Christmas Cash but introducing an additional incentive for the summer. The Chamber find incentives to be an efficient and time-effective way of supporting their local businesses, across a number of sectors. The incentive sales are incredibly popular with customers, building anticipation for the sales each year.

Who bought Gift Cards?



Where were Gift Cards purchased?





# HOW SIOUX CENTER USED INCENTIVES TO DRIVE GIFT CARD SALES

## Challenges

While incentive sales are popular with consumers, funding them can be a challenge for Chambers and BIAs. Sioux Center Chamber fund their incentives through sponsorship, sending out sponsorship letters to larger Chamber businesses with three sponsorship levels and the chance for businesses to sponsor events such as Christmas Cash. At this time, the Chamber also let businesses know how many Sioux Center Gift Cards they are redeeming, if relevant, often encouraging them to give back through sponsorship. For businesses who don't accept the Gift Card, they see sponsorship as a way to support their community and realize that a thriving downtown draws potential employees by making it a great place to live and work.

## Opportunities

Their annual incentive sales are a huge opportunity to drive footfall and spend within the community across a range of sectors. To give as many people as possible a chance to participate, people can only buy up to \$300 of Gift Cards, with the Chamber selling at 1.5 hours at two different times in the day. With incentive dollars seen as 'free money' people will often spend their \$300 Christmas Cash in a practical way, paying utilities or buying groceries, whereas the summer incentive cash draws more spend in local boutiques, furniture stores, golf courses and so on, spreading the benefit out across the community.

**\$580K**

Local  
Spend  
Delivered

**\$93.62**

Average card  
load value  
2024

**105**

Businesses  
Benefitting

## UPGRADING FROM PAPER IN SEWARD COUNTY

Keen to launch a new Gift Card with Miconex to eliminate paper program limitations, Seward County Chamber tell us how they established ongoing funding for their new program through sponsorship opportunities, plus insights into how their Gift Card offers enhanced tracking capabilities and significantly reduced administration. [Read more.](#)



## HOW YORK CHAMBER GENERATED \$598K IN LOCAL SPEND

We look at how York Chamber made the transition to a high tech Gift Card, reducing administration for the Chamber, using the Gift Card as a way to demonstrate membership value to their businesses, and capitalizing on the corporate market. [Read more.](#)



## DITCHING PAPER AND DRIVING POPULATION GROWTH IN ROCK VALLEY

With a population of just 4000 people, a key aim for Rock Valley Chamber was to use their Gift Card in a housing incentive to encourage new residents. In summer 2024, Rock Valley was hit by devastating flooding. The Chamber were able to use their Gift Card to support those affected by the flood, loading money gathered through fundraising efforts. [Read more.](#)

