

HOW PETERBOROUGH DELIVERED \$830,000 IN LOCAL SPEND

Program Name: The Boro Gift Card

Client: Peterborough Downtown Improvement Area

Launch Date: December 9, 2020



The Boro Gift Card is incredibly popular in our community and it truly is the gift of possibility. It gives the recipients an opportunity to explore our local downtown businesses and treat themselves, while at the same time making it an easy choice for those who aren't sure what to buy for the person they are looking to treat.



Amanda Bedford,
Peterborough DBIA

Why they launched a program

Peterborough DBIA wanted to move away from their paper program which was time consuming, a security risk and offered average customer experience. They also wanted to compete in the growing Gift Card market and drive online spend back into their Downtown with an attractive, local Gift Card option.

Benefits

Growth - the technology of The Boro Gift Card minimized administration for the DBIA and maximized return for Peterborough. The technology enabled customers to pay for even small transactions, opening the program up to more businesses.

Who bought Gift Cards?

Organizations

Individuals

Where were Gift Cards purchased?

In person

Online





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Challenges

Working with Miconex, the DBIA went all out to get their Gift Card up and running for the holiday season 2020 to capitalize on demand, onboarding businesses and building word of mouth. This paid off, with the DBIA securing the equivalent of 5 years of sales of their old paper system in just one month.

Opportunities

A core opportunity for the DBIA was corporate sales. Because of the administration involved with their previous paper system, corporate sales was a largely untapped market. With The Boro Gift Card in place, the DBIA proactively marketed the product with huge success including a \$375,000 order from a large local organization in 2023. And it's success that continues to build, with 353% growth for the program in 2023 and a tangible impact on local businesses. Influential Gift Card business Wild Rock accepted over \$6000 of Boro Gift Cards at their store in the first 5 months of 2023 - an impossibility with the old paper system. Wild Rock says the ease of the Boro Gift Card for customers and businesses makes people more willing to use it.

\$830K

Local
Spend
Delivered

\$63.82

Average card
load value
2024

98

Businesses
Benefitting

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.](#)



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.](#)



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HOW SELKIRK BECAME THE TOP SELLING LOCAL GIFT CARD IN CANADA IN 2024

Selkirk Chamber launched their Selkirk Biz Buck\$ Gift Card alongside Miconex in 2022, making facilitating large corporate orders easy. Add in a central Sales Point, consistent business engagement and marketing, and the Selkirk Biz Buck\$ Gift Card was on its way to becoming the top program in Canada in 2024. [Read more.](#)



MICONEX