

HOW YORK CHAMBER GENERATED \$598K IN LOCAL GIFT CARD SALES

Program Name: York Chamber Card

Client: York Chamber of Commerce

Launch Date: February 2, 2022



Ultimately, I feel the success of the program lies with our businesses' willingness to accept cards and purchase cards to give to their employees (our customers). We are incredibly thankful for the support of both our businesses and our community, which has been instrumental in the program's success. I am also thrilled to continue receiving inquiries from other Chambers across the state of Nebraska about our success and experience with this program, which highlights its impact and effectiveness.



Madonna Mogul,
Executive Director
York Chamber of
Commerce

Why they launched a program

York Chamber of Commerce had noticed a change in transaction habits from paper to electronic. This, along with the reduction in administration time in moving from paper to electronic was the initial spark that set them on the path to implement the York Chamber Card program.

Benefits

With 30% of the Chamber's membership (117 locations) linked to the program, customers are able to complete 6,242 card transactions for a wide range of goods and services. Of the \$277,913.00 cards redeemed between November 2023 and January 2025, \$175,446.66 was with grocery, \$24,812.78 with restaurants/bars, \$5,630.48 on medical services, \$13,994.92 for gas/car maintenance, \$995.42 for utilities, \$1,801.23 for home repairs, \$8,552.14 for self-care salons, and the remainder in retail.

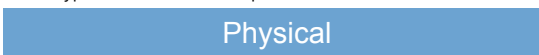
Who bought Gift Cards?



Where were Gift Cards purchased?



What type of Gift Cards were purchased?





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Challenges

In the current program, challenges have included reminding businesses to notify the Chamber when they update their point-of-sale systems or card machines so the cards can be relinked. Another challenge was ensuring cardholders were aware of their balances. This issue has improved with the introduction of a new batch of cards that include a QR code specific to each card, allowing cardholders to scan the code to view their remaining balance and transaction history.

Opportunities

In 2024, the Chamber Card program continues to be supported by large employers in York County, with this year seeing an increase among smaller businesses honoring employees with Chamber Cards. This growth demonstrates the program's versatility and its appeal to both large and small organizations, with over \$598,000 in Gift Card sales to date (2022 -2024).

\$598K

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 SIOUX CENTER USED INCENTIVES TO DRIVE GIFT CARD SALES

High-tech Gift Card from Miconex in place, discover how Sioux Center supercharged their Gift Card sales through the power of incentives. Funded with a smart sponsorship program, we look at how the Chamber spread the benefit of their incentive sales right across the community. [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.](#)



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