

success story

shop benicia launch

In 2020, the City of Benicia, CA (population 28,000), needed to launch their Shop Local program with a bang, hoping to mitigate revenue lost to the pandemic.

With CDA's creative and strategic services, the program launch was a tremendous success – with the initial promotion selling out in the first two weeks.

Today, the program is still going strong, generating \$30k in incremental revenue per year, thanks to ongoing support from CDA.

services

- Strategy
- Branding & creative production
- Merchant communications
- Campaign development
- PR & media relations
- Social media
- Email marketing
- Video production
- Hyperlocal advertising
- Web presence

+\$122k

Incremental revenue
since 2020

**Platinum
Winner**

Hermes Creative Awards
for Government

sold out

launch promotional offer
in just 2 weeks

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We appreciate CDA being able to adapt so quickly, mitigating the pandemic's hit to tourism revenue for the city.

TERI DAVENA

Economic Development Specialist, City of Benicia

success story

shop benicia launch



Shop Benicia is an eGift Card program designed to reward people for supporting small local retailers in the city. (Courtesy photo)

Shop Benicia eGift Cards program aims to help small local retailers

By Daily Republic Staff

BENICIA — The city has launched Shop Benicia, an eGift Card program designed to reward people for supporting small local retailers in Benicia while providing the public with a safe and convenient holiday shopping experience.

The gift cards can be redeemed at any participating business in the city.

As an added bonus for shoppers, the city is contributing \$10,000 in free bonus gift cards for gift cards purchased from Shop Benicia.



success story

shop pacifica reactivation

The City of Pacifica (population 38,000) needed to grow their existing Shop Local program, after an initial 8 month effort had failed to effectively engage merchants or create broad awareness & sales from local shoppers.

They turned to CDA to grow the program, and in just one month, CDA drove 16x the results the city had seen to date.

16x

monthly \$ spent on gift cards

2x

merchant sign ups

services

- Strategy
- Branding & creative production
- Merchant onboarding & communications
- Merchant incentives program
- Campaign development
- PR & media relations
- Social media
- Hyperlocal advertising
- Web presence
- Pitch deck for sponsors

7x

monthly transactions

“

We are excited that this new initiative will celebrate and support our business establishments while also generating... sales tax revenue to help the City.”

MARY BIER
Mayor of Pacifica

success story

shop pacifica reactivation



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ELECTIONS 2022

City of Pacifica Announces a Full Launch of New Citywide Mobile Gift Card Program

AUGUST 30, 2022 BY MICHELLE — LEAVE A COMMENT

PRESS RELEASE. From the City of Pacifica on August 19th, 2022.

Shop Pacifica community e-gift cards promote local small businesses and city services.

PACIFICA, CA (AUGUST 19) — The City of Pacifica has recently launched Shop Pacifica. This eGift card program makes it easier and more rewarding for shoppers to support local businesses and accelerate Post-COVID economic recovery while keeping dollars circulating in the community to benefit Pacifica merchants and residents.

As an additional incentive to promote the program's official launch and for a limited time, the city is investing \$10,000 in free "bonus gift cards" for shoppers who purchase gift cards before October 15, 2022.

These Buy-One, Get-One bonuses are substantial

- Buy a \$25 gift card, get a bonus \$10 gift card
- Buy a \$50 gift card, get a bonus \$25 gift card
- Buy a \$100 gift card, get a bonus \$50 gift card



Why Shop Local?

Local Dollars Help Fund Your Community

Learn more at bit.ly/shop-pacifica

SCAN ME



SHOP PACIFICA CITY-WIDE LAUNCH!!

LIMITED-TIME BOGO OFFER

To celebrate the official launch of Shop Pacifica eGift Cards this summer, the city is rewarding everyone who participates with some incredible deals! With e-Gift Cards you can redeem at any participating retailer in the city, Shop Pacifica makes it easier than ever to support Pacifica's local small businesses!

As an added bonus, the city is gifting free bonus gift cards to everyone who purchases a Shop Pacifica gift card!

Buy a \$25 gift card, get a bonus \$10 gift card!
Buy a \$50 gift card, get a bonus \$25 gift card!
Buy a \$100 gift card, get a bonus \$50 gift card!

The more you buy, the more you get!

Cards appear on your mobile device or may be printed at home. You can use them just like a physical gift cards for in-store or online purchases.

The gift cards you purchase never expire. Receive up to a maximum of \$300 in bonus gift cards per person, while supplies last or until the promotion ends **October 15, 2022**. Bonus gift cards rewarded by the city expire **December 25, 2022**.

Buy eGift Cards at bit.ly/shop-pacifica
*While supplies last!



Why Shop Local?

Money Stays In Your Community

Keep It Local

COMMUNITY → **BUSINESS** → **JOB** → **COMMUNITY**

Shop Pacifica eGift Cards

Redeemable by any participating business in the City of Pacifica

SHOP PACIFICA



SHOP PACIFICA

Spend \$25, get a \$10 bonus card
Spend \$50, get a \$25 bonus card
Spend \$100, get a \$50 bonus card

Limit \$300 in bonus cards per purchaser.
While supplies last or until promotion ends
October 15, 2022.



LET'S DO IT FOR THE TEACHERS!

GIVE YOUR TEACHERS
\$50 IN eGIFTCARDS, AND GET A FREE \$25 BONUS GIFT CARD FOR YOURSELF!

EAT. DRINK. PLAY
SHOP PACIFICA
GIFT CARD



SUPPORT LOCAL BUSINESSES

Buy a Shop Pacifica eGift Card

With digital gift cards you can redeem at any participating retailer in the city, Shop Pacifica makes it easier than ever to support Pacifica's local small businesses!

- Cards appear on your mobile device, or may be printed at home.
- Use them just like a physical gift card for in-store or online purchases.
- Gift cards never expire!

Redeemable at any participating business in the City of Pacifica.
Learn more at bit.ly/shop-pacifica

SHOP PACIFICA

SCAN ME

success story

support pioneer square

Since 2015, CDA's team has worked with Pioneer Square, a historic Seattle neighborhood, to drive increased foot traffic and revenue for merchants.

This includes the launch of custom-built "choose your own adventure" style mobile itineraries highlighting key attractions, as well as the pandemic relief campaign "Support the Square" to mitigate lost revenue for small locally-owned businesses.

services

- Strategy
- Branding & creative production
- Video production
- Web content
- Hyperlocal advertising (search, video, display, social)
- Social media
- Interactive "choose your own adventure" landing page

12.3M
impressions

68%
video
completions

50%
post-click
engagement

success story

support pioneer square

