

Love Frisco, Shop Frisco Card



How Yiftee's Partnership Transformed a Community



About

The Town Council of Frisco, Colorado and Town of Frisco staff are committed to protecting the beauty of their town. Due to Frisco's great beauty, it is a town largely driven by tourism. Their Yiftee-powered card supports local shopping and staying in Frisco to circulate money during a time of limited travel, keeping their local dollars local.

How Did Yiftee Help?

A community card created by the initiative of the partnership of Town Council of Frisco, Colorado and Town of Frisco staff, the Love Frisco, Shop Frisco eGift Card powered by Yiftee has already generated over \$115,000 for its local businesses in less than one month, using a BOGO program to encourage sales.

Launch Results



67

Merchant Partnerships



1140

Yiftee Cards Purchased

\$ 115,000

Small Business Revenue

Through community conversations with local businesses, the Town of Frisco brainstormed a wide range of ways to help businesses succeed through the pandemic. The Love Frisco, Shop Frisco eGift card program has done just that by stimulating the local economy with a bonus eGift card per purchase that can be spent in participating local businesses."

-The Frisco/Copper Visitor Information Center

