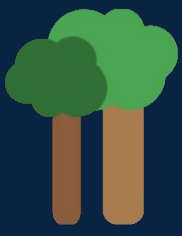


Memphis, Tennessee Concourse Card



How Yiftee's Partnership
Transformed a Community



About

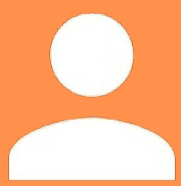
Home to 650k, Memphis is a thriving city in southwest Tennessee. The Yiftee Concourse Card supports 18 different merchants throughout Crosstown Concourse. Throughout the last few months, these merchants have seen increased revenue with help from their community card.

How Did Yiftee Help?

Yiftee partnered with the local chamber of commerce members to launch a community card. This card enables community members to purchase one umbrella card that works at all participating local businesses. The Memphis Concourse Card has brought over \$4,000 in revenue to small businesses.



Launch Results



18

Merchant Partnerships



75

Yiftee Cards Purchased



4K

Small Business Revenue

The Concourse Card can be used across a variety of businesses, allowing Memphis residents and visitors to support the community in whatever way suits them best. This card is unique in that it can be used across a variety of merchants in a mall, rather than a town.

