

JOHN\$TOWN CA\$H

TOWN OF JOHNSTOWN
JOHNSTOWN, CO



PROGRAM DETAILS:

THE TOWN OF JOHNSTOWN RECEIVED A ONE TIME BOOSTER OF OVER \$100,00 TO SUPPORT THEIR LOCAL MERCHANTS. IT WAS DECIDED THAT THEY WOULD MAIL EACH OF ITS HOUSEHOLDS A \$20 GIFT CERTIFICATE TO USE AT A PARTICIPATING MERCHANT. THE CERTIFICATES WERE MAILED OUT IN MARCH OF 2021, WITH A PROGRAM START DATE IN APRIL 2021. EACH CERTIFICATE EXPIRES ON 12/31/21. THE CERTIFICATES ARE TO BE UTILIZED AS CASH AT THE COMMUNITY MEMBERS FAVORITE LOCAL MERCHANT. RESTAURANTS, BEAUTY SALONS, HARDWARE STORES, COFFEE SHOPS, HEALTH AND WELLNESS CENTERS, GROCERY STORES AND MORE ARE ALL INCLUDED IN THEIR PROGRAM.

38

participating
merchants

9,900

population

13.52

square
miles



100,000+

TOTAL PROMOTION

THE PROGRAM
RUNS APRIL 2021-
DECEMBER 2021



TOP REDEEMERS:

LOCAL GROCERY STORE
HARDWARE STORE
MEXICAN RESTAURANT