



“Shop Hercules” Yiftee Gift Card Program

City Council



1/27/2026

Yiftee Digital Gift Cards

Business Retention/Support Initiative

- “Buy One/Get One” program funded in 2022-23 to assist in Covid recovery
- Cost to City ~\$166,500
- Gift Card Value ~\$154,289
- Pinole and Rodeo have active programs



Neighboring Cities' Programs

Pinole Perks

- 25% bonus
- \$25,000 funding for FY 25-26
- City-funded

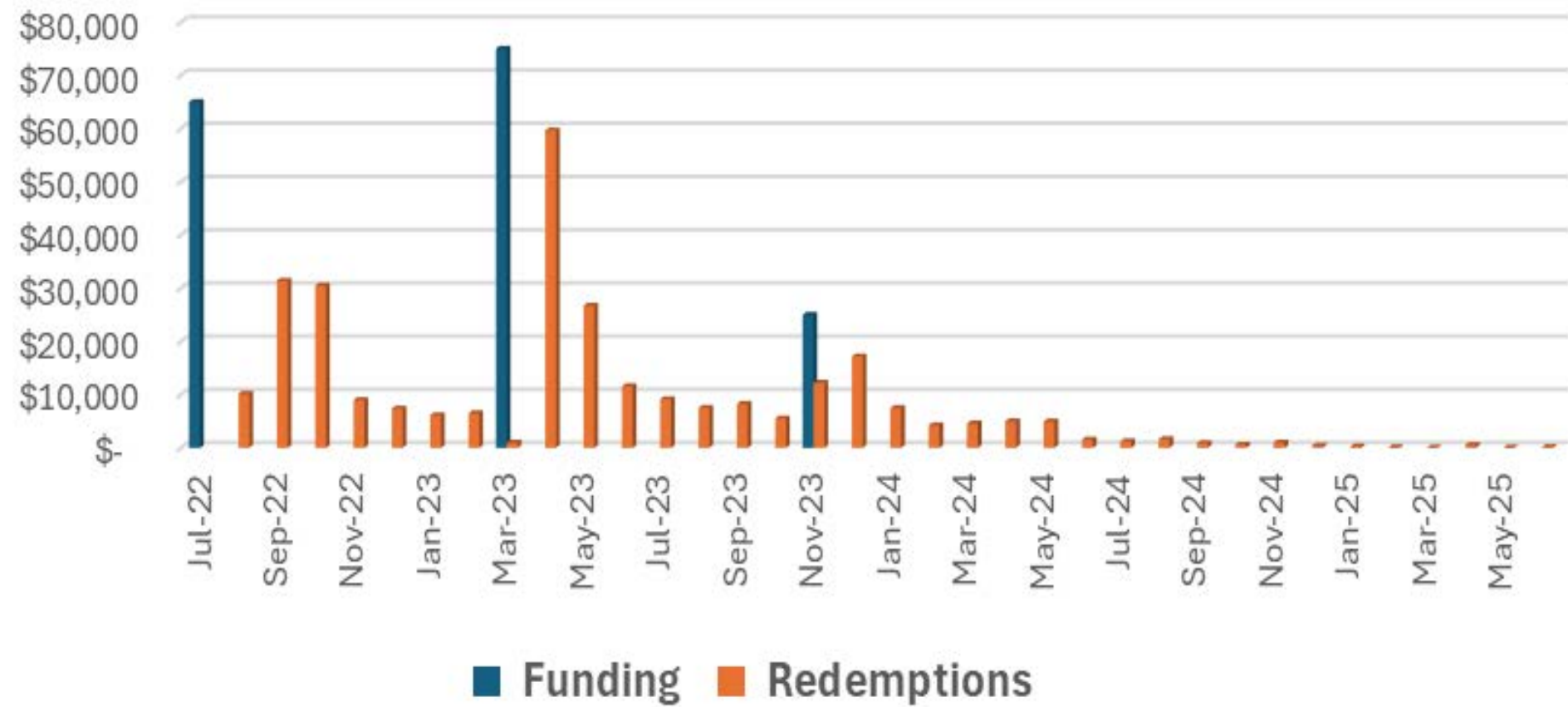


Rodeo Rewards

- 50% bonus
- \$25,000 funding
- Funded by Phillips 66 Rodeo Renewed Community Benefits Fund

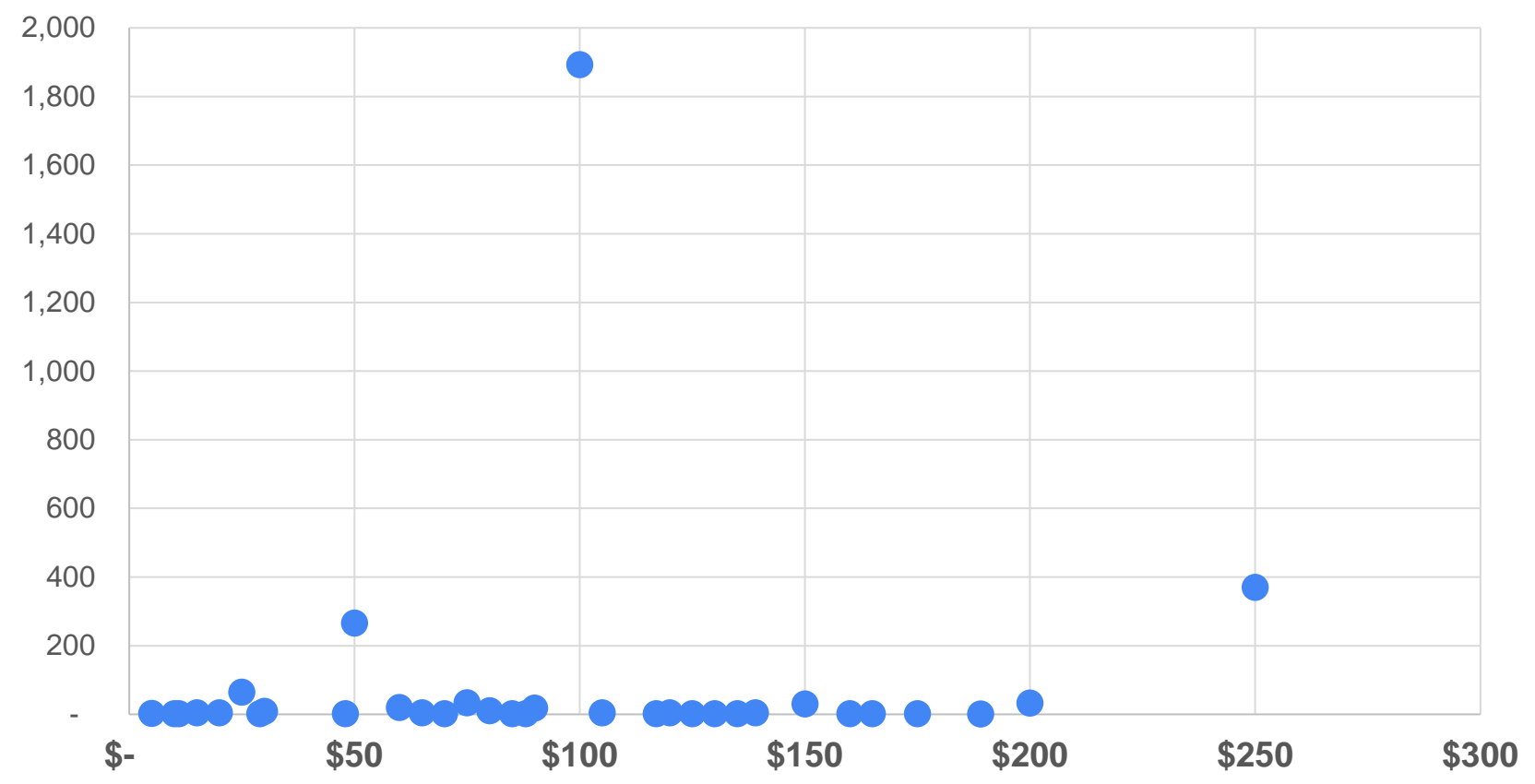


Yiftee Funding and Redemptions

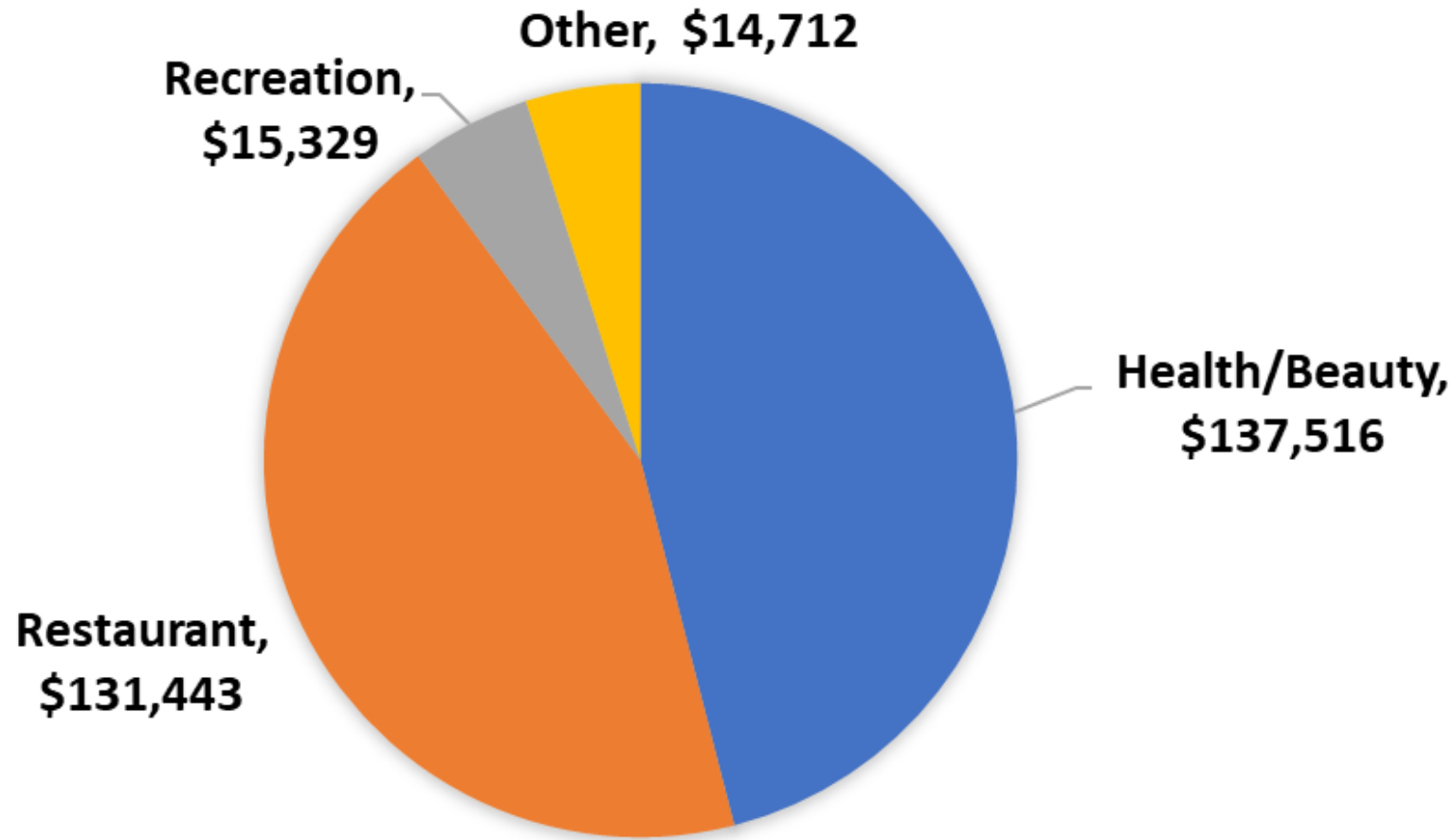


Yiftee Cards Purchased by Value

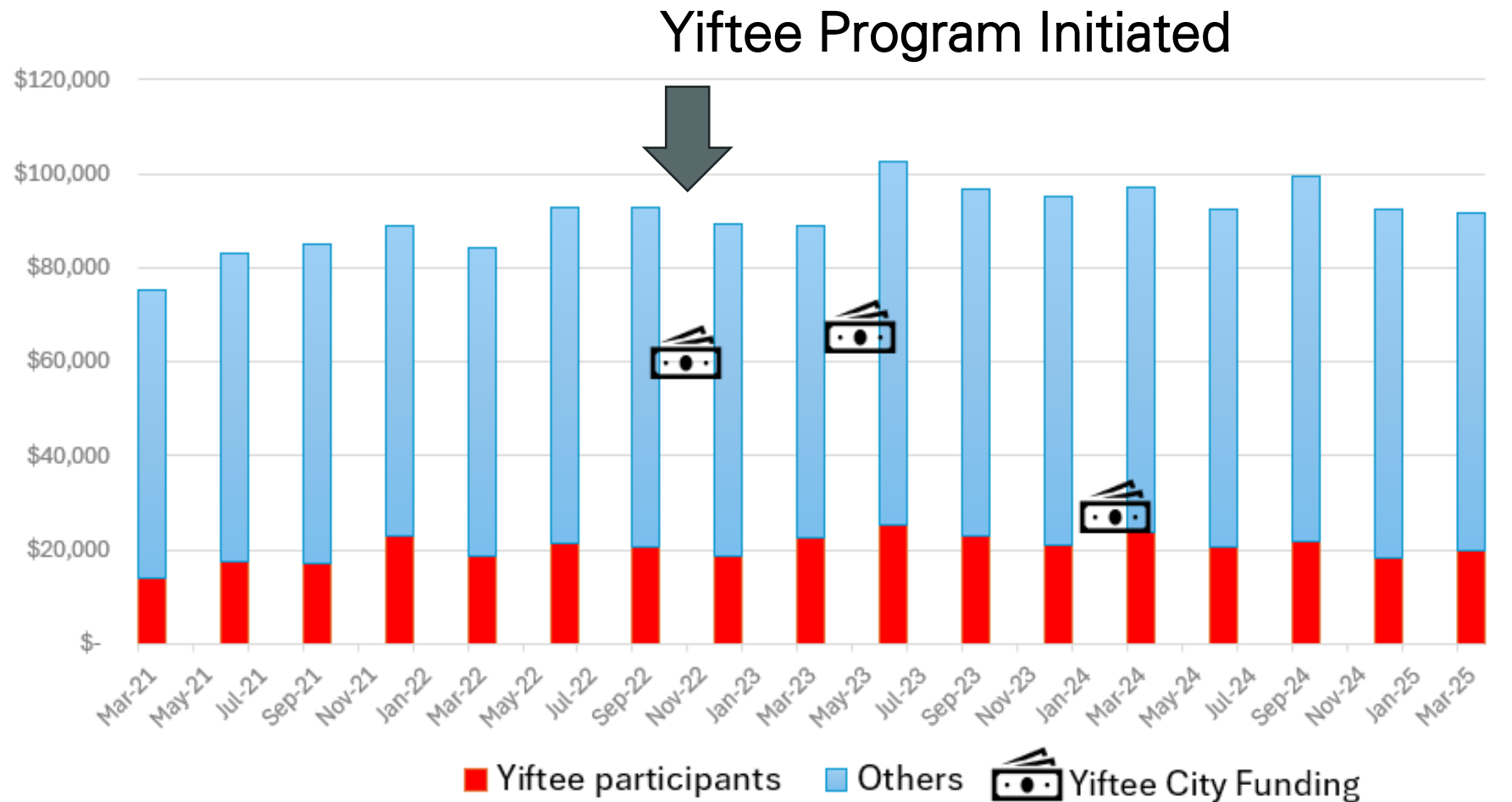
Subsidized Cards Purchased by Card Value



Yiftee Redemptions by Category



Restaurant Sales Tax Receipts, 2021-25





Questions/ Discussion

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