



# “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



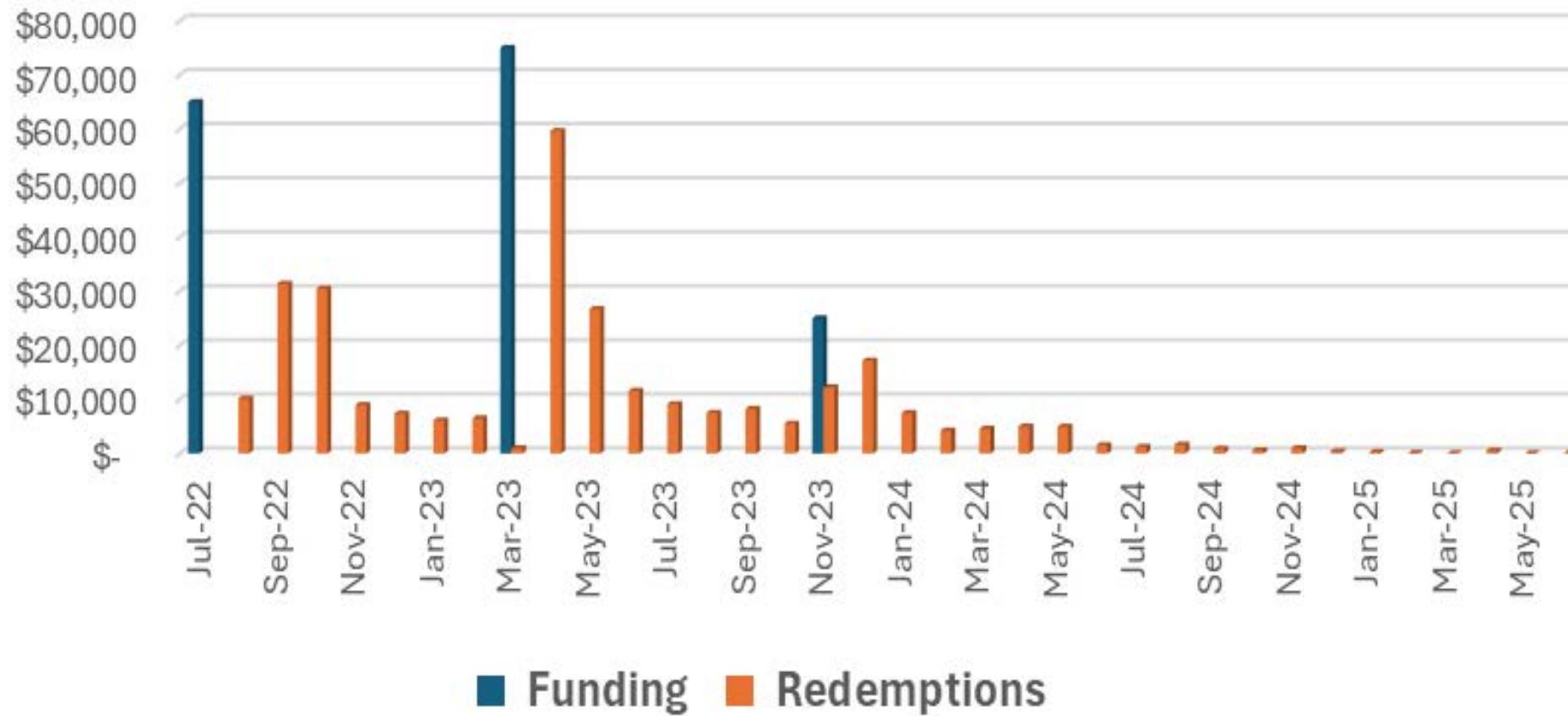
## Rodeo Rewards

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

Community Benefits Fund

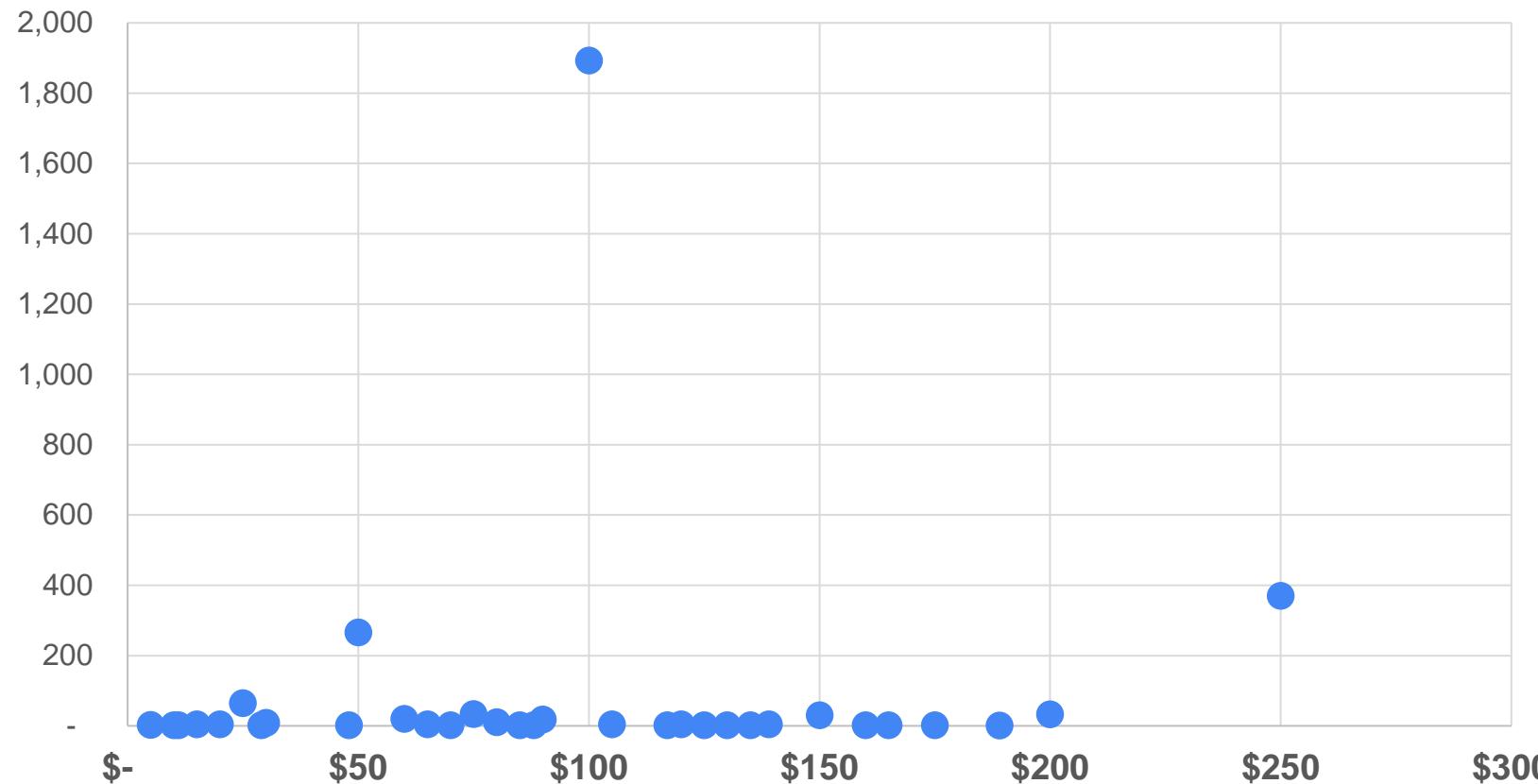


# Yiftee Funding and Redemptions

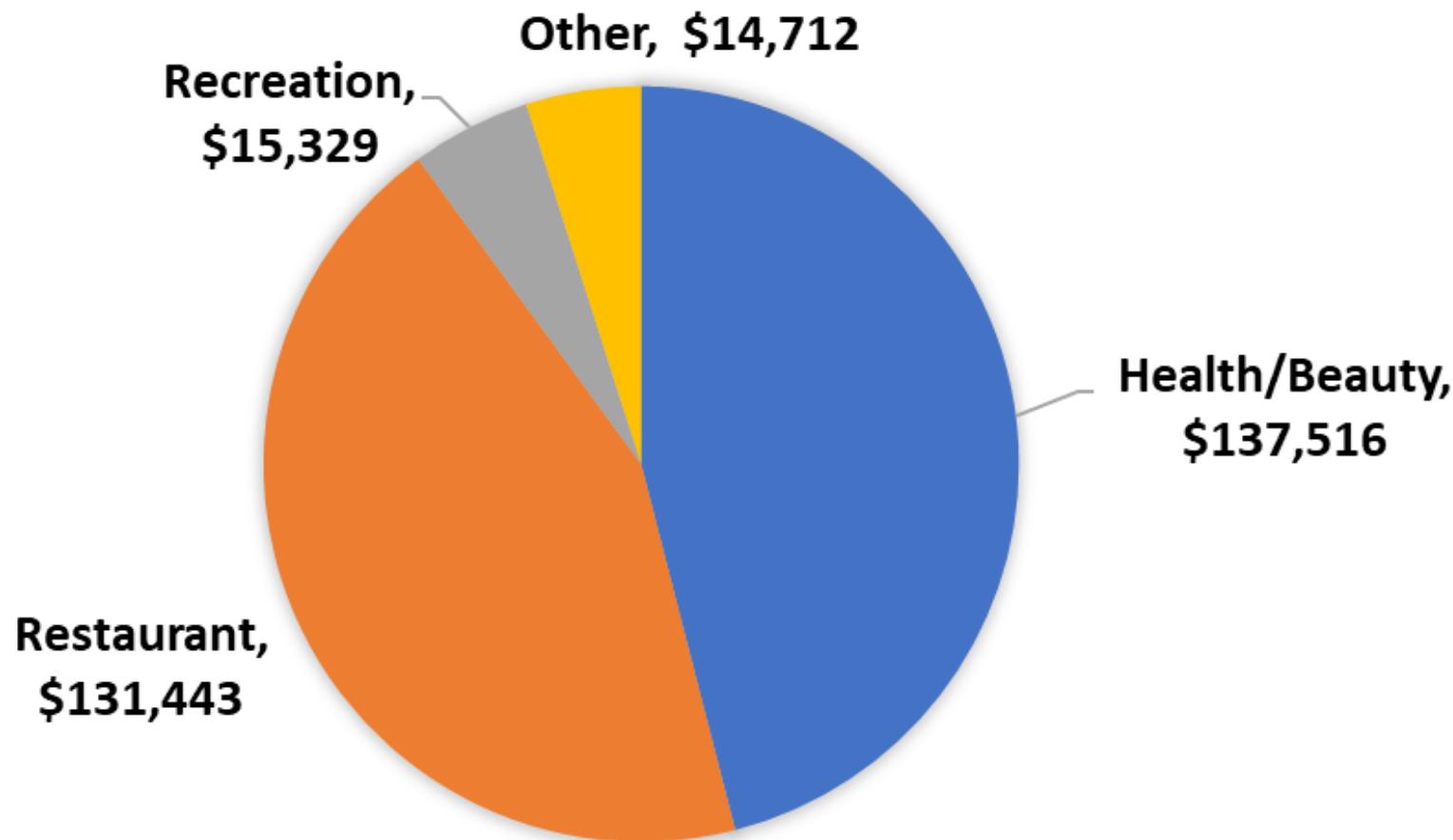


# Yiftee Cards Purchased by Value

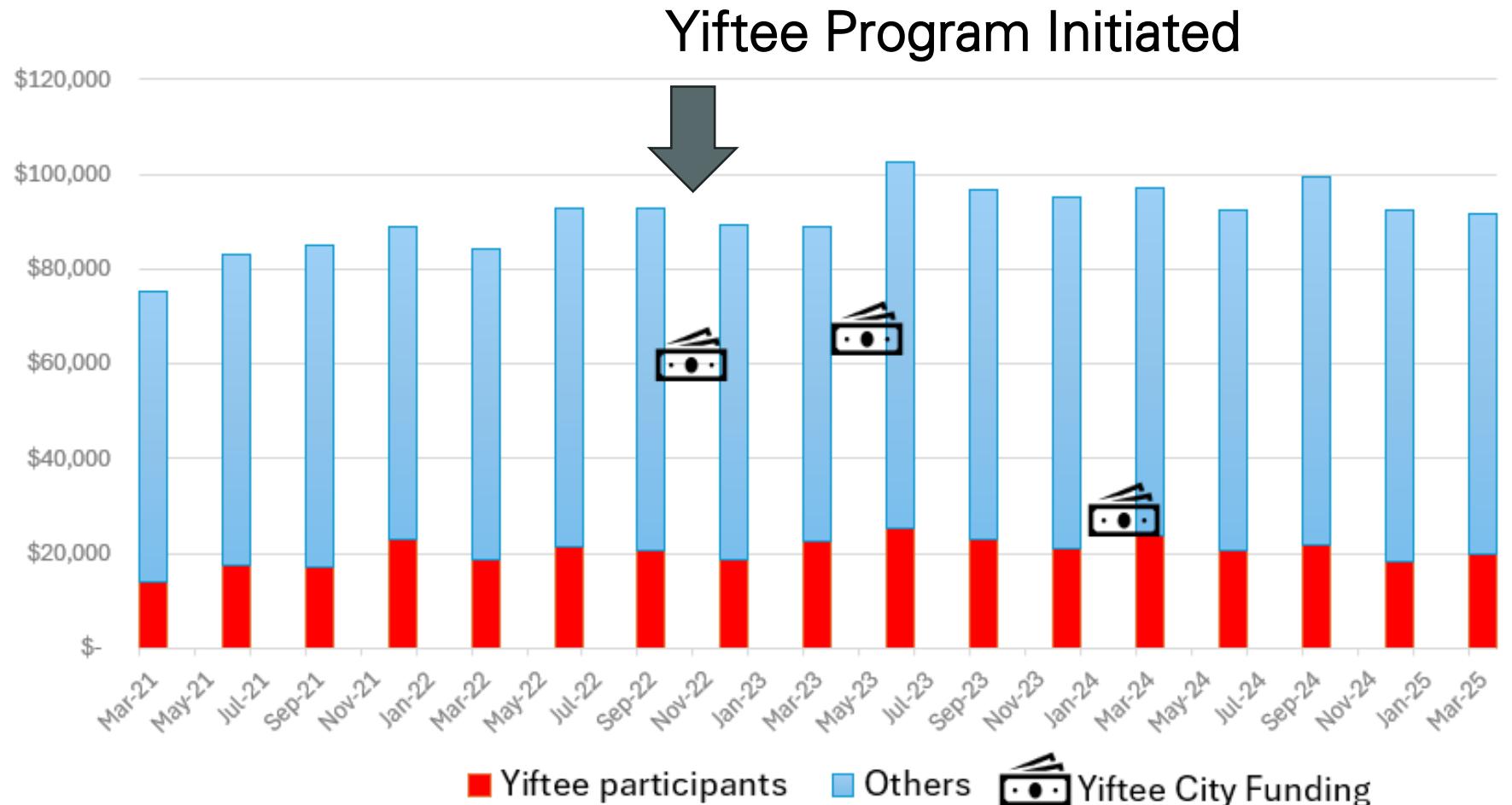
Subsidized Cards Purchased by Card Value



# Yiftee Redemptions by Category



# Restaurant Sales Tax Receipts, 2021-25





# Questions/ Discussion

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