

RESOLUTION NO. 23-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERCULES APPROVING A FOURTH AMENDMENT TO AN AGREEMENT WITH YIFTEE IN THE AMOUNT OF \$25,000 FOR THE “SHOP HERCULES” DIGITAL GIFT CARD INCENTIVE PROGRAM

WHEREAS, the City of Hercules values its locally owned small businesses and seeks to improve the economic climate for small businesses; and

WHEREAS, the City entered into an Agreement with Yiftee for the Shop Local/Gift Card Program on April 26, 2022 for \$65,000; and

WHEREAS, due to successful launch of the pilot program, the City Council approved the First Amendment to the Agreement, adding \$75,000 to the program and increasing the budget by \$75,000; and

WHEREAS, to encourage large employers in the vicinity of Hercules to patronize Hercules restaurants and caterers, the City Council approved the Second Amendment to the Agreement, adding \$50,000 to the program and increasing the budget by \$50,000; and

WHEREAS, in recognition of Small Business Saturday in 2023, the City Council approved the Third Amendment to the Agreement, adding \$25,000 to the program and increasing the budget by \$25,000; and

WHEREAS, the Fourth Amendment would add \$25,000 to the Yiftee Gift Card program; and

WHEREAS, the FY 25-26 Mid-Year Budget Update includes a \$25,000 appropriation from the General Fund for this purpose;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hercules as follows:

1. Provided the City Council approves the proposed \$25,000 appropriation from the General Fund included in the FY 25-26 Mid-Year Budget Update, the Fourth Amendment to the Agreement with Yiftee is hereby approved, and the City Manager is authorized to execute the Fourth Amendment to the agreement.
2. Yiftee funding from the Fourth Amendment is to be released in \$5,000 increments at quarterly intervals, with a 25% bonus on gift card purchases, a maximum card value of \$200, and a maximum of 1 card purchase per user per quarter.

The foregoing Resolution was duly and regularly adopted at a regular meeting of the City Council of the City of Hercules held on the 24th day of February 2026 by the following vote of the Council:

AYES:

NOES:

ABSTAIN:

ABSENT:

Chris Kelley, Mayor

ATTEST:

Eibleis Melendez, City Clerk