



Frequently Asked Questions for Businesses

Q: What is the new Love A Local voucher?

The first round of Love a Local vouchers were printed with a July 31, 2020 expiration date to incent people to visit and shop in the Village sooner. It worked! TOSV reimbursed businesses nearly \$50,000. Of that, 42% was redeemed by TOSV residents and the remaining 58% by those who received the voucher in Aspen, Woody Creek and Old Snowmass. **PLEASE NOTE THE TOWN WILL NO LONGER ACCEPT THE JULY 31, 2020 DATED VOUCHERS FOR REDEMPTION.**

A second round of Love A Local vouchers will be distributed the week of Aug 31, 2020 and will expire on Oct 31, 2020. These vouchers will look similar but should be easily identifiable as they have a black background. Please see below.

Q. How do I know a voucher is legit?

Thanks for asking! The official vouchers have a silver metallic heart on the back. This metallic sheen will not copy. There are two versions of the voucher, one has a printed 81615 along the red vertical line and one is blank. The ones with 81615 were distributed to Snowmass Village residents.

Plus (see yellow highlights):

- the expiration date is October 31, 2020.
- An optional line for transaction total.

See sample voucher below...



Q: What's the difference between the vouchers that expired on July 31, 2020 and the new vouchers?

The new voucher have a BLACK background vs a white background.

Plus

- the expiration date is October 31, 2020.
- An optional line for transaction total.



Q: Who's getting these additional Love a Local mailings?

- Snowmass Village PO Boxes
- Aspen PO Boxes
- Basalt residences and PO Boxes

Our intention in sending them outside of TOSV is to encourage people to visit the village to shop and dine. Other than the Snowmass Village PO Boxes, the other recipients did not receive the first mailing.

Q: Who can register to accept these?

Any business that both has a valid Snowmass Business License AND a physical location within Town of Snowmass Village is able to register. To register your business visit <https://docs.tosv.com/Forms/Love-a-Local-Register>.

Q: Does a business need to re-register to accept the second Love A Local voucher?

No. Any business who registered for the first round will automatically be registered for the second round. Registration is available and required for businesses who did not initially register.

Q: How do I redeem them from Town of Snowmass Village?

Registered businesses can redeem Love a Local vouchers through the Finance Department at Town Hall. To register your business visit <https://docs.tosv.com/Forms/Love-a-Local-Register>. Registrants must also submit a W-9 before being reimbursed. Vouchers can be redeemed by completing a Voucher Remittance Form and submitting it along with the original vouchers.

Q: How quickly will I get reimbursed?

The finance department issues checks weekly. Vouchers (along with Voucher Remittance Forms) that arrive at Town Hall by the end of the day on Tuesdays will be included in the week's check run.

Vouchers + Voucher Remittance Form can be mailed to Finance or dropped off at the front desk of Town Hall. See instructions on Voucher Remittance Form.

All payment checks will be mailed on Fridays to the business address on the registration form unless a special request to hold the check is made via email to mwilliams@tosv.com by Thursdays.

Q: What are the rules? Is there fine print?

Only original vouchers will be reimbursed. Vouchers must be 'whole' and not torn or in pieces. An original voucher has a silver metallic heart on the 'address' side of the voucher. Only the voucher and Voucher Remittance Forms need to be submitted. Receipts or proof of transactions are not required.

The town will no longer accept the July 31, 2020 dated vouchers for redemption.

TOSV will reimburse \$25 per valid voucher, regardless of the transaction.

Retailers should not provide 'change' or 'cash' in exchange for a voucher.

A voucher must be used in one transaction.

Merchandise purchased with vouchers should be non-refundable.

Q: When are the vouchers valid?

The vouchers should be arriving to recipients next week and are valid from arrival date until October 31, 2020.

All vouchers and Voucher Remittance Forms must be received by the Finance Department by **Friday, November 13, 2020** for reimbursement.

Q: Do we need to supply receipts for the purchases?

No. No proof of transaction is required.

Based on feedback from retailers, we added an optional line on the voucher to track transaction totals. Please fill this in if possible.

Q: Are they good for the purchase of any goods and services? Anything excluded?

The Love a Local vouchers can be used towards any purchase of good and/or services at registered businesses.

Q: Can more than one voucher be used in a single transaction?

Yes. However, please be mindful. Individuals should not have more than one voucher. If someone presents multiple vouchers, please be certain to verify their validity.

Q: What are some other components to Love a Local campaign?

Love a Local is a marketing initiative to support our restaurants, lodges and retailers. You will see banners, decals, stickers, print and radio advertising. The voucher program is an important component of the initiative, but the campaign should also resonate with visitors or others who do not know about the vouchers.

Q: What about Snowmass Bucks or other 'coupon' programs?

So far, Snowmass Village, two major landlords (the Romero Group and East West) have or are planning to issue other 'incentive' coupons or vouchers. These are for the most part limited for use at their particular tenant locations. Please see the rules/regulations on those individual offers.

Any additional questions? Please email Rose Abello rabello@gosnowmass.com