



Downtown Gift Certificate Program Frequently Asked Questions

What is the MAIN STREET LEXINGTON Gift Certificate Program?

The MAIN STREET LEXINGTON Gift Certificate Program offers Gift Certificates for sale, redeemable at face value, at all participating Downtown Lexington retailers, restaurants, and service providers. The goal of this program is to encourage shopping and dining in Downtown Lexington.

Which businesses are eligible to participate in the Program?

All Downtown retailers, restaurants, and service providers are eligible to participate. Since the purchase of a Gift Certificate will include a list of all participating merchants, we ask each Downtown business owner to explicitly indicate whether or not they want to participate.

In what denominations are Gift Certificates available?

Main Street Lexington Gift Certificates are available in denominations of \$5, \$10, \$25, and \$50. A sample Gift Certificate is pictured below.





Where are Gift Certificates available for purchase?

MAIN STREET LEXINGTON Gift Certificates are currently available for purchase online through the MSL website (mainstreetlexington.org). Certificates may also be purchased in person at the MSL office (2nd Floor, Wells Fargo Bank, 101 South Main Street), Just Games (29 West Nelson Street), and the Shenandoah Attic & Victorian Parlour (1 South Main Street).

Can a single Gift Certificate be redeemed at multiple locations?

Each MAIN STREET LEXINGTON Gift Certificate may be redeemed at only one location. To offer a gift recipient greater flexibility, the purchaser of the Gift Certificates can opt to buy a "bundle" of certificates in smaller denominations. For example, someone may choose to buy five \$10 Gift Certificates rather than one \$50 Gift Certificate. Each of the \$10 Gift Certificates could be redeemed at a different participating business.

What if someone wants to redeem a Certificate for goods or services that are less than the Certificate's face value?

In cases where the total value of goods or services purchased is less than the face value of a Gift Certificate, the merchant has the option to provide change (in cash) or to provide in-store credit for the balance remaining. The optimal approach may simply depend on the size of the balance remaining. (For example, the merchant may decide to give change for all balances less than \$5 and to give in-store credit for all balances greater than \$5). This is up to the individual merchant.

How are business owners reimbursed for Gift Certificates they have redeemed?

MAIN STREET LEXINGTON will reimburse business owners for the face value of all certificates redeemed at their location. Reimbursement is available during MSL's office hours (Monday-Friday, 10:00 a.m.-2:00 p.m.). Bring your gift certificates to the MSL office (2nd Floor, Wells Fargo), or contact us at 540-319-4181 or info@mainstreetlexington.org to arrange for a pickup.



How will potential customers learn about the MAIN STREET LEXINGTON Gift Certificate Program?

MAIN STREET LEXINGTON promotes the Gift Certificate Program through the MSL website, social media, advertisements, active local outreach, and signage throughout Downtown Lexington.

Are there any fees for customers or merchants associated with the MAIN STREET LEXINGTON Certificate Program?

There are no program fees. This program is funded through generous contributions in support of MAIN STREET LEXINGTON.

How will potential customers know which merchants are participating in the Gift Certificate Program?

Every participating merchant will receive a vinyl window sticker indicating they accept MAIN STREET LEXINGTON Gift Certificates. The reverse side of each Gift Certificate also includes a complete list of participating merchants.

Questions? Contact us at info@mainstreetlexington.org!