

How it Works...

- ◆ Shopping Dollars are Distributed by Hoteliers to their guests staying on Holiday Stroll Packages in \$10 and \$20 increments
- ◆ They are accepted in your store/restaurant like cash EXCEPT you do not need to give change back for them
- ◆ Record how many \$'s you've received from each lodging property
- ◆ At the end of the month tally all the dollars you've received and send them to the LPBA (we will provide a form)
- ◆ The LPBA bills the lodging properties and then each property pays you directly
- ◆ It costs you 10 cents on a dollar for each dollar spent, meaning you will be reimbursed at 90 cents on the Dollar...
- ◆ AND...It only "costs" you if someone spends them...most likely for a fraction of the sale

**\$10**

**Lake Placid Holiday Dollars**

**\$10**





Expires: December 20, 2012  
No cash value for partial redemption.

Guest Name: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Date Issued: \_\_\_\_\_

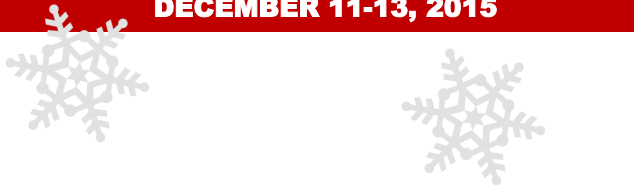
**Hotel Logo**  
**Here**



\*\*\* Cannot be used for gratuities



**DECEMBER 11-13, 2015**



# Holiday Shopping Dollars Program

A benefit of your membership in the LPBA

**Drive more activity to your business at an otherwise quiet time!**



**LAKE PLACID BUSINESS ASSOCIATION**

P.O. Box 1466  
Lake Placid, NY 12946

# This is a virtually FREE Advertising Opportunity

## Your Business will be Marketed in the Following Ways:

- ◆ A Fall production of a slick tri-fold “rack card” advertising the Village Stroll events, promotions, and participating businesses,
- ◆ Listed on the web at <http://www.lakeplacid.com/holidays> and also on the Stroll’s [Facebook Page](#)
- ◆ Each business includes a weekend promotion which is advertised on the web, in print, and via radio mentions (WSLP)
- ◆ Each business includes a promotion piece that is added to the Stroll Welcome Bags given to all guests who sign up for a Stroll Package
- ◆ Each of the Holiday Shopping Dollars has a list of participating businesses on the back side

The Holiday Village Stroll  
is Growing  
Every Year!

We have two more hotels  
on board this year! The  
Courtyard Marriott and Hotel  
North Woods—  
That means more \$’s circulating

## Many LPBA Members have enjoyed the Holiday Shopping Dollars Program

The Holiday Shopping Dollar program is a great way to increase traffic in my store during a fun filled weekend.  
- Lori Staats, Owner, Fanfare

By participating in the Holiday Shopping Dollar program, our store received an incredible amount of free publicity that resulted in many new customers discovering our store - this was especially important to us as a store in it's beginning years. -  
Jessie Seguin, Owner, The Smoking Cork LLC

## What do you need to do?

- ◆ Let us know if you are “in” for 2015, email Olivia Zeis at [Olivia@golden-arrow.com](mailto:Olivia@golden-arrow.com)
- ◆ Design your Stroll Weekend Promotion and email it to Olivia by November 7th.
- ◆ Prepare and deliver your promotional piece to the Golden Arrow for inclusion in the welcome bags by the end of November