



HILLSBOROUGH STREET

Dollars



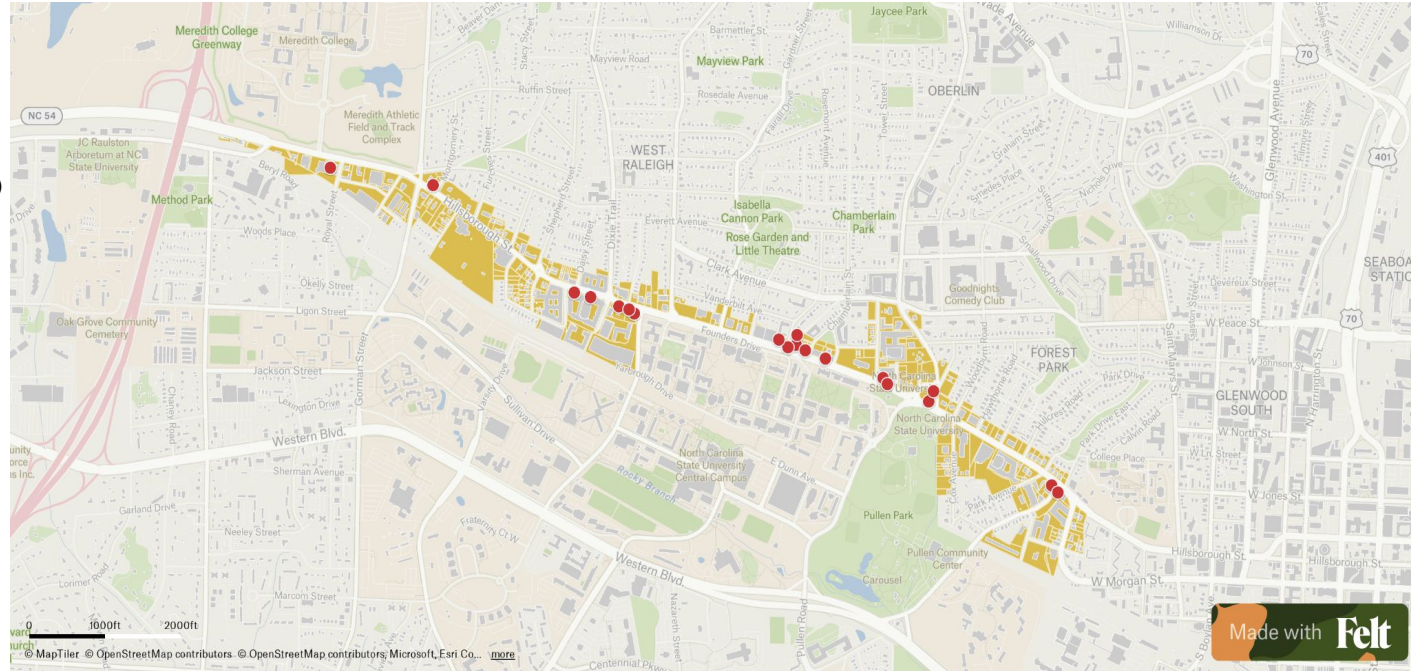
Summary of Program

- The “Hillsborough Street Dollars” program was started in late 2020 as a hands free method of payment to keep both our consumers and merchants safe during the beginning of the pandemic. HS Dollars may only be used at merchants within our MSD boundary lines, which keeps dollars inside our community. All merchants are encouraged to participate, but must be able to accept Mastercard with their POS system.
- As of June 2023, 20 merchants have decided to participate in the program and the HSCSC staff is attempting to grow that number daily.
- Roughly \$25,000 dollars worth of cards (as of June, 2023) have been bought since the creation of the program in November 2020. (Roughly 1,127 individual cards)

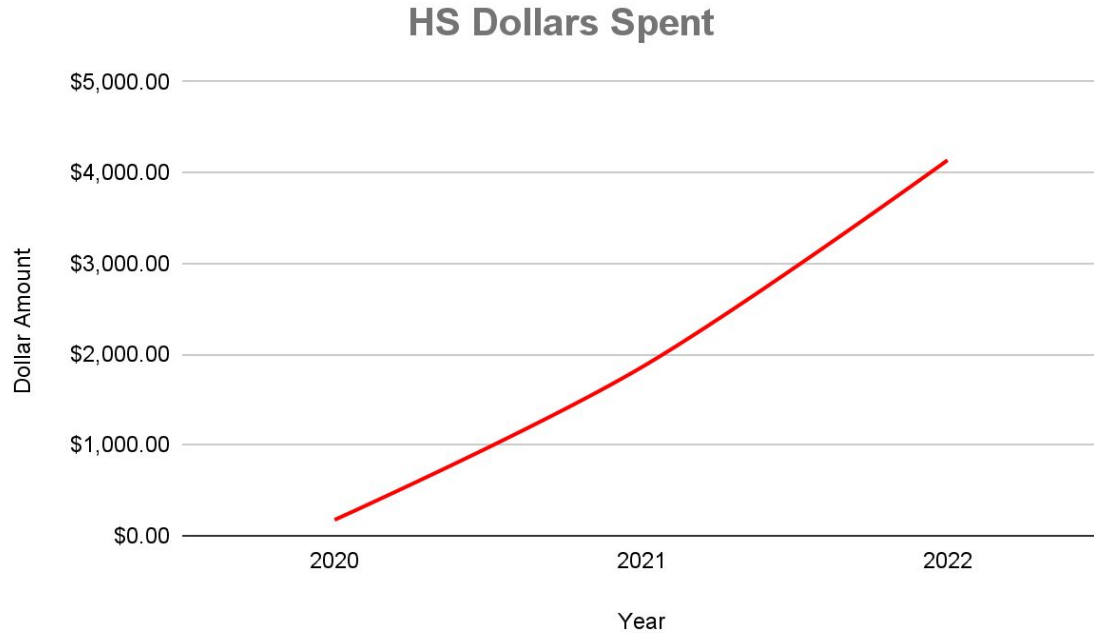


Participating Merchants

- Blend Raleigh
- Cha House
- Global Village
- Gonza Tacos & Tequila
- Hemp Generation
- Jasmin's (NCSU & Meredith)
- Meraki Salon
- Moge Tee
- Penn Station
- Pisco Mar
- Red Line Beer & Wine
- Rush Bowls
- Sam & Bills
- Snoopy's
- The Green Monkey
- Zaxby's
- Aloft
- Royal Banquet
- Tacos El Patron



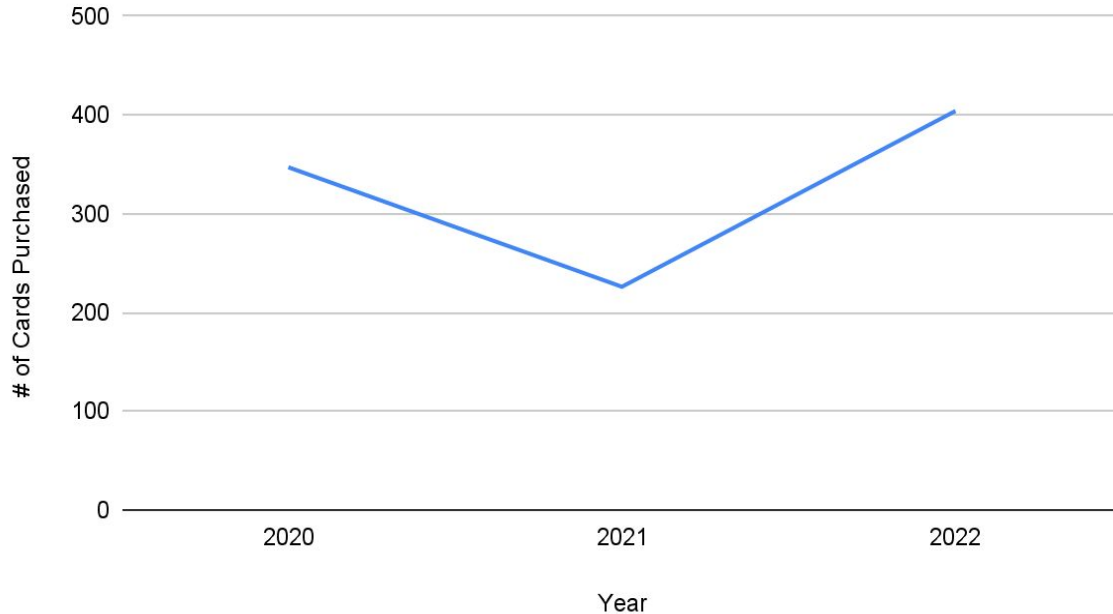
Summary of HS Dollars Redeemed



- Year 1 (November-December 2020) **\$175.01**
- Year 2 (2021) **\$1,852.**
- Year 3 (2022) **\$4,136.20**
- Year 4 (January- July 2023) **\$3,137.69**
- Total amount spent= **\$9,300.90**

Summary of HS Dollars Purchased

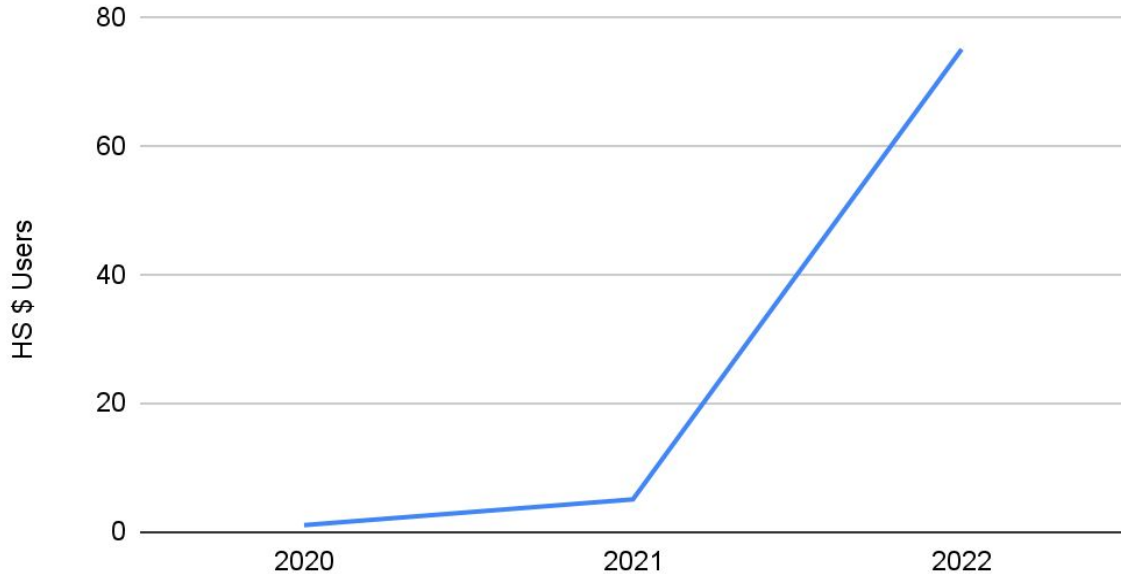
Cards Purchased Per Year



- The amount of cards purchased in **Year 1** were **347**.
- The amount of cards purchased in **Year 2** were **226**.
- The amount of cards purchased in **Year 3** were **404**.
- The amount of cards purchased in **Year 4** were **165**. (Only though July).

Number of Purchasers

Number of HS Dollars Purchasers (Non HSCSC)



- In Year 1, there was only one purchaser that were not HSCSC. HSCSC bought 346 to gift users.
- In Year 2, there were only five purchasers that were not HSCSC. HSCSC bought 221 cards to gift users.
- In Year 2, there were 75 purchasers that were not HSCSC. HSCSC bought 329 to gift to users.
- Halfway through Year 4, we have only had 2 people buy cards that were not HSCSC. HSCSC has purchased 163 to gift users.

Cost to HSCSC

- So far, HSCSC has been responsible for paying all fees associated with buying HS Dollars. Normally, a consumer would purchase a gift card and also be responsible for a fee of \$1 + 5% of cards worth. (For Example: \$20 Card: $(\$1 + 5\%(\$1)) = \$2$. Total cost: \$22)
- The full amount of fees paid is roughly **\$2,362.75**.

Goals of the Program

- Add more merchants
- Reach out to student housing for bulk purchasers
- Reach out to existing merchants to remind/train them for the program
- Signage in stores
- More programs to promote HS Dollars (Scavenger Hunt, Awards, etc.)
- Continue to monitor the program

Questions?

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