

Introduction

The COVID-19 pandemic has put unique and exceptional stress on the economy. While some industries, such as grocery and home improvement, have benefitted from virus-related changes in consumer behavior,¹ many small businesses, especially in the service industry, continue to struggle. The challenge is even more unique in college communities such as Davis, California, where students, who reliably support local small businesses, have largely been prevented from returning and regularly assimilating into the community.

Healthy Davis Together (HDT), a joint project between the City of Davis and University of California, Davis, has taken a unique approach to combat the effects of the pandemic on the local community. Along with HDT's extension of free, asymptomatic COVID-19 testing to all community members and several other epidemiological interventions, HDT's Business Partners Program has supported the local economy directly through grants, gift card purchasing, PPE distribution, employee and family testing, business marketing, and public health and safety guidance. The program, which will run through June 2021, is managed by the City of Davis in collaboration with the Davis Downtown Business Association and Davis Chamber of Commerce.

The program focuses on establishing partnerships with businesses that are customer-facing, meaning they have direct regular service interactions with customers in a storefront environment. Davis has a population of around 70,000 and is home to just over 3,000 licensed businesses, of which approximately 1,400 are customer-facing. Since the HDT Business Partners program launched in November 2020, over 400 licensed Davis businesses have become Business Partners – representing about 30 percent of the customer-facing businesses in the community. The Business Partners represent the full retail and service spectrum – including restaurants, bars, bakeries and coffee shops, retailers, fitness studios/gyms, medical services (doctors, dentists, therapy), entertainment and apartment complexes, grocery, hardware, hair and nail salons, galleries, and home improvement, as well as select businesses in the office and professional sector.

The goals of the HDT Business Partners Program include (1) protecting the Davis community against COVID-19; (2) supporting the Davis economy; and (3) facilitating a coordinated and gradual return to normal city activities. The following details program activities, program structure, and key learnings.



¹ [2021 Retail Industry Outlook | Deloitte US](#)

Key Program Activities

HDT Business Partners have benefitted from several program activities. Initially, access to regular, free, asymptomatic testing for business employees was an important draw for the program. All Davis employees were given access to free COVID-19 testing once each week using an easy, painless, saliva test at several convenient locations throughout the city. Tests were accessible through online appointments or as a walk-in. As HDT matured, testing access was expanded to anyone living or working in Davis and their households.

The grant reimbursement program is a key feature of the program, which is designed to reimburse for purchases and/or services needed to prevent the spread of COVID-19 and keep customers and employees safe. The flexibility of the grant reimbursement program has helped assure Business Partners that they can apply for financial support to address changing safety regulations. Rose Cholewinski, owner of Swim America Davis shared that “Without this grant program, it would have been an added struggle to fund the necessary equipment to follow the county protocols at our swim school. We have been financially treading water for months, and we have relied on the partnership.”

Grant reimbursements are available up to \$5,000.² Eligible items include (1) items/improvements required for safe operations consistent with public health guidelines (e.g., outdoor heaters and furniture, touchless software, air purifiers); (2) specialized personal protective equipment (e.g., plexiglass shields, specialty gloves, goggles, and face shields); and (3) professional services required to enable safe business operations (e.g., design, construction, and/or installation of COVID-19-related safety improvements or cleaning services). Outside of the grant program, additional PPE such as hand sanitizer, masks, gloves, and disinfectant wipes is available to HDT Business Partners at no charge. (See [Appendix A for the Grant Reimbursement Program Overview](#) and [Appendix B for the Grant Reimbursement Application](#).)

In addition to the financial support available through the grant reimbursement program, Business Partners also received support through direct purchase of gift cards (or equivalent).

These gift cards have been used by a variety of HDT activities to promote and reward positive behaviors and regular, asymptomatic testing on campus at UC Davis and in the Davis community.



The primary program, involving gift cards distributed through the Business Partners team, provides rewards in the form of gift cards (generally \$5 and \$10 denominations) to business patrons and community members for displaying safe health practices, such as wearing a mask properly, washing hands, using hand sanitizer, social distancing, being tested for COVID-19, being vaccinated, etc. The expanded program includes gift cards distributed through the HDT testing centers, local apartments, youth sports organizations, public schools, and on the UC Davis campus to similarly incentivize positive health behaviors. The main difference between the primary and expanded gift card distribution efforts is the outreach and scale. The primary program is focused on the business community and is smaller in scale. The expanded program is focused on both the student and general Davis community, is much larger in scale, and

² Recent program changes expanded limit for businesses serving youth not yet eligible to receive COVID-19 vaccines.

involves distribution through UC Davis’s Aggie Public Health Ambassadors (APHAs) and at community testing sites. (See [Appendix C for the Gift Incentives Program Overview](#) and [Appendix D for the Gift Incentives Program Application and Agreement](#).)

Program	Distributors	Target Population	Purpose
Primary	HDT Business Ambassadors, Business Partner employees	Business patrons, other HDT partner businesses	Incentivize COVID-19-safe business operations and business patronage
Expanded	Community Testing Site Staff	General Davis community, community organizations	Incentivize regular asymptomatic COVID-19 testing
	UC Davis “Aggie” Public Health Ambassadors	General Davis community, UC Davis on-campus community	Incentivize COVID-19-safe behaviors
	UC Davis Student Affairs	UC Davis on-campus community	Incentivize COVID-19-safe behaviors

Distribution of gift cards is still ongoing, but gift card purchasing by the Business Partners Program has closed. To have been eligible for gift card purchases, businesses must have been an HDT Business Partner in full compliance and have had an existing acceptable gift card or equivalent system. Partners that exemplified extraordinary program compliance received priority for gift card purchasing, and businesses that sell all or primarily age-restricted good/services may not have been eligible for the gift card program.

The Business Partners Program has also provided access to public health specialists. HDT Business Partners can request a detailed evaluation of their businesses by a public health specialist, who advises regarding safe business practices for customers and employees. HDT leadership, comprised of leading epidemiological researchers at UC Davis, has also provided regular guidance to Business Partners on best practices and guidelines related to COVID-19 safety and has supported business transition to new California Blueprint for a Safer Economy tier requirements.

Another critical element of the Business Partners Program has been the marketing strategy to promote public health initiatives while driving community support and revenue to the business partners. HDT has provided businesses with marketing materials like napkins and coffee sleeves carrying public health messages, as well as window decals and signage to advertise their participation. Print and digital advertising has been used to encourage community members to patronize participating businesses, especially around peak shopping and dining periods like the 2020 holiday season. These advertising campaigns have also been an opportunity to promote HDT’s gift card incentive programs, which have ultimately driven revenue and traffic to participating stores and encouraged more businesses to sign up as HDT Business Partners.

Community Benefits

Davis community members have benefitted greatly from the HDT Business Partners Program. Community members can rely on safety measures put in place by Business Partners. Along with providing continued guidance about COVID-19 safety best practices, the Business Partners Program conducts routine, in-person check-ups on partner businesses, tracking and encouraging adherence to safety guidelines.

As previously mentioned, participating businesses are easily identified by the HDT stickers at the front of the



business, giving customers the peace of mind that the business has pledged to practice the most up to date COVID-19 safety measures. Additionally, participating businesses are identified in the local newspaper with HDT marketing and on the HDT website. One incoming University of California, Davis student shared that he chose to move to “Davis to go to school in large part because of Healthy Davis Together.” The program’s message and ideals played a key role in attracting him to the community and potentially attracted many others.

Community members also enjoy the economic benefits of the Business Partners Program. Acting as a “safety net” for the local economy, the Program has helped preserve the small business community in Davis. Adherence to safety guidelines by partner businesses and gift card distribution has incentivized consumers to buy local, which has provided a lifeline to the business community through California’s most stringent COVID tiers. Cash flow created through the grant reimbursement and gift card programs has also helped Business Partners retain jobs that may have otherwise been lost to the pandemic. In a recent interview with Business Partner Sophia’s Thai Kitchen, co-owner Kevin Wan said that because HDT reimbursed purchases of necessary COVID-19 safety related items, the business “was able to avoid drastic layoffs and payroll reductions.”

Program Setup & Structure

The HDT Business Partners Program is managed by the City of Davis in collaboration with the Davis Downtown Business Association (DDBA) and the Davis Chamber of Commerce. The City of Davis acts as the fiscal agent for the program – overseeing administration of all program activities. HDT Executive Committee leadership, largely comprised of senior UC Davis faculty members, provides public health guidance and strategic support. Funding for the program includes in-kind support from the University, the City, the CARES Act, state support, and philanthropic gifts.

Design of the program began in mid-July 2020 and required a significant investment of time and energy to create the framework. Representatives from the City (including part-time contract staff), the DDBA, Chamber of Commerce, and HDT collaborated to develop this program, which included completion of memorandums of understanding, establishment of organizational structure and staffing, preparation of program protocols, and creation of all documentation and materials necessary to undertake the program. The program is implemented through the executive directors of the DDBA and Chamber of Commerce, a team of two to three full-time program coordinators, 10 to 15 part-time Business Ambassadors, and a part-time grant analyst. The Program Coordinators answer questions from businesses on grant reimbursements, gift card incentives, and partnership eligibility and processes. One coordinator orders and distributes gift cards, one assists with grant reimbursements, and one assists with administrative tasks and orders supplies. All three coordinators work collaboratively to manage Business Ambassadors, compile data, and prepare report drafts while continuously utilizing project management and customer relationship management (CRM) software.

The Business Ambassadors are the face of the program to the business community—they are assigned to geographic areas of the city to interface with businesses, encourage membership, track safe business operations, explain program benefits, and incentivize safe business practices and patronage. Ambassadors make weekly visits to partner businesses to track adherence to safety guidelines and are a key asset in providing information, tips, and strategies for reducing the spread of COVID-19 while visiting businesses. The Business Ambassadors provide assistance to prospective Business Partners when



filling out and submitting agreements and applications, process and deliver PPE supplies, and gather stories and anecdotes from the public and business community used for program marketing and promotion through HDT social media and other channels.

Applications for the Business Partners Program are available on the Healthy Davis Together website, and the program's Business Ambassadors and Program Coordinators lead recruitment of new prospective partners through in-person and virtual outreach. The quick and simple structure of the application process has proven to be successful in the recruitment of new partner businesses. (See [Appendix E for the application.](#))

The Executive Directors for the DDBA and Chamber also play a critical role. One serves as the program lead (managing coordinators, purchasing of gift card incentives, and overseeing all aspects of the program), and one manages the grant reimbursement process and distribution of funds with the assistance of a grant analyst.

Results

The HDT Business Partners Program has provided significant support to its partner businesses since its inception in November 2020. To date, the program has reimbursed over \$250,000 in grants to over 90 small businesses in Davis to enable COVID-19 safe business practices. The largest reimbursement categories have been air purifiers, hand sanitizing stations, cleaning supplies, plexiglass, and tents.

The grant program has been very well received by partner businesses, such as restaurant Tommy J's, which had to make significant investments in outdoor equipment and PPE.

In a recent interview with HDT, a Tommy J's employee mentioned that without the "money from the HDT program to help offset these new costs, [they] likely would have closed."

The HDT Business Partners program also purchased over 20,000 gift cards worth over \$200,000 as part of the primary program and almost 41,000 gift cards worth close to \$260,000 as part of the expanded program. In addition to the grant reimbursement and gift card programs, Business Partners have also received 50,000 masks, 107,500 gloves, 280 gallons of hand sanitizer, and 500 packs of sanitizing wipes. The frequent occurrence of PPE delivery that many Business Partners have grown accustomed to and love has been a



tremendous benefit. Many businesses have shared identical sentiments like that of Davis Barber Shop, as one employee stated, "we feel extremely grateful for this great program. It feels like a weight has been lifted from our shoulders, and we don't have to think about safety as much because [PPE] is supplied for us as we continue to practice safety procedures."

Almost 80 Business Partners have requested public health safety evaluations by the program's Public Health Specialist—a number set to grow as Davis continually transitions to the new California Beyond the Blueprint Tiers. Implementation of mask-wearing guidelines for employees and customers at partner businesses, as tracked by Business Ambassadors, has demonstrated a 97.6% success rate from 7,907 observations over the past four weeks.³

"we feel extremely grateful for this great program. It feels like a weight has been lifted from our shoulders, and we don't have to think about safety as much because [PPE] is supplied for us as we continue to practice safety procedures."

3 Mask-wearing guideline success rate at partner businesses represents percentage of employees and customers observed wearing masks correctly

Digital and print advertising has been effective at creating greater visibility for Business Partners. HDT increased advertisements significantly around the holidays to promote small, local businesses and safety guidelines during the busy shopping season – advertisements in English and Spanish in November and December 2020 generated 424,103 impressions. Additionally, social media advertisements promoting the grant program in March 2021 had 853,489 impressions, resulting in 1,761 clicks from advertisement to the Business Partner webpage. Business Partners have also been recognized in full-page advertisements placed in Davis's local newspaper, *The Davis Enterprise*, every three weeks starting in January 2021, which reach the paper's 6,000 readers. The final advertisement placement for June 2021 will recognize the overall program and its participants and accomplishments.

Key Learnings & Recommendations

Regular, free, asymptomatic employee testing was the largest incentive for joining the Business Partners Program. When the program was launched, HDT had not yet extended free, asymptomatic testing to all community members, so access through the Business Partners Program was the greatest driver of new applicants to the program. As noted earlier, HDT made testing available not only to employees, but also their immediate families. The extension of testing was met with an abundance of appreciation and usage as one community member expressed, "Healthy Davis Together [helped] create a sense of community. I'm thrilled that UCD extended testing..." HDT recommends that asymptomatic testing be offered as a key feature of any similar public health-related business partnerships.

Within the grant program, HDT has learned that businesses often need access to additional equipment (in addition to PPE procurement/installment and outdoor furniture) to transition to COVID-19 safe business practices. For example, to enable a fitness studio to conduct outdoor classes, the business requested mobile tablets to confirm their customers' payment on site—an expense they were unlikely to be able to afford without an HDT grant. When setting up a grant reimbursement program, HDT recommends flexibility in eligible items in order to accommodate such nuances. Establishing the program as a reimbursement system enabled a review of the request and pre-authorization of the eligibility of purchases. This was greatly appreciated by the Business Partners and is a second recommended feature of a future program.



Within the gift card program, HDT learned that the new revenue created through gift card purchases had huge benefits for cash-strapped businesses operating at reduced capacity. Business Partner Red 88 Noodle Bar expressed gratitude when discussing their appreciation, saying "I don't know how we would've come this far and gotten through the most difficult parts of keeping the business open. Thank you HDT for being with us along the way!" The gift cards have also incentivized business partners, employees, and customers to abide by safe health practices. The program has boosted morale within the business community and introduced new customers to businesses during a very difficult time. This provided short-term revenues that in turn strengthened long-term business sustainability. HDT recommends the use of gift cards because of these multiple benefits—short-term, immediate revenue, promotion of "buy local," incentives for desired public health behavior, and creation of an expanded customer base. While implementing the gift card program, HDT learned that not all businesses have a sophisticated gift card process—many utilize hand-written certificates. It has been important to be flexible and allow businesses with various systems to participate.

As previously noted, the Business Ambassadors have been the face of the recruitment effort for new business partners. While written and online material has been crucial, personal communication has been equally essential to the growth of the program. Early on, Business Ambassadors identified language barriers during their outreach to local businesses. The program partnered with UC Davis's Aggie Public Health Ambassadors



program, making use of multi-lingual program members for outreach to these businesses. HDT recommends early recognition of language barriers and identification of solutions at the outset of the program.

While notably successful with small and local businesses, Business Partner Program outreach was less successful with corporate businesses. Due to their organizational structure, which often includes off-site management, outreach to corporate businesses requires a different approach. It was also unclear whether pre-existing corporate procedures and protocols was a factor. HDT recommends a flexible approach in developing and administering the program

to reflect a range of business community needs. A solution for corporate recruitment has not been identified and would be worthy of additional exploration and analysis.

Systems to track program outputs and evaluate program outcomes should be established at the outset of the program. When developing the program, the HDT Business Partners Program put several systems into place to track program activities and metrics, such as (1) application acceptance contingent on willingness to answer follow-up surveys; (2) regular Partner check-ins and tracking of safety metrics; and (3) weekly metrics reports, including grants and gift cards distributed. However, it was later determined that additional data collection was needed to evaluate program outcomes.

ACKNOWLEDGEMENTS

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Appendix A:

Grant Reimbursement Program Overview



HDT Business Partner Grant Reimbursement Program

Healthy Davis Together is a joint project between the City of Davis and UC Davis to prevent the spread of COVID-19 and facilitate a safe, coordinated, and gradual return to normal city activities and student life. This Grant Reimbursement Program is designed to help partner businesses pay for eligible COVID-19 related expenses to keep businesses operating safely.

Participants must be an HDT Business Partner in full compliance with the HDT Partners program requirements. Grants will be awarded based on an assessment of where there is the greatest need and/or where the greatest number of employees and/or customers will benefit. Grant awards are capped at \$5,000. Smaller grant requests are encouraged and may receive priority in terms of funding. Applicants must provide proof of purchase of the items and/or services rendered. All applicants will receive notification of the decision regarding their grant application.

How it Works:

- Up to \$250,000 in initial funding is available to reimburse HDT Business Partners
- Grant funds may only be used to reimburse for eligible purchases and/or services related to public health improvements that reduce or prevent exposure to COVID-19
- Grants will be considered for expenses incurred on or after November 1, 2020
- Businesses may submit a grant reimbursement application for items or services they have or will be purchasing
- Reimbursement will not occur until acceptable proof of purchase has been received

Eligibility Criteria:

- Participants must be an HDT Business Partner in full compliance with the HDT Partners program requirements
- The grant must be used to improve COVID-19 related health and safety of customers and employees consistent with applicable public health requirements and/or guidance
- Grant reimbursements that benefit the greatest number of customers and/or employees will receive priority

Examples of Eligible Items/Services:

- Purchase of items/improvements that promote safe business operation consistent with applicable public health requirements and/or guidance (e.g. outdoor heaters, tents or rain covers, disinfectant/cleaning supplies, etc.)

- Purchase of Personal Protective Equipment (PPE) not otherwise available through the program to protect employee and customer health and support efforts to sanitize the business environment (e.g. gloves, goggles, face masks, etc.)
- Purchase of professional services to support safe business operation (e.g. services to design, construct, and/or install an approved/permitted COVID safety improvement; cleaning service to disinfect work environment, etc.)

Examples of Ineligible Items/Services:

- Lost revenue
- Legal settlements
- Rent or lease payments
- Claims covered by insurance
- Reimbursement to donors for donated items or service
- Employee wages, benefits, or other related payments

Process:

1. Become an HDT Business Partner
2. Submit your grant application
3. Upon review, grant reimbursements will be prioritized based on compliance with the requirements of the program and greatest COVID-19 related health and safety benefits to customers and employees
4. Grant reimbursement applications will typically be processed within ten days
5. Grant reimbursement funding will be received electronically

Disclaimers:

- The participant agrees to allow HDT representatives to inspect the business to verify that approved items and/or services are utilized in compliance with the terms and requirements of the program
- HDT Partners reserves the right to make changes to the program based on public health requirements, the requirements of the funder, and/or funding availability

Appendix B:

Grant Reimbursement Application



HDT Business Partner Grant Reimbursement Application

Business Name: _____

Business Address: _____

Owner Name: _____

Owner Contact Phone: _____ Email: _____

Are you an HDT Business Partner in good standing? _____

Grant Amount Requested (maximum \$5,000; smaller requests are encouraged and may be expedited):

Describe item(s)/service(s) and cost for which reimbursement is requested. _____

Describe how item(s)/service(s) does or will assist with COVID-19 related health and safety (please visit following websites

to verify guidelines pertaining to your investment - [Yolo County](#) and/or [State of California](#)): _____

How many customers and/or employees do or will benefit from this item(s)/service(s) (please be specific and substantiate your information)? _____

Be sure to upload pictures of item(s) or service(s) rendered, proof of purchase (invoices, receipts, etc.), and any proposed future plans/permits when submitting this application. For proposed future purchase of items and services, approval may be authorized but reimbursement will not occur until proof of purchase and/or completion of service is provided.

By signing below, I attest that the information I have provided about my grant request is true and correct, and I agree to comply with the requirements of the HDT Partners Program related to the use of the grant:

Authorized Business Representative (print) _____ Title _____

Business Representative (signature) _____ Date _____

Internal Use Only:

Reviewer #1: _____

Date _____

Recommendation: _____

Notes:

Is applicant an HDT Business Partner and in good standing?

Is proposed item/improvement reimbursable and based on what substantiation?

How many customers/employees will be benefitted and how was this verified?

Others notes and considerations:

Reviewer #2: _____

Date _____

Recommendation: _____

Notes:

Grant Requests over \$1,000 require 3rd reviewer.

Reviewer #3: _____

Date _____

Recommendation: _____

Notes:

DECISION: _____

NOTIFICATION: _____

Appendix C:

Gift Incentives Program Overview



HDT Business Partners Gift Card Incentives Program

Healthy Davis Together is a joint project between the City of Davis and UC Davis to prevent the spread of COVID-19 and facilitate a safe, coordinated, and gradual return to normal city activities and student life. This Gifting Incentives Program is designed to create a supplemental income stream for HDT Business Partners through the purchase of gift cards (or equivalent) which will be distributed to employees and customers for exceptional participation in safe business operations, safe customer patronage, and adherence to public health practices.

Participants must be an HDT Business Partner in full compliance with the HDT Partners program requirements and have a gift card (or equivalent) system that allows for tracking and verification. HDT and HDT Partners will purchase multiple gift cards from eligible HDT Business Partners. Some of these gift cards will be for businesses to distribute to their employees and customers exhibiting exemplary public health behavior.

Gift card purchases will also be shared with other businesses. For example, a service-oriented business may receive gift cards from an ice cream shop or pizza parlor, as an extra way to reward employees and boost local sales. Whether or not a business offers gift cards, all HDT Business Partners will enjoy access to gift cards that can be used as rewards for employees and/or customers.

HDT Business Partner Ambassadors (our on-the-ground team members) will observe member businesses on an ongoing basis and purchase additional gift cards from businesses that go the extra mile to help keep their employees and customers safe.

How It Works:

- Up to \$250,000 in initial funding is available to purchase gift cards (or equivalent) from HDT Business Partners
- Gift cards (or equivalent) may not be used for any age-restricted purchase (i.e. any item or service that requires proof of age through ID check)
- All HDT Business Partners may participate in this program either as a business from which gift cards are purchased and/or as a business to which gift cards are given for distribution
- Business may submit an application to be considered for gift card purchases
- Applications are not necessary to receive gift cards from other businesses for distribution, but execution of a Gift Card Incentives Distribution Agreement is required
- HDT Partners staff will monitor and record proper adherence to participation criteria

Eligibility Criteria:

- Participants must be an HDT Business Partner in full compliance with the HDT Partners program requirements

- Businesses applying to sell gift cards must have an existing acceptable gift card or equivalent system that allows for tracking and verification of issued and redeemed gift cards
- Businesses applying to sell gift cards must have eligible goods or services for sale
- Businesses that exhibit extraordinary program compliance will receive priority for multiple gift card purchases (e.g. high rates of employee testing, active posting of social media supportive of the HDT and HDT Partners program, prominent display of public health messaging, other examples of active participation in reducing exposure to COVID-19)
- Businesses that directly serve the greatest number of customers and/or employees will receive priority

Examples of Businesses Ineligible to Sell Gift Card Incentives:

- Businesses that sell all or primarily age-restricted goods/services (such as bars and dispensaries) may not be eligible to sell gift cards
- Businesses that do not offer a gift card incentive or equivalent program

Process:

- HDT will make one or more purchases of \$250 for gift cards (or equivalent) in \$10 increments
- 50 percent or more of the gift cards purchased will be retained by your business to distribute to customers as an incentive for COVID-19 safe patronage
- A portion of the gift cards purchased will be distributed to other partner businesses to distribute to their employees for exemplary adherence to health guidelines
- A portion of the gift cards will be allocated for HDT Business Ambassadors to distribute to the public for exemplary adherence to health guidelines
- Gift cards from other participating businesses will be provided to you to distribute to your customers and employees as an incentive for following COVID-19 safety guidelines
- Each business is responsible for keeping records of the distribution and redemption of gift cards from their business and providing this information to HDT Partners monthly
- Additional gift card purchases will be made based on compliance with the requirements of the program, eligibility criteria, and availability of funds

Disclaimers:

- The participant agrees to allow HDT representatives to inspect the business to verify that gift cards are appropriately distributed and redeemed in compliance with the terms and requirements of the program
- HDT Partners reserves the right to make changes to the program based on public health requirements, the requirements of the funder, and/or funding availability

Appendix D:
Gift Incentives Program Application and Agreement



HDT Business Partners Gift Card Incentives Application

Business Name: _____

Business Address: _____

Owner Name: _____

Owner Contact Phone: _____ Email: _____

Are you an HDT Business Partner in good standing? _____

Are you applying to sell gift cards (or equivalent), receive gift cards (or equivalent) to distribute as incentives, or both? _____

Does your business sell goods (please describe range by type and cost)? _____

Is your business primarily service-oriented (e.g. professional such as attorney or doctor; construction; home service or repair; hair salon)? Provide details. _____

Does your business sell age-restricted goods/services (explain)? _____

Do you have an existing gift card or equivalent system (explain and provide example)?

Approximately how many customers and/or employees (specify which) do you have on-site in a day (provide high, low, and typical)? _____

HDT Business Partners Gift Card Incentives Distribution Agreement

My business is an HDT Business Partner in full compliance with the HDT Partners program requirements.

My business will not redeem any gift card for age-restricted goods or services.

My business will selectively distribute gift cards to employees and customers as rewards for excellent public health practices and/or public health messaging.

Gift card distribution will be maximized to ensure the greatest number and most deserving employees and customers are recognized and rewarded.

Gift cards will not be distributed to multiple members of the same household during a single visit.

Gift cards will not be distributed to family members of ownership/management.

My business will encourage customers that are gift card recipients to take a short survey at the time the gift is provided (making a provided QR code available for customer to scan on their mobile device)

My business will provide monthly documentation of gift card distribution and redemption to HDT Partners.

By signing below, I attest that the information I have provided above is true and correct, and I agree to comply with the gift card distribution requirements as identified above:

Authorized Business Representative (print) _____ Title _____

Business Representative (signature) _____ Date _____

Internal Use Only:

Reviewer #1: _____

Date _____

Recommendation: _____

Notes:

Is applicant an HDT Business Partner and in good standing?

How many customers/employees will be benefited and how was this verified?

Others notes and considerations:

Reviewer #2: _____

Date _____

Recommendation: _____

Notes:

Reviewer #3 (optional): _____

Date _____

Recommendation: _____

Notes:

DECISION: _____

NOTIFICATION: _____

Notes:

Appendix E:

Business Partner Agreement



HDT Business Partner Agreement

Business Name: _____

Business Address: _____

Primary Business Phone Number: _____

Owner Name: _____

Owner Contact Phone: _____

Owner Email: _____

General Manager Name: _____

General Manager Contact Phone: _____

General Manager Email: _____

City of Davis Business License # and Expiration Date: _____

Total Number of Employees: _____

Are you a "consumer facing" business (i.e. do you have walk-in customers)? _____

Are you a professional office open by appointment only? _____

Do you operate your business from your home? _____

Are you an online-only business? _____

Does your business offer curbside pickup/service for customers? _____

Does your business serve age-restricted products or services that require an ID to purchase? _____

What are your peak business hours (large # of customers): _____

What are your daily hours of operation?

Sunday: _____ Wednesday: _____ Saturday: _____

Monday: _____ Thursday: _____

Tuesday: _____ Friday: _____

Are you closed for business during any portion of any day (e.g. from 12:00 to 1:00pm for lunch)? Please provide details. _____

Does your business face any unique circumstances related to operating successfully under COVID-19 restrictions? Please explain? _____

HDT Business Partner Agreement

HDT Partners Program Benefits -- by signing this agreement you become eligible for the following benefits:

- Access to expertise provided by a UC Davis public health specialist and other technical assistance.
- Access to free Personal Protective Equipment (PPE) (e.g. masks)
- Access to regular free COVID-19 testing for business employees
- Access to grant funds to reimburse eligible expenditures for public health related improvements
- Access to gifting incentives to recognize employees and patrons for excellent public health practices
- Marketing support including but not limited to:
 - Marketing materials/signage (including HDT window decal, storefront signage, and a toolkit with social media assets, promotional copy for newsletters, and banners for websites)
 - Features of participating businesses in HDT Partner advertising and social media
- Procurement of services and gifting incentives (gift cards/certificates) from participating businesses to support other HDT programs

HDT Partners Program Requirements – by signing this agreement you are confirming that your business satisfies all of the following criteria:

- Your business operates in the City of Davis
- You possess an active business license from the City of Davis
- Your business is in compliance with applicable zoning, permit, and code requirements
- Your business is current on City of Davis bills and obligations
- Your business is not subject to any liens or judgments by the City of Davis or Yolo County
- You are certified under the Yolo County Green Check Program and operating in compliance with the program protocols
- You are actively implementing applicable State, County, and City guidelines for proper COVID-19 customer interaction (e.g. masks, hand sanitizer, social distancing guidelines, etc.)
- You agree to provide requested data related to distributing and tracking gift incentives (cards/certificates)
- You agree to submit required accounting related to grant reimbursement and gift incentives
- You regularly provide photos, quotes, video, and stories related to the program for use in HDT media (e.g. photos of customers receiving gift incentives)
- You encourage and provide the opportunity for all employees to be tested regularly for COVID-19 through the free HDT testing program
- You encourage and provide information to all employees regarding use of California COVID Notify exposure notification smart phone application
- You complete and submit a short monthly program survey
- You allow HDT Partners representatives (e.g. Business Ambassadors and Program Coordinators) to regularly visit and inspect business to assist with compliance
- You agree to participate in HDT Partners marketing

By signing below I attest that I have read and understood this form, the information I have provided about my business is true and correct, and I agree to comply with the requirements described above:

Business Name _____

Authorized Business Representative (print) _____ Title _____

Business Representative (signature) _____ Date _____ HDT Coord. _____