



CITY OF EL PASO

BUY EL PASO REWARDS PROGRAM

Economic & International Development –
Small Business Team

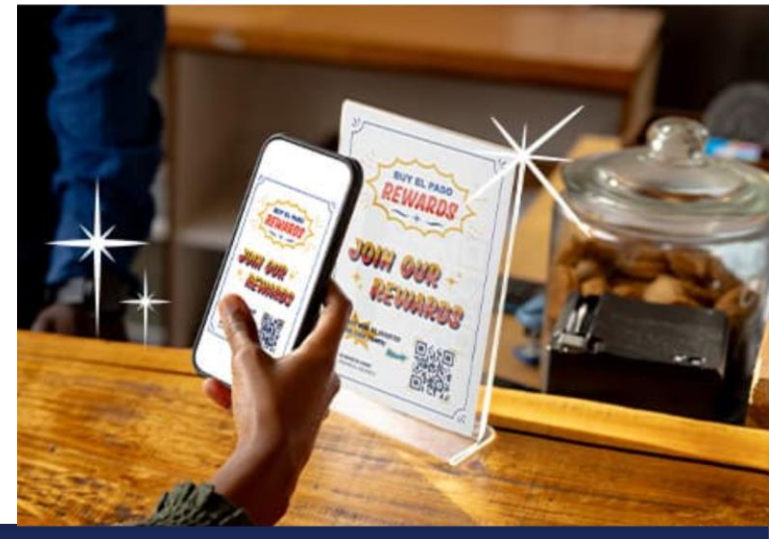
Boosting Local Prosperity

- ❑ Strive to boost engagement from businesses and the community, ensuring lasting success beyond the festive season
- ❑ Buy El Paso Rewards Program, launched on October 11, 2023, showcasing success with 70 local small businesses
- ❑ An initiative to bolster local small businesses

Rewards Are Here!



BUY 
El Paso



Buy El Paso Day



Key Features And Benefits

BUSINESS DIRECTORY

78% of consumers prefer brands with loyalty programs

1

Builds a loyal customer base

2

Rewarded for shopping local

3

Consumers become brand ambassadors

4

Two-Fold Objective

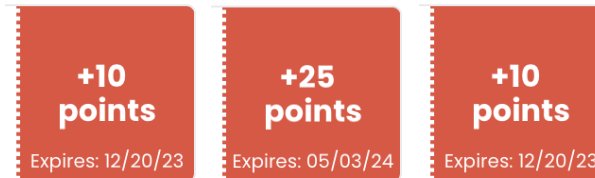


Boost Customer Loyalty:

- Increase repeat business and enhance customer satisfaction to foster lasting relationships between local businesses and their customers, retaining customers.

Collect and analyze customer data to:

- Leverage business performance and retain customers through collecting and analyzing customer data to provide valuable insights for informed business, policy, and programming decision-making.



1

Customer visits business, scans the QR code, and earns points.



4

Business makes a new promotion.

PROMOTION



2

Business creates promotion for customers.

PROMOTION

3

Customer redeems points at business and gets rewarded.



Join Buy El Paso Rewards Today!



Participate in the Buy El Paso Rewards Program



SCAN QR CODE



REFER A BUSINESS

Visit
[EPBusinessStrong.org/
business-rewards](https://EPBusinessStrong.org/business-rewards)
for more information



SPREAD THE WORD



MISSION



Deliver exceptional services to support a high quality of life and place for our community.

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople