



# Buy El Paso Rewards

Proposed 380 Agreement for Direct Consumer Rewards Funding

June 9<sup>th</sup>, 2026

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# Buy El Paso Rewards: 380 Agreement Terms

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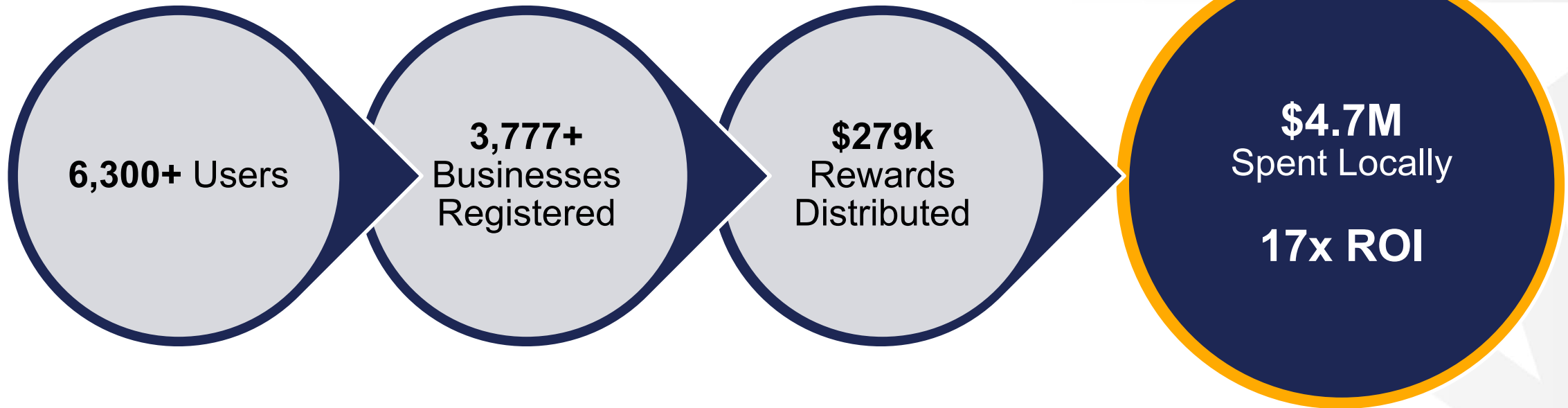
- Requesting a Chapter 380 Agreement to allocate **\$200,000** towards direct consumer awards in support of the Buy El Paso Rewards Program.
- Funds to be provided via Auxiliary Fund.
- To sustain uninterrupted service for more than 6,300 users and 3,700 registered local businesses while continuing to support local economic activity.

# Buy El Paso Rewards: Program Impact

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92% of users indicated that Open Rewards influenced their decision to shop local



# Buy El Paso Rewards: How it Works

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**START SHOPPING**

Visit a participating store and start shopping. Check out the Buy El Paso Directory to locate a business near you or the Discovery tab in the Open Rewards app.



**START EARNING POINTS**

Earn rewards automatically by linking your credit or debit card to your account. Not linked? Purchases from an unlinked card or other form of payment will need to be submitted via the app by snapping a photo of your receipts.



**REDEEM REWARDS**

Apply the rewards you've earned towards purchases at other businesses in the same community. **Earn 5% back** on purchases made at participating local businesses.

# Buy El Paso Rewards: Requested Action

- **APPROVAL** of a 380 Agreement with the Better Business Bureau to provide \$200,000 in additional capacity through the Auxiliary Fund. The program directly supports local entrepreneurs while reinvesting dollars back into the El Paso community and is in line with the adopted Fund policy.

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# Buy El Paso Rewards: Next Steps

- Approve the 380 Agreement to provide additional redemption funding.
- Transfer of Bludot Open Rewards license to the City from Better Business Bureau (in progress).
- Initiate a competitive procurement to identify a long-term marketing partner for the Buy El Paso initiative.
- Continue to evaluate and monitor program performance.

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**DOWNLOAD THE OPEN REWARDS APP TODAY!**



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**When you Buy El Paso  
...You ♥ El Paso**



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