



Customers are able to purchase a Love Frisco e-gift card online at LoveFriscoCO.com and the Town of Frisco will add to the purchase with an additional 33% bonus e-gift card. **Love Frisco, Winter Frisco e-gift cards will be available for sale beginning November 15, 2020 through January 15, 2021 or while supplies last.**

FREQUENTLY ASKED BUSINESS QUESTIONS

What is Love Frisco, Winter Frisco? The Town of Frisco has re-introduced the shop local e-gift card program through Yiftee.com as Love Frisco, Winter Frisco to promote shopping locally at Frisco restaurants, retailers and staying in Frisco hotels and motels. Consumers will be able to purchase the following amounts:

Spend \$30, receive \$10 bonus | Spend \$75, receive \$25 bonus | Spend \$120, receive \$40 bonus

If my business was signed up for Love Frisco, SHOP Frisco cards, do we need to sign up again to accept the Love Frisco, WINTER Frisco cards? No, your business will automatically be able to accept the Love Frisco, Winter Frisco cards.

How does my business sign up to accept Love Frisco, Winter Frisco cards? To opt-in, businesses simply run a 10 cent charge (or whatever their minimum is) on a prepaid MasterCard (the "Activation Card"). This charge is a business's authorization to participate, and the business is then subsequently agreeing to Yiftee's Merchant Agreement found here: <https://bit.ly/2Bqrbxm>.

How to receive an Activation Card? E-mail TOFinfo@townoffrisco.com to request an activation card

How does staff process the Love Frisco, Winter Frisco cards? Staff must process the Love Frisco card like a key-entry (like a phone order) MasterCard. The Love Frisco e-gift card must be manually entered into a business' Point-of-Sale or terminal system. Love Frisco e-gift cards cannot be swiped and are not physical cards. Customer may provide their Love Frisco e-gift card number and information via their smart phone, verbally or paper copy.

Does my business pay any special fees associated with the Love Frisco, Winter Frisco e-gift cards? No, businesses will be responsible for their normal MasterCard CNP processing fee, and they will be paid through their credit card payment services provider in their normal settlement.

Can customers tip on the Love Frisco, Winter Frisco cards? This is not recommended unless customers are sure that they have enough funds on their e-gift card to also pay for the tip, and it is recommended that tip amounts are processed as soon as possible by the merchant.

Are refunds accepted on the Love Frisco, Winter Frisco cards? Yes, just as refunds would be applied to a credit card, they can also be applied to a Love Frisco e-gift card.

What happens if the purchase amount exceeds the balance on a customer's Love Frisco Card? If the purchase exceeds the Love Frisco e-gift card balance, customers should ask you to charge the amount on the Love Frisco card and then provide a separate form of payment to cover the difference.

What do we do if a customer's Love Frisco, Winter Frisco card is declined? If a Love Frisco Card is declined, it could be because: 1. The information is entered into the POS or terminal system incorrectly; try re-entering the information. 2. The value on the card is less than what is being charged. The customer will need to tell you their Love Frisco card balance so you can charge that, and then they should provide an additional payment form to cover the balance. 3. Your business has not signed up to participate in the Love Frisco, Winter Frisco program. Participating businesses may be found at LoveFriscoCO.com. To participate, please email TOFinfo@townoffrisco.com.

What to do if a customer card is declined but none of the above reasons apply? This may mean there is a technical error. Reach to Yiftee at support@yiftee.com for assistance.



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FREQUENTLY ASKED BUSINESS QUESTIONS

How do customers purchase Love Frisco, Winter Frisco cards? Love Frisco cards are available for purchase online only at LoveFriscoCO.com starting on November 15, 2020.

How long are Love Frisco, Winter Frisco cards on sale? Love Frisco cards will be available for sale beginning November 15, 2020 through January 15, 2021 or while supplies last.

How do customers receive their Love Frisco cards? Love Frisco cards (including bonus cards) are e-gift cards (MasterCard) and are emailed or sent via text message when purchased; customers will NOT have a physical card. Love Frisco cards are also accessible via the Yiftee account that the customer created when they purchased their Love Frisco Card. Customers may access their account at Yiftee.com.

Upon purchase, Yiftee will email or text a link with the e-gift card MasterCard numbers to the customer for use in your shops, restaurants, service providers, or lodging properties. Purchased and bonus e-cards will be sent separately; to clarify further, customers will receive two e-gift cards- the one with the purchased value (\$30, \$75 or \$120) and the bonus value funded by the Town of Frisco (\$10, \$25, and \$40). Customers can also access their e-gift cards at Yiftee.com using the account created at time of purchase.

How do customers check their Love Frisco card balance? Love Frisco e-gift card balances may be checked at Yiftee.com by logging into the account created at the time of purchase.

Can customers use a Love Frisco, Winter Frisco card in multiple locations? Yes, a Love Frisco e-gift may be used more than once at multiple participating businesses provided there is adequate balance on the card.

Is there a limit of how many bonuses a customer can receive? Yes, an individual account or email address may only receive up to \$125 in Love Frisco, Winter Frisco bonus e-gift cards. If a customer received \$125 in bonuses from the previous summer Love Frisco, Shop/Stay Frisco program, they are eligible to receive another \$125 from the Love Frisco, Winter Frisco program.

Do Love Frisco cards expire? The purchased value of a Love Frisco e-gift card never expires, but the bonus Love Frisco, Winter Frisco e-gift cards distributed between November 15, 2020 and January 15, 2021 will expire on March 31, 2021.

How will customers know my business is participating in the Love Frisco, Winter Frisco program?

- Businesses are provided with window clings to advertise their participation, prominently featuring the website, LoveFriscoCO.com, where customers can purchase e-gift cards.
- Participating businesses are also listed on LoveFriscoCO.com.
- We also encourage businesses to promote Love Frisco through social media, their own websites, and in person when talking to customers. Please email VanessaA@townoffrisco.com for messaging, logos, and imagery that your business can use.