



Contact: South County Chambers
of Commerce
Phone: (805) 489-1488
info@southcountychambers.com

Matt Bronson, City Manager
City of Grover Beach
Phone: (805) 473-4567
mbronson@groverbeach.org

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FOR IMMEDIATE RELEASE

‘Buy Local’ gift card program launches February 1

GROVER BEACH — The popular Buy Local gift card program is starting this week in Grover Beach. Starting February 1, when a shopper spends \$100 or more at a Grover Beach small business (in the retail, restaurant, brewery, winery, fitness, and salon/personal services sectors), the shopper can select from a list of participating Grover Beach businesses to receive a free gift card for \$25. To claim the gift card, shoppers need to upload their receipt of \$100 or more to southcountychambers.com and choose their preferred gift card. The selected gift card will be mailed to the recipient within one to two weeks. This gift card bonus program will run February through April 2022.

After a successful Buy Local gift card program in 2021 for local businesses, the City of Grover Beach relaunched the popular shopping campaign again to further boost the economy and show support for local businesses in the city. In partnership with South County Chambers of Commerce, the Grover Beach City Council launched the Buy Local program last year as part of the City’s ongoing efforts to stimulate the economy, retain local jobs, and help small businesses recover and thrive. In 2021, there were approximately 2,500 receipts submitted totaling \$225,000 in customer spending. The City of Grover Beach purchased \$53,000 in gift card purchases at nearly 30 local businesses, which generated a total of \$278,000 in funding for local businesses.

“This was a very successful program that will have long-lasting dividends for our businesses,” said Grover Beach Mayor Jeff Lee. “I thank South County Chambers of Commerce for its tremendous partnership in assisting us with this program to help our businesses.”

Shoppers and diners—both local residents and visitors to the area—expressed their appreciation for the program since their purchases earned gift cards that extended their shopping dollars.

“Thank you so much for this program,” said Megan Cielatka from Oceano. “It definitely made me make sure to shop locally and support our awesome hometown businesses before going

anywhere else.” She made a purchase at Exploration Discovery Center and requested a free gift card to La Casita Mexican Restaurant.

“My husband and I have enjoyed supporting Grover Beach and using the gift cards for our weekly date nights,” said Missy Perry from Grover Beach.

For this second round of the Buy Local program, the City of Grover Beach will purchase up to twenty \$25 gift cards from each qualified local business that is selected, up to a total of \$500. Grover Beach businesses can still apply to participate in the Buy Local gift card program [here](#) to take advantage of the generous gift card funding and promotional opportunities. Current gift card choices include Chameleon Style for the Home, Exfoliate Skin Therapy, Fuego, Grover Station Grill, Heidi's Suite, Jimmy D's Spaghetti Joint, Monarch Grove Winery and Tasting Room, Nan's Pre-Owned Books, Pardon My French Bakery, Rib Line by the Beach, Signature Nails and Spa, St. Barnabas Thrift Shop, and Trinity Cyclery. More choices will be added as Grover Beach businesses join the Buy Local gift card program.

Receipts totaling \$100 or more can be uploaded [here](#) to request a free \$25 gift card. For questions, please email info@southcounty Chambers.com, or call (805) 489-1488.

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