



Downtown Cedar Rapids Summer Passport *Business Interest Form*

It’s no secret that this winter served up challenges for small businesses in Downtown Cedar Rapids – many saw lower than average sales due to harsh weather conditions that kept consumers indoors, and some had to close their doors for multiple days. The Downtown Cedar Rapids Summer Passport program is a buy local initiative being led by the Downtown Cedar Rapids Self-Supported Municipal District (SSMID) and The Gazette.

The program will feature local businesses and community events, with a goal of driving more visitors to the district to spend their dollars and time. Passport holders will visit the businesses and events to receive a Passport stamp. Once all stamps are collected, the Passport holder can submit their completed Passport to be entered to win big prizes.

Businesses in the Downtown Self-Supported Municipal Improvement District (SSMID) are encouraged to apply to be considered for inclusion in the Summer Passport program by filling out the form below. Applications must be submitted to Jesse Thoeming, Downtown Executive Director by Wednesday, May 15. The program will run from mid-June to late September. Exact dates to be determined.

BUSINESS NAME & LOCATION

YOUR NAME

BUSINESS EMAIL

BUSINESS PHONE NUMBER

YEARS IN EXISTENCE

DESCRIBE YOUR BUSINESS – WHAT PRODUCTS AND SERVICES DO YOU OFFER? HOW IS YOUR BUSINESS UNIQUE?

IF FEATURED IN THE DOWNTOWN CEDAR RAPIDS SUMMER PASSPORT PROGRAM, WHAT ADVERTISING CONTENT OR OFFER WOULD YOU SHARE WITH PASSPORT HOLDERS?

- BY CHECKING THIS BOX**, I acknowledge that my business will distribute Passports and stamp Passports throughout the entire duration of the program.
- BY CHECKING THIS BOX**, I acknowledge that I will honor any offering I choose to include in the Downtown Cedar Rapids Summer Passport to all Passport holders during the program.
- BY CHECKING THIS BOX**, I understand that the Downtown Cedar Rapids Summer Passport is a no purchase necessary program, meaning Passport holders do not need to purchase goods or services from my business to receive a Passport stamp.

PLEASE SIGN BELOW FOR ACCEPTANCE OF TERMS:

NAME: _____

DATE: _____

Return completed form to Jesse Thoeming at jtheoming@cedarrapids.org or bring physical copy to the Economic Alliance located at 501 First Street SE.