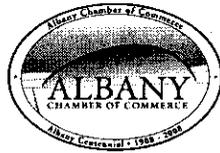


# Recycle your Rebates in Albany!

A program that encourages Albany residents to spend their Federal Tax Stimulus Rebates within the City of Albany. A collaboration between the...



**Mechanics Bank**  
Commitment That Lasts Generations



Coined the **"ten fifteen (10/15) program"** we are encouraging business owners in Albany to offer a ten to fifteen percent discount and/or special offers between the tenth of May and the fifteenth of June (Mother's Day to Father's Day).

This Discount will be honored when residents of the City present a discount card that will be mailed to all 7000+ Albany households, including the University "Village".

**A list of merchants offering discounts will be detailed on the Albany Chamber of Commerce website (AlbanyChamber.org).**

The primary goal of this program is to remind residents of the importance of a healthy citywide economy, as residents are urged to spend at least \$100 of their rebate checks with Albany business (in honor of the City's Centennial).

On Behalf of the City of Albany, The Albany Chamber of Commerce, Mechanics Bank, and the Solano Avenue Association, we urge you to get on board and **let us know the details and exclusions regarding your discount**, and let us do the rest!

Please Contact The Albany Chamber of Commerce at 510.525.1771 (info@AlbanyChamber.org) or The Solano Avenue Merchants Association at 510.527.5358 (info@SolanoAvenue.org). Sponsorship opportunities are available for \$50

**Thank you for your attention** and we hope to provide a boost to your bottom line during this "Shop Local" promotion.

# "Recycle Your Rebate in Albany"

## A "10 to 15" Campaign

### Summary:

- Rebate checks will begin arriving in May all around the country to stimulate the economy out of its doldrums.
- Let's stimulate our local economy by shopping, dining, and buying services at Albany businesses
- From May 10<sup>th</sup> to June 15<sup>th</sup>, Mother's Day to Father's Day, participating Albany businesses will offer discounts of 10 percent to 15 percent
- Residents are urged to spend \$100 or more (in honor of the Centennial) of their rebate checks on an Albany business they have not previously patronized
- Postcards will be mailed to households to promote this "shop local" campaign and encourage residents to explore new local resources
- The Albany Chamber of Commerce website [www.albanychamber.org](http://www.albanychamber.org) will have names of participating businesses and more information
- There will be an avenue for residents to contribute to Albany non-profit causes and for non-profits to encourage their members to participate

### Background for the campaign:

- Taxpayers will receive rebates, generally between \$600 for singles and \$1,200 for couples, plus \$300 per child. There are some exceptions, for more information go to [www.irs.gov](http://www.irs.gov)
- Buying locally provides financial and environmental benefits:
  - Local businesses support local charities and other non-profits to help local causes and residents in need
  - The City gets 1 cent on each retail or restaurant dollar spent in Albany
  - Local businesses provide jobs
  - Business owners reinvest revenues into the local economy
  - Most residents live within 1.5 miles of local businesses, which means more less driving to get goods and services, and lower carbon emissions
- Other benefits of buying locally:
  - Unique: Albany businesses are unique and distinct, which gives richness to the experience of living in this city
  - Health: Most residents live within about a mile of local businesses, making them easy to get to by walking or biking.
  - Community: Getting to know your local business owner strengthens your connection to the community and vice versa
  - Healthy business community: Local businesses need customers or else they cannot survive, leaving behind empty storefronts and loss of access to goods and services

Campaign is an opportunity for residents to get to know Albany businesses, especially those with which they are not familiar