



NEWS RELEASE

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‘Sweet Cash’ Program Supports Local Businesses, Thanks Frontline Workers

Sugar Land, TX – In an effort to help support businesses that have been negatively affected by COVID-19, the city of Sugar Land and its Sugar Land 4B Corporation are implementing a new initiative called “Sweet Cash” that will leverage private dollars to support local businesses as part of its #AllInForSLTX business recovery effort.

Using funds restricted solely for economic development purposes from the Sugar Land 4B Corporation, the Sweet Cash program is both a creative and philanthropic way to stimulate the local economy and encourage shoppers to re-engage with local businesses as the city continues to reopen.

To participate in Sweet Cash, shoppers can purchase a \$40 or greater gift card from any business located in Sugar Land starting June 20. After shoppers submit proof of purchase of the original gift card, the city will provide two gift cards from a Sweet Cash participating business: one as a thank you for the original gift card purchaser at approximately 50 percent value of the originally purchased gift card and one to “pay it forward” to be gifted to a frontline worker at approximately 50 percent value of the originally purchased gift card as well.

“The safe re-opening of many local businesses is a pivotal step toward economic recovery, which is vital to our city’s long-term success,” said Sugar Land City Manager Michael W. Goodrum. “By creating a program that offers both the ability to support the business community and our frontline workers, while leveraging economic development funds, we are able to set a path toward success.”

The Sweet Cash initiative is estimated to generate \$200,000 in financial impact directly to participating businesses and more than \$400,000 overall to the Sugar Land economy. Multiple rounds of the Sweet Cash initiative are programmed to allow for a diverse cross section of the local business community.

Sugar Land Director of Economic Development Elizabeth Huff said, “Our goal is to inject economic development funds into the economy by working directly with eligible businesses to expand from the economic contraction experienced as a result of the global health crisis.”

The community is encouraged to support the local economy by taking the initial step of purchasing a gift card between \$40 and \$200 in value from any Sugar Land business starting June 20. Then shoppers are to submit their proof of purchase (a copy of the gift card purchase receipt) with ease using an online submission form at www.sugarlandcodev.com. Finally, upon verification of submission, the shoppers will be contacted to pick up or have their gift card mailed to them.

The number of “thank you” and “pay-it-forward” gift cards is limited, so interested individuals are encouraged to submit their proof of purchase as soon as possible. Participants of the Sweet Cash program are encouraged to use the #AllInForSLTX hashtag when posting on social media.

Goodrum stated, “We call on our community to take part in the city’s recovery efforts by participating in the Sweet Cash initiative that offers the opportunity to support our local businesses and frontline workers simultaneously with the single purchase of a gift card.”

Additional information about the program and how to participate can be found at www.sugarlandcodev.com/doing-business/all-in.