



## **RAD CARD PROGRAM**

The City of Patterson is excited to announce the expansion of the RAD Card program city-wide, a program directly aimed at supporting you, our small, locally-owned businesses. The RAD Card program is a win-win for our community. It is a great opportunity to boost your small business, encourage the community to shop locally, and doubles the community's spending dollars for use in your business, all you must do is sign-up on the RAD Card app to participate. But what exactly is the RAD Card and how does it work?

### **What is the RAD Card?**

The RAD Card is a digital gift card dedicated to small, locally-owned businesses within Patterson that doubles in value through a City-funded match. It's a trusted program developed in the Central Valley by the nonprofit Downtown Modesto Partnership to help their own downtown businesses before local leaders saw it as a great solution for our business community too.

### **How does it work for the consumer?**

1. Consumers download the RAD Card app to their cell phones.
2. Consumers purchase the amount they would like loaded onto their RAD Card. Funds can be added to the RAD Card in increments of \$25, \$50, \$75, or up to \$100. Funds are matched dollar-for-dollar up to \$100, doubling the value of the consumer's funds the moment it is purchased.
3. Consumers select the city they would like to use their RAD Card.
4. Consumers will shop at your business, show the cashier their unique QR code, and funds are automatically deducted from their RAD Card account.

### **How does it work for my business?**

It's free, easy, and convenient to sign up as a business for the RAD Card:

1. Download the RAD Card app from the App Store or Google Play.
2. At the sign-in page, click "create account".
3. Verify your phone number. Once you have completed this step, click on the "are you a business?" icon.
4. The app will lead you through the sign-up process.
5. You will be notified by Downtown Modesto Partnership of your approval or denial to participate in the program.
6. Once your business has been approved to accept RAD Cards: when a RAD Card is used in your business, the cashier will scan the consumer's QR code and enter the amount of the purchase. The funds are automatically deducted from the consumer's account and the purchase is complete.
7. Your funds will be distributed electronically on a weekly basis.

Still have questions or are unsure if the RAD Card is right for your business, please contact us, we are happy to discuss the program further and help you get signed up.

#### **Johanna Ferriera**

jferriera@ci.patterson.ca.us  
(209) 895-8025

#### **Bryan Stice**

bstice@ci.patterson.ca.us  
(209) 895-8074

#### **Downtown Modesto Partnership**

radcard@domopartnership.com  
theradcard.com