



HAYWARD

# PASSPORT TO DOWNTOWN

holiday shopping edition 

nov  
27  
to  
dec  
21  
2015

stop by at participating merchants  
to pick up pocket-sized passports

# RULES

No purchase necessary

Pick up a passport at one of 45 participating downtown merchants

Visit stores between Nov. 27 and Dec. 21 to collect stamps

Completed passports may be turned in at any time at a Block Captain location as shown on the map

# PRIZE LEVELS

**Bronze:** Receive 1 stamp for each store visited. No purchase necessary. 10 stamps qualifies to enter the Bronze raffle. Prizes will likely include movie tickets, event tickets, coffee drinks, etc.

**Silver:** Every \$10 spent in a participating store gives the customer 1 stamp. Once 5 stamps are received on the silver section, a passport may be turned in to enter the Silver raffle. Prizes will include free lunches, rounds of golf, etc.

**Gold:** After filling the Silver section with stamps, the customer may continue to earn stamps in the gold section. When all 10 Gold section stamps are full, a passport should be turned in to enter the Gold raffle. Prizes may include free dinners, tablet computers, gift certificates, etc.

# PRIZE RAFFLE

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Prize drawings will take place at **6:00pm on Monday, December 21st** in the City Hall Rotunda at 777 B St. Completed passports may be turned in to Block Captains, as noted on the map, between November 27th and December 21st, but no later than 4pm on Monday, December 21st.

You need not be present to win raffle prizes. If you are not present, you will be contacted by phone and/or email. Those in attendance that win a prize will be allowed to choose the prize of their choice from the appropriate prize level category.

Stop by and grab dinner at the Off The Grid food truck event, starting at 5pm in front of City Hall, and then stay for the raffle.

# WHY SHOP LOCAL?

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1. Small businesses are the backbone of the economy, accounting for nearly **2/3** of all new job creation.

2. Jobs created for \$10 million spent at local, independent stores = **57**

Jobs created for \$10 million spent at Amazon = **14**

3. If every family spent \$10 more per month at local, independent businesses, it would directly return **\$9.3 Billion** to local economies.

# MERCHANT MAP

**B** Block Captains: turn completed passports in at these merchants



# MERCHANT DIRECTORY

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## Home & Fashion

- 34 2525 Vintage **B**  
Modern Clothing
- 5 Alma's Creations
- 35 Atomic Living
- 39 Avalon Jewelers
- 13 Miss Pumpkin  
House of Treasures
- 30 Oh What A Find
- 41 Vintage Alley **B**

## Eat & Drink

- 24 Americana Pizza  
& Taqueria
- 40 Charlotte's Fresh Fudge
- 23 The Cupcake Shoppe
- 32 Doc's Wine and  
Cheese Revival
- 37 éko Coffee Bar &  
Tea House
- 27 Fink's Bakery
- 26 Funky Monkey
- 43 Golden Tea Garden
- 20 Hayward City Pho
- 38 Metro Taquero
- 31 Siam Palace
- 15 Sivan's Café
- 7 Snappy's Café **B**
- 29 Something Sweet
- 45 Wakamatsu Japanese
- 36 Yogurt Hill
- 44 Yuki Hana Sushi

## Retail

- 17 Ace Hardware
- 2 The Cobbler
- 18 Joe's Honey
- 4 Kraski's Nutrition
- 19 Lucky Dog Hot Sauce
- 21 Music Depot
- 22 St. Gabriel Catholic **B**  
Books & Gifts
- 16 Valley Antique

## Services

- 11 ABC Signs
- 10 Boost Mobile
- 25 Main Street Alterations
- 14 Pistons Car Care
- 3 Shellcrosslee Real Estates
- 6 Tax Magic
- 1 Realty World Neighbors **B**

## Beauty

- 42 Ana A Skin Care Spa
- 12 Beauty Secret Salon
- 9 Impressions Salon
- 33 The Total Package

## Other

- 28 Hayward Aikido
- 8 Hayward Video

**B** Block Captains: turn completed passports in at these merchants

# STAMPS

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**Bronze** Receive a free stamp for visiting participating merchants. Fill all ten to enter the Bronze raffle.

No purchase necessary for Bronze stamps.


**Silver** Receive a silver stamp for every \$10 spent in a participating store. Fill all five to enter the Silver raffle.

It is not necessary to acquire Bronze stamps in order to acquire Silver and Gold stamps.

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**Gold** After filling the Silver section, receive a Gold stamp for every \$10 spent in a participating store. Fill all ten to enter the Gold raffle.


When ready to turn in your passport, fill out the survey and raffle tickets, then visit a Block Captain. Turn in the passport and receive a *Passport to Downtown* tote bag, while supplies last. Still have shopping to do? Grab a new passport and start all over again.

# SURVEY

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1. How did you hear about the Passport to Downtown program?

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2. Did you discover any stores where you will likely return to in the future?

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3. Would you participate in the Passport program again?

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4. Do you have any additional comments?

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For questions or further information:  
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**THANK YOU  
FOR SUPPORTING  
LOCAL HAYWARD  
BUSINESSES!**

## RAFFLE ENTRIES

**Bronze**

name:

phone:

email:

**Silver**

name:

phone:

email:

**Gold**

name:

phone:

email: