



CITY OF DUBLIN

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PRESS RELEASE

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CITY OF DUBLIN PARTNERS WITH REACH TO CREATE THE COUNTRY'S FIRST MUNICIPAL LOYALTY REWARDS PROGRAM

DUBLIN, Calif., October 20, 2022 – At its regular meeting held on Tuesday, October 18, 2022, the Dublin City Council approved an agreement with Reach, a brand-empowering partnership platform, to deploy the country's first municipal loyalty rewards program. The program, "The Dublin Marketplace," is an application designed to help boost local commerce and small business activity. The loyalty rewards program is one of the initiatives from the City's Business Recovery Playbook, which was designed to aide businesses in a recovery and support role.

This American Rescue Plan Act (ARPA)-funded initiative represents an exciting opportunity for the local business community and Dublin residents, who will earn cash-back rewards in the form of "Dublin Dollars" when shopping local.

"The City is pleased to partner with Reach in the launch of the region's first business loyalty rewards program," said Mayor Melissa Hernandez. "This program will provide our businesses with a competitive advantage while rewarding those who shop in Dublin. This is truly a win-win program that will support our brick-and-mortar establishments. The Dublin Marketplace is particularly important to our diverse and hard-working small businesses who represent the uniqueness and beauty of the City."

Through this partnership, Reach, via their product, *ReachPlaces*, will give local residents a single platform to manage and make the most of their local business relationships. Local businesses will benefit by partnering with customers to drive growth, reinforced by an incentive system that ensures a mutually beneficial relationship.

"Our partnership with the City of Dublin is a unique opportunity to breathe new life into the Dublin economy, as local businesses and residents continue to grapple with the aftershocks of the pandemic," said Mike Ribero, CEO of Reach. "ReachPlaces brings a new way for Dublin residents and local businesses to engage and create maximum mutual value. We are excited to see what this extension can do for the community in Dublin and many other cities to come."

The Dublin Marketplace is scheduled to launch in time for the holiday season. It is open to Dublin-based businesses and consumers.

For additional information, including program eligibility, please visit www.dublin.ca.gov/DublinMarketplace or contact Felicia Escover, Special Projects Manager, at economic.development@dublin.ca.gov for further details.

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