

Town of West Point

H.O.P.E Initiative

Helping Our Pointer Economy



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What is H.O.P.E?

The H.O.P.E. initiative was a program that distributed \$50 voucher booklets to each household in the Town of West Point. These booklets contained 10, \$5 vouchers redeemable at participating businesses in the Town of West Point. Vouchers must have been spent by December 31, 2020



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Participating Businesses

- *There were a total of 4 requirements for businesses to participate*
 - *Located in the Town of West Point*
 - *Current Business License issued by the town in 2020*
 - *Up to date on Business Taxes*
 - *Current property and Meals Tax*
- *A total of 43 businesses signed up to participate with a total of 32 businesses who received vouchers from the public*
- *After receiving vouchers, businesses then returned the vouchers to the town treasurer to be issued a check for reimbursement.*
 - *Vouchers had to be turned in by businesses by January 31, 2021*



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Voucher Distribution

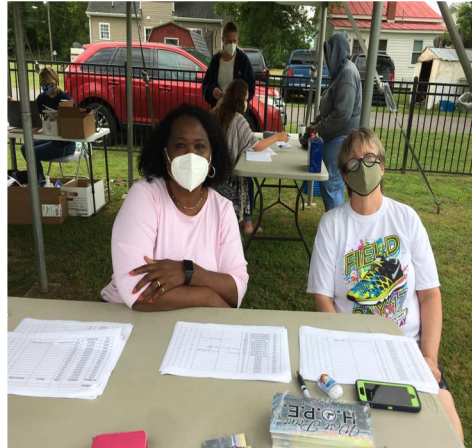
- *Residents gathered in town park based on their trash pick up day*
- *Proof of identification and residency was required*
- *One booklet and a brochure of participating businesses was given per household*
- *The option to donate vouchers to The Good Neighbor's Center was available*



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H.O.P.E. Distribution

Town council, Town Staff, and Members of the Chamber of Commerce assisted in the distribution of vouchers and answered questions regarding the H.O.P.E. Initiative



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Fun Facts

Total vouchers distributed: 11,330

\$56,650

Total vouchers returned to Town Hall: 9,911

\$49,555

Return rate of approximately 87%

Percentage of Vouchers Spent by Business Category:

- ***Restaurants: 79%*** ***\$ 38,960***
- ***Retail: 13%*** ***\$ 6,495***
- ***Personal Services: 4%*** ***\$ 2,215***
- ***Other Services: 4%*** ***\$ 1,885***



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Top 10 Earners Out of 43 Participating Businesses

1. *Ace Hardware*
2. *The Blue Crab of WP*
3. *Anna's*
4. *Three Rivers Seafood*
5. *Top's China*
6. *Valero*
7. *Tony and George's*
8. *Pizza Hut*
9. *McDonald's*
10. *Lovell's*



The Blue Crab of WP

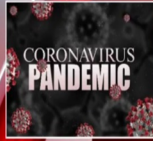
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Getting the Word Out

- *Mass Mailing of Voucher Distribution Schedule*
- *H.O.P.E. Facebook Page*
- *Social Media Posts*
- *Radio and News Advertisements*
- *Banners and Signs*



WEST POINT H.O.P.E. INITIATIVE
CONTINUING COVERAGE



- \$50 VOUCHER BOOKS
- FOR EACH HOUSEHOLD IN WEST POINT
- CAN BE USED AT BUSINESSES IN TOWN
- BUSINESSES SUBMIT VOUCHERS
- VOUCHERS PASSED OUT IN JUNE

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The H.O.P.E initiative was a successful relief effort that provided an opportunity to bring our community together in a time of need during the COVID-19 Pandemic.



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