

The goal of the ALX Open Rewards program is to encourage people in Alexandria to spend money at local brick-and-mortar businesses. The criteria used to determine eligibility for this program are listed below.

If you believe your business has been mistakenly left out of the program, you can add it here:

<https://www.bludot.io/add-your-business>.

If you have questions or feedback about the program or these eligibility criteria, please email us at [smallbiz@alexandriaecon.org](mailto:smallbiz@alexandriaecon.org).

Thank you,

The AEDP Small Business Team

### **Eligible Businesses:**

- Locally owned and operated: Businesses must be locally owned and operated within the City of Alexandria. Additional locations outside of Alexandria are not eligible.
- Small businesses: Only businesses with fewer than 100 employees at an individual Alexandria location
- Locally owned and operated franchises
- Only brick-and-mortar retail, restaurant, or personal service businesses
- Small regional chains with an Alexandria location but fewer than 15 total nationwide locations are eligible. Such chains must still have regional private ownership. (e.g., Bob and Edith's)
- Five Guys Corporate headquarters is located within Alexandria; therefore, purchases at Alexandria Five Guys restaurants will be included in the program.

### **Non eligible businesses:**

- Franchises: Franchises that are not locally owned and operated are not eligible.
- Non-Local or Non-Small Businesses: Participation is limited to businesses that are both local and small in scale.
- Home-Based Businesses: Only businesses with physical brick-and-mortar locations are eligible at this time.
- Subscription or Member-Based Companies: Businesses that operate on a subscription or membership-based model are not eligible, including fitness studios.
- Professional Services: Professional service-based companies are not currently eligible. Including but not limited to:
  - Automotive sales and services
  - Digital services
  - Financial services
  - Real Estate services
  - Medical services
  - Legal services
- Tobacco, electronic cigarette, and other smoking supply retailers
- Laundromats

- Psychic and card readers

**Non-eligible purchases**

- Purchases where the business is only acting as a point of sale, e.g., lottery tickets
- Purchases of money services such as bill payments, cashier's check, check cashing, ATM withdrawals, ATM fees, cash back, etc.
- Purchases that are simply loading a stored value card such as gift cards, pre-paid cards, etc.