

# **City of Peoria**

## **Military Discount Program**

### **Q. What is this program?**

**A.** It's a plan authorized by the Peoria City Council and jointly sponsored with the Peoria Chamber of Commerce to provide discounts of 10 to 15 percent of the cost of goods purchased by active duty military, veterans, and military retirees.

### **Q. How does the program work?**

**A.** Eligible personnel will show their military ID cards (Active, Retiree, or VA issued cards) to participating merchants who then will offer a discount on purchases made by that cardholder (either 10 or 15 percent, depending on the individual business)..

### **Q. Who benefits?**

**A.** The military person gets a discount; merchants should improve sales as word spreads throughout Peoria and neighboring cities and military personnel make the decision

to buy in Peoria because of the discount; the City will benefit from the additional sales taxes tied to additional sales.

**Q. How will word spread?**

**A.** Both the City and the Chamber will use their communication resources to get the word out to the community at large. Hopefully, the media will help publicize the program and, most important of all, word of mouth. As military people take advantage of the discount program, they likely will inform other military people to "shop in Peoria, you get the same goods for less."

**Q. How does PUSD come into the picture?**

**A.** PUSD high school students have options to engage in community and civic activities already. Participating in spreading the word about this new program will be one of those activities. After training (probably at the DAC) by representatives of the City and the Chamber, students will go out in teams and under supervision to visit merchants and offer them the opportunity to sign up for the program. All

prudent steps will be taken to safeguard the students and to protect them and the District's interests.

**Q. Will PUSD benefit directly from this program?**

**A.** Probably not, but there are indirect benefits.

1. Our students will have a chance to interact with the real world of business and gain valuable life experiences.
2. It will strengthen our ties with the City in an environment where we need to work together for the benefit of both agencies.
3. As Peoria businesses prosper, so will the District because more business means more tax revenue and that adds to PUSD benefits from increased property values. Increased business benefits everyone.

**Q. When will the program begin?**

**A.** The goal is to have a "Grand Kickoff" on Veterans' Day, **November 11**; however, both the City and the Chamber would like to have a "soft" start on **November 1** so that some businesses already are lined up as participants

before the November 11 date. Participating students would have their training on November 1 and start their work immediately after that.

**Q. So PUSD schools should get the word out to their students now?**

**A.** Yes. You will be supplied with simple forms for signing up those of your students who respond and decide to participate.

**Q What if I have other questions?**

**A.** Call **Kirk Haines** in the Peoria Parks Department at **623.773.7120**