



FREQUENTLY ASKED QUESTIONS: FOR BUSINESSES

The City of Peachtree Corners is launching an app, ChoosePTC, in partnership with [Colu](#), to support the economic growth of our local businesses.

ChoosePTC rewards residents and visitors for shopping at Peachtree Corners' local businesses. Rewards come in the form of PTC Points. Every PTC Point equals \$1, and it can be easily redeemed at your local business.

Q: What does it cost businesses to participate?

A: There is no cost to business owners! The City will be funding all the participating businesses points/rewards.

Q: How do Rewards work?

A: If you opt in to being a Redeeming Business, when ChoosePTC users make purchases at your business, they have the option to use PTC Points to help pay for their transaction. As a business, you will discount the rewards from the total price, and the City of Peachtree Corners will automatically reimburse you for those points. A Participating Business will have the ability to award points, but cannot receive reimbursement.

Q: How do I account for PTC Points?

A: If you have a [PoS system set up](#), the ChoosePTC app will generate a reimbursement report that will be sent to you and to the City. The City will coordinate biweekly payments to you based on those reports.

Q: How do I account for PTC Points if I do not have a PoS?

A: [This Guide](#) can help you set up your accounting system if you have a card reader, but not a PoS.

Q: How do Users earn PTC Points?

A: Users earn these points by shopping at local businesses listed on the app and getting points back from every purchase they make.

Q: How many PTC Points do Users earn per purchase?

A: Users earn a percentage of their total purchase amount as PTC Points. For example, if a User spends \$100 at a local business that is rewarding at 15%, that User would earn \$15 to spend as PTC Points.





Q: How are PTC Points percentages determined?

A: The City will change percentages based on campaigns aimed at getting Users to shop local.

Q: Who made this app?

A: The City of Peachtree Corners is partnering with [Colu](#), an Israeli-based startup that is helping to launch similar apps in American cities such as Akron, Ohio and a few upcoming cities in California.

Q: How did the City decide to partner with Colu?

A: The City was seeking an innovative way to leverage federal CARES Act Small Business Recovery Money to assist local businesses.

Q: How do I account for Sales Tax with PTC Points?

Ultimately the points are another source of revenue coming into the business, just like cash. You would record the transaction normally on your POS even if the payment is in PTC Points. Users would redeem the Points to cover whatever the balance that they elect to cover (including sales tax).

