



WEST MICHIGAN COMMUNITY CASH

MERCHANT GUIDE

West Michigan Community Cash is a Grand Rapids Chamber member benefit designed to encourage local shopping. This program operates like a digital currency, driving support to West Michigan businesses like yours!

HOW DO YOU BECOME A MERCHANT AND WHAT DOES IT COST?

There is no cost to join this program! As a Member of the Grand Rapids Chamber, you can sign up to be a merchant using the link on the [Chamber website](#). Merchants are reimbursed 96% of the face value of each certificate between 15-30 days of redemption.

HOW DOES IT WORK?

- Certificates are purchased on the Grand Rapids Chamber's website.
- Certificates are emailed to the purchaser or to the gift recipient with the option to print.
- A shopper will present the certificate to the merchant to make a purchase.
- The merchant will scan the QR code or enter the six digit code using the Merchant Portal provided.
- The Grand Rapids Chamber pays the merchant bi-weekly via ACH.

FREQUENTLY ASKED QUESTIONS:

- **What if I have more than one location or business?**
 - As a merchant, you can have more than one business under your merchant profile! As long as each business/location uses the same bank account, you can add separate locations to your merchant profile.
- **How can I highlight my business through West Michigan Community Cash?**
 - You will be included in the **list of participating businesses** distributed with each purchase and on the **West Michigan Community Cash webpage**. There are also advertising opportunities to spotlight your business on that page.
- **What if someone doesn't use the full balance of their certificate?**
 - They can carry this balance and redeem the value of the certificate at more than one location or at more than one time.

HOW DO I SIGN UP MY BUSINESS?

Complete the **Merchant Sign Up** process or email us at wmcc@grandrapids.org to participate today!

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