Bludot Technologies, Inc. Open Rewards Program Guidelines
REVISED 10/16/24

Overview

The Isle of Wight County Economic Development Department and the Isle of Wight County Economic Development Authority (EDA) have entered into a partnership with a technology company, Bludot, to launch a customer rewards program that offers cash back rewards for spending at local businesses. The program, Open Rewards, is a free shop local app that supports and rewards shopping local by earning cash back. There is no cost to the businesses or consumers for this program. The EDA has invested $5,000 for an initial small-scale implementation for targeted businesses in Smithfield on Main and South Church Street that have been negatively impacted by the Cypress Creek Bridge construction. The success and sustainability of this initial implementation will help determine whether the program gets additional funding when the initial investment is depleted and whether the program will be expanded to additional businesses in Isle of Wight County.

Why now and only certain businesses in Smithfield?

In January 2024, VDOT contractors began a nearly two-year rehabilitation of the Cypress Creek Bridge that restricts traffic on the bridge to one-way westbound traffic only (entering downtown Smithfield on South Church Street) with a long-term closure for eastbound traffic (exiting downtown Smithfield). Downtown Main Street and South Church Street business owners have noted significant decline in revenue compared to the same time last year. The goal of the program is to increase foot traffic to Smithfield businesses impacted by the bridge construction project.

How does the Open Rewards Program work?

Consumers will earn and redeem rewards through the free app by scanning and submitting receipts from purchases made at participating local businesses. Consumers can earn 5% back in rewards (paid by EDA funds) for each local transaction. They can redeem their rewards through purchases at any participating local businesses. Click HERE to download the app and see participating businesses.

What Businesses are eligible?

For the initial launch of the program eligible businesses include for-profit, locally owned retail, restaurants and service-based brick and mortar businesses located within the following address blocks in Smithfield:

- 13 to 36 block and 100 to 500 blocks of Main Street
- 100 block of North Church Street
- 400 to 1900 blocks of South Church Street
- Businesses on Grace Street and Institute Street
- Ineligible businesses include national retail franchises/chains such as grocery stores, dollar stores and gas stations.

What are the program parameters?

Parameters	Setting
Percentage of rewards	5%
Does the percentage vary	No variation
Any limit on the amount of rewards a consumer can earn per transaction	Earn up to $10 per transaction. If a transaction is over $200, the maximum earned for that transaction will be $10.
Any limit on the amount of rewards a consumer can earn in total	No limit
Do the rewards expire	Yes, 3 months
Any limit on the amount of rewards a consumer can redeem per transaction, as a percentage of the purchase	No limit (i.e. a consumer can redeem 100% of a purchase)
Any limit on repeat visits to the same business	No limit

How do consumers use Open Rewards?

1. Download the Open Rewards App on Google Play or App Store
2. Create a free account
3. Shop like you normally do at eligible businesses.
4. Upload your receipt or link your credit card
5. Earn rewards
6. Visit another business, make a purchase, and redeem your rewards. Click HERE to see how to redeem your rewards.

How do eligible businesses use Open Rewards?

1. Download the Open Rewards app on Google Play or App Store
2. Create a free business account
3. Select your community
4. Enter your business information – name, street address, state, city, and zip code
5. Economic Development Department staff will notify you with approval after you submit your request.

How is my data protected?

The Open Rewards app and Bludot have built a system to ensure a seamless experience for customers. They do not share, sell, or rent any of your personal data to outside companies. Please click HERE for more information and the privacy policy.

Questions? Please click HERE for frequently asked questions (FAQ) or contact below:

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