

**2014 Extended Holiday Shopping Hours
“Customer Friendly Hours 2014”
Merchant Agreement Form
Program Dates: November 28 - December 23, 2014**



The City of Geneva owns the Blue and Red special “Customer Friendly Hours - OPEN” banners. These were purchased with the goal of providing some assurance to customers that stores would be open when they wanted and to help the City promote the district in a unified way.

With the changing composition of our business district and the success of our many restaurants, it is imperative to review your hours of operation. Many retailers are finding great value in hours that accommodate those downtown to dine. **In fact, Atala Toy of Crystal Life Technology recently commented** with the changing composition of the business district and success of our many restaurants, **“I didn’t know how much business I was missing after 5:30 pm”**. Talk with her, or others regarding the value of staying open later including Cocoon, Circa, State Street Jewelers, and Art Box. **Recognizing this shift, the BIR Committee has changed the CFH hours for 2014.**

With the receipt of this banner, I, as the owner of the business listed below, agree to the following:

- I agree to stay open, at a minimum, for these “Holiday Customer Friendly Hours”:
Thursday – Saturday open until at least 7 pm
Sunday open from at least 12pm – 4 pm
- **I understand the City loans these banners** (each costs \$65) **to businesses agreeing to offer Customer Friendly Hours and that the chosen extended hours vary by season.** I understand that as long as I am offering the extended hours determined by the BIR Committee I may keep the banner to hang.
- I understand that if I do not adhere to the hours, I must return the banner to the City.
- I can continue to display this banner as long as my business is operating according to the set “Customer Friendly Hours.” During the remainder of the year (excluding Nov. 28-Dec. 23), regular Customer Friendly Hours require participants to be open on Sunday as well as open late at least one night during the week.
- I agree to help promote the “Customer Friendly Shopping Hours” by handing out information flyers and promotional materials and displaying the special “Customer Friendly Hours – OPEN” banner at my establishment.

Business Owner

Date

Business Name

Phone

Internal Use: Date Banner was delivered: _____