

Proposal for Employee Discount Program
Town of Chapel Hill Employee Forum
April 8, 2004 (DRAFT)

Target Group:

The Employee Discount Program would benefit all Town Employees.

Benefits of Request:

An Employee Discount Program would encourage Town employees to patronize local businesses and allow Town employees who live outside of Chapel Hill to perform errands locally. The Program would recognize the benefits that Town employees provide to Chapel Hill and Chapel Hill businesses. Other local organizations, such as the Chapel Hill-Carrboro City School District, have similar programs.

Time Line:

We believe that the Employee Discount Program could begin planning immediately. The program could be implemented when enough businesses are identified and agree to participate in the program.

List of Suggestions for the Employee Discount Program:

The following are possible parameters of an Employee Discount Program:

- Local businesses could be solicited to participate in the Program.
- Local businesses would offer a discount or other incentive to Town employees.
- A wide range of businesses could be included in the Program, including:
 - Retail stores
 - Restaurants
 - Health clubs
 - Auto repair shops
 - Movie theaters
- A discount card could be developed to distribute to Town employees.
- More Town departments may want to consider requiring or providing Town employee identification cards.