

# open rewards



Shop, Scan, and Strengthen Richmond.

## Earn 5% rewards in RVA

BluDot: Open Rewards is a new program from the City of Richmond Department of Economic Development designed to support local businesses and reward you for shopping neighborhood favorites. Earn rewards on every purchase at participating locations—automatically, with no extra steps at checkout.

# How Does It Work?

- Shop at participating Richmond businesses
- Earn rewards on every purchase
- Redeem your rewards at any participating business in the program
- Free app download is required.

# Why Use BluDot?

- Earn rewards automatically on everyday purchases
- Support small businesses in your neighborhood
- Keep dollars circulating in Richmond communities
- Get access to special offers during seasonal moments like Valentine's Day, Spring, Restaurant Week, and National Small Business Month

**Download the app to see a full list of participating locations.**

