My Local Token (MLT) for Local Businesses

A complete currency for Main Street

Now independent Staunton businesses can participate in an innovative local payment platform that saves money for themselves and their customers, and promotes shopping local in Staunton!

Community currency reminds tourists and locals of their affinity for small business, driving consumer spending to local establishments and serving as a vehicle for economic development. Local users of MLT discover that routine activities conducted within a local economy are rewarded with funds to conveniently use at the local businesses they already patronize, or newfound establishments they now have reason to try.

How does it work?

My Local Token (MLT) is a digital alternative currency that can be transacted via the free MLT mobile app, similar to Venmo, or via physical bills or tokens with a scannable QR code, similar to gift cards. To accept MLT all that a business needs is a merchant MLT account, and a mobile device (Android or iOS) with a camera and the MLT app.

Where do customers get MLT?

Individuals earn, buy, or gift units of MLT. MLT can be purchased at an online sales portal at mylocaltoken.org, or in person at certain businesses and other locations that have agreed to be a point-of-sale. Users will be earning MLT through sign-up incentives, prizes at events, and rewards for various other purchases and activities. There is already more than $5,000 in MLT in circulation in Staunton!

What can a business do with the MLT it accepts as payment?

➔ Buy supplies from other local businesses
➔ Support local causes
➔ Use it as a pool for customer loyalty rewards
➔ Reward employees with bonuses
➔ *Redeem 1:1 for US Dollars via the MLT app*

Who is behind the MLT project?

MLT was developed by Traipse PBC, a Public Benefit Corporation based in Staunton, Virginia, in consultation with the Staunton Downtown Development Association. It runs on a secure, carbon-negative transaction network built by the Celo Foundation (celo.org).

Sign up in seconds using our online form.

MLT

Questions? See a full FAQ at mylocaltoken.org/faq.
Or get in touch with our team at info@MyLocalToken.org

MyLocalToken.org | **Fall 2022**