

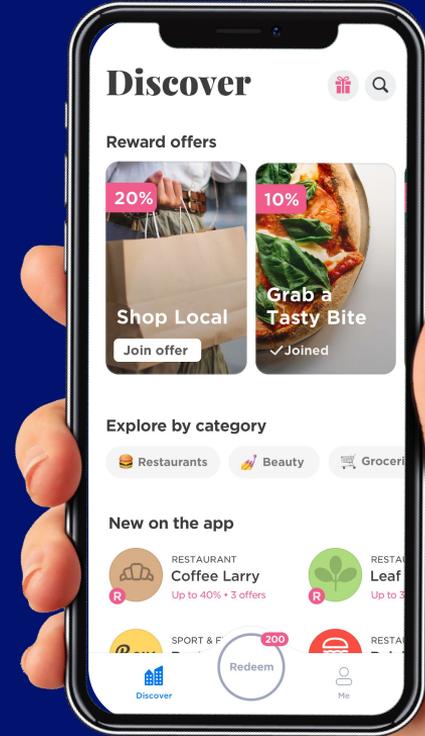


**Earn points, shop, dine
& support local
businesses**

About “Choose Local San Mateo County”

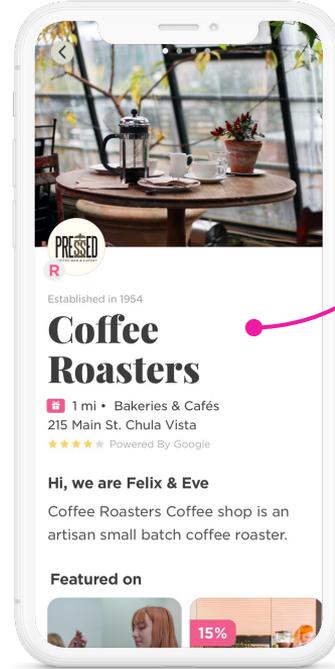
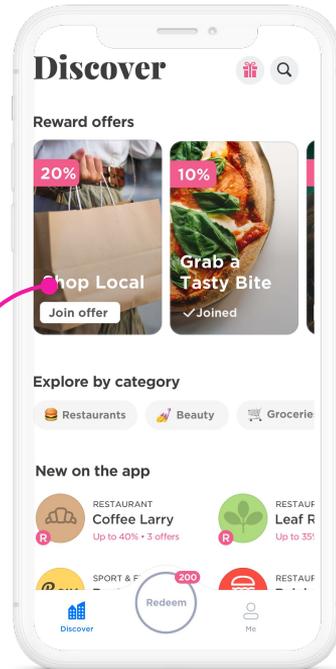
Choose Local San Mateo County is San Mateo County’s new mobile app that engages the **community** and rewards users with “**SMC Points**”, the county's new reward point system.

The *Choose Local San Mateo County* app, **brought to you by San Mateo County**, gives businesses an exciting new way to attract more customers and increase revenues, while creating a more vibrant and connected San Mateo County.



Business Exposure In The App

Promote your business through special benefit offers & Stories that appear on the home page!



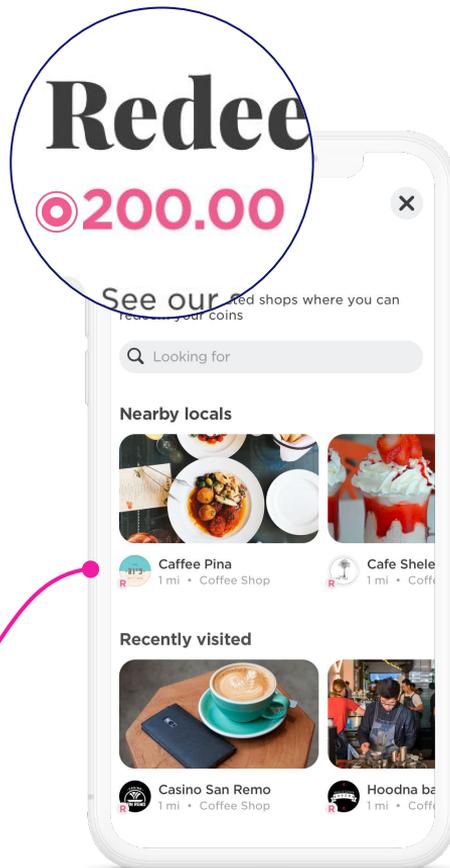
Get your own unique business page to display your business and the benefits it provides!

SMC Points

SMC Points are local rewards that customers receive in the app for shopping at **local San Mateo County businesses** that participate in the program.

SMC Points help support local initiatives to further connect the San Mateo County Community.

Once they've earned SMC Points, residents can redeem them at select local participating businesses.



SMC Points can only be used in San Mateo County. So what's **earned** in the county, **stays** in the county... giving the San Mateo County economy a boost!

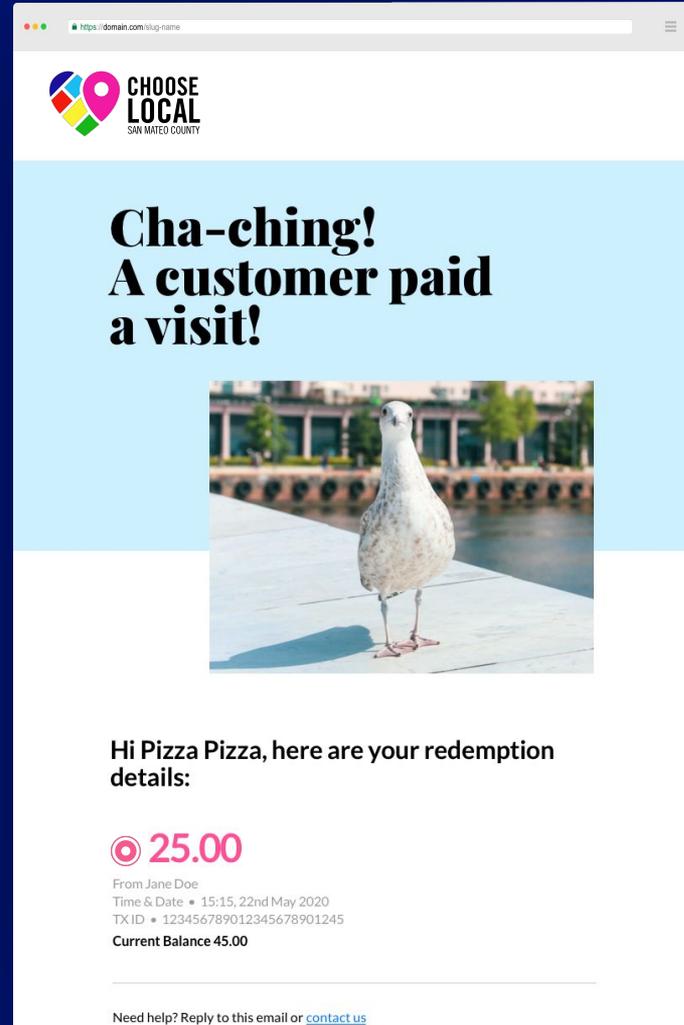
The Value Of *Choose Local* San Mateo County To Your Customers

- Get rewarded for shopping local
- Discover local businesses around town
- Be in the know and find out what's happening around the County!
- Take an active part in supporting the local community



How do you accept SMC points as payment?

- Set up POS system to add a **custom payment** type
- **Receive an email** when a customer pays with SMC Points
- **Enter amount tendered** in 'SMC Points' payment type on your POS system



The Value Of Choose Local San Mateo County For Your Business

Reward customers for shopping at local businesses through initiatives aimed to support your business and the local economy.

Increase **marketing ROI** by getting publicity just for being a local business in San Mateo County.

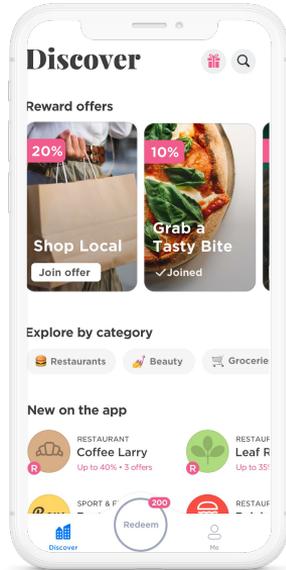
Increase your exposure to customers by being part of a centralized network of local businesses supported by the County.

Have an opportunity to **showcase your story** and connect with existing & new customers.

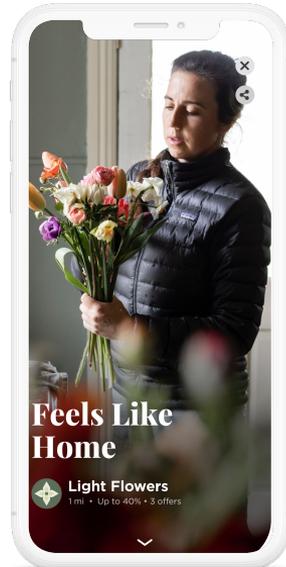
Provide tools for business owners to promote their business and share updates to a targeted audience.



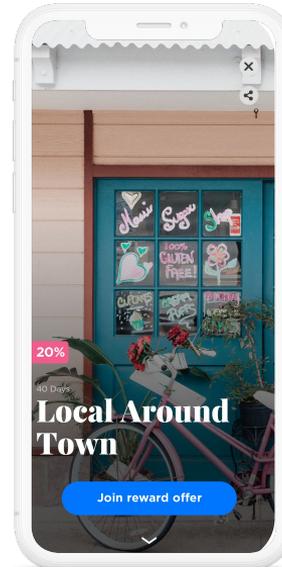
Choose Local San Mateo County Customer Journey



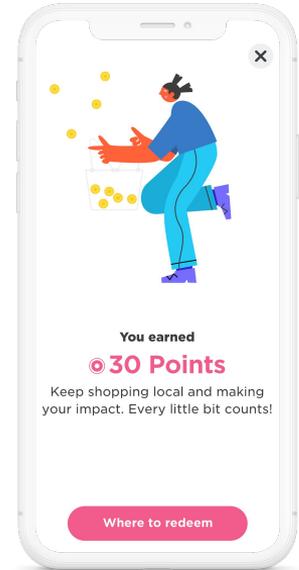
Discover
county stories &
local businesses



Get to know
the stories behind
favorite businesses



Join reward offers
to earn SMC Points
seamlessly by
shopping local



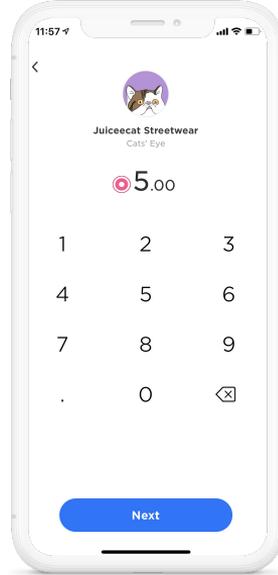
Redeem SMC Points!
Purchase at local
businesses



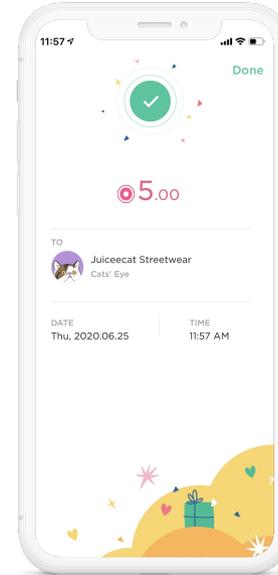
How Do Choose Local San Mateo County Users Pay With SMC Points?



Choose business
to redeem earned
SMC Points



Enter payment amount
each SMC Point
is equal to \$1.00



Receive confirmation
for completing Payment!
Businesses will receive
email confirmation

Tipalti - Global Fintech Provider

Who is Tipalti?

The company the county uses to distribute the funds to you. Tipalti will convert the SMC Points your business earned into dollars and transfer them into your bank account.

How does it work?

1. You open an account in Tipalti (fill bank info, W-9, tax forms).
 2. When users pay you with SMC Points on the app, you will receive an automated confirmation email.
 3. Tipalti will reflect the earned funds on your Tipalti account.
-

When do I get paid?

Tipalti will transfer the earned funds into your business bank account at the end of each month.

Supercharging Your Business Exposure



Within the app

- Push notifications and content to notify targeted audiences about promos and events
- Behind-the-counter stories showcasing your business and your unique story
- **Sponsored Business Promotion!**



Social media marketing kit

Dedicated kit with design and content tools and templates to use on social media

- Instagram
- Facebook
- Twitter
- Nextdoor

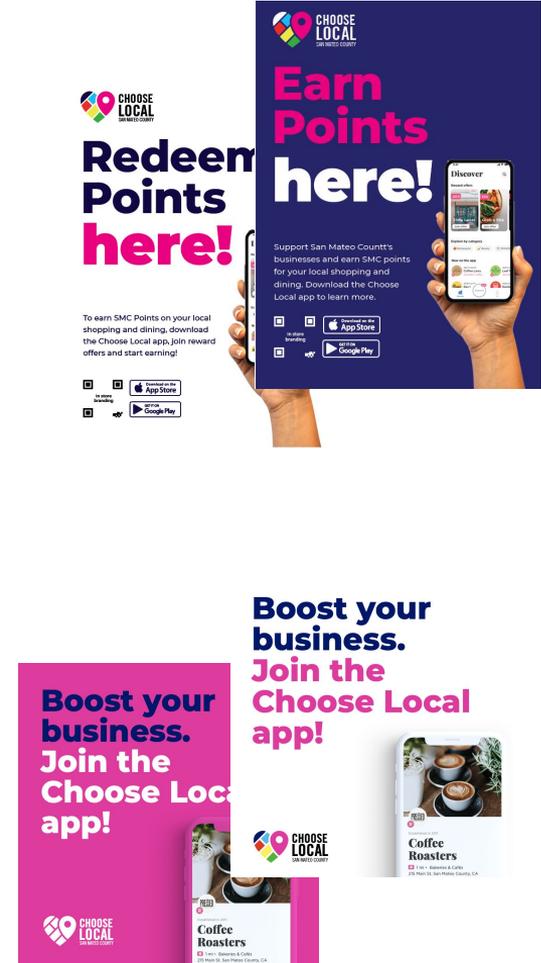


Offline marketing kit

- Complementary dedicated signage and marketing collateral for your business to show that you're part of the county's initiative
- Signage in the county
- Collaborations

What will be in my marketing kit?

- Window Sticker with QR Code
- Check Insert
- Small Poster
- Table Tent
- Sidewalk Sticker
- Digital Assets
- Multipurpose Rack Card
- Countersign – Earn + Redeem





Thank You.

**For more information, please
contact:**

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