



BOULDER CITY SOCIAL

A Place for Friends & Fans of Boulder City, Nevada

BOULDER CITY DEALS QUICK TOUR

Boulder City Deals is a joint effort by the Chamber of Commerce and Boulder City Social that encourages customers to patronize Boulder City businesses by promoting a discount or deal to them exclusively.

This is a **free program to Chamber Members** in 2011 and non-Chamber Members are welcome to participate for only \$120/year.

Here is how the program works:

We're tapping into the over 2,600 Friends & Fans of the Boulder City Social website and Boulder City Facebook Fan Page by offering them the ability to purchase their own "Deal Card" for only \$10 (*it's valid from July 2011 through June 2012*).

Cardholders visit the website listed on the card by entering the traditional web address or scanning the QR code with their Smartphones and they're taken to...



www.bouldercitysocial.com



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...this page on the Boulder City Social website, which divides the businesses offering deals into categories, based on their business type.

There's also handy buttons at the top of the page for:

- New Deals This Week
- Recently Added Deals
- View All Deals

When a business changes their deal (*free monthly*), they are promoted on Boulder City Social as having a "New Deal This Week" ...that's outstanding exposure to over 2,600 Friends & Fans!

Clicking on a specific deal category takes the cardholder to...

The screenshot shows the Boulder City Social website interface. At the top, there is a green header with the date "JUNE 13, 2011" and the Boulder City Chamber of Commerce logo. The main navigation bar includes links for Home, About, Town Happenings, Calendar, Shop Local, Jobs, Yard Sales, and Contact. Below the navigation, there are three buttons: "NEW THIS WEEK", "RECENTLY ADDED", and "VIEW ALL DEALS". The main content area is a grid of 18 deal categories, each with a representative image and text: ART, THEATER, & PHOTOGRAPHY; ATTRACTIONS & RECREATION; AUTOMOTIVE & BOATING SUPPLIES; BEAUTY SALONS & MASSAGE; ELECTRIC, PLUMBING, & AIR CONDITIONING; FINANCIAL, TAX, & LEGAL SERVICES; FOOD, DINING, & DRINKS; HANDYMEN & CONTRACTORS; HEALTH & FITNESS; HOTELS & MOTELS; IN-HOME SERVICES; LANDSCAPING, TREE, & POOL SERVICES; MEDICAL & DENTAL; PARTY, CATERING, & EVENT SERVICES; PET & ANIMAL SERVICES; and SHOPPING & RETAIL SERVICES. On the right side, there is a search bar and a sidebar containing several advertisements, including "SAVE MONEY OR MAKE MONEY ON BILLS YOU ALREADY PAY", "BC REAL ESTATE", "Grandma Daisy's", "CANDY & ICE CREAM PARLOR", "George Rosenbaum D.D.S.", "Grooming & Boarding Professional Pet Room & Groom", "Comprehensive Pet Care at Affordable Prices", "Amstutz Communications", and "ABOUT SHOP LOCAL & SIDEBAR".

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...this page, which lists the deals being offered by all of the businesses in that specific category.

Note that only businesses offering deals are displayed - other businesses who are listed in the Shop Local section of the website (but are not offering a deal) are not displayed.

The screenshot shows the website's interface for Boulder City Social Deals. At the top, there is a navigation bar with links for Home, About, Town Happenings, Calendar, Shop Local, Jobs, Yard Sales, and Contact. Below the navigation bar, a search bar is visible. The main content area features a banner for 'BOULDER CITY SOCIAL DEALS FROM OUR SHOP LOCAL PARTNERS' with buttons for 'NEW THIS WEEK', 'RECENTLY ADDED', and 'VIEW ALL DEALS'. The deals are listed in a grid format, with each entry including a business name, a small image, and a brief description. The first deal is for 'Boulder Bean', described as a locally owned coffee shop. The second deal is for 'Grandma Daisy's Candy & Ice Cream Parlor', described as a family-owned candy store and ice cream parlor. On the right side of the page, there are several promotional banners for local businesses, including 'SAVE MONEY OR MAKE MONEY ON BILLS YOU ALREADY PAY!', 'BC REAL ESTATE', 'Grandma Daisy's CANDY & ICE CREAM PARLOR', and 'George Rosenbaum D.D.S.'.

Selecting the business they want from the list takes the cardholder to ...



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...that business' specific page within Shop Local, where they can see all of the information about the business, how to contact them and of course... the deal they're looking for!

All businesses listed in Shop Local receive this page, but only ones offering deals have the additional "Boulder City Social Deal" section.

Businesses can offer the same deal from month to month, or change it free of charge each month, which means they are included in the monthly "New Deals" update that is issued.

JUNE 13, 2011 ▶ BOULDER CITY CHAMBER OF COMMERCE

BOULDER CITY SOCIAL
A Place for Friends & Fans of Boulder City, Nevada

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Grandma Daisy's Candy & Ice Cream Parlor

An Old Time Confectionery
DEAL

WWW.GRANDMADAISSYS.COM

Grandma Daisy's is a family owned old fashioned candy store and ice cream parlor located in charming old town Boulder City. On any given day, you'll find mother-daughter duo, Beth and Jessie minding the store.

Early mornings, the two busily prepare for the day's visitors, stirring a bubbling pot of their rich, delicious caramel for their extensive list of caramel apple varieties, or dipping tray after tray of their giant homemade turtles. Fresh fudge is made in store daily and samples are given freely of whatever's cookin' at the time.

Browse their extensive array of nostalgic candy from the '20s, '30s, '40s, '50s and beyond or turn your attention to the antique showcase filled with rows of favorites – chocolates, clusters, barks, brittles and other goodies, each made by hand with love from our family to yours.

Visit Us

Take a step back in time and visit Grandma Daisy's flagship store located in the heart of historic Boulder City. Nestled in the downtown district amidst quaint shops and restaurants, you'll be delighted from the moment you enter.

Browse the expansive collection of handmade chocolates and assorted caramel apples arranged artfully in their beautiful antique showcase, then be sure to visit Grandma's hutch filled with an impressive array of retro and nostalgic candies. Let the kids scoop their own bags full of gum balls, gumdrops, or whatever they fancy while you enjoy a milkshake, malt, banana split, or sundae. Chat with the owners and other locals, and be entertained by the animated, talking white tiger perched on the wall.

The Kitchen

The kitchen is the heart of the home, the place where everyone gathers, and where memories are made. The bustling kitchen at Grandma Daisy's is no different.

Each batch of candy is hand crafted with love and pride by mother and daughter in a copper kettle reminiscent of the 1900s.

Cooking is always done in small quantities to ensure freshness and quality.

Staying Connected

➔ You can become a Fan of Grandma Daisy's [Facebook page](#) using the button below.

Hey! What's this?

Boulder City Social Deal:
Buy one pound of homemade fudge and get a half-pound free!

PROUD MEMBER

Contact Info:

www
@
f

Phone: (702) 294-6639
Address: 530 Nevada Way, Boulder City, Nevada 89005 | [Directions](#)

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There's even more to the program, such as the reverse side of the card that takes cardholders to the "Member Coupons" page on the Chamber of Commerce's website...but the goal was to make this tour very quick!

What you DO need to know is that there is **no cost** for Chamber Members to participate in 2011, other than offering a deal to cardholders (and it's only \$96 to continue to be listed and have your deals promoted in 2012). *Non-Chamber members may participate, but for \$120/year.*



The goal is to keep more business in Boulder City by bringing the over **2,600 Friends & Fans** of Boulder City Social together with our local businesses. Fans loves deals and businesses love customers – so we're happily trying to connect the two!

If you would like to offer a deal through the Boulder City Deals program or would like more information, please contact **Kathy Hicks** via phone at **(702) 635-8470** or via email at kathy@bouldercitysocial.com!

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