

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 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...



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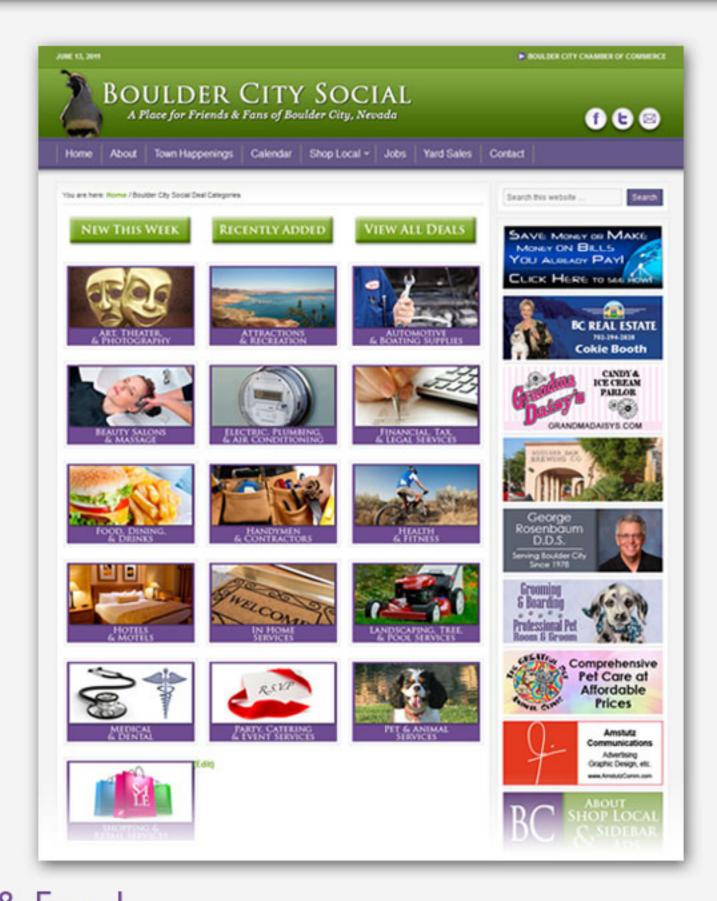
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...this page on the Boulder City Social website, which divides the businesses offering deals into categories, based on their business type.

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...



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...thid 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.



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.





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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 <u>no cost</u> 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!