



## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager    **DATE:** October 14, 2024

**SUBJECT:** Consider a Professional Services Agreement for the Open Rewards Shop Local Program to Blutot Technologies, Inc. in an amount not to exceed \$105,035.

**PRESENTER:** Craig Hulse, Director of Economic Development

### **SUMMARY:**

Each year citizen surveys indicate that food service establishments, in particular restaurants are the most desired business category. The city recognizes that inflation, has not only impacted the food service industry, but also the consumer's wallet. The purpose of this item is to consider an agreement with Blutot Technologies, Inc. to facilitate a Restaurant Rewards Program that provides 5% cash back to customers of NRH food establishments.

### **GENERAL DESCRIPTION:**

Open Rewards Shop Local is a mobile phone application by Blutot Technologies, Inc. that uploads customer receipts and rewards a percent back to the user's preferred payout method (i.e. Venmo, PayPal, Check, etc.). Sourced from the Promotional Fund, the city plans to promote a Restaurant Rewards Program that will run from January 1 to March 31, 2025, rewarding 5% back on all purchases made at any NRH food service establishment. No action is required from the food establishment as all administration is handled through the Open Rewards Shop Local mobile phone application.

The sole source subscription from Blutot is \$5,035 alongside a rewards fund which is not to exceed \$100,000 and held in a Blutot account for reward distribution. Any remaining funds at the conclusion of the program will be returned to the city with an option to extend the program beyond March 31 until funds are exhausted.

Open Rewards Subscription:	\$5,035
Rewards Fund:	<u>\$100,000 (not to exceed)</u>
Total:	\$105,035

### **RECOMMENDATION:**

Authorize a Professional Services Agreement with Blutot Technologies, Inc. in an amount not to exceed \$105,035.