



## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** April 14, 2025

**SUBJECT:** Consider Amending Open Rewards Shop Local Program

**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 impacted not only the food service industry, but also the consumer's wallet. The purpose of this item is to receive an update and consider amending the Restaurant Rewards Program, which launched on January 1, 2025 and currently provides 10% cash back to customers of NRH food service 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 Restaurant Rewards Program is scheduled to run through April 30, 2025, rewarding 10% back on all purchases made at any NRH food service establishment.

Feedback from the community has been extremely positive from both a business and customer standpoint. While user adoption has been good, the opportunity exists to increase a wider adoption and the frequency of transactions.

Staff will provide an update on the program's results through April 14, 2025, and will seek guidance and field questions from City Council.