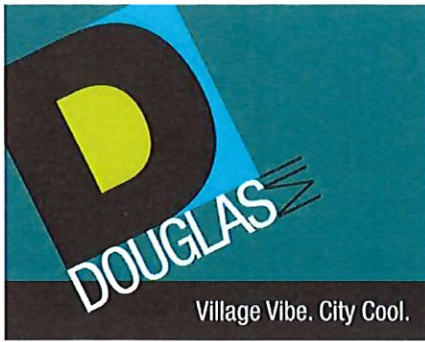




MEMORANDUM

To: Douglas Downtown Development Authority

From: Rich LaBombard
City Manager

Date: October 26, 2022

RE: Electric Vehicle Charging Station
Charge Deals

At the last Downtown Development Authority meeting in September, the Authority heard a presentation from Brian Coon of Charge Deals about a pilot program for advertising in conjunction with the electric charging station. I've researched other communities engaged in the pilot program and also researched City ordinances and found no official procedure for engaging in the pilot program. If the DDA is interested in moving forward with the Charge Deals pilot, I recommend DDA make a recommendation to City Council to authorize an agreement with Charge Deals to initiate a limited pilot program in the City of Douglas.

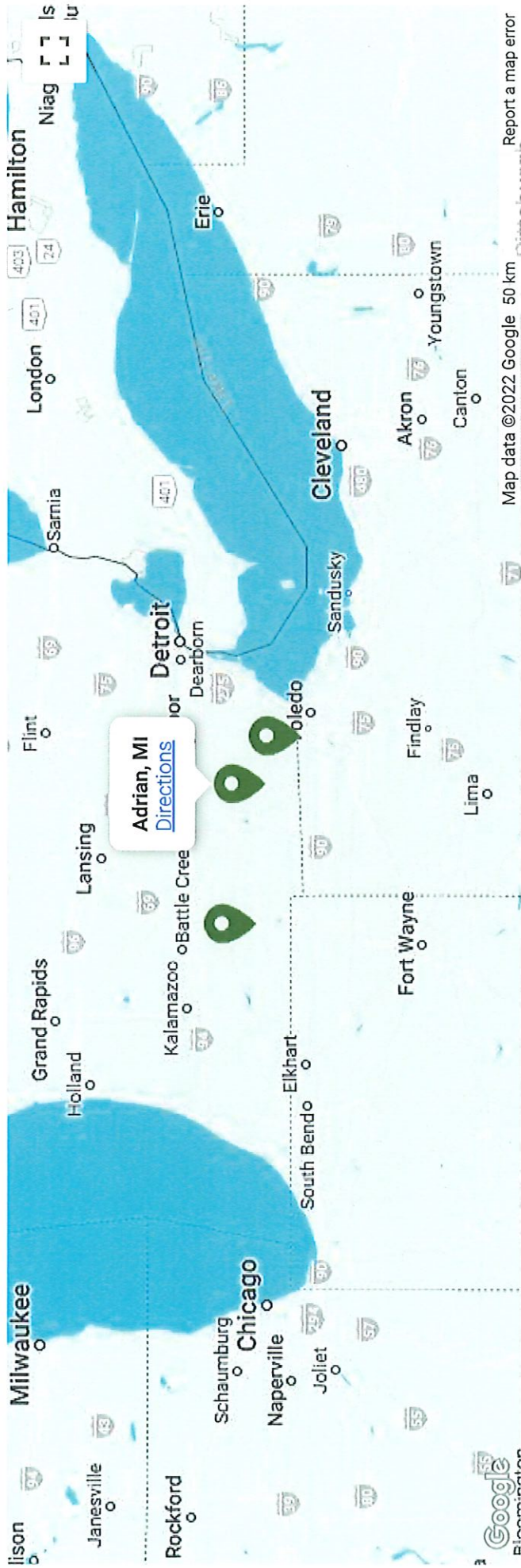
Discussion item.



CHARGE DEALS



Exclusive deals while you charge



Michigan

Adrian

127 South Main Street

Plug: J-1772 x 2, ChargePoint

Cost: \$2/hour

Parking: 5 hours free, \$5/hour thereafter

Deals:

- 10% off at SASS Gift Shop
 - Made in Michigan gift Shop
 - 114 East Maumee Street (.2 miles away)
- 10% off at Chaloner & Co
 - Cigar bar & lounge, along with a historic retail store
 - 108 West Maumee Street (.2 miles away)
- 15% off at The Buzz Cafe & Marketplace
 - Coffee cafe, specialty market, & chocolate shop
 - 110 East Maumee Street (.2 miles away)

Coldwater

75 West Chicago Street

Plug: J-1772 x 2, ChargePoint

Cost: Free

Parking: Free

Deals:

- 10% off at Tilted Tulip
 - Florist
 - 68 West Chicago Street (.1 miles away)
- 15% off any in stock item OR buy one pair of Concepts earrings get one free at Culy's Jewelry
 - Jewelry store
 - 7 West Chicago Street (.1 miles away)
- 20% off at Craft Out Loud!
 - Craft store
 - 67 West Chicago Street (.1 miles away)
- \$100 off any Hunter Douglas window shade or blind priced \$500 or more at Shemel's Carpet and Interiors
 - Window treatment store
 - 18 West Chicago Street (.1 miles away)
- Free pint with purchase of an entree at Two Bandits Brewing Co.
 - Brewery
 - 61 West Chicago Street (.1 miles away)
- 10% off order at Crescent Comics & Games
 - Comic book store
 - 16 West Chicago Street (.1 miles away)

- 20% off first purchase & free keychain at The Tree House Garden Center
- Hydroponics equipment supplier
- 34 East Chicago Street (.3 miles away)

Marshall – Coming soon!
Owosso – Coming soon!

Ohio

Sylvania

6626 Monroe Street

Plug: J-1772 x 2, Non-network

Cost: \$0.10/kWh

Parking: Free

Deals:

- 10% off at Angela's Angels
- Angel-inspired gifts & memorials
- 5774 Main Street (.4 miles away)
- 10% off at Hip To The Groove Boutique
- Clothing store
- 5665 Main Street (.1 miles away)
- \$5 off any \$25 purchase at Sylvania Hometown Hardware
- Hardware store
- 5619 Main Street (.1 miles away)
- 10% off at Cake Library
- Gluten-free bakery
- 5441 Main Street (.2 miles away)
- \$10 off any class package or 20% off any monthly unlimited contract at California Yoga
- Yoga studio
- 5964 Main Street (.1 miles away)

Here's how it works:



Stan 1.0 Clinic



Step 1: Plug

Plug in & begin charging at the station.



Step 2: Scan

Scan the QR code at the charging station.



Step 3: Redeem

Choose & redeem an available offer.



CHARGE DEALS

Mission

To boost local economies by providing a win-win solution for businesses and electric vehicle drivers.

Feedback & Partnerships

chargedeals@gmail.com

Follow Us



Rich LaBombard

From: Brian Coon <briankcoon@gmail.com>
Sent: Wednesday, May 18, 2022 11:11 AM
To: Rich LaBombard; Jennifer Pearson
Subject: Douglas' Electric Vehicle (EV) Charging Station

Mr. LaBombard and Ms. Pearson,

I am not sure the correct person to send this message to. Please let me know if there is someone else that I should contact.

I noticed that Douglas has an EV charging station downtown near a lot of local businesses. Most of the people that use these charging stations are from out-of-town and I know the intent of installing these stations was to drive more business downtown (shop/eat while they charge). How do you actually know the positive economic impact charging stations have had on your downtown?

I've been an EV driver since 2018 and something I have noticed is that a decent amount of people sit in their car and play on their phones while charging. This led me on my journey of developing a startup that fixes this issue by incentivizing EV drivers to spend money at local businesses near charging stations while their car charges. **I would love to pilot this out with Douglas at no cost whatsoever just to prove that it is valuable and increases sales downtown.**

Here's a quick video that explains the concept: https://youtu.be/Okh_JneB7qI

Again, not looking to sell anything. I want to do this for free and take those learnings to make my concept even better.

Please let me know if you would be interested in learning more.

Thank you for your time and have a great day!

Brian Coon

(734) 731-0819