



MEMORANDUM

REGULAR CITY COUNCIL MEETING

November 7, 2022 at 7:00 PM

TO: City Council

FROM: Rich LaBombard, City Manager

DATE: November 7, 2022

SUBJECT: Charge Deals Municipality Partnership Agreement

At the Downtown Development Authority (DDA) meeting on September 28, 2022, the DDA heard a presentation from Brian Coon of Charge Deals about a pilot program for advertising in conjunction with the ChargePoint electric charging station located at Beery Field. Mr. Coon is proposing to implement a pilot program for a period of one year that would provide a QR code coupon to local businesses while charging station users charge their electric vehicles. The intent of the pilot program is to promote local businesses by offering coupons to users of the system. Charge Deals is currently located in Coldwater and Adrian, and soon in Marshall and Owosso.

I've researched City ordinances and found nothing that would restrict advertising in the City with the pilot program. The DDA is interested in moving forward with the Charge Deals pilot and made a recommendation to City Council at their October 26, 2022, meeting to authorize an agreement with Charge Deals to initiate a limited time pilot program in the City of Douglas. I've invited Mr. Coon to attend the meeting and give a short presentation and respond to questions.

Sample Motion: I recommend City Council enter into an agreement with Charge Deals to advertise local businesses for a period not to exceed one year.



CHARGE DEALS

Municipality Partnership Agreement

THIS AGREEMENT made this 7th of November, 2022 between the City of the Village of Douglas and Charge Deals LLC. As part of this agreement, Charge Deals LLC has advertising rights for one (1) electric vehicle charging station located at 9 East Center Street (Beery Field). A corrugated plastic cover will be placed at the charging station(s) listed above and will remain until the term expires.

TERM: This agreement will become effective on the date stated above and be valid for one year, unless terminated prior to one year.

COST: A rate of \$0 per year

SERVICES: In exchange for charging station advertising rights, Charge Deals LLC will:

1. Host local deals from participating businesses on the Charge Deals network
2. Provide the municipality with data pertaining to EV drivers redeeming deals in their town, upon request

Signature of the City Clerk: _____

Signature of the Mayor: _____

Signature of the Charge Deals LLC
representative: _____



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!

[75 West Chicago Street](#)

Plug: Combo CHAdeMO x 4, ChargePoint

Cost: \$0.35/kWh

Parking: Free while charging

Deals:

- 15% off total purchase at Blu Ashe
 - Men & women's clothing store
 - [120 North Washington Street](#) (.1 miles away)

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:



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

chargedeads@gmail.com

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