



MEMORANDUM

DOWNTOWN DEVELOPMENT AUTHORITY

Wednesday, February 28th, 2024

TO: The City of the Village of Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

SUBJECT: Charge Deal (For Discussion)

The attached documents were provided to DDA Chairperson, Aleshia Balmer, to share with the authority as it relates to the charging station at Beery Field and adding an app to the charging station that would provide deals/incentives to help drive visitors who are charging their vehicles into the downtown district to shop/dine while they wait for the vehicle to charge.



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

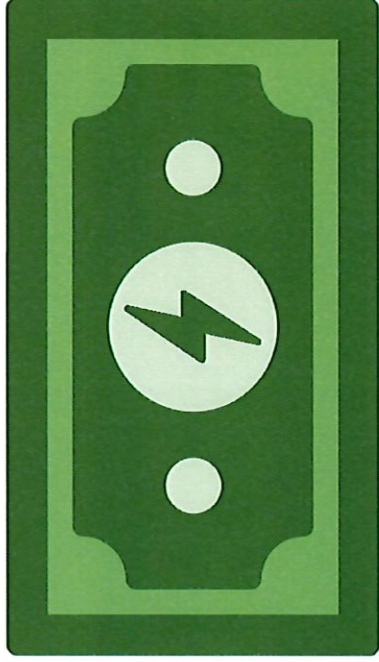
SERVICES: In exchange for charging station advertising rights, Charge Deals LLC will:

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: Paula Calderon

Signature of the Mayor: Joan Donovan

Signature of the Charge Deals LLC representative: Brian Coon

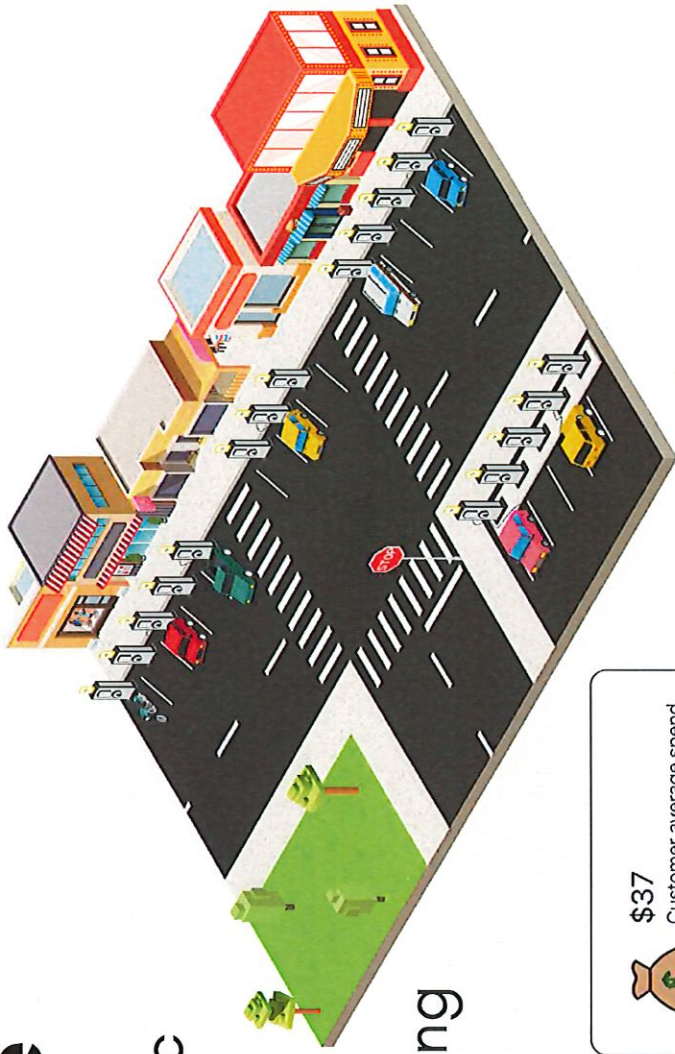


CHARGE DEALS

Local deals for electric vehicle drivers while charging ⚡

Attract EV drivers to your local businesses while they charge

Because charging an electric vehicle (EV) takes longer than refueling a gas powered one, drivers are captive and look for something to do while charging.



80%
EV drivers shop or eat
while they charge



31 minutes
Average duration of a
charging session



\$37
Customer average spend
per session

Let's incentivize them to spend locally!

The problem.

Municipalities and businesses with public chargers make little to no money on charging fees. It can take 10+ years to break even on the initial hardware and installation costs.

Drivers may be unaware of offerings nearby while they charge. They may just sit and wait in their vehicle.

The opportunity.

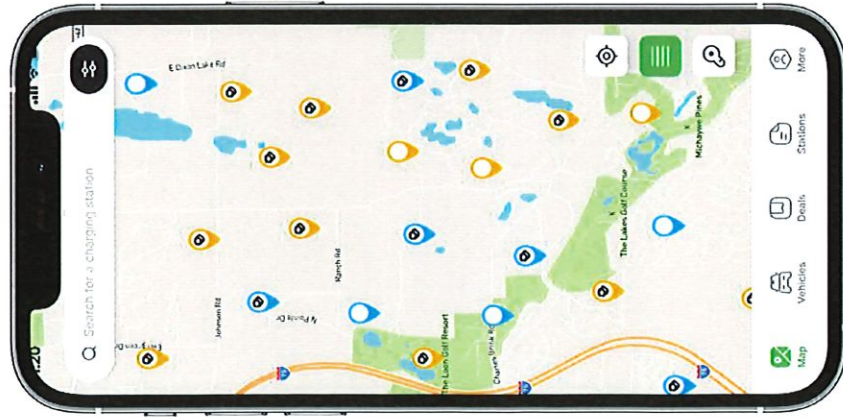
Municipalities and businesses with public chargers make little to no money on charging fees. It can take 10+ years to break even on the initial hardware and installation costs.

Only 8% of revenue comes from charging fees (*Atlas Policy, 2020*). The greater benefit comes from drivers spending money in your town while they charge.

Drivers may be unaware of offerings nearby while they charge. They may just sit and wait in their vehicle.

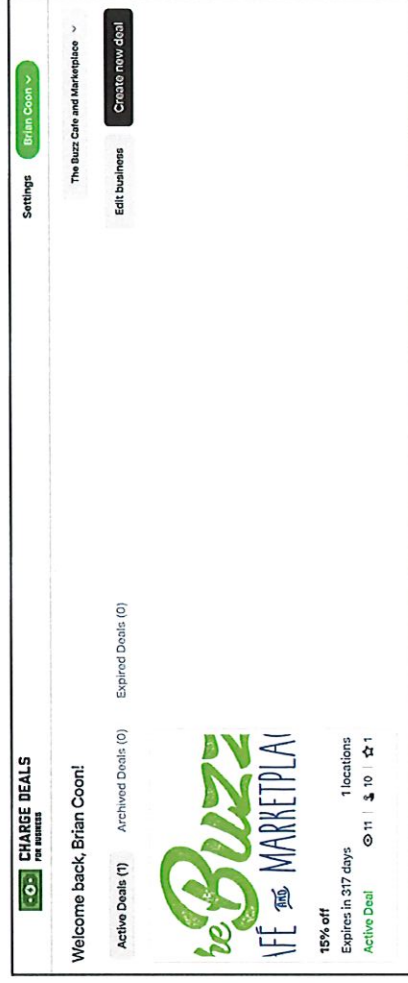
Charge Deals highlights public chargers with things to do nearby and incentivizes drivers to spend money locally while they wait, in a trackable way ⚡

That's us.



▼ Free charger map

Shows drivers all public chargers and highlights those with deals nearby, incentivizing them to spend money while charging.



▲ Self-serve business portal

Businesses near chargers can show off their offerings to EV drivers and track analytics.

So far, so good.



**23.9% of drivers
redeemed a deal at one
or more businesses using
Charge Deals.**

Results from pilot in Coldwater (MI), Adrian (MI), and
Sylvania (OH) from Aug to Oct 2022

Join the Charge Deals Network!



CHARGE DEALS



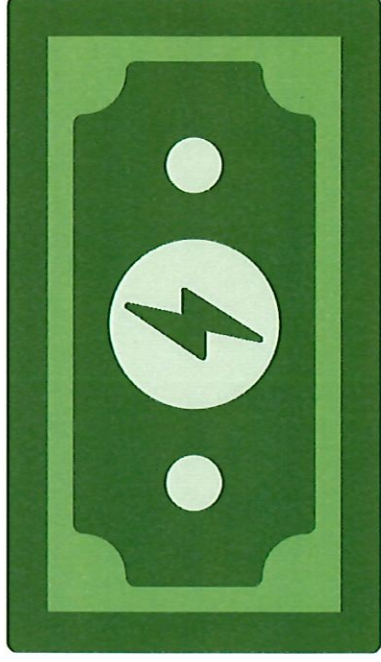
chargedeals.us/downtown



(734) 731-0819



brian@chargedeals.us

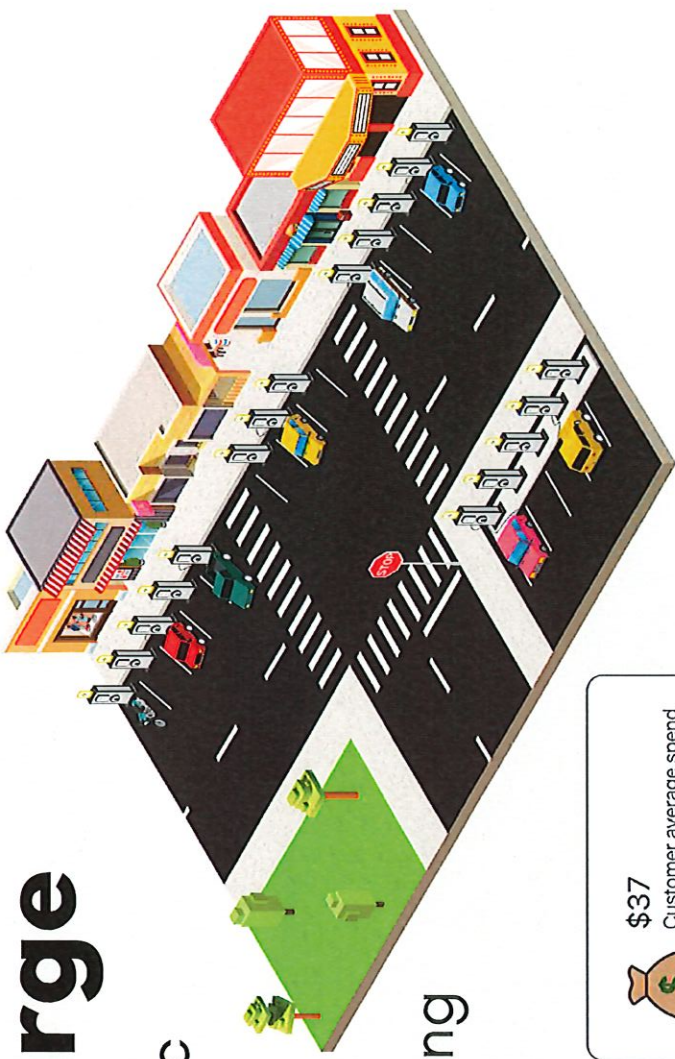


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Let's create an incentive to bring them into your business!

Create account

Business info

Create deal

Terms & locations

Pricing & payment

Analytics



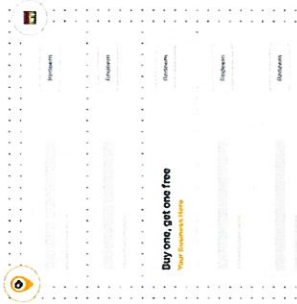
Boost sales at your business

The growing number of electric vehicles (EVs) provides a historic opportunity for your bottom line.

Create Business Account

Sign In

Create account



Visit business.chargedeals.us and create an account.



You can either enter your name, email, and a password, or login with a Google account.

Create a business account

Name

Email

Password

or



Create account

Business info

Create deal

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Pricing & payment

Analytics



Welcome back, Didi!

Settings Didi

You don't have any businesses to view
Get started

Charge Deals LLC

Help Company Advertise Terms of Use Privacy

Click on **Get started** and enter your business details. Input business name and address. If you have multiple locations, you can add more than one address. We'll show you how many chargers are within walking distance of your business.

Then input your email, contact name, and business category. Adding a logo is optional but highly recommended.

Business Name

Didi's Sweeties

Address 1

700 Freedom Court, Dunwoody, GA, USA

3 charging stations within walking distance from the address.

ADD another address

Email

didisweeties@gmail.com

Contact name

Enter your business's contact name

Phone number (optional)

+1

Category

Choose a category that describes your business as a whole

Charge Deals LLC

Help Company Advertise Terms of Use Privacy

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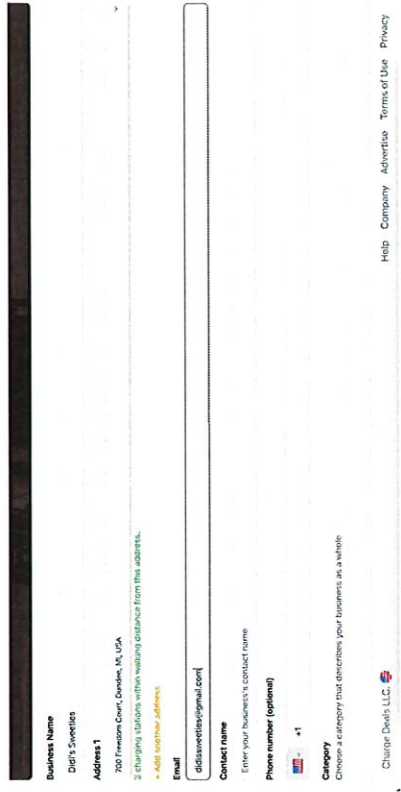
Analytics



Now that your account has been created, click on **Create new deal**. This can be whatever you think would incentivize a driver to visit your business. What would encourage you to visit a business if you had to wait around for a while to recharge?

(Optional) Upload a barcode or QR code for your own internal tracking purposes as well as a campaign banner image.

Your business logo that you uploaded earlier will be shown by default if you do not upload a banner image.



Create account

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Coupon Details

Terms and conditions
Common terms and conditions
Not valid with any other offers
Must present coupon
One coupon use per visit, per day
Not valid on prior purchases or returns

Additional terms and conditions (Optional)

Not valid on weekends

Continue

Coupon Details

Terms & Conditions

Deal Location

Pricing

Payment

Tell us any terms and conditions that your deal has. Add a custom one if needed.

We recommend displaying your deal under .25 miles from your business. Remember, they'll have to walk to your business and back to their vehicle.

Level 2: Commonly used by commuters & locals. Occasionally out-of-towners will use it when needing to add a few miles of range, if they're staying in the area a while, or if it's the only option.

DC Fast: Almost exclusively used by those from out-of-town needing a charge on the way to their destination.

Select Deal Location

We recommend choosing locations that are .25 miles or less from your business to help drivers. Gas stops walk while charging. Level 2: Tends to be a mix of locals, commuters, and those from out-of-town. Charge times can be multiple hours. DC Fast: Tends to be drivers from out-of-town. Charge times can range from 20 minutes to one hour.

700 Freedom Court, Dundee, MI, USA

PS MART DUNDEE #2
DC Fast
0.13 miles
655 Tecumseh St, Dundee, MI, 48121
Connector types: CHAdeMO, CCS

PS MART DUNDEE #1
DC Fast
0.14 miles
655 Tecumseh St, Dundee, MI, 48121
Connector types: CHAdeMO, CCS

Just Splash Universe Resort
Level 2
0.27 miles
702 Whittell Dr, Dundee, MI, 48121
Connector types: J1772

Selected

Select

Continue


Select a plan.

CHARGE DEALS
for business

[Settings](#) [Bill](#)

[← Back](#)

Create a new deal

[Coupon Details](#)
[Terms & Conditions](#)
[Deal Location](#)
[Pricing](#)
[Payment](#)

Pricing

12 months
\$1.99 /month
 \$23.88 /year

[Selected Pin](#)

[Help](#) [Company](#) [Advertise](#) [Terms of Use](#) [Privacy](#)

**If you were given a coupon code,
 please enter that first. If entered
 correctly, the payment details should
 update.**

Check the two boxes and submit.

Your deal is now live!

[Coupon Details](#)
[Terms & Conditions](#)
[Deal Location](#)
[Pricing](#)
[Payment](#)

Payment
 Complete payment to publish your deal

10% off cupcakes
 Charging Station Locations: 3
 Expires: January 11, 2025

Have a coupon code?
 Enter coupon code:

Total due today: \$71.04

Powered by [stripe](#) | [Terms](#) | [Privacy](#)

I agree that I am a representative of the business listed and have permission to publish deals on their behalf.
 I agree to the [terms of use](#) and [privacy policies](#)

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Create account

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CHARGE DEALS

Welcome back, Didi!

Active Deals (1) Archived Deals (0) Expired Deals (0)



10% off cupcakes Expires in 306 days Active Deal 3 locations

Settings Did ↓

Didi's favorites

Create new deal

Edit business



On the dashboard, you can edit your deal, change business details, create a new deal, and view analytics, such as how many have seen, tapped redeem, and saved your deal.

Charge Deals, LLC. Help Company Advertise Terms of Use Privacy

To see your deal and all others on the map, go to chargedeals.us.



All charger pins with local deals nearby are highlighted.



Need help?



[support@charge.deals.us](mailto:support@charge.deals)



CHARGE DEALS