



AGENDA
WATAUGA CITY COUNCIL
WORKSHOP MEETING
MONDAY, JULY 28, 2025
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
5:30 PM

This notice is posted pursuant to the Texas Open Meetings Act. Notice is hereby given that a **City Council Workshop Meeting** of the City of Watauga, Texas will be held at which time the following subjects will be discussed and may be acted upon.

CALL TO ORDER (Council Members, City Staff, Members of the Public - when speaking during the meeting please speak directly into the microphones on the dais or podium)

ROLL CALL

ANNOUNCEMENTS

PUBLIC COMMENT This is an opportunity for citizens to address the Council on items not posted on the current meeting agenda. Only those who have submitted a proper "Request to Speak Form" shall be permitted to speak. Citizens should provide their name and address for the record and will have no more than 3 minutes to speak. If representing an organization or group, the speaker should identify who they represent. Those wishing to speak are reminded 1). All comments are to be directed to the Council. 2) Be respectful of others. 3) No profanity permitted. 4) Violators will be removed from the premises. No discussion by the Council or Staff is allowed except to correct factual inaccuracies or request that the item be placed on a future agenda.

PUBLIC TESTIMONY FOR ACTION ITEMS This is an opportunity for citizens to address the Council on current agenda action items (excludes presentations and reports). Only those persons who have submitted a proper "Request to Speak Form" will be allowed to speak. Citizens will be required to state their name and address for the record. They have up to 3 minutes to speak, and their comments must be germane to the item. If speaking for an organization or group, the speaker should identify the group represented. Council members may ask questions or discuss the item with the citizens directly.

PRESENTATIONS

1. Presentation regarding Open Rewards Program sponsored by the Watauga Economic Development Corporation

ADJOURNMENT

Meeting Notices and Reservation of Rights

The City Council may retire to executive session any time between the meeting's opening and adjournment for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code if the requisite information is otherwise posted; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code; and/or deliberation regarding the deployment, or specific occasions for implementation of security personnel or devices pursuant to Chapter 551.076 of the Texas Government Code (as applicable) when determined necessary by the [City Council/Board/Commission/Committee] to address a subject matter on the agenda. Action, if any, will be taken in open session.

Attendance by Other Elected or Appointed Officials: It is anticipated that members of other governmental bodies, and/or city council, boards, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the body, board, commission and/or committee. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a possible meeting of the other body, board, commission and/or committee, whose members may be in attendance, if such numbers constitute a quorum. The members of the city council, boards, commissions and/or committees may be permitted to participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that city council, body, board, commission or committee subject to the Texas Open Meetings Act.

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825, OR FAX (817) 514-3625.

I, Linda Proskey, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on July 25, 2025, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary





AGENDA MEMORANDUM

DATE: July 15, 2025

TO: Honorable City Council Members

FROM:

THROUGH:

SUBJECT: Presentation regarding Open Rewards Program sponsored by the Watauga Economic Development Corporation

BACKGROUND/INFORMATION:

Lorenza Zavala, Economic Development Specialist, will present the Open Rewards Program. This program will be funded by the WEDC Proposed FY2025-2026 Budget.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Bludot Open Rewards presentation (4)

REVIEWED BY:

Sandra Gibson, City Manager

Linda Proskey, City Secretary

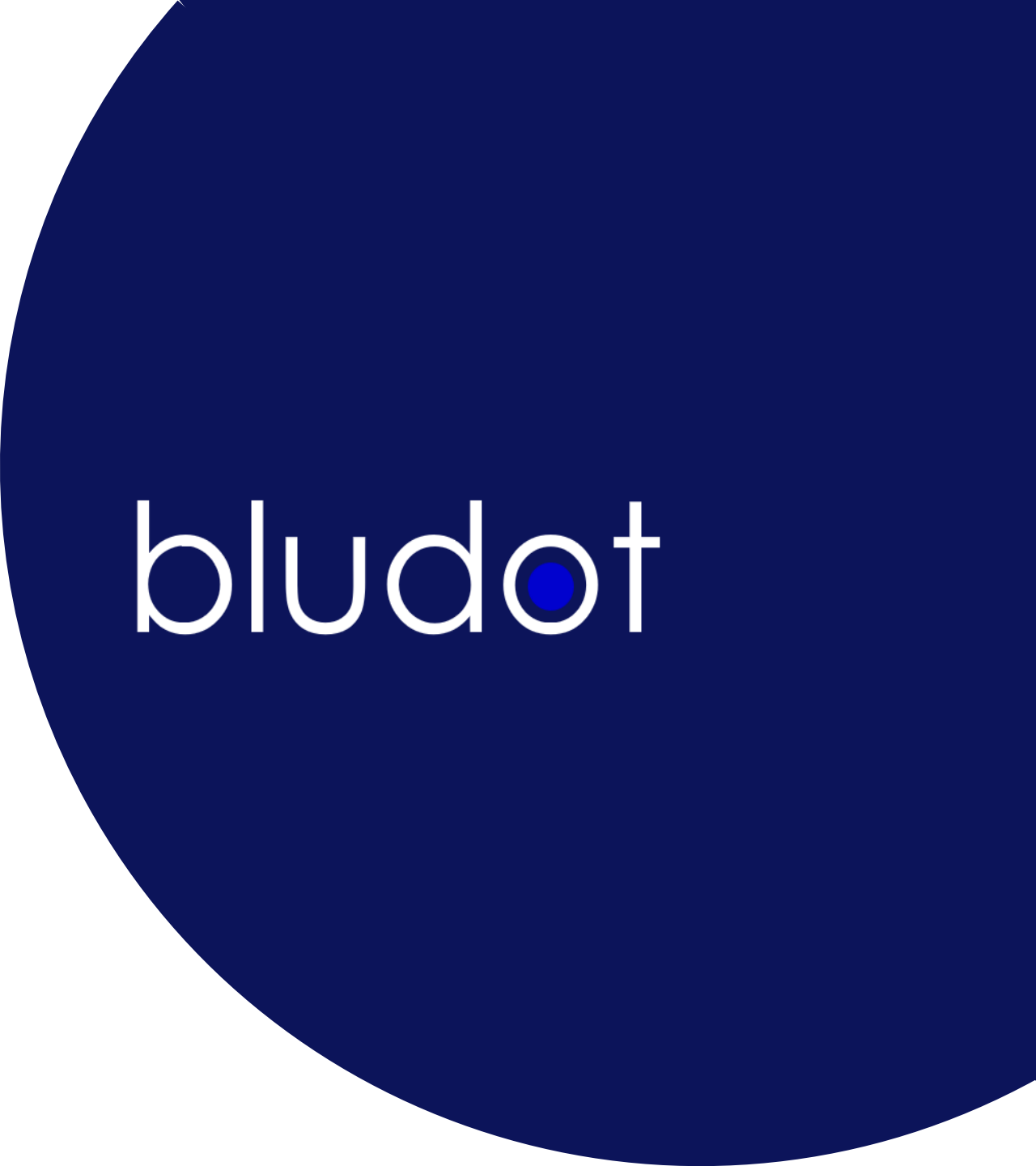
Approved as to form for inclusion on Agenda

Approved - 7/23/2025

Final Approval - 7/23/2025

Empower your Economic Development

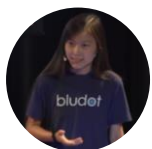
www.bludot.io



bludot



Who are we?



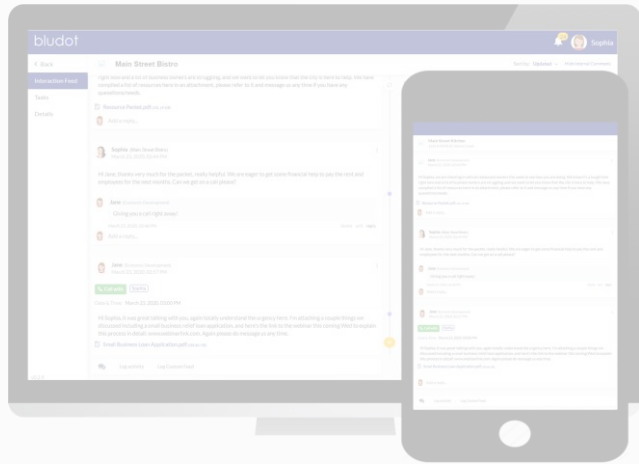
Sophia Zheng, Founder/CEO 🙌

bludot

Bludot was built in 2019 from a 16-week partnership with City of Walnut Creek's Economic Development team.

Since then, our BR&E solutions have been used by communities across 27 states.

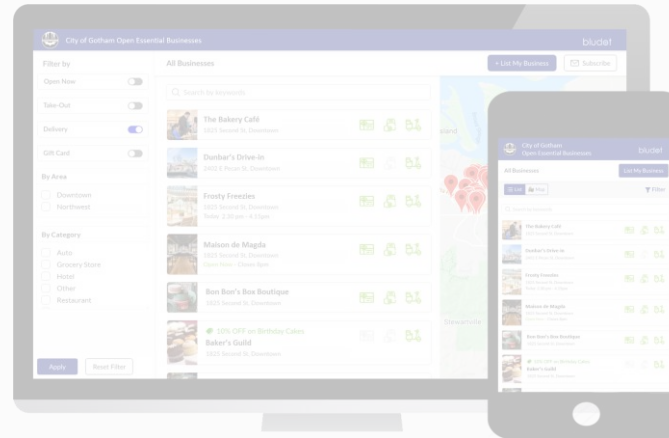




bludot BR&E Platform

The BR&E platform designed to save you time and showcase your work. Comes with pre-populated data for your local businesses, report templates, and more!

www.bludot.io/bludot-app



bludot open

The public-facing, digital business directory that promotes your local businesses and lets business owners edit directly.

www.bludot.io/bludot-open



open rewards

City-wide rewards program to incentivize consumers to shop at local businesses in your city.

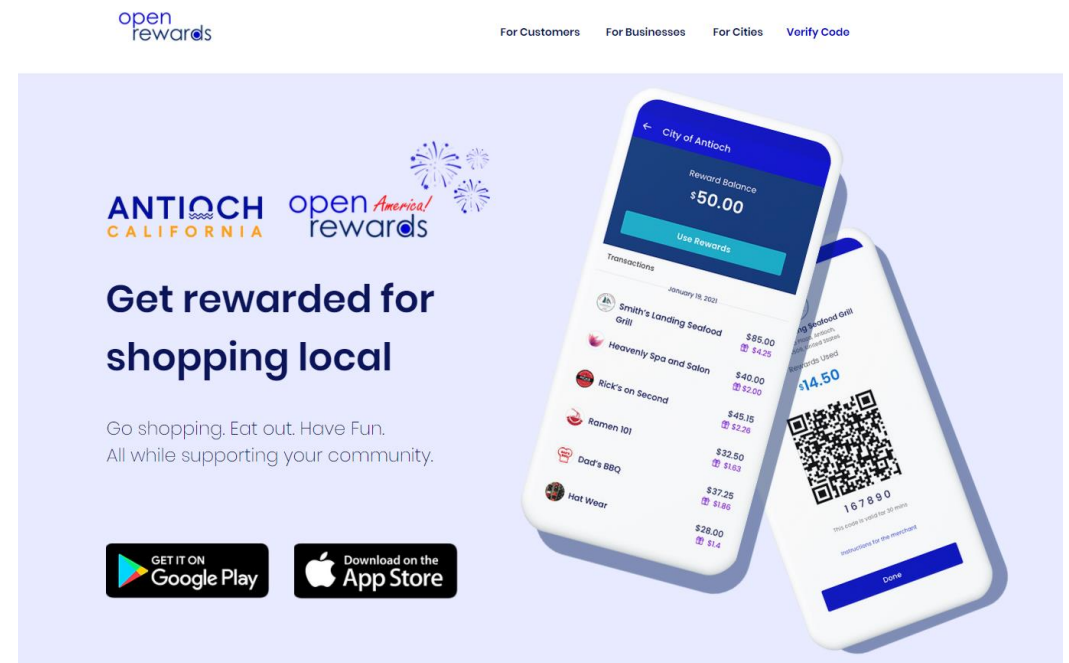
www.bludot.io/rewards



We have launched!



<https://youtu.be/7Jj7DYHrfiM>



Rewards.ShopAntiochNow.com/



What is **open** *America!* rewards



City-wide rewards program to incentivize consumers to shop at local businesses within your city limits

- ✓ Directly stimulate your economy and speed up recovery
- ✓ Keep local dollars local
- ✓ Consumers love, businesses grow!



Consumer

**Download the app and
create a free account!**



Earn rewards no matter how they paid

Credit card, debit card, cash are all supported



Use rewards anywhere in the same community

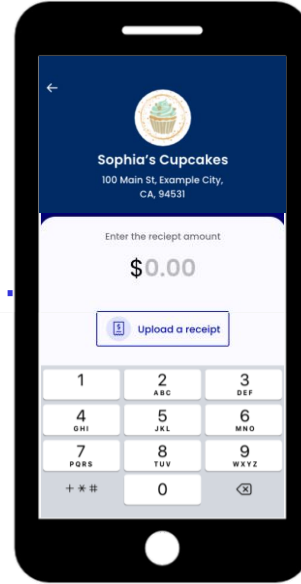
The flexibility is key to consumers' participation



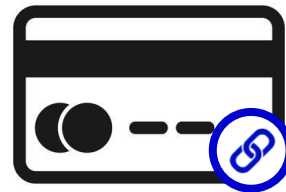
Consumer experience: how to earn rewards



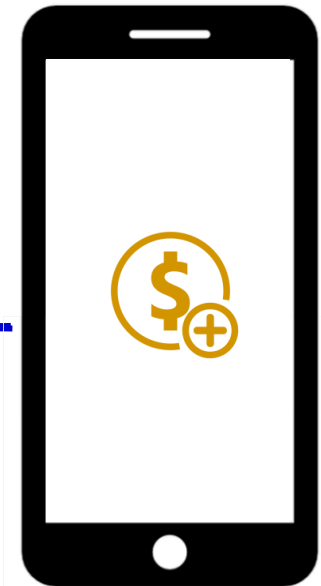
Pay for your purchases
like you normally do



Select the business from
the app and upload a
photo of the receipt



If your card is linked with Open
Rewards, you will earn rewards
automatically.



The rewards earnings
will be added to your
account!

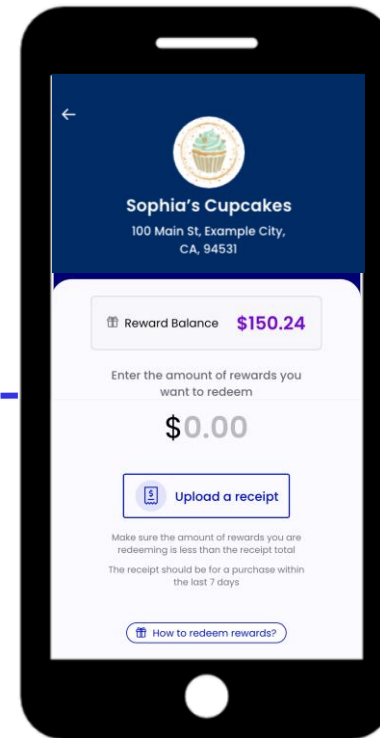


Consumer experience: how to redeem rewards

Let's say you want to
redeem \$5 from your
rewards balance for a
weekend brunch



Pay for your brunch in full
at the restaurant



Enter the amount of
rewards you want to
use (eg. \$5) and submit
the receipt



You will receive the
\$5 via your selected
payout method.
That's it!



Business

**Leverage the collective
scale of the community**



No action required

Businesses do not need to sign up, use any device, or train any staff. Just business as usual!



Free to participate

With your city's sponsorship, there is no cost to businesses



Attract customers

Listed in the app for customers to earn and redeem



Local
consumer



Chose the locally-
owned supermarket
for groceries

 **\$99.5**
+\$4.98



Bought a gift from the
local mercantile

 **\$29.63**
+\$1.48



Picked up dinner
for the family

 **\$71.64**
+\$3.58



Saved the rewards to
treat ourselves to a
Sunday brunch!

 **\$40.73**
-\$5.04

Still got \$5 rewards left in the
wallet.. maybe check out that
new ice cream shop?

Investment from the city:
\$10.04
Economic Impact:
\$241.5
ROI: 24X



Zero administrative overhead

- No need to pound the pavement to enroll businesses
- No need to administer rewards issuing or rewards redeeming
- Everything is handled by the app!

Launch overnight

- App is already built, adding your city is instant
- Just let us know which businesses are eligible and your city will be live!

Nudge customers to return

- The rewards in their wallets give people the extra nudge to come back to your city

>20X Impact

- Every \$1 your city invests = \$20+ economic impact in your city
- Data dashboard tells you exactly where people are shopping and the impact of your investment



Every \$1 stays in your community

Every \$1 your city funds goes to your local economy.

We do not charge any transaction fees from your city's sponsored funds so we can stay true to this statement.



How to promote?

Online

Online channels can reach a wide audience quickly. Bludot will provide the following:

- A city-branded webpage
- Templates for news releases
- Templates for social media posts
- Past videos for references

Offline

Offline promotions at storefronts where people shop will be critical to raise awareness and gain users. Bludot will provide the following:

- Flyers
- Stickers
- Posters
- Table and window displays



Program parameters to consider

Parameters

Default

Example

Which businesses should be part of the program

Specific sectors, Locally-owned excluding chains, Specific areas of town, etc.

% of rewards

5%

5%, 10%, etc.

Does the % vary by time

No variation

higher % for black-owned businesses in black history month, higher % during holidays, etc

Any limit on the amount of rewards a consumer can earn per transaction

Up to \$10 per transaction

Any limit on the amount of rewards a consumer can earn in total

No limit

\$50, \$100, etc.

Do the rewards expire

No expiration

6 months, 1 year, etc.

Any limit on the amount of rewards a consumer can redeem per transaction, as a % of the purchase

No limit (i.e. a consumer can redeem 100% of a purchase)

25%, 50%, etc.

Any limit on repeat visits to the same business

No limit

Up to 5 times, etc.



Proven data

92%

of consumers are influenced by rewards in their purchasing decisions

66%

of consumers modify their spending to maximize rewards benefits

75%

of consumers are likely to make another purchase after receiving an incentive

2.5X

Revenue growth of loyalty leaders compared to competitors

86%

of consumers made at least 1 purchase because of incentives over the last year

The new approach



Large brands' rewards programs work well partly due to their scale. While a single local business may not have the same scale, a whole city does.



Works with ANY credit card. Seamless experience for the consumers is key to a successful program.



Powerful incentive to motivate consumer behavior, in your city.



Tangible impact on where and how consumers shop

“ Open Rewards has definitely influenced my shopping decisions. The app tells me where I can earn rewards locally and I try to pick from one of those whenever I can. I can't wait to be able to earn from more businesses and more cities.

Jennifer
Local shopper

Rewards earned to date: \$19.71

“ My wife and I have been saving our rewards to take our family to check out that new local restaurant. The rewards money give us a nice nudge to splurge.

Michael
Local shopper

Rewards earned to date: \$15.53



Launch your city's Shop Local rewards program today!

openrewards.com | sophia@bludot.io

