Thousands of people that live and work in your area already know and love your venue.

You have daily specials, big games, promotions and events happening - but how do you reach your patrons?

With CityCheers, you can send Dining and Entertainment Alerts directly to thousands of your patrons - whenever you want - for FREE?

CityCheers Super App

CityCheers | The Hospitality Super App

All of these features and services are provided by CityCheers - at no charge

1. **CityCheers is providing a million dollar app to every venue**
   - Each venue receives an **iOS and Android app and all its features and widgets are included:**
   - **Waitlist, Loyalty/Rewards, Patron, Gifting, Private Events, Catering, Feedback and JobLine** to name a few

2. **Hosting and Support Fees - included**
   - The hosting & security for the iOS and Android apps as well managing the online portal would typically cost $50k /year

3. **Full Access to the CC Connect Portal to manage your app and send weekly broadcasts**
   - **Virtual Chalkboards**: Post your daily specials, game times and events.
   - **Signature Food & Drinks:** Promote your signature food and drink items - on your Home Page
   - **Unlimited Dining and Entertainment Alerts** - send messages directly to your patrons - whenever you want
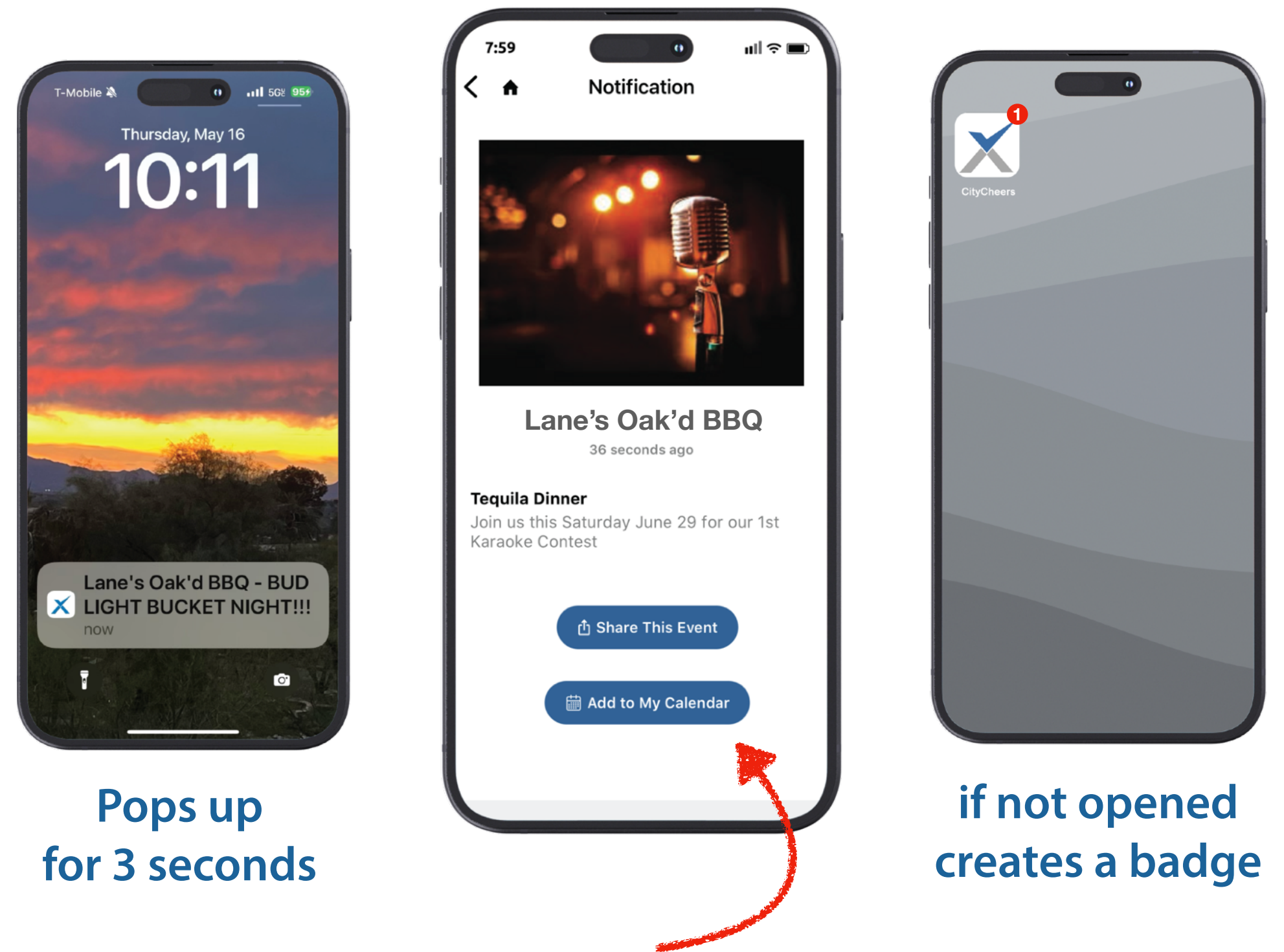
4. **ExpressCheck Payment Solution**
   - **One-touch payments** for servers and bartenders send the orders on the POS to the patron mobile devices
   - **Eliminates the process of processing credit cards** – it's automated with ExpressCheck

CityCheers Connect Portal | Broadcasts

Champions can send Dining and Entertainment Alerts - directly to your patrons

ConnectPortal is accessed from any web browser

**Pops up
for 3 seconds**

**if not opened
creates a badge**

Your best customers can tap the SHARE button to invite their friend groups to your specials and events - making them your influencers

CityCheers *Super App*

CityCheers Super App | ExpressCheck

The CityCheers App is fully integrated to your POS system

ExpressCheck offers the safest, fastest and most secure way to pay

Why handle people's credit cards - when your POS automates the payment process

ExpressCheck eliminates THE PROCESS of processing credit cards

How CityCheers generates more revenue…

1. **One-Touch Payments:** Servers tap the patron's name on the POS - and they're done
   - the payment process is completed by the patrons

2. **Patrons pay on the app:** When bartenders no longer need to process credit cards - they can pour more drinks

3. **Closing Tabs at the Bar:** Patrons can quickly pay at the bar - rather than transferring the tab to the table

4. **The Patron's credit card is on the app:** Bartenders no longer need to hold credit cards to OPEN TABS

5. **Tables turns faster:** When patrons can pay their tabs and leave - servers can cover 2 to 3 more tables per shift

6. **Eliminates the time to adjust tips:** ExpressCheck automatically injects the tips into the POS

7. **Faster Service:** Patrons can't order on the app - but they can ReOrder anything already on their tab

8. **Protects against Walkouts:** Patron tabs can be closed on the POS - even after the patrons leave
   - the 20% tip is automatically added to the tickets - per the user agreement

9. **Power outages or POS network issues…** No Problem - Patrons can still pay their tab on the CityCheers app

10. **Reduces paper costs:** No more printing receipts - they are all archived on the app - and emailed too

11. **ExpressCheck Dispute Resolution:** Merchants are protected from patrons trying to perform Chargebacks

12. **Drives repeat business:** The CityCheers App gets the regulars to return more often and bring their friends

CityCheers Super App | How it Works

Objective:
Use the CityCheers Super App to turn one-time guests into loyal regulars

The CityCheers Connect Portal lets you send Dining and Entertainment Alerts directly to thousands of people that live and work in your area - driving repeat visits, group gatherings and an extra $5,000–$10,000 in monthly revenue.

To make this happen, you need your patrons to Favorite your app on the CityCheers Super App. The easiest way to do this is to encourage them to pay with ExpressCheck - when they do, your app is added to their Favorites - and now they can receive your Dining and Entertainment Alerts.

With very little effort, your staff creates a direct line to thousands of people in your area and now we can bring them back more often - this is the easiest and most cost effective way to generate more money for everyone on your team.

An increase of 10 patrons/day = 300/month X $35 customer spend generates $10,000/month and $120,000/year

CityCheers Super App | Champion Program

The primary focus of the Champion Program
is for the Shift Manager to become the CityCheers Champion
and take on the responsibility of managing two simple tasks…

More Traffic + Automated Payments = More Revenue

CityCheers Super App | Champion Responsibilities

**Shift Manager is
The Champion**

The Champion's tasks

1. Ensures the staff hands out the Server Cards

2. Manage the Patron Communications:
   - Send Dining and Entertainment Alerts
   - Update the virtual Chalkboards & Events Calendars

Management directs the staff to give each patron the CityCheers Server Cards and encourages them to use the app to pay

CityCheers *Super App*

Card 1 — Republic Texas Tavern

SINCE ★ 1836

REPUBLIC
TEXAS TAVERN

We are asking you to use the CityCheers App to pay here from now on

- **it completely automates the payment process**

Open your tab on the app
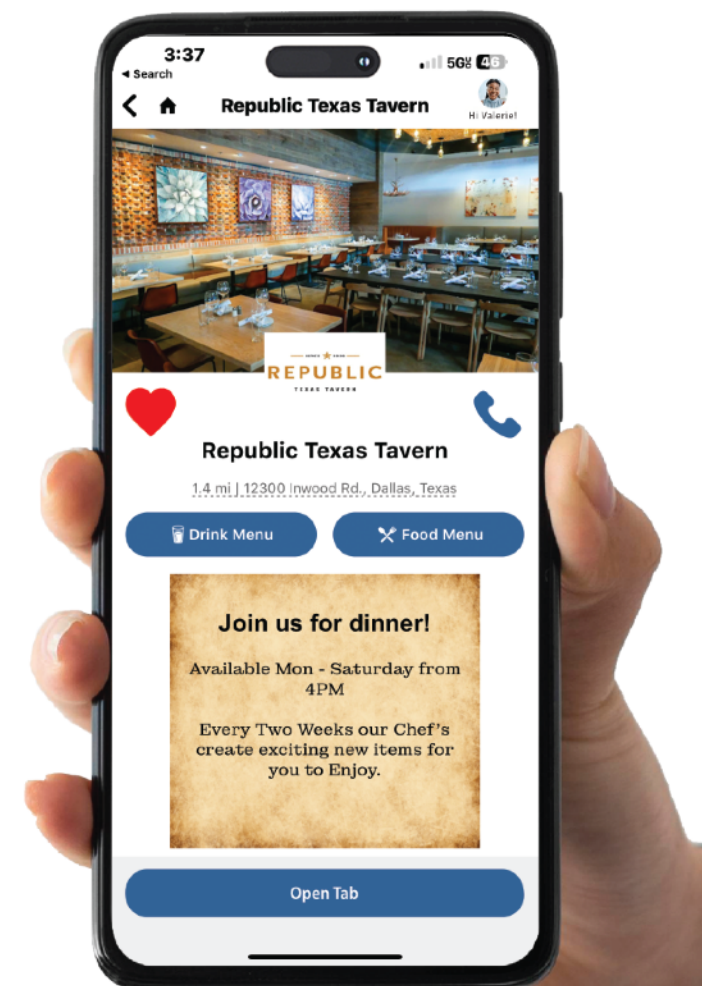- no need to hand over a credit card

No need to split checks
- everyone gets their own check

Tip and Pay, when you're ready to go
- never wait for a check again

CityCheers *Super App*
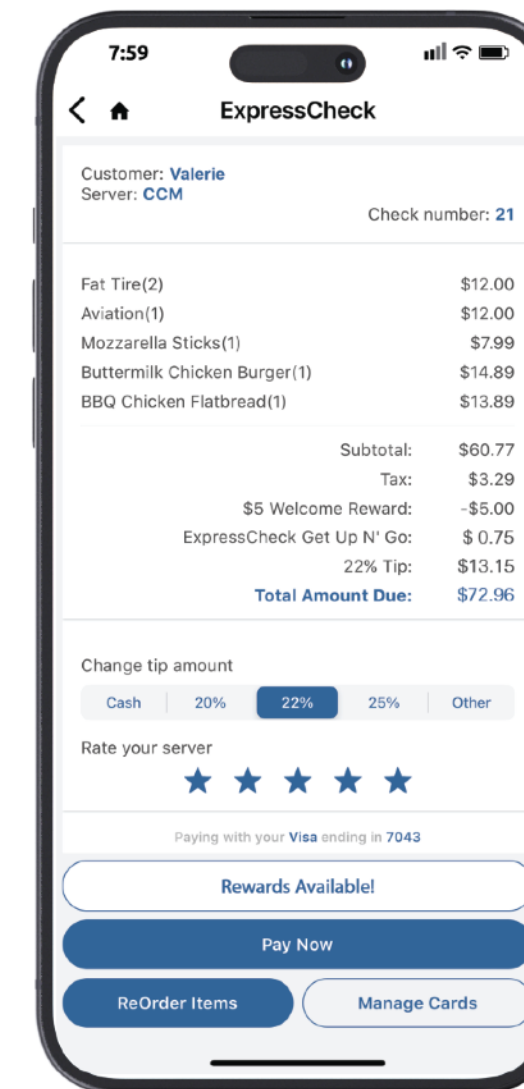
it's the safest, fastest, and most secure way to pay

America's Hospitality Super App
One app for the best bars and restaurants in town

Card 2

Once you pay with ExpressCheck...
you'll never hand over your credit card again

How to open your tab...

When you arrive at the venue...
OPEN A TAB on the app, and tell your server you're paying with **CityCheers**

When the server places your order it instantly displays on your phone and it updates automatically

When you're ready to go...
Just tap PAY NOW - to close your tab

(phone screenshot:)
ExpressCheck
Customer: Valerie
Server: CCM
Check number: 21
Fat Tire(2) $12.00
Aviation(1) $12.00
Mozzarella Sticks(1) $7.99
Buttermilk Chicken Burger(1) $14.89
BBQ Chicken Flatbread(1) $13.89
Subtotal: $60.77
Tax: $3.29
$5 Welcome Reward: -$5.00
ExpressCheck Get Up N' Go: $0.75
22% Tip: $13.15
Total Amount Due: $72.96

CityCheers *Super App*

$5 Welcome Reward at every venue

Patrons pay $.75 /trans - the Welcome Reward covers your first 6 visits

CityCheers Super App | Champion Incentives

Goal: Drive $5,000 - $10,000 incremental monthly revenue

Champions take ownership in deploying your app to your patrons

Most Operators already have an incentive plan, but here's another option:

1. As sales increase by $5,000/mo. pay them $400 to $500 monthly bonus

2. As sales increase to $10,000/mo. increase them to $800 to $1,000 a month

CityCheers *Super App*

Your Success is Our Success!

Next Steps

- Call CityCheers onboard your Shift Manager

- CityCheers will print/ship your Server Cards

- CC onboarding team will train your staff how to use the app and process payments

CityCheers

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CityCheers *Super App*