



CitySide Socialites Partnership

The Basics

CitySide is a trendsetting apartment community in Sarasota's downtown Rosemary District that opened in December 2016. We have 350+ residents who lead an active, urban lifestyle and love to support local businesses.

The CitySide Socialites program seeks to enhance life in Sarasota for our residents by linking them up with great local businesses. We **do not offer participation in this program to all businesses** in the area. CitySide believes that we best serve our residents by curating a group of businesses who will make life easier for them and have the following attributes:

- Align with CitySide's belief in high-level customer service
- Established a reputation as a premier service/product provider in the area
- Offer CitySide residents **unique** discounts and incentives
- Are fun to work with!



What's In It for Me?

- Promotion to our residents through a profile on our "CitySide Socialites" web page
- Promotion to our residents in our annually-published list of recommended local businesses
- Promotion to our residents by our CitySide Concierge
- The opportunity to promote your business during sponsorship and participation of events/activities at the CitySide facility (by mutual agreement between business and CitySide)
- A discount on monthly rent at CitySide for business ownership and employees
- A sticker that you can place on your window indicating that you are a "CitySide favorite" business



Who Are These "CitySide Socialites"?

You'll know us by our keytags. CitySide residents will present this keytag when requesting a discount or incentive at your establishment. We ask that you offer the same discounts/incentives if a phone/web transaction is made as well (as long as our resident indicates that they are a "CitySide Socialite").



Other Details

- Participation in the program is completely voluntary. You can withdraw from participation at any time. CitySide can also revoke your status in the program at any time and for any reason (let's hope it doesn't come to that!).



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Where Do I Sign Up?

We ask that you fill out the below (easy!) application in order to be considered for the program:

Business Name _____

Business Category (e.g., Nail Salon, Bar, etc.) _____

Business Address

Business Website _____

Business Contact Person _____

Business Contact Tel # _____

Business Contact Email _____

What discounts/incentives can you offer our residents?

Are you walking distance to CitySide? (Circle One) YES NO

Are you fun to work with? (Circle One) YES NO

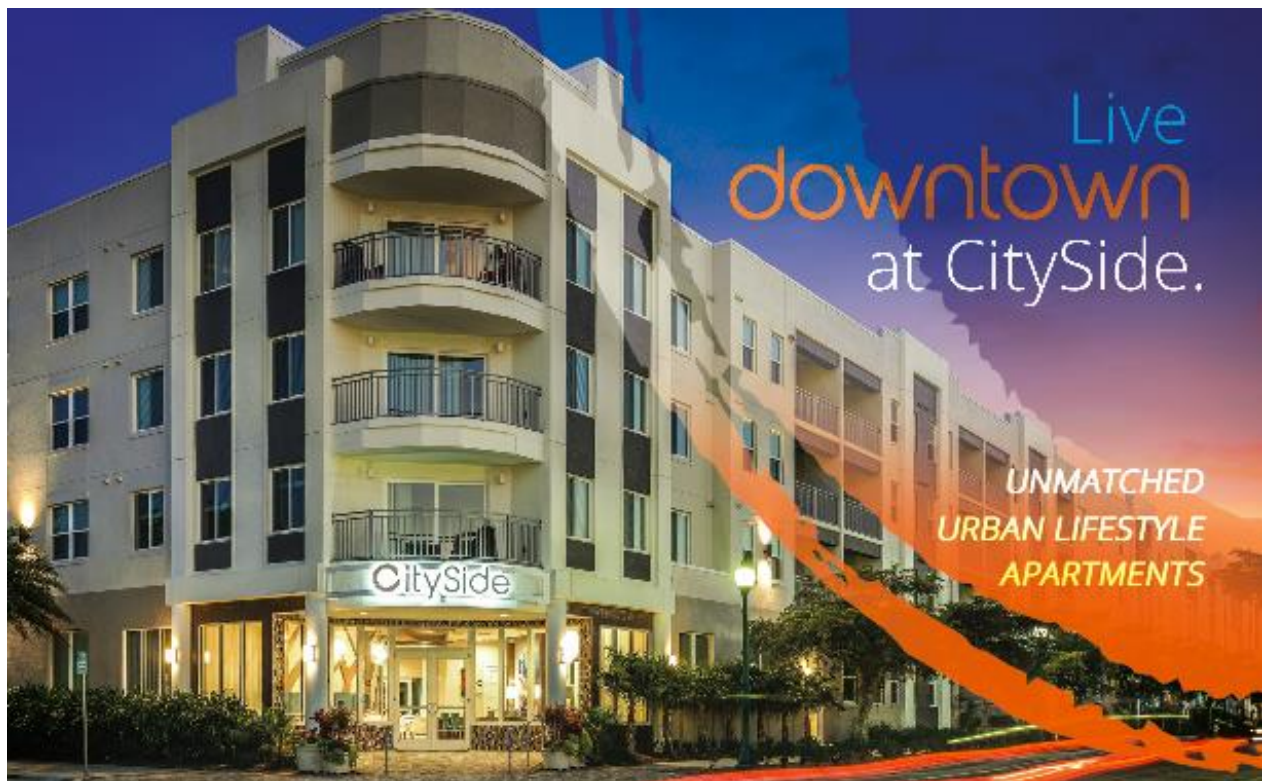
Please email completed application to: rcarroll@citysidesrq.com



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Getting Started Checklist

- _____ Provide logo, business summary and website link to rcarroll@citysidesrq.com
- _____ Set-up CitySide discount button in your Point of Sale system (this is highly recommended for reporting and measuring the success of the partnership)
- _____ Train staff to look for the CitySide Socialites key-tags and apply discount offered
- _____ Proudly display the window decal to let CitySide residents know about our partnership
- _____ Let your staff know where CitySide is and why we decided to be friends. Organize staff visit to CitySide to see our digs in person.





CitySide Socialites Partnership

Sample Memo:

MEMO

TO: All Servers
FROM: Management
SUBJECT: CitySide Apartments Socialites Program

All servers,

Please be aware that we have a new and exciting partnership with our neighbors at CitySide Apartments. CitySide has developed a program called the CitySide Socialites to showcase local restaurants and businesses to all CitySide residents. CitySide residents expect high quality, fresh design and genuine, friendly service- that's why they have chosen us as a preferred restaurant in their Socialites program. Another benefit of our partnership in this program is that CitySide is offering all employees a discount on rent. You should feel free to contact their leasing staff for a tour of their beautiful apartment community.

What? We will be offering a discount of 15% off applied to the total bill

Who? To CitySide Socialites members

How? Member will show you their CitySide Socialites key-tag, server will apply discount using the CitySide button (located under discounts in the POS)

CitySide Socialites Key Tag:

