



CITY MANAGER PROGRAM

SUPPORT YOUR
COMMUNITY

SHOP
MIDLAND



*Now, more than ever, small business needs
a truly local online marketing platform.*

*Be a local hero:
Bring the Shop Local Movement
to your community*

We've made ownership more affordable than ever.

*What are you waiting for?
Don't just talk about supporting Local.
Do something about it!*

*Do you want to be your own boss?
Are you looking for a great business opportunity?
Do you want to control your own hours and income?*

*With a reasonable upfront investment and minimal
overhead YOU can have it all!*

Read on to learn how.....



OUR MISSION

Local businesses
are more than a
store.

They're a story.

At ShopCity.com,
we create
stronger,
more vibrant local
economies by
helping
entrepreneurs
tell their stories
and use
technology
to capture more
local spending.



THE SHOPCITY.COM
VISION

Within ten years, we will partner with thousands of local entrepreneurs, business associations, municipalities and media to promote and support local businesses.

We will provide this growing network with the best marketing, most innovative systems and authentic support.

So our partners can successfully strengthen and profitably connect their local economies online.





ABOUT US

ShopCity.com is a Canadian company with a head office located in Midland, Ontario.

Founded by entrepreneurs Colin Pape and Jim Terry, The ShopCity.com Network enables local businesses to leverage the internet to compete against online retailers like Amazon.com and other global chains.

We've spent years developing a platform that provides all of the tools a local business needs to succeed online, all in one place, including shopping carts, email marketing software, and social media management tools.

Along with these powerful tools, we harness the power of cooperative marketing and the shop local message to drive serious results in the community.

The ShopCity.com model is based on the ShopMidland.com site developed for Colin's hometown of Midland. This campaign to support local businesses worked so well that we started receiving requests to help other communities.

From these requests, the City Manager Program was born. This franchise-like opportunity enables passionate entrepreneurs like you to own the rights to the ShopCity.com platform for your town or city.

Now you can bring our tools and model to your community via a powerful local ShopCity.com domain name and build a thriving business that creates goodwill with local businesses, politicians and community leaders while generating significant recurring revenue stream.



OUR HISTORY

ShopCity.com's founder, Colin Pape, grew up living and breathing small business.

Colin's parents were entrepreneurs who owned a retail paint store for 28 years. Because of this experience, we intimately understand the joys and challenges of running a local business in an increasingly globalized world.

This new reality hit home back in 2000 when a few big box chain stores invaded Colin's hometown. The local business community was rightfully concerned that local shoppers would forget about them and shift their spending to the shiny new boxes on the outside of town.

Colin was just 20 years old, but already had a thriving web development business. He had the idea to use the internet to make it easy for locals to find what they wanted, and used a call-to-action domain name and marketing campaign to remind locals to 'Support your community at ShopMidland.com.'

Colin and his roommate blanketed the community with signs, a strategy that worked better than he could have imagined. A movement was born.

We've come a long way since then, formally incorporating as ShopCity.com in 2008 and partnering with Jim Terry, who was doing something similar in California.

We've spent years perfecting our model and have dozens of communities running our platform.

Now we're ready to help you replicate our success in your town or city with the City Manager Program.



SHOPCITY.COM COMMUNITY COMMERCE PLATFORM

The ShopCity.com Community Commerce Platform has all of the features your local businesses need to compete against the big guys online and enables shoppers to easily and conveniently support local.



PLATFORM FEATURES



FIND LOCALLY-OWNED BUSINESSES

Provide visitors with a directory of small businesses in your community. Use an intuitive search engine that allows shoppers to search by name and category.



SHOP ONLINE OR PICK-UP IN-STORE

Browse every product & service available in the area so you can shop from home before you drive. Add your picks to your cart, or complete your purchase in-store.



SHARE YOUR REVIEWS & OPINIONS

Shoppers can show their support for their favorite local businesses by writing online reviews and posting a photo. Visitors can read reviews and learn about others' experiences.



SEND GIFT CERTIFICATES

Create custom gift certificates for your friends and family with products and services from local businesses.



GET COUPONS & DEALS

The ShopCity.com Community Commerce Platform enables shoppers to find offers from local businesses.



CHECK IN

Show your love for the best local businesses by checking in on your mobile device when you visit.

"ShopMidland.com makes it so easy to know my local options. It has everything I need in one easy place."

Cody Oschefski
Midland Town Councillor



SHOPCITY.COM OFFERING

The ShopCity.com Community Commerce Platform provides local shoppers with a one-stop resource to find out what's available locally and support the businesses in your community. The ShopCity Platform is available in 3 service levels, within each level there are convenient packages to meet the needs of any local business.

FREE PROFILE

Every local business gets a profile page and can post to the news feed. These profiles offer limited features and don't include website links or rich functionality.

SELF-SERVE PACKAGES

Starting as low as \$50 per month, up to \$200 per month, there are 4 packages within the Self-Serve offering. Businesses receive enhanced exposure throughout the site at the top of directory categories and on the site homepage. They also receive access to a suite of tools that enables them to sell online, send email newsletters, publish press releases, schedule social media updates and more.

MANAGED PACKAGES

The Managed packages provide local businesses with a dedicated account manager who assists them in coordinating and publishing content, schedules social media, integrates website tools and develops online promotions. Starting at only \$300 per month, a local business can take full advantage of the feature rich ShopCity.com online platform to promote their business in the community.



...ADDED VALUE SERVICES

In addition to the local shopping platform, ShopCity.com has integrated digital marketing features offering local businesses advanced marketing functionality all in one user-friendly system.

SOCIAL MEDIA AND eBLAST PUBLISHER

A time saving feature within the ShopCity.Com platform is the Social Media and eBlast Publisher, it connects to many different channels; facebook, twitter, email subscribers, online searchers, visitors to their website and consumers throughout the ShopCity.com Network, allowing businesses to reach all of their followers and consumers while only publishing once, building trust and a stronger social presence.

GO MOBILE

With almost everyone carrying a smartphone or mobile device these days, it's important that local business content is accessible on mobile devices. The ShopCity.com Network is mobile friendly and help shoppers find information they want, when they want it and where they want it.

PLUS....

RESPONSIVE WEBSITES

In addition to the local shopping platform, ShopCity.com was frequently asked by customers to build new websites that were mobile responsive, easy to manage and feature rich. Streamlining the process with an added value service, we offer 2 site build options; **QuickSites** and **KickSites**. These custom built websites offer a wide range of features and can be easily maintained by the local business staff with minimal training and no monthly service fee.

The ShopCity.com Network is truly a one stop shop for your local business online presence.



TRAINING TO BUILD ON

The City Manager Program includes full training on all aspects of starting, running and growing your ShopCity.com business.

Initial training is conducted in-person at one of our group training sessions.

TRAINING OVERVIEW

- The vision & mission
- Company history
- Key contacts
- Device configuration
- Internet marketing 101
- Platform overview
- Platform applications
- Customer case studies
- Marketing plan development
- Sales plan development
- Sales processes & systems
- Reporting and management

Ongoing training is regularly conducted via webinar.





SUPPORT YOU CAN COUNT ON

As a City Manager/Owner, you'll receive comprehensive support, proven processes, intuitive systems, and an entire team to help you build a successful business, every step of the way.

LOCAL MARKETING

Marketing of the local ShopCity.com brand is done using window stickers, signs, billboards, vehicle wraps, event sponsorships, radio ads and partnerships with local business organizations and nonprofits. As a City Manager, you'll have access to our library of templates, presentations and agreements to make it quick and easy to build your brand and establish partnerships locally.

ONLINE MARKETING

Your ShopCity.com site's content will be automatically optimized for local search. The platform is always evolving to incorporate SEO best practices and developments pioneered in other markets. The system helps you build referrals that drive valuable traffic and customer results.

Whether you're a social media master or are new to Facebook and Twitter, we help you leverage social channels to increase awareness and traffic. From templates, tools, and content to setup, advice, and execution, you'll be socially equipped.

City Managers also receive support for key channels such as email, retargeting, and online video.

ACCOUNT MANAGEMENT

Offer your customers the ability to have a dedicated account manager who gets to know their business and helps them put their content online. The ShopCity.com Network enables you to start selling this powerful service with confidence, right away.

CUSTOMER SUPPORT

As a City Manager, you can rest easy knowing our customer support team is taking care of your local businesses, allowing you to focus on building your client base. We're available on the phone, through email and live chat.

BILLING & ACCOUNTING

We'll help you keep your cash flowing and your business growing. Our automated billing systems are setup to ensure you maximize your recurring revenue streams with minimal work while our bookkeepers help you stay on top of one-time payments and reporting.

JOIN A WINNING NETWORK

City Managers participate in regular sales calls, receive access to ongoing webinars and our dedicated partner support staff and connect with fellow managers in a real-time online forum.



ARE WE THE RIGHT FIT FOR YOU?

The Ideal ShopCity.com City Manager Profile

We're seeking three kinds of partners:

Entrepreneurs who can build a team of friendly, outgoing sales representatives who are passionate about their community and its businesses

Media or marketing firms who need exciting, impactful online products to add to their offering, and are passionate about their community and its businesses

Municipal Governments, Chambers of Commerce or Business Associations with a mandate to support local businesses with a practical initiative that will boost the local economy.

The need for, and size of team will vary by market size. In smaller markets, one individual may adequately service the market.

The most successful City Manager partners believe that technology has the power to transform businesses. They understand the value of the shop local movement: support for local independent businesses, long-term relationships, and strong community economies. Their teams share this passion, are comfortable with the internet, and are hands-on in their support of their clients.



KEY NUMBERS

REVENUE POTENTIAL

Our subscription based model allows you to build recurring revenue in your market. Realistic 1st year revenue is between \$50,000 and \$150,000 for one person selling. ShopCity.com offers a guaranteed return model to ensure return during startup phase.

Revenue potential depends on size of Market:

<u>Market Size</u>	<u>Potential Annual Revenue</u>
Small Market	\$200,000 - \$600,000+
Mid-Size Market	\$400,000 - \$800,000+
Large Market	\$600,000 - \$2,500,000+
Metropolitan Market	\$2,000,000 - \$8,000,000+

REVENUE SHARING model City Manager's Share 65% ShopCity.com's Share 35%

INITIAL INVESTMENT RANGE

Exclusive City Manager licensing fees vary from market to market depending on several factors including population, market potential and contract terms.

Initial investment is as little as \$6,750 depending on the market size and license option.

Initial investment estimate includes negotiated License fees, and set-up/launch/training fee.

While additional working capital can enhance your growth rate, it is not critical for this business model to be successful. Obviously, the more local marketing you choose to do, the faster you'll grow your brand, but the essential overhead to operate is minimal.

License Options:

- Full purchase
- Financed purchase
- Lease-to-own





FREQUENTLY ASKED QUESTIONS

What type of experience do I need to be a City Manager/Owner?

An ideal City Manager/Owner is comfortable with technology and the internet. Bonus points if you have or can build a local sales team. You have relationships with small businesses in the community. You may already offer complementary products or services, and want to expand both your offerings and your customer base. You recognize the importance of local independent business to the economy and already demonstrate that commitment.

How is the City Manager license fee determined?

The population of the city or town determines the value of the license. Because this license is exclusive (unlike franchises that have numerous locations in a community), the larger the city, the higher the earning potential.

Do you support multiple languages?

Sorry, the ShopCity.com platform only supports the English language at this time.

Can I sell my city to someone else after I've built it up?

Yes, you can, subject to our approval. If the buyer is a good fit with ShopCity.com, then you're more than welcome to sell it.

Can I speak with existing City Managers?

Yes, of course. Let us know you'd like to speak with one of our current City Managers and we'll provide you with a list of contacts.



NEXT STEPS

We'll contact you within two business days to arrange an interview and answer any questions you may have.

City Manager candidates who are a good fit and interested in proceeding will be introduced to the General Manager for a second interview and market valuation discussion.

After this interview, you'll be provided with references to other City Managers and may be asked to provide personal references.

You'll then be asked to sign a non-disclosure agreement, following which you'll receive a formal proposal and a copy of our license agreement for review.

For More Information

Please Contact:
1-888-963-9018
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