



SAINT LOUIS

Originals

MEMBER BROCHURE

UPDATED JANUARY 2013

ABOUT STL ORIGINALS

The Saint Louis Independent Restaurant Association, **The Saint Louis Originals** is a collaborative of independently owned and operated restaurants and culinary innovators committed to uniting the energies of local restaurants and celebrating the food and friendship that's indigenous to St. Louis neighborhoods.

The **goal** of **The Saint Louis Originals** is to...

- Promote local independent dining within the St. Louis metropolitan area through the Saint Louis Originals **Web Site**, social media, in house marketing material, printed ads, radio promotion and charity involvement.
- Build loyalty within the dining community for our members using the St. Louis Originals **Reward Card Program**.
- Drive business to member restaurants through **Web Certificate** sales, Saint Louis Originals **Gift Cards** and sales building opportunities that are brought to the group throughout the year.
- Provide a network of hospitality professionals willing to collaborate and share information with one another

MEMBERSHIP BENEFITS

- Inclusion in all marketing, promotional, media and public relations activities and events.
- 100% redemption for Originals Gift Cards – funds transferred directly into restaurants bank account on a monthly basis.
- St. Louis Originals Reward Card Program.
- Inclusion in Reward Card monthly e-news letter (25,000+ emails currently).
- Access to Reward Card Member dining info and spending levels.
- Access to Reward Card Member database (25,000+ currently) for in house marketing or promotions.
- Discounted direct mail opportunities through Powercard, our Reward Card Program administrator.
- Free email post card marketing through Powercard.
- Increased business through Web Certificate Sales.
- Listing on the St. Louis Originals Web site (**saintlouisoriginals.com**), relevant linkages, calendar of events and individual restaurant promotions.
- Opportunity to share ideas, collaborate and address business challenges.
- Future partnerships and revenue generating opportunities.
- Increase clientele through referral business and member restaurants.

STL ORIGINALS REWARDS PROGRAM

The STLO Rewards Card

The key to a successful Rewards Program is to constantly enroll customers. Keep your staff motivated, and make this part of their routine. Reward your staff for their efforts in signing up customers.



How to Sign Up Customers:

Staff asks customer to join the program, customer agrees and completes registration form, staff pulls out a new rewards card and records the new card number on the registration form, and staff adds points for the customer visit. Each time a customer dines at any Saint Louis Originals restaurant, they accumulate points for each dollar spent.

- 150 points = \$10 reward for use at any Saint Louis Originals restaurant (rewards are stored directly on the card, like a gift card)
- 500 max points per visit
- \$100 max credit redeemed per visit per party (not to exceed 50% of total bill subtotal)
- Restaurant reward redemptions average 1-3% of annual gross sales

Rewards Specials

- Double Point Wednesdays: Guests earn double points every Wednesday
- Happy Hour: Tuesdays and Thursdays earn Double Points from 4 – 6 pm

Supplies

If you need to replenish your Originals Rewards Card supply or Sign Up Cards, contact SqWires and pick them up at 1415 South 18th Street.

Contact PowerCard

Regular Business Hours: 877-229-7299

24-Hour line: 877-256-6883

Email: support@powercard.com

STL ORIGINALS WEB CERTIFICATES

The quarterly Web Certificate Program generates the income for the Saint Louis Originals marketing efforts. Each quarter each member restaurant sells online web certificates totaling \$750. Members can choose to sell 15 \$50 Web Certificates, 30 \$25 Web Certificates or a combination of both at a 25% discount. Thus, each member will annually generate \$2,250 for the St. Louis Originals group for marketing efforts.

Web Certificate sales are promoted through the Reward Card monthly e-news letter that is distributed to all STL Originals cardholders. It is suggested that members also self-promote the sale of their Web Certificates.

Web Certificates are purchased through the St. Louis Originals Webpage located at <http://saintlouisoriginals.com>. Each sale will last one month from the quarterly start date. The first web certificate sale will begin on January 17th and it will last for one month. The following quarterly sales will begin on April 16, July 17, and October 16. Any gift certificates that remain unsold throughout all of the quarterly sales will be posted again in a final blowout sale starting December 1. At the end of the year, any unsold Web Certificates are to be purchased by the member at the discounted rate.

	Wild Horse Grill 101 Chesterfield Towne Centre - (636) 532-8750	\$25.00
TERMS & CONDITIONS <ul style="list-style-type: none">- Please tip on the TOTAL BILL, not the discounted total- Please present certificate to server upon seating- No change given on unused amount; No cash value- Cannot be redeemed for tax, tip, or alcohol- Only one accepted per table per visit- Not valid on holidays or for special events- Not valid with any other offers or discounts- Value after expiration: \$17.50	SAMPLE	WEB CERTIFICATE Support: (877) 229-7299
EXPIRES: 4/13/2012		SECURITY KEY: 442616

Please print email and cut on dotted line. Present to your server when seated.
Thank you for your support and enjoy!

Web Certificates expire 12 months from purchase. They are only good for food—no alcohol, tax or tip. Web Certificates are not valid for holidays or special events. Only one Web Certificate may be used per table per visit. No change due if not fully used. Web Certificates are only good once and have no cash value. Every Web Certificate has a 6-digit security key. When a Web Certificate is redeemed, your staff needs to validate this security key through your PowerCard POS processing system.

To view the number of Web Certificates sold by your establishment, visit <http://saintlouisoriginals.com> and click on the tab for "Owners". There you can sign into your PowerCard member account. Each restaurant has a password protected website called the client administration area. Here's a snapshot of the marketing tools and reports that are available:

DASHBOARD	MARKETING	CUSTOMERS	REPORTS	INFORMATION	HELP	LOGOUT
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Dashboard

Customer Satisfaction Rating (CSR): 94%

As voted by 287 customers responding to an online survey.
List All Recent Surveys

Recent Feedback

- Your rooftop was so lovely on Sunday night we have a future happy hour planned for a group of 8-12
- That would be hard to do!

Marketing Tools

- E-mail Campaigns
- Constant Contact
- Submit and manage your events
- Job Openings
- Welcome to the program E-mail
- Thank You E-mail
- Social Networking
- Upload Menus

Customer Database

- Search Customer Database
- Private Mailing List (non-cardholder)
- Transfer Cardholder
- Total Customers in Your Database
- Upload your Customer Mailing List ("CSV" Format)
- Download your Customer Mailing List
- Register Your Customers Online
- Employee Card Management

Reports

- Activity Report
- New Customer Report
- Top 25 Customers
- Birthday & Anniversary Report
- Sign Ups by Server # or Cashier #
- Gift Card Sales Report
- End-of-Night (rewards issued/redeemed)
- Web Certificate Report

Information Center

- Message Board
- Gift Card Liability Accounting
- Merchant Handbook
- Where to Mail Registration Forms
- Originals Reference Cards

Frequently Asked Questions

What do I do when a customer loses their card?
Issue the customer a new card and send PowerCard the new cardnumber, customer name, and phone number. We need the phone number in case we have to contact the customer.

What if I can not see transactions?

1. Immediately call and notify PowerCard - this should not happen and we need to know.
2. Record cardnumber, amount, transaction type, and phone number
2. You can hand key their information once back up and running or send the info to PowerCard and we will run the transaction

STL ORIGINALS GIFT CARD PROGRAM

The universal Gift Card is accepted at all member restaurants. The program is primarily funded by the Saint Louis Originals marketing budget—printing of cards, cost of card reader terminals (1 per member location), program administration, and marketing. Each restaurant receives 95% reimbursement of Gift Card expenditures in their restaurants. The Saint Louis Originals Gift Card is sold online at <http://saintlouisoriginals.com/giftcard.asp>; at Grand Petite Market located in the same building as Vin de Set & PW Pizza restaurants; and in Schnucks and Shop N' Save supermarkets throughout St. Louis.





APPLICATION FOR MEMBERSHIP

*To celebrate the spirit, strength,
and unique experiences offered
exclusively by independently
owned restaurants, where
chefs and owners live, work, play
and invest in their communities.*

Name: _____

Title: _____

Business Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Best Way to Contact You: _____

*Please email form to Michelle Adams @ mmadamsfam@sbcglobal.net