



**CHOOSE  
LOCAL**  
SAN MATEO COUNTY



**COUNTY OF  
SAN MATEO**

# Choose Local San Mateo County

Earn points, shop, dine & support local  
businesses

November 18, 2021



**COUNTY OF  
SAN MATEO**

Launched Nov 8th!

Available to download and  
use today!



# Why Choose Local San Mateo County?

- Only 22% of small businesses said they were totally confident their business would survive
- Nearly 50% of small businesses requested support for marketing and promotion
- 50% of surveyed businesses were interested in a shop local loyalty app



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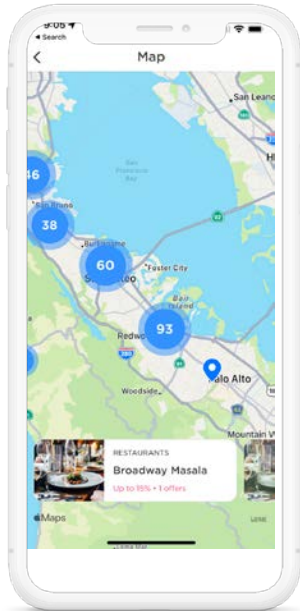
Bringing The Latest Technology to Small  
Businesses

# About *Choose Local* *San Mateo County*

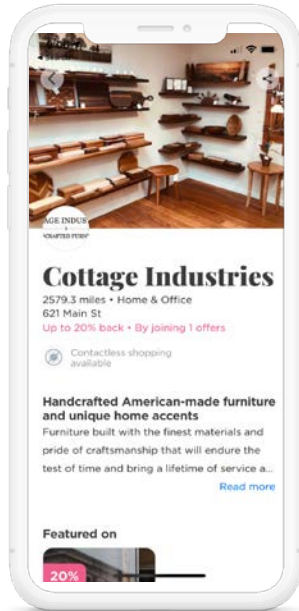
- Get rewarded with SMC Points
- Discover local businesses  
Around the county
- Be in the know and find out what's  
happening around the County!
- Take an active part in supporting the  
local community



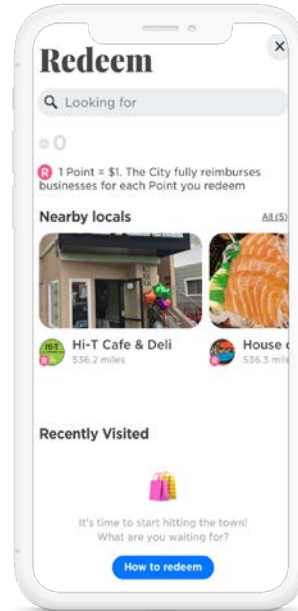
# Choose Local San Mateo County Customer Journey



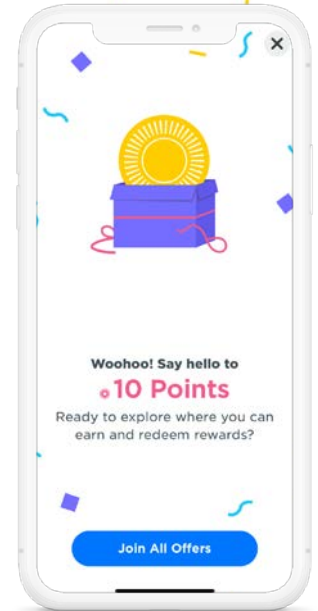
Discover  
county stories &  
local businesses



Get to know  
the stories behind  
favorite businesses



Join reward offers  
to earn SMC Points  
seamlessly by shopping  
local



Redeem SMC Points!  
Purchase at local  
businesses



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# Choose Local San Mateo County

- Equity-focused
- 7 participating pilot cities, and expanding
- 335 businesses participating and growing, **including 43 in NFO**
- Nearly 1,000 user downloads
- 100% of participating businesses report economic impacts from COVID-19





# How to Support

- Like social media pages @chooselocalsmc
- Use social media toolkit
- Attend launch events
- Promote with your constituents
- Encourage local businesses to join
- Download and use the app

Support materials available in our [User Acquisition Guide](#)





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# Thank You.

For more information, please  
contact:

[chooselocalsmc@colu.com](mailto:chooselocalsmc@colu.com)