

Marty Rolnick
BOT- Virtuous Scarsdale App
Nov 14, 2017

Hi Mr Mayor and Scarsdale Board of Trustees,

My name is Marty Rolnick and I'm a 17 year resident of Scarsdale. My wife Marguerite and I are now empty nesters who were fortunate to raise 3 wonderful children in this privileged community. Each of them benefited greatly from graduating from the amazing Scarsdale School System.

Thank you for the opportunity to continue to tell my story which began here in front of you last June 13. It was about an idea called Virtuous Scarsdale App

Shortly following my presentation of the idea, The Virtuous Scarsdale App was featured in The Hamlet Hub, 10583.com, The Scarsdale Inquirer, LOHUD.com and The front cover of The Journal News.

They say in life, "timing is everything"! And I agree!

This November 25 will mark the eight (8th) anniversary of American Express's "Small Business Saturday", a significant development in the growing "Shop Small" Movement. This is a movement which Scarsdale participated in over three (3) years ago with Jane Veron's clever "Shop The Dale" Initiative. Jane, and her TAP Organization believed that Shopping Locally benefits the whole Community...And can even boost Real Estate Values. They knew then what is even truer today that for every \$1 spent locally its impact MULTIPLIES by 7!!! The Shop The Dale movement was promoted in Westchester Magazine and was co-sponsored by over 20 Participating Retail Shops of Scarsdale.

Based on \$242,782 gross median household income of Scarsdale and American Spending Statistics, the discretionary income that is available to be spent by every single household in Scarsdale with our Local Merchants is \$27,633. That means there is in access of potentially \$149 million per year available for the Local Merchants to compete for. 5400 home times \$27,633 (By Discretionary I'm referring to four categories: Take-out food, entertainment, apparel & misc)

One of the ingenious ways merchants compete for that discretionary income is with a campaign like the one several merchants (I am More Scarsdale, Rothman's & Wilson & Sons Jewelers) are executing tomorrow, Nov 15 with a local charity - The Sharing Shelf of Family Services of Westchester.

I was heartened to read in the Nov 3 Scarsdale Inquirer about Jane Veron's quote regarding this Shop & Share Event. This event is the quintessential example of what The Virtuous Scarsdale App is all about, Shop Local & Do Good!. It's a growing industry called Cause Marketing, a type of marketing strategy involving cooperative efforts of a 'For-Profit business and a non-profit organization for mutual benefit. I'm thrilled Jane Veron and our local retailers love the concept because The App enables initiatives like Shop & Share to scale! 365 Days a year!

As a matter of fact, one of the more prominent Village Merchants told me he was disappointed he wasn't included in the promotion.

READ THE ARTICLE

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I have in my hands the business plan for Virtuous Scarsdale App. I sent each of you the digital version last week. I hope you all received it and had a chance to read it.

The plan calls for a commitment of \$15,000 of tax payers money to begin development of the Virtuous Scarsdale App. I say commitment, because The Village wouldn't actually be investing hard earned Tax Payer dollars.

They would be recouping the \$15,000 from the Local Merchants who want to participate.

An example- If 40 merchants participated, their skin in the game would be a one-time fee of \$375 each.

Thinking about risk- It will only take 150 Families out of 5400 to spend \$100 of their heart earned discretionary income over the course of a year with one of our local merchants to recoup the original investment. Everything else is gravy!

\$15,000 also equates to only \$2.50 per household. Considering my taxes have gone up over 67% THE PAST 17 YEARS, can you think of a better investment that could potentially keep and recirculate seven (7) times potentially \$149 million in our community where \$135 million would go to our local merchants and \$15 million to our local Not For Profits like The Sharing Shelf?

I think that's a Bargain! AND a commitment worth taking!

Thank you for your time and consideration!

Scarsdale Inquirer 11-3-2017

Shop & Share coming to Scarsdale

Three stores in town — I Am More Scarsdale, Rothmans, and Wilson & Son Jewelers — have partnered in a Shop & Share event to benefit The Sharing Shelf of Family Services of Westchester, a children's clothing bank for Westchester children. The event will take place Wednesday, Nov. 15, from noon to 9 p.m. at I Am More Scarsdale, located at 6 Spencer Place; Rothmans, located at 6 Boniface Circle; and Wilson & Son Jewelers, located at 18 Chase Road. Ten percent of the proceeds from the day and evening will be donated to the Sharing Shelf to help keep Westchester children warm during the winter season.

Each store will feature a variety of unique brands, items and trends to kick off the holiday season. Shop during the day and/or evening, and enjoy sips from Zachys and delicacies from Cooked & Co.

"It is so rewarding to watch retailers I Am More Scarsdale, Rothmans, and Wilson & Son Jewelers partner to support the community, and we are delighted that Zachys and Cooked & Co. will enhance the event with their

refreshments. In our Buy Local report, TAP recommended collaboration amongst business owners, and we commend Scarsdale merchants for embracing this best practice. We fully support such a meaningful cause which will add vitality and help make Scarsdale Village the thriving place our consumers all desire," said Jane Veron, CEO of The Acceleration Project, and Scarsdale village trustee and Chamber liaison. "We hope the suc-

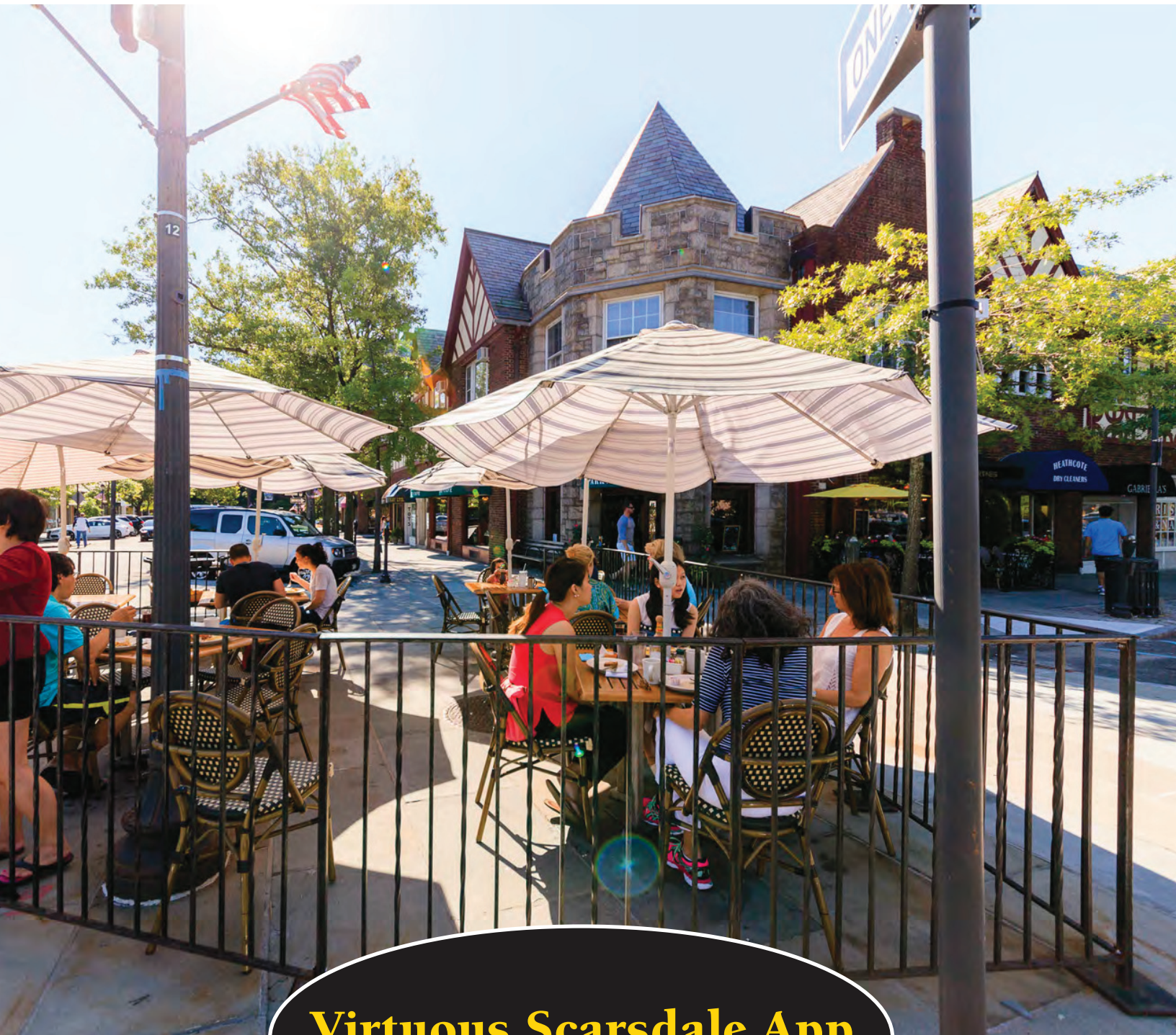
"We hope the success of this event will lead to more merchants partnering with the group in the spring."

— CEO OF THE ACCELERATION PROJECT
JANE VERON

cess of this event will lead to more merchants partnering with the group in the spring for their next planned charitable event."

"This fall, we've seen a noticeable rise in requests for winter clothing, with more than 600 requests coming from local school children. We can help these children only with the broader community's support, including philanthropic-minded local businesses like I Am More Scarsdale, Rothmans, and Wilson & Son Jewelers," Deborah Blatt, program director of the Sharing Shelf of FSW, said. "The proceeds from this event will help us to provide winter essentials to Westchester children who need it most, allowing them to feel valued and ready to learn."

Zachys will provide an assortment of wine and spirits at the retail locations. Cooked & Co. will supply the food. "We are happy to support such an important cause. We will be reopening in January and are excited to announce the addition of Cooked and Co. The Restaurant," said Herb Lindstrom, owner of Cooked and Co.



Virtuous Scarsdale App
“Shop Local and Do Good!”

Proposed Business Plan

November 8, 2017

Marty Rolnick | martyrolnick@gmail.com

Executive Summary

Local shopping. Two words which used to be synonymous with each other have now become an agenda for communities to incent consumers to spend their shopping dollars closer to home. Decades ago, shopping centers and supercenters started to consume the small, local merchants and not long after the big box takeovers, the online community was sprouting what would become the behemoth online shopping world. Trends have now circled back around to a local buying experience.

The Virtuous Scarsdale App was conceived as a solution to incentivize the residents of Scarsdale to shop more within their own community. Saving the local marketplace while also serving consumers is a highlight of the Virtuous Scarsdale app. And the purpose is multifaceted, the app also encourages spending discretionary income while also acting as a community portal to connect and unite the residents of the diverse Scarsdale community.

The decline in brick and mortar retail has been seen, and felt, throughout cities in North America and Scarsdale is no exception. The number of vacant storefronts in the Village of Scarsdale recently reached a high of 15. Revitalizing Scarsdale is one of the top priorities for the community. There is a strong collective effort underway by a number of citizens to solve this problem, yet there is much more to be done, and fast. The trends toward online shopping have seen increases but those trends do not always account for the large number of consumers that still prefer a live shopping experience. In fact, in-store shopping is being resparked by some generations and across all ages, Immediate Gratification still drives the desire for the in-store shopping experience.

The Virtuous Scarsdale App combines shopping and charitable giving in an innovative way that serves all those involved in a shopping transaction while also benefitting Not For Profits (NFPs) in the community.

Great innovations all started out the same way; as an idea. Ideas are the precursor to all things utilized and the time is now for new idea applications. This is not just a shift in money, it's a shift in value. The Virtuous Scarsdale App takes a proven model and adds a slight twist by making the local merchant the benefactor. Instead of requesting additional funds from the compassionate consumer to support a designated charity, it is the local merchant who will reward the compassionate consumer with a contribution to the charity chosen by the consumer.

Compassion is a driving force behind The Virtuous Scarsdale App. It combines the aspects of competition, cooperation and self-serving interests into a Shop Local-Do Good Sustainable Business Model. By increasing foot traffic to local merchants, Virtuous Scarsdale will help revitalize shopping while giving back to the community. It's a win-win for everyone!

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Virtuous Scarsdale App

"Shop Local and Do Good!"

Business Offering

Virtuous Scarsdale

The Virtuous Scarsdale App will be a registered 501c3 entity with the State of New York that will be owned and operated by the Village of Scarsdale.

Mission

Introducing the 21st century's Consummate Quantifiable Cause Marketing Solution: Virtuous Scarsdale. The app is facilitated by technology that will save retail in Scarsdale by inspiring Scarsdale residents to shop with local merchants and raise money for their favorite local Not For Profit Charities whose good works help enrich lives in Scarsdale. The app combines the genius of Jane Veron's Shop The Dale™, Shop Local Scarsdale initiative with the Cause Marketing Concept of The Virtuous Scarsdale APP where a percentage of every local purchase will go to a local NFP.

The Virtuous Scarsdale App, will be Scarsdale's very own new social commerce networking app that will connect the community and become an endless circle of prosperity for the entire community.



Timeline



Target Market Profile

The target market is fourfold and includes consumers, merchants, not for profit organizations, and commercial property owners. Each segment has individual demands and benefits.

Consumers

Demographic Profile

Consumer demand for brick and mortar stores is still high. In fact, many age groups significantly prefer in-store shopping as opposed to online shopping. By demographical breakdown, trends point to in-store shopping as their preference across all generations. With 84%, baby boomers topped a recent survey of those that prefer to shop in-store.¹ In the 35-plus set, 61% prefer in-store shopping.² Most global millennials (70%) prefer brick-and-mortar retail stores³ and in the U.S., over 77% of Gen Z (consumers born after the mid-1990s through the early 2000), said brick-and-mortar stores are their preferred shopping channel.⁴ While Gen Z age groups are still within the teen years, their current spending power and future retail habits are absolutely worth exploring from a business model perspective since they will define future trends in retail.

Financial Profile

The Scarsdale community is comprised of 5,487 households with ample amounts of discretionary income and Scarsdale age groups provide a consumer base across all age segments.

Household Income

\$242,782

MEDIAN HOUSEHOLD INCOME
± \$13,734

5,487

NUMBER OF HOUSEHOLDS
± 138

In 2015, the median household income of the 5,487 households in Scarsdale, NY grew to \$242,782 from the previous year's value of \$241,453.

Age Group	Median Income
Under 25	\$73,125
24-44	\$114,646
45-64	\$241,219
Over 65	\$147,079

¹ Shopping by Generation, Colloquy | 2017

² Marketing to Millennials, Android Digital | 2015

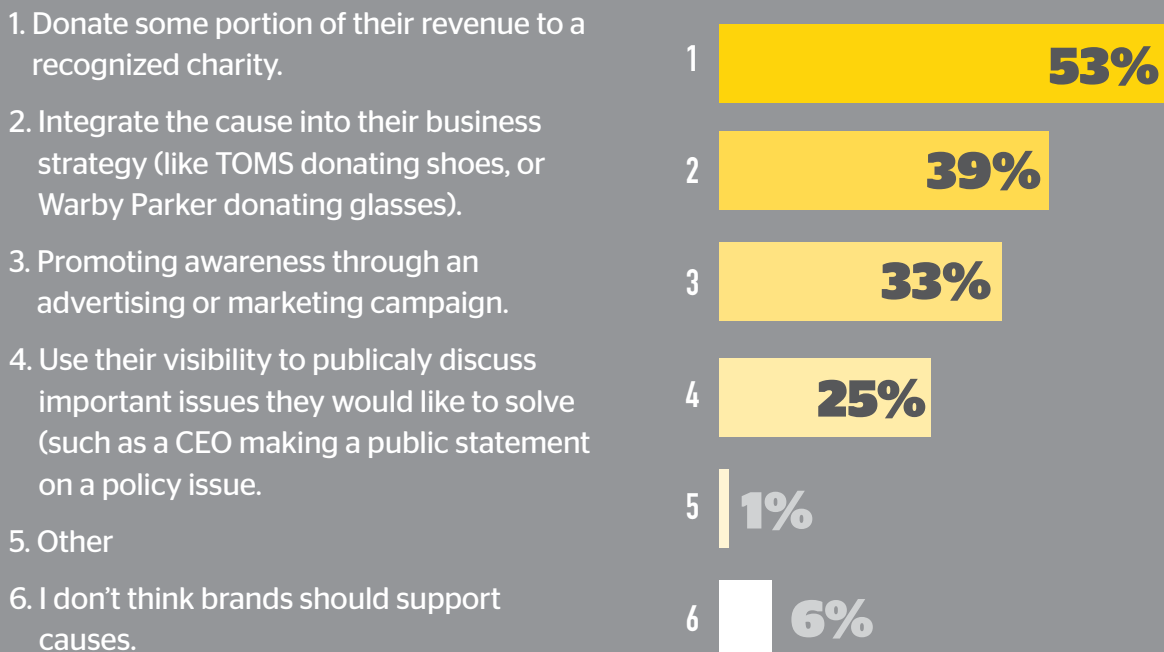
³ Millennials: Myths and Realities: How Millennials Live, Work and Play, CBRE Group | 2016

⁴ Accenture

Merchants

In today's economy, merchants are looking for ways to retain existing shoppers while also accommodating incoming generations with the ability to sustain the 'in between' transitions. One characteristic among many demographics is the fact they like merchants that are involved with some type of cause. Merchants that are involved with some form of 'giving back' campaign are perceived in a better light by consumers (illustration below).⁵

Giving Back



Local Merchants need the business of the local residents to survive with 80% of all local business coming from within a 5 mile radius of the store. Shop Local & Do Good, the Virtuous Scarsdale motto, combines two proven ideas and evolves them to specifically address the Scarsdale situation and uses the power of technology (The App) to easily and seamlessly facilitate the program. Shop Local is a mainstream initiative that is led at the top of the Corporate Pyramid by American Express with their Shop Small® Campaign and organically promoted throughout

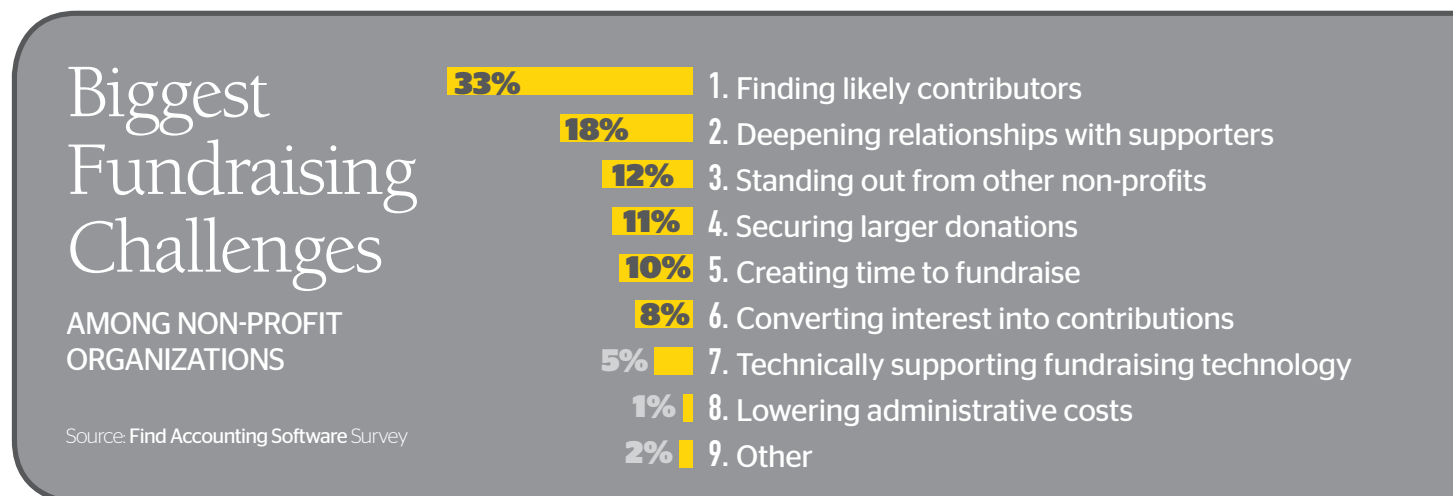
⁵ What Consumers Really Think About Cause Marketing, Taluna

diverse communities around the country. Scarsdale launched its own “Shop The Dale” campaign three years ago and it is estimated that for every \$1 spent locally, the community experiences a seven (7) fold return on that investment.

Local retailers may also benefit through increased tax deductions and discounts on some merchant services that are related to the charitable portions of a transaction.

Not For Profit Organizations

Any NFP can benefit. The benefits for NFPs will be easily recognized by the influx of charitable contributions as well as increased publicity for particular charitable organizations and specific events. Solicitation and door-to-door fundraising efforts would also be lessened in the community due to consistent contributions being distributed. Finding contributors is one of the biggest challenges for fundraiser and Virtuous Scarsdale will help diminish this and other challenges.



An innovative solution, such as the Virtuous Scarsdale App, can bring considerable value to Scarsdale NFPs by providing solutions to these challenges, all at no cost to the NFP.

Commercial Property Owners

The benefits for commercial property owners (and commercial management groups) is provided primarily by helping to keep vacancy rates low, or at zero. Commercial landlords want to know their leases will be fulfilled and this obviously better served by merchants who have consistent and sustainable revenues. Reduced solicitations are also a plus for the merchants and property owners.

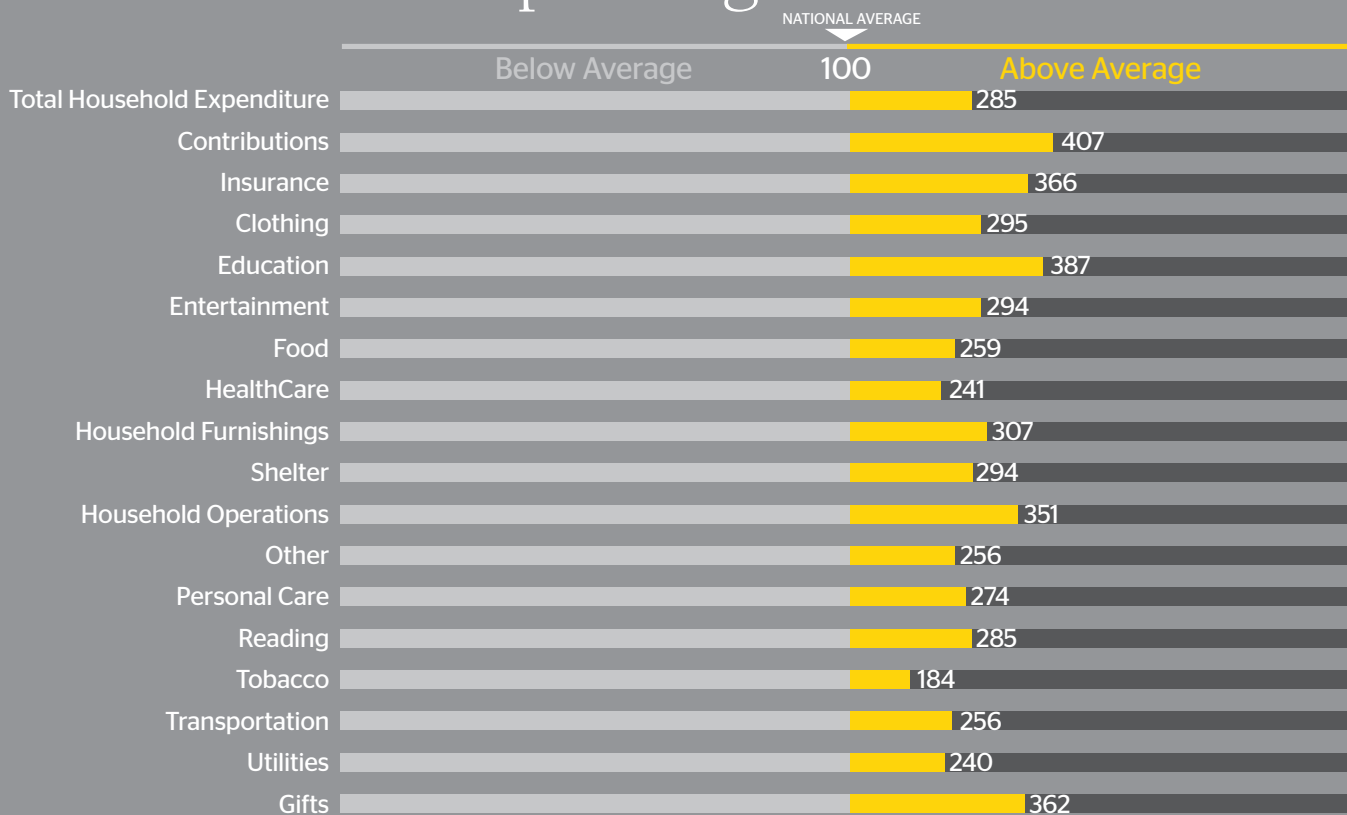
Market Landscape

The market landscape can be surveyed by looking at two vital channels; Scarsdale Buying Power and Cause Related Marketing trends. The empty storefronts in Scarsdale already validate the need for a revitalization solution so the remaining focus is on utilizing what is in place in the marketplace at a micro level in Scarsdale and how that can be blended with macro trends in consumer behavior.

Scarsdale Buying Power

With the highest median income in the nation, Scarsdale has plenty of discretionary income and consumer spending in Scarsdale is above average across all shopping categories (illustration below).⁶

Consumer Spending in Scarsdale



⁶ Onboard Informatics

If each of the only 3,780 (70%) of the Total Homes spent only \$100, \$200, or \$276, the following additional revenue would be raised for Local Merchants and NFP's assuming a donation percentage of 10% for NFPs. Percentages would change depending on desired contribution by each local merchant.

\$100 (.003%) \$378,000 \$340,200 to Local Merchants, \$37,800 to NFPs

\$200 (.007%) \$756,000 \$680,000 to Local Merchants, \$75,600 to NFPs

\$276 (.01%) \$1,043,280 \$938,952 to Local Merchants, \$104,358 to NFPs

Cause Related Marketing

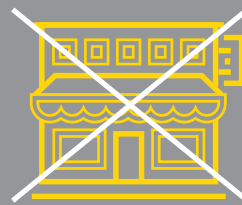
Cause related marketing (CRM) has been a proven success since the early 1980's (courtesy of American Express) and continues to be a driving force in charitable contribution gathering. CRM is appealing to consumers for many reasons. For one, the consumer benefit is knowing a portion of their already intended spending is going to support a charitable cause. Secondly, the psychological impact impresses a positive image of the merchant, which can result in increased spending and repeat buying.

Consumer Impact



47%

of consumers buy a brand that supports a good cause



53%

would not invest in a company that does not support a good cause



91%

of consumers feel that brands need to weight social purpose as equally as business interest



87%

of global consumers would switch brands if a brand of a similar price and quality supported a good cause

Source: www.b-cause.co.za

The growth of cause marketing has grown substantially from a \$120 million industry in 1990 to a now projected \$2.06 billion industry in 2017.⁷ The simple fact is consumers like it. Market data shows that more than 84% of customers want to buy knowing there is some socially or environmentally responsibility associated with their purchase.

Cause Related Marketing

Year	Industry	Growth
2017	\$2.06 Billion	3.6% (projected)
2016	\$1.99 Billion	3.3%
2015	\$1.92 Billion	4.0%
2014	\$1.85 Billion	3.9%
2013	\$1.78 Billion	4.8%

TREND

“Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a ‘for-profit’ business and a non-profit organization for mutual benefit.”

⁷ IEG's Growth of Cause Marketing, IEG 2017

Future Market Offerings

Through the use of real-time data capturing, the Virtuous Scarsdale database will quickly become a marketing data mine that can be used to benefit all merchants in Scarsdale and help the business community grow.

Virtuous Scarsdale will be perfectly positioned to become the *de facto* marketing resource for the local merchants. By providing pertinent and targeted data for a nominal monthly fee, the 501c3 Clearinghouse will be poised to become the community standard resource for The Village.

The App

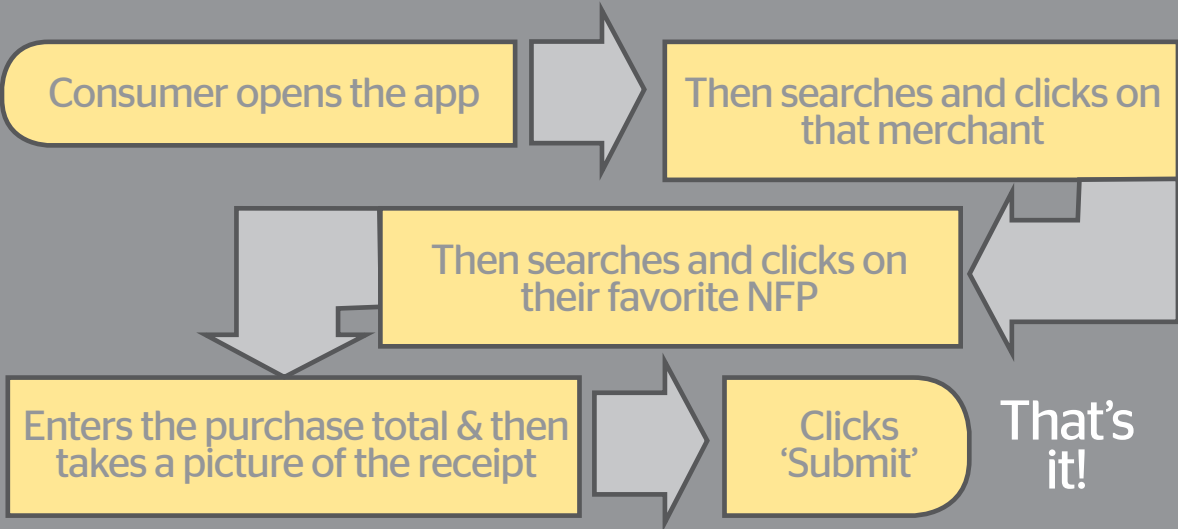
So exactly how will an app accomplish these marketing directives successfully and cooperatively? Shopping Local Matters! Here's how it works:

First, the Virtuous Scarsdale App needs to be downloaded.



How to Use the App

After a shopper makes his/her purchase at a participating downtown merchant:



Virtuous Scarsdale App

"Shop Local and Do Good!"

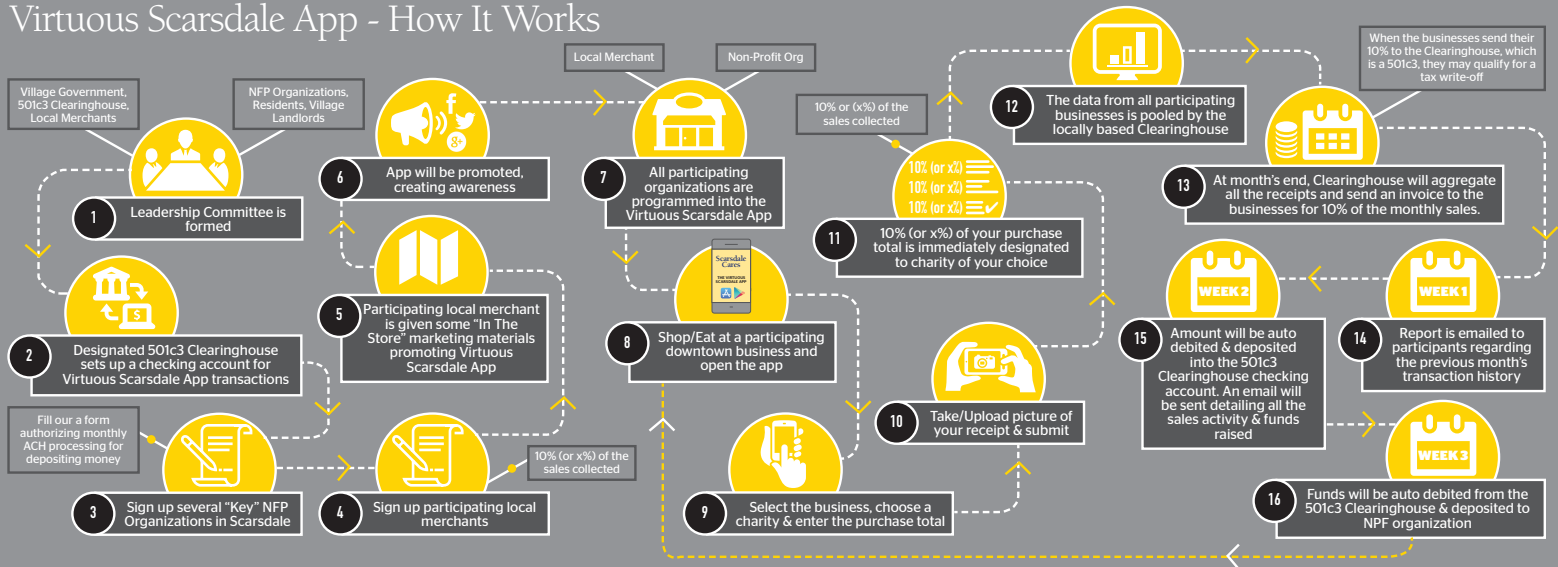
After the purchase is submitted, the assigned percentage (as defined by the merchant) is immediately designated for the consumers chosen NFP.

Interactive Example: Betty Brown participated in the Shop Local-Do Good fund raising campaign of the Scarsdale Scholarship Fund the previous month. While walking in the village, The Eye Gallery Beacon recognizes Betty's smart phone and sends her an email with a special offer to visit the store. The Eye Gallery, based on past history also knows Betty is a friend and family member of The Scarsdale Scholarship Fund. So, the Eye Gallery lets Betty know if she makes a purchase The Eye Gallery will, as an extra incentive, contribute a percentage of her purchase to The Scarsdale Scholarship Fund.

Local Merchants can increase or decrease their customer traffic in the following four (4) ways.

- Increase percentage of contribution based on purchases.
- Decrease percentage of contribution based on purchases.
- Participate with select Not For Profits, not every NFP.
- Choose to not participate. During certain times of the year a merchant might not want to participate because they believe it would dilute their existing customer base (holiday shopping for example).

Virtuous Scarsdale App - How It Works

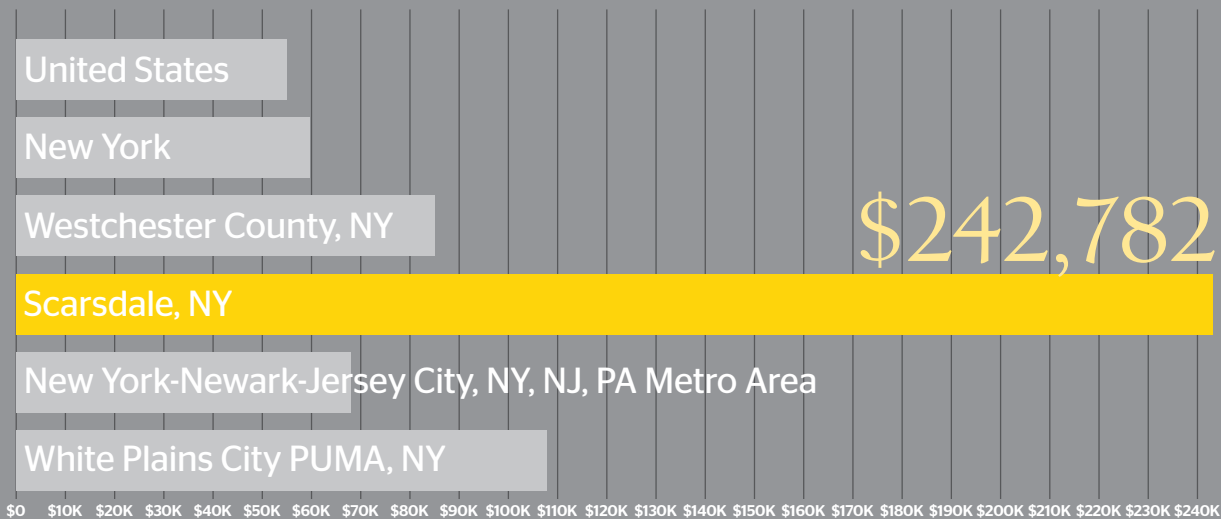


Market Demand Drivers

High Income Demographics

With a gross median income of \$242,782, Scarsdale has one of the most prominent household incomes in the nation. This provides Scarsdale with an average discretionary income of \$27,633 per household (based on 18% Household Income).

Scarsdale Income Comparison



Applying this discretionary income figure with the current household estimates, provides a *total Scarsdale discretionary* total in excess of \$149 million per year!

Total Scarsdale Households: 5,400

Household Discretionary Income (per household): \$27,633

$5,400 \times \$27,633 = \$149,218,200$

Reciprocal Benefits

Virtuous Scarsdale is a true win-win for everyone. Merchants in all categories stand to benefit from increased consumer awareness and more foot traffic all while NFPs receive a contribution from each sale. Scarsdale Residents Discretionary Income Potential for Local Merchants is listed below. Estimates are based on \$242,782 gross median household income (HHI) and \$151,000 Net (after taxes).

Food / Dining Out: 5.4% \$8,154
 Entertainment: 5.1% \$7,701
 Miscellaneous: 4.5% \$6,795
 Apparel: 3.3% \$4,983
 Total Discretionary Available:
 \$27,633 (18% of Net HH Income)

LOCAL WORKS

For every \$1 spent locally, its impact MULTIPLIES by 7!!!

Value Added Services

Shopping metrics and consumer data are now being used in a variety of ways to increase sales, define customer needs and improve overall shopping experiences. The conglomeration of this 'big data' is generally broken down into five variables, colloquially called the '5 Vs'. They include:

The "5 Vs"

<p>VOLUME</p> <p>All past transactions on physical retailer shops</p>	<p>VARIETY</p> <p>Products Sold Clients Visits Social Media Environmental Factors</p>	<p>VELOCITY</p> <p>Generating business reports in real-time from the transactions of every merchant</p>	<p>VERACITY</p> <p>Data is generated from internal systems, so merchants have full control over it</p>	<p>VALUE</p> <p>Real-time view of the business for maximizing revenue while increasing customer satisfaction</p>
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Virtuous Scarsdale will be positioned in a such a way that providing marketing resources for local merchants will be simple, profitable, and beneficial to consumers and business owners alike.

The 501c3 clearinghouse could also become the village's *de facto* marketing resource available for all Scarsdale merchants. By providing expertise in advertising, email and promotional campaigns, exterior signage and more, the clearinghouse would be a good value-added incentive to attract potential businesses to the community.

Virtuous Scarsdale App

“Shop Local and Do Good!”

Leading Edge Infrastructure

Virtuous Scarsdale will make use of mobile technologies to increase consumer adaptation and improve consumer experience. Upon request, merchants will be provided ‘beacons’ which are inexpensive radio frequency devices which can be easily attached the walls of stores. Once in place they:

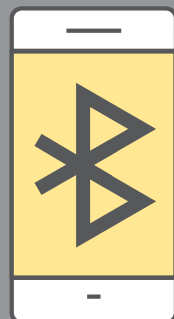
- They send pings via RFID to blue tooth enabled smart phones of shoppers
- The Beacons communicate with the smart phones within a certain proximity and are able to recognize the owner and their shopping history
- They can be easily programmed

These beacons can be used to send information to shoppers, announce sale items, and to provide details on NFP giving and upcoming events.

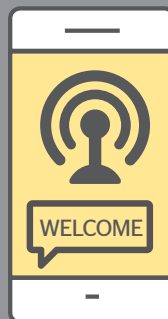
How Beacon Technology Works



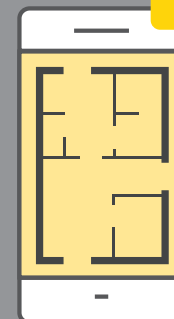
Retailers strategically place beacons around the store



The beacons connect to a customer's bluetooth enabled smartphone app



It sends a signal to the phone and the app is opened



The retailer can provide the customer with a wealth of information



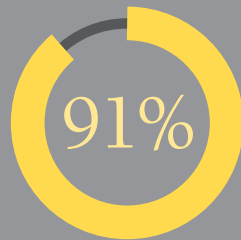
The use of mobile technology can provide a virtual concierge for shoppers. Smart devices act as the conduit to connect consumers and merchants in a non obtrusive way that is subtle yet effective. Mobile phone use with shopping is commonplace among all demographic groups (illustration next page).⁸ Simply put, consumers carry their phone while shopping.

⁸ Local Search Association

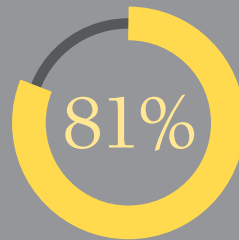
Mobile Phone Use While Shopping



Gen Y (18-29)



Gen X (39-43)



Young Boomers
(44-53)



Older Boomers
& Seniors (54+)

Numerous Organizations

The Scarsdale community is home to plenty of merchants and NFPs. With over 70 merchants and 70 NFPs, there is enough diversity and variety to align causes, campaigns, and consumers to produce higher volumes of transactions.

Scarsdale Local Merchants

- | | | |
|------------------------------|--------------------------------------|-----------------------------------|
| 808 Bistro | La Dentelliere Yes | Scarsdale Pastry Ctr |
| Advocate Brokerage Corp | Lange's of Scarsdale Deli & Pizzeria | Scarsdale Pizza Station |
| Allied Locks & Doors | LF Stores Scarsdale | Scarsdale Spencer Pharmacy Inc |
| Amore Pizza | Little Thai Kitchen | Skinny Buddha |
| Balducci's | Lulu Cake Boutique Cake Boutique | Skin Thera P - Med & Cosmetic Spa |
| Buon Amici Deli | Martine's Fine Bake Shoppe | Soul-Cycle |
| Candlelight | Massage Envy | South East Asia Cuisine |
| Chat American Grill | Meritage | Spruce & Bond |
| Choice Pet Supply | Metro Deli & Desserts | Starbucks |
| Cooked & Co | Mlxology | Station Flowers |
| Current Home | Moscato-Scarsdale | Supersol Of Westchester |
| Daniele Trissi LTD | Organic Pharmer | Sushi Plus |
| De Cicco Marketplace | Pamela Robbins | Toy And Party |
| Decicco | Parkway Coffee Shop | Trapp Optical Yes |
| Eye Gallery of Scarsdale | Patisserie Salzburg | Value Electronics |
| Flywheel Sports | Petra Greek Restaurant | Village of Scarsdale |
| Garth Road Inn | Petticoat Lane | Weber Fine Art |
| Giannoni's Deli | Pizzarelli's Pizza & Pasta | Wilson & Son Jewelers |
| Great Stuff | Plushblow Scarsdale | Yeomiji Inc |
| Gregory Gilin Jewelry | Pookie and Sebastian | Zachys Wine & Liquor, Inc. |
| Haagen-Dazs Shop | Rothmans of Scarsdale | |
| Holsten Jewelers Inc | S & J Pizzeria | |
| Isabelle's Fine Jewelry LLC | Sam Lehr Designer Jewelry | |
| Jade Spoon Asian Cuisine Inc | Saxon Grill | |
| Jewels By Joanne | Scarsdale Art & Frame Shop | |
| Kirari Sushi Inc | Scarsdale Metro Restaurant | |
| Ko Ko Sushi | | |

NFPs

- | | |
|--|--|
| Autism360 Inc | Scarsdale Republican Town Committee |
| Building Dreams Foundation Inc | Scarsdale Rotary Club Foundation Incorporated |
| Cakes 4 Cause Inc | Scarsdale Schools Education Foundation |
| Child Care Council of Westchester Inc | Scarsdale Seniors |
| Friends of Scarsdale Parks Inc | Scarsdale Strings Cares Inc |
| Friends of School In the Square Inc | Scarsdale Student Transfer Education Plan Inc (STEP) |
| Friends of the Scarsdale Library Inc | Scarsdale Summer Music Theatre Inc |
| Friends of Weinberg Nature Center Inc | Scarsdale Symphony Orchestra Inc |
| Greenburgh Nature Center Ltd | Scarsdale Teen Center- Center At 862 |
| Junior League of Central Westchester Inc | Scarsdale Volleyball Club Inc |
| Key & Candle Foundation | Scarsdale Volunteer Ambulance Corps Inc |
| League of Women Voters of New York Inc | Scarsdale Womans Club Inc |
| Little League Baseball Inc | Scarsdale Womans Exchange Inc Scarsdale |
| Maroon and White Inc | Youth Hockey Association Inc Scarsdale |
| New Choral Society of Central Westchester | Youth Soccer Club Inc Sherbrook Park |
| Scarsdale Alumni Association | Neighborhood Association Scarsdale |
| Scarsdale Arts Council Inc | Meals On Wheels Inc |
| Scarsdale Baseball Club Inc | Sustainable Scarsdale Community |
| Scarsdale Chamber of Commerce | The Acceleration Project (TAP) |
| Scarsdale Chinese Association | Thru My Eyes Inc |
| Scarsdale Community Support Council | Uniform Firefighters Association of Scarsdale Inc |
| Scarsdale Concours Foundation | Xtreme Soccer |
| Scarsdale Democrats Town Committee | Youth Employment Service of Scarsdale Inc (YES) |
| Scarsdale Edgemont Family Counseling Service | |
| Scarsdale Fire Company No 1 Inc | |
| Scarsdale Forum Inc | |
| Scarsdale Foundation | |
| Scarsdale Historical Society | |
| Scarsdale Meals On Wheels | |
| Scarsdale New Residents Club | |
| Scarsdale Patrolmens Benevolent Assoc. | |

Marketing Strategy

A Virtuous Scarsdale App Leadership Committee will be responsible for determining NFP eligibility and program participation timeframes. This leadership committee will represent:

- Scarsdale Village Government
- Scarsdale NFP Organizations
- 501c3 Clearing House
- Scarsdale Residents
- Scarsdale Local Merchants
- Scarsdale Village Landlords

A key component of promotional productivity will be the way NFPs will be scheduled within the program. For example, food and assistance NFPs can be promoted during the holidays, youth sports targeted during athletic seasons, and care programs during the summer. The objective is to provide all participating NFPs equal promotional exposure to garner enough traction to increase foot traffic in the village all 12 months of the year.

Management will help ensure that:

- Local merchants are actively promoting their participation in the program with Point of Sale (POS) and in-store signage.
- Scarsdale NFPs are promoting the current programs and their associated participation.

All Scarsdale NFP's who choose to participate will become the *de facto* “Shop Local” Ambassadors for the Local Merchants and will have one month to unleash the power of social media and call out to all the friends and family members of their favorite organization to spend as much money as possible for the goods and services of the participating small businesses of Scarsdale.

It will only take 150 Families out of 5,400 to spend \$100 of their discretionary income over the course of a year with one of our local merchants to recoup the original \$12,000 (plus hosting fees) investment. Everything else is gravy!

Initial Marketing Efforts

Once the \$12,000 Investment is committed, the Village of Scarsdale will launch a community wide marketing campaign called Scarsdale Cares. Scarsdale Cares will focus on all stakeholders in the Scarsdale community including the residents, the merchants, the landlords, the village government and the NFPs. The primary initiative under Scarsdale Cares will be 'Shop Local and Do Good!'. It's an informational campaign with a call to action for residents to shop at local merchants and raise money for their favorite local NFP.

Publicity campaigns will include articles written and posted/published with:

- The Scarsdale Inquirer
- scarsdale.com
- scarsdale10583.com
- Scarsdale Cable
- HamletHub.com

Social media and online promotion will drive traffic to the ScarsdaleCares.org website.

The initial objective is to register 40 Scarsdale merchants and 40 NFPs within the first 180 days. The app platform and architecture development will coincide with this timeframe and both efforts will be worked simultaneously.

Consumer signup initiatives will focus to acquire 135 households to use the app within the first 60 days of app launch. This represents a reasonable, and conservative, 2.5% of the community. Beta signups may also take place during the app development period to help 'jump start' app use and have consumers on board the day the app launches.



SWOT Analysis

Strengths

Proof of Concept

The use of shopping apps and the associated data provided by them has been proven to increase foot traffic, increase sales, and provide for more repeat business. The nature and design of Virtuous Scarsdale is such that all demographic groups can be served by the app in some capacity.

Sustainable Discretionary Income

Historically, Scarsdale has been in the upper echelon of household incomes and that trend is expected to continue. With substantial discretionary income in place, the merchants are in an ideal situation to reinforce the Scarsdale shopping community with the tools and benefits provided by Virtuous Scarsdale.

Weaknesses

Capitalization

Virtuous Scarsdale will require funding to begin development and launch. With approval from the Village of Scarsdale, monetary needs will be met and deployment will commence.

Opportunities

Evolving Industry

Shop Local is a mainstream initiative that is led at the top of the corporate pyramid by American Express with their Shop Small® Campaign and organically promoted throughout diverse communities around the country. Efforts such as these are being refined as innovation is being introduced into new communities. Scarsdale will have the opportunity to help define the future of retail which will be mutually beneficial to thousands of people. By utilizing the knowledge and feasibility already acquired by Virtuous Scarsdale, the community is in an optimal position to install leading technology at a fraction of the usual cost.

Threats

Limited Participation

Some merchants are skeptical that the app will have a major impact on foot traffic or sales. One argument is that consumers are purchasing what they intend to purchase regardless of associated charitable. While the maximum success of the app includes 100% participation, the business model still allows for a highly successful business without all merchants being involved. Additionally, once the app has proven successful with some merchants, others may be quick to jump on board.

Management Bios



Marty Rolnick

As a recent empty nester, Mr. Rolnick has been a proud Scarsdale resident for over 17 years and has experienced the incredible generosity of the Scarsdale community. Together with his wife Marguerite, they raised three wonderful children who were fortunate to graduate and benefit from the amazing Scarsdale School system.

And it's because of those things he wants to give back!

Marty defines himself as a philosopher, marketing lunatic, and ideaholic whose craft is all about the conceiving and spreading of monetizing ideas. He is also an Idealist who believes the best solutions are those that are sustainable and where all stakeholders benefit. A Virtuous Circle!

He has played many distinct roles throughout his life including athlete, corporate executive and entrepreneur. He is also a teacher, coach, and mentor, who for the past five years has worked as a volunteer at SCORE Westchester helping small business owners and entrepreneurs achieve their dreams.

You can learn more about Marty by visiting his website at martyrolnick.com

Sanjay Gupta

The social commerce application was developed by Sanjay Gupta, a global technologist who has a heart for local economies. Gupta lives in Plainsboro, New Jersey, but has an engineering and support team in Delhi, India. This type of application lays a strong foundation for future growth. According to Gupta, "this app can grow into a total community application which could include all intracommunity communications, local news and current events. It's a powerful tool for both the economy and the ecology of a community.

Financial Data

Start-up Funding

Item	Amount
Start-up Expenses to Fund	\$15,000
Start-up Assets to Fund	\$0
Total Funding Required	\$15,000
ASSETS	
Non-cash Assets from Start-up	\$0
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$0
Total Assets	\$0
LIABILITIES & CAPITAL	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	
Planned Investment - Owner	\$0
Planned Investment - Investor	\$0
Additional Investment Requirement	\$15,000
Total Planned Investment	\$15,000
Loss at Start-up (Start-up Expenses)	(\$15,000)
Total Capital	\$0
Total Capital & Liabilities	\$0
Total Funding	\$15,000

Attachments / Additional Content

Recent News - Scarsdale Inquirer, November 3, 2017

Scarsdale Inquirer 11-3-2017

Shop & Share coming to Scarsdale

Three stores in town — I Am More Scarsdale, Rothmans, and Wilson & Son Jewelers — have partnered in a Shop & Share event to benefit The Sharing Shelf of Family Services of Westchester, a children's clothing bank for Westchester children. The event will take place Wednesday, Nov. 15, from noon to 9 p.m. at I Am More Scarsdale, located at 6 Spencer Place; Rothmans, located at 6 Boniface Circle; and Wilson & Son Jewelers, located at 18 Chase Road. Ten percent of the proceeds from the day and evening will be donated to the Sharing Shelf to help keep Westchester children warm during the winter season.

Each store will feature a variety of unique brands, items and trends to kick off the holiday season. Shop during the day and/or evening, and enjoy sips from Zachys and delicacies from Cooked & Co.

"It is so rewarding to watch retailers I Am More Scarsdale, Rothmans, and Wilson & Son Jewelers partner to support the community, and we are delighted that Zachys and Cooked & Co. will enhance the event with their

"We hope the success of this event will lead to more merchants partnering with the group in the spring."

— CEO OF THE ACCELERATION PROJECT
JANE VERON

refreshments. In our Buy Local report, TAP recommended collaboration amongst business owners, and we commend Scarsdale merchants for embracing this best practice. We fully support such a meaningful cause which will add vitality and help make Scarsdale Village the thriving place our consumers all desire," said Jane Veron, CEO of The Acceleration Project, and Scarsdale village trustee and Chamber liaison. "We hope the suc-

cess of this event will lead to more merchants partnering with the group in the spring for their next planned charitable event."

"This fall, we've seen a noticeable rise in requests for winter clothing, with more than 600 requests coming from local school children. We can help these children only with the broader community's support, including philanthropic-minded local businesses like I Am More Scarsdale, Rothmans, and Wilson & Son Jewelers," Deborah Blatt, program director of the Sharing Shelf of FSW, said. "The proceeds from this event will help us to provide winter essentials to Westchester children who need it most, allowing them to feel valued and ready to learn."

Zachys will provide an assortment of wine and spirits at the retail locations. Cooked & Co. will supply the food. "We are happy to support such an important cause. We will be re-opening in January and are excited to announce the addition of Cooked and Co. The Restaurant," said Herb Lindstrom, owner of Cooked and Co.



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