Community
Wi-Fi
Program

The community Wi-Fi program is a grassroots, non-profit effort to create public Wi-Fi zones that benefit the community, local business and help connect the unconnected.

PROGRAM GOALS

▶ Bring free and easy-to-use Wi-Fi to visitors and residents

▶ Bridge the digital divide with pervasive Wi-Fi access

▶ Give community organizations a tool to create brand recognition, engage with visitors, and drive economic vitality

▶ Promote local commerce and build customer loyalty

WHAT IS A COMMUNITY WIFI ZONE?

A group of hotspots that work cohesively to create a free public WiFi network, supply meaningful metrics and act as a digital billboard throughout a geographic area.
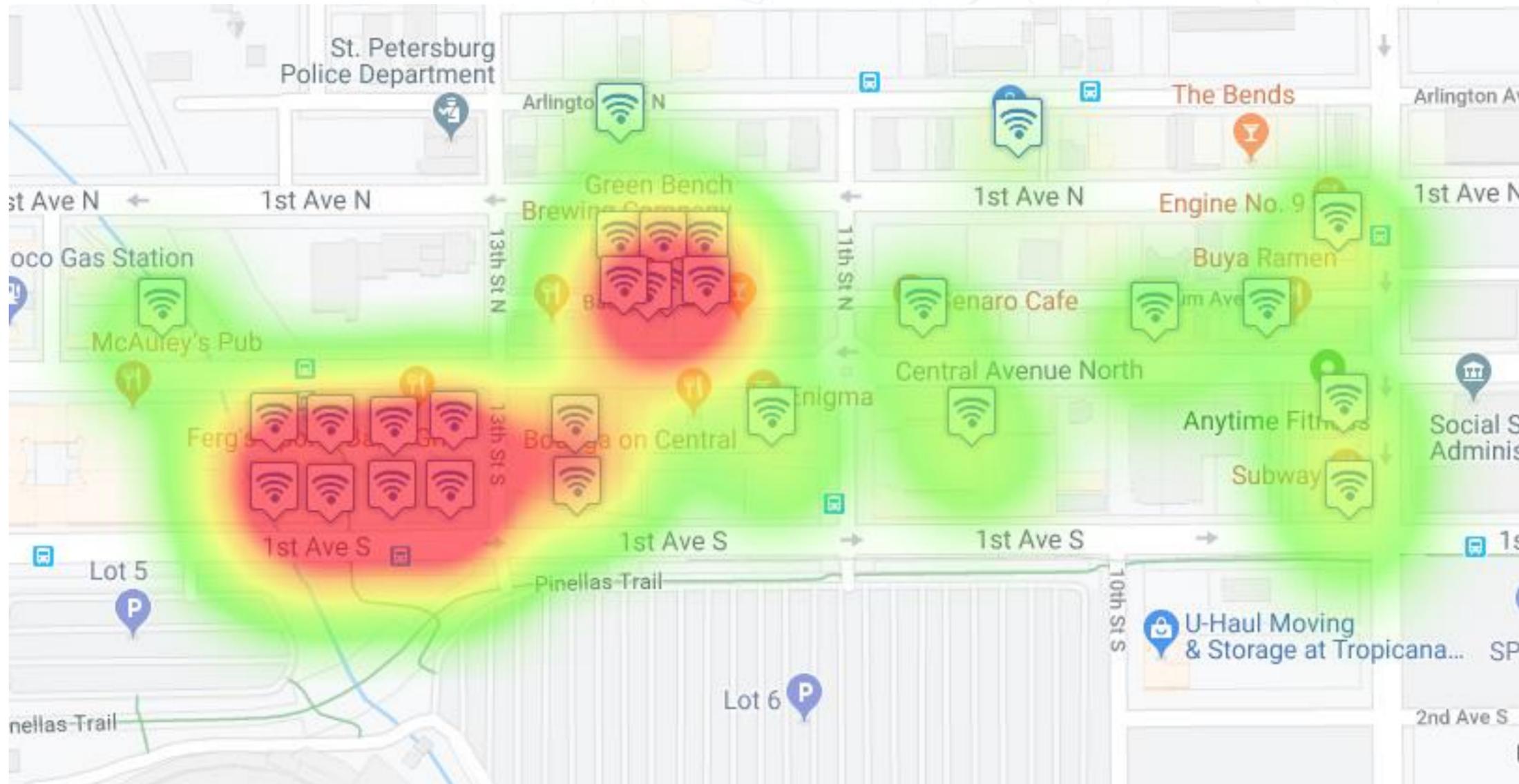
A COMMUNITY PROGRAM THAT MAKES A DIFFERENCE

✓ **Residents & Visitors**

✓ **Community Associations**

✓ **Local Businesses**

✓ **Corporate Sponsors**

VISITORS & RESIDENTS

PUBLIC WIFI CHALLENGES

▶ Multiple WiFi networks throughout the district
▶ Required to get passwords from venues
▶ Lack of trust or security on the networks
▶ Economically challenged can't access

PROGRAM SOLUTION

▶ A single, pervasive network through the zone
▶ Easy to access the Internet
▶ Users will more likely trust a recognized network
▶ Bridging the digital divide throughout the district

COMMUNITY ASSOCATIONS

PUBLIC WIFI CHALLENGES

▶ Difficult to measure foot traffic

▶ Unable to analyze flows and trends

▶ Branding and differentiation from other districts

PROGRAM SOLUTION

▶ Actively engage with district visitors

▶ Access a new set of real-time analytics

▶ Measure traffic patterns and

▶ Evaluate event success

LOCAL BUSINESSES

PUBLIC WIFI CHALLENGES

► Lack of control over guest Wi-Fi usage

► Security concerns with back-of-house systems

► Passwords are a hassle

► Difficulty capturing guest analytics

PROGRAM SOLUTION

► A more secure guest WiFi network separate from back-of-house-systems

► Save staff time with no need for passwords

► Control the usage and block unwanted guests

► Capture analytics and remarket to customers

BUSINESS SPONSORS

PUBLIC WIFI CHALLENGES

▶ Lack of billboard space in local communities

▶ Challenge to target specific audiences within geo-targeted areas in a community

▶ Need to prove ROI

PROGRAM SOLUTION

▶ Digital billboard with one-to-one engagement

▶ Ability to geo-target mobile district audience

▶ Attribution; Access detailed reporting to prove ROI

HOW IT WORKS

## The program starts with selecting host locations.

Hosts are businesses where people naturally gather and have a high dwell time – coffee shops, restaurants, salons, and so on. These district businesses share their internet connection with our Wi-Fi equipment.

HOW IT WORKS

Visitors will be asked to share information when connecting to Wi-Fi.

Visitors will be presented with branding and any other district messaging and data will be shared with the district to market upcoming events and to promote the district.
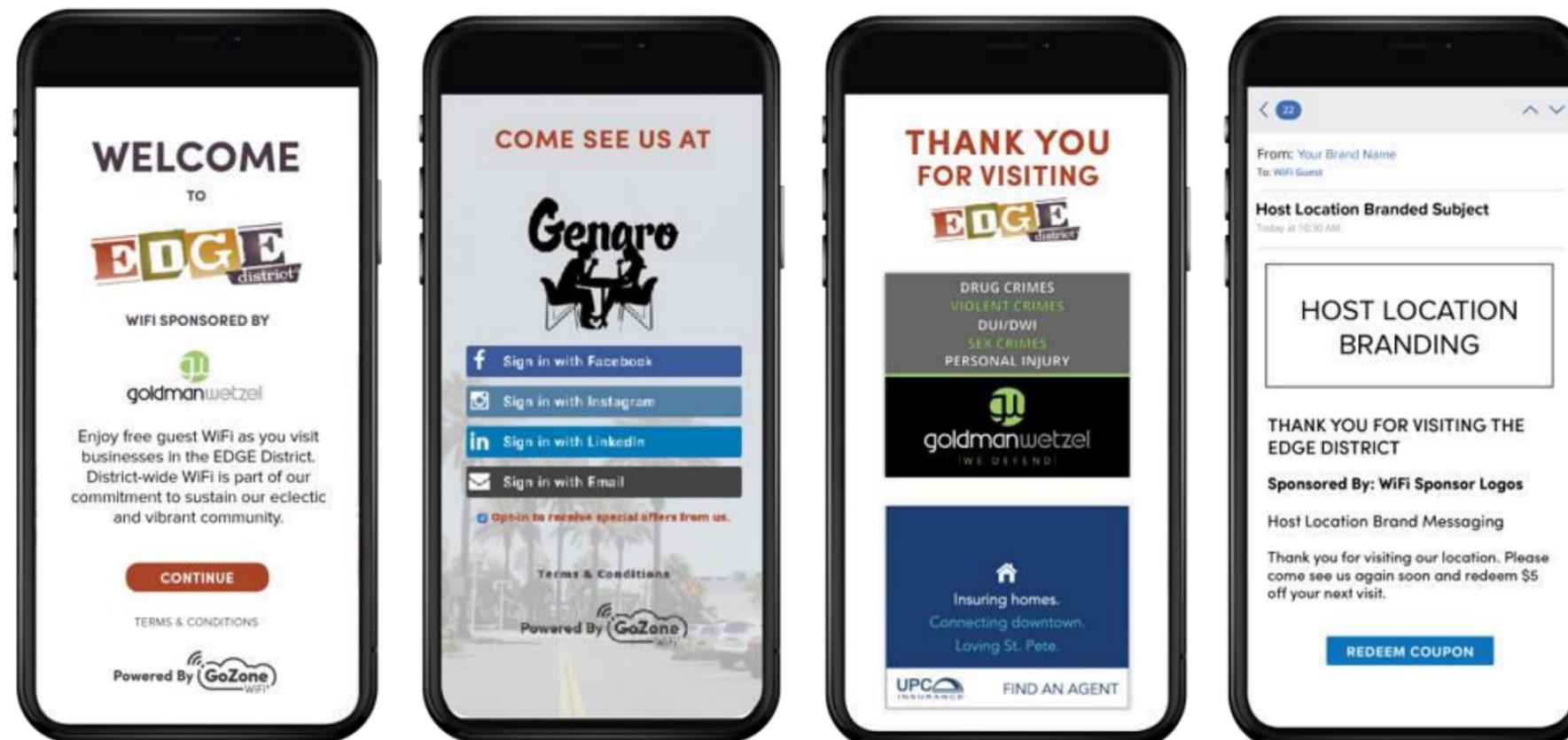
HOW IT WORKS

District will have access to marketing tools and traffic analytics

The district will have access to powerful marketing features to engage with visitors to promote upcoming events, collect survey information, distribute coupons and share district news.

THE EDGE DISTRICT

▸ Launched April 2019

THE DEUCES LIVE DISTRICT

▸ Launched July 2019

PROPOSAL

Fees are used to cover capital and on-going operational costs to create and manage the network and train stakeholders.

- $1,000 per Hotspot Annually
  - Each Hotspot Averages 5,000 Guest Connections Annually
- Estimated Five Hotspots per City Block
- $20,000 Minimum Investment to Launch a new zone

SPENDING

- ■ WiFi Equipment
- ■ Software Licenses
- ■ Training
- ■ Administration
- ■ Marketing
- ■ Maintenance
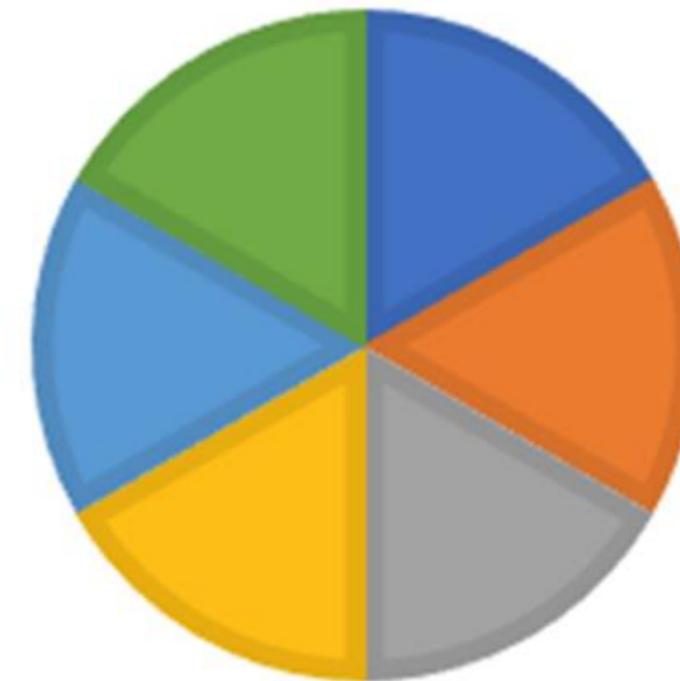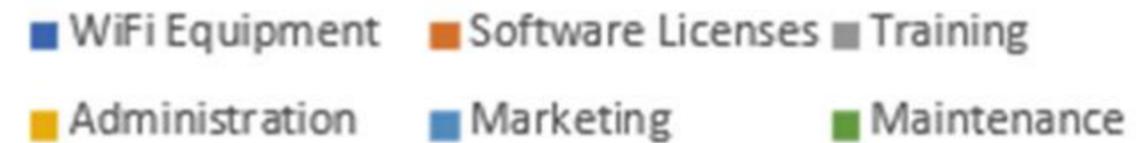
Questions?

Let's talk.

Erik Strom, Executive Director, Community WiFi
erik@gozonewifi.com | 727.314.6910

SPONSORSHIP OPPORTUNITY

WHY SPONSOR COMMUNITY WIFI?

Build Community

Support a foundational program to build community and drive economic vitality

Create Brand Awareness

One-to-one engagement with community residents and visitors

Engage Targeted Audience

Send targeted loyalty campaigns with detailed analytics and reporting

BRANDING OPTIONS

▶ Branded WiFi Login Page

▶ Display Ads on WiFi Landing Page

▶ Automated Emails with Branding

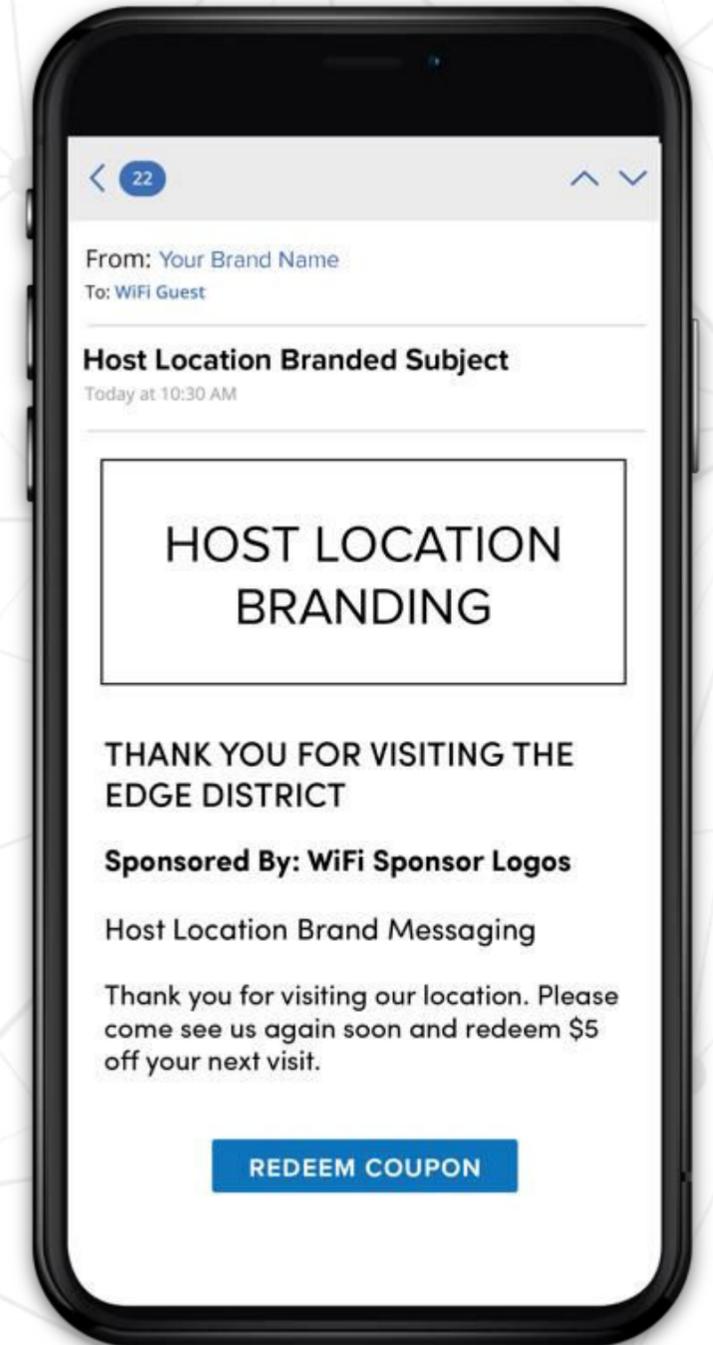▶ Advertising Dashboard Access with Detailed Campaign Reporting

SAMPLE USER EXPERIENCE

Branded WiFi Login Page

Hotspot Location WiFi Splash Page

Sponsor Display Ads on Landing Page

Triggered Branded Emails

SPONSORSHIP OVERVIEW

Reach a vibrant mobile community with community WiFi Sponsorship

✓ 1-Year Community WiFi Sponsorship

✓ Branding on WiFi User Experience

✓ Sponsor Logo Displayed in Automated Emails Sent to First-Time WiFi Guests

✓ Brand Included in All Related Press Announcements

✓ Access to Advertising Dashboard for Campaign Analytics

THE INVESTMENT

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