



Flowbird App Pricing Proposal for the Borough of West Chester

Proposal Date: June 20th, 2024
Project Name: Flowbird app expansion
Client Contact: Ramsey Reiner

Prepared by: Butts Ticket Systems
Email: Mitch@ButtsTicket.com

Flowbird App Pricing:

Proposed Transaction Fee -

\$0.25/Transaction to the end user.

Proposed Processing Costs:

To be negotiated between the Borough and a processor of their choosing.

- Client will act as the Merchant of record and be able to pick a processor of their choosing. Flowbird and Butts Ticket will have no associated gateway fees. Thus allowing the Borough to shop around and pick a processor that suites the Borough's needs best.

The Following is included at no cost:

- Setup and Implementation
- All initial signage and decals
- Ambassador Program (Flowbird representatives on site at program launch to hand out flyers and talk to downtown businesses)
- Hosting and Maintenance
- Call center and customer support from both Flowbird and Butts Ticket
- Social media, PR, standard marketing and advertising for program launch
- Seamless integration with Flowbird kiosks
- Uses the same back office as Flowbird kiosks for reporting (consolidates your vendor portals)
- Flowbird Rate Engine (Uses the same tool to push rates to the Flowbird kiosks. Rate changes can be made at kiosks and app in one motion)
- Integration with United Public Safety/T2 enforcement (already in place)
- Pay by Text and QR code payments
- 5% Flowbird Kiosk discount