



Know every guest at CityPlace

A low-friction pass that turns anonymous footfall into known, engaged members

OVERVIEW

CityPlace at a glance.

District

72-acre mixed-use district in downtown West Palm Beach, owned and managed by Related Ross.

Retail & dining

~600,000 sq ft, 60+ shops & restaurants. Anchors Publix, LA Fitness, Equinox; flagship RH; Eatly; Crate & Barrel, Lululemon, Sephora.

Residential

~600 condos plus The Laurel's 322 luxury rentals, with thousands more units in the pipeline.

Office (Wall Street South)

360 Rosemary (105% leased: Goldman Sachs, JPMorgan, BlackRock, Point72); One Flagler (95% leased: Wells Fargo, GoldenTree); CityPlace Tower.

Events & hotel

750+ events in 2025, many run by Related Ross; 400-room Hilton adjacent.



Sources: [Wikipedia](#) · [Commercial Observer](#) · [Palm Beach Now](#)

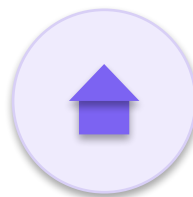
Three audiences, each known to a different degree.



VISITORS

4M+ / year

Partly known: some captured via the Rewards app and event or marketing sign-ups, but most stay anonymous.



RESIDENTS

~900 homes

Known: identified through leases and the Related Life app.



OFFICE WORKERS

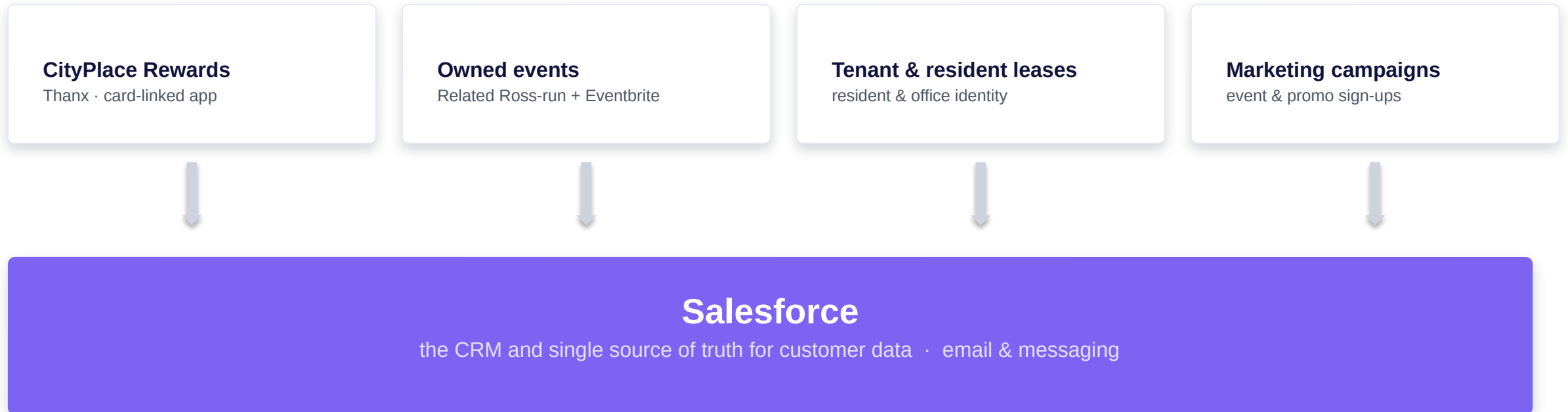
~6-8k → 20k+

Mostly unknown: a fast-growing, high-value group with no dedicated touchpoint today.

Office-worker headcount is our estimate from office square footage; confirm with Related.

Sources: [Palm Beach Now \(4M\)](#) · [The Laurel](#) · [Related Ross](#)

Your current stack. Real capture today, but uneven.



Capture already happens from several sources — but it is uneven and mostly post-hoc, and whole audiences (office workers, most visitors) are never identified.

A blind spot in a strong stack.

CityPlace already runs a sophisticated marketing platform, with a rich, data-driven experience for the guests who join the app. **The blind spot is the gap between the 4M who visit and the few who ever become known.**

1

Limited visibility of visitors and guest activity

4M+ visitors a year, yet office workers are largely invisible and most shoppers remain anonymous — only those who adopt the app are known.

2

A high-friction route to becoming known

Identifying a guest means downloading an app and linking a card, which realistically captures only a single-digit slice of footfall.

3

Limited ability to attribute marketing to outcomes

Events, offers and programs run continuously, but there is little line of sight from spend to the visits and sales they drive.

That gap is what we fill: *a low-friction way to turn the people in the district into known, reachable, measurable members.*



LAVA is a full real-time engagement platform.

It all starts with the Pass.

Moments

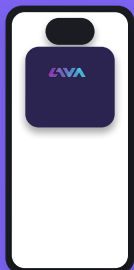
In-moment offers · POS experiences · surprise & delight · gamification

Membership

Profiles & identity · tiers & VIP · clienteling · loyalty

Marketplace

Branded experiences · sponsorship · brand currency · content

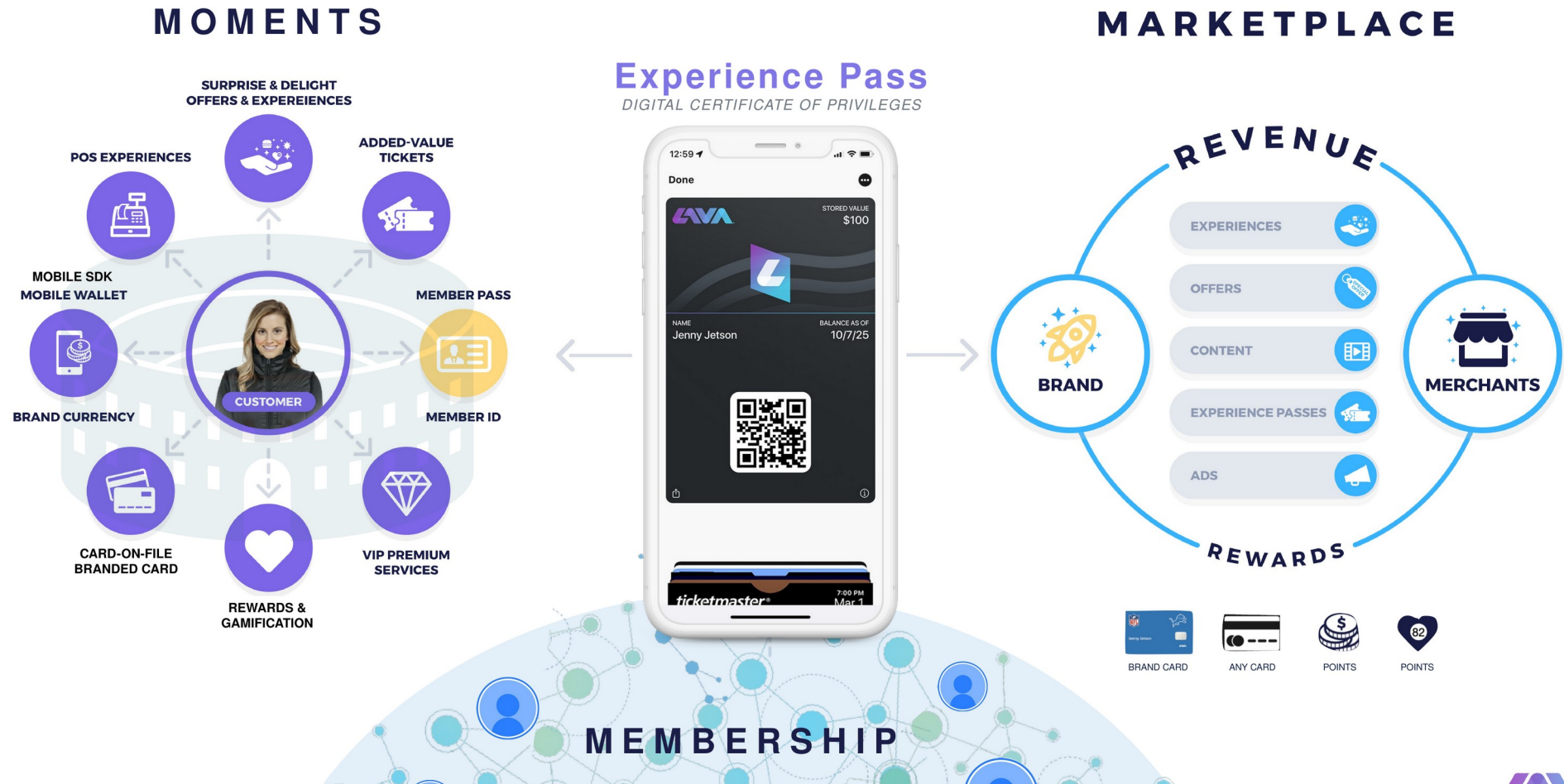


The Experience Pass

Where we start with Related Ross. A low-friction wallet pass that turns visitors, residents and office workers into known members — and opens the door to everything above.



The Experience Pass, and everything behind it.



We start with the Pass for Related Ross; Membership and Marketplace are the roadmap.

Where we'll sit in your stack.

LAVA can operate at every layer. With the Pass, we start at the low-friction touch points.

Low friction

Marketing campaigns & events
ephemeral, low friction

LAVA passes
evergreen · always-on · low-friction

High friction

Rewards app
deeper & richer data, higher friction

Ephemeral

Always-on

The Pass is the always-on, low-friction layer — it sits above the app and feeds it.

Known customers, a new channel, and proof it worked.



Convert more visitors into known customers

The Pass is a low-friction touch point: no app to download, customizable per segment, easy to spin up and retire. The ease of a marketing campaign with the evergreen presence of a native app.



A new channel to reach your visitors

Send push notifications straight to the Pass — no app installed. And multiple passes on one person give you richer cross-sell data.



Close the loop on your campaigns

Measure the conversion on the rewards and offers you send, and finally prove what actually drove visits and spend.

One platform, a pass for every type of visitor.



Public / Summer Pass

Low-friction entry for the 4M visitors. Captures identity and feeds the Rewards app.

Resident Pass

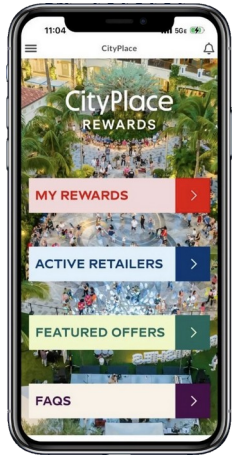
Activates residents you already know. Complements the Related Life app.

Employer cards

Goldman, JPMorgan, BlackRock offer it as a staff perk — an identity that earns special treatment and exclusive district discounts.

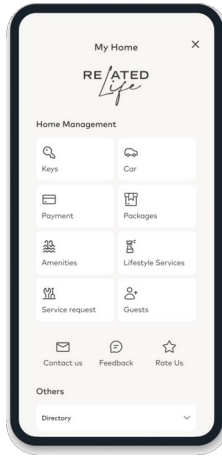
Three audiences, three passes, one system — all feeding one Salesforce profile.

LAVA extends what you already run.



Rewards app

Pass widens the funnel and feeds app adoption.



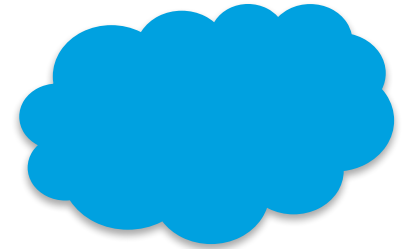
Related Life (HqO)

Resident Pass complements the home app.



Eventbrite

Event pass wraps ticketing; the attendee becomes known.



Salesforce

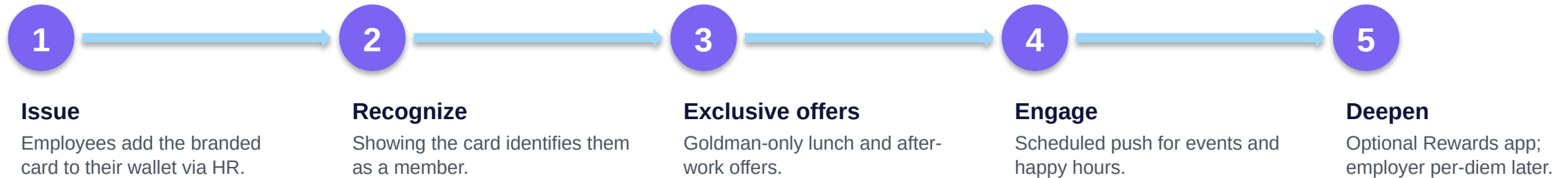
Stays the source of truth; LAVA writes back enriched profiles.

We plug into your stack. We do not replace it.

The Goldman Gold Card. A known office audience, and a perk for the employer.



An employer-branded pass issued to a building's staff as a workplace perk.



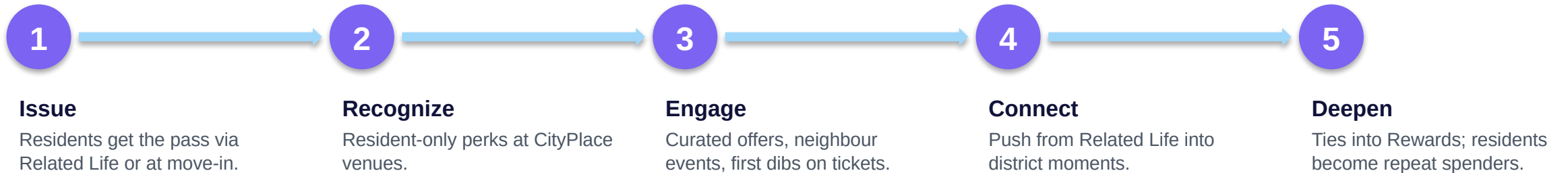
What happens with the data the unknown office segment becomes known and segmented; weekday spend begins to surface.

Outcomes a known office population, weekday engagement, and a perk that helps retain the office tenant.

The Resident Pass. Turn residents you already know into active members.



A pass for CityPlace residents, complementing the Related Life app.



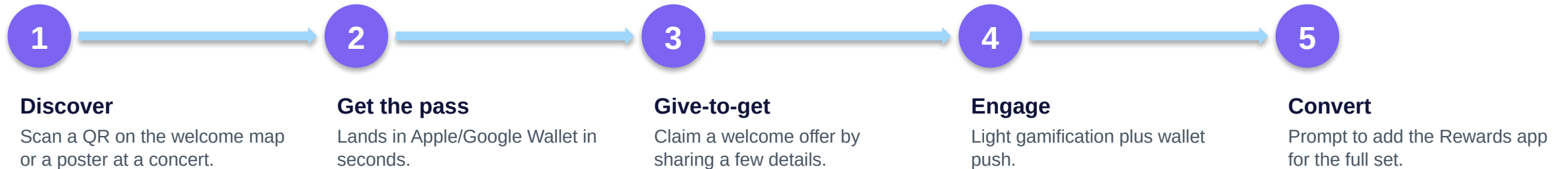
What happens with the data activates a captive, known audience commercially; resident spend enriches Salesforce.

Outcomes resident activation, district spend, stronger Related Life value.

The Summer Pass. Turn the summer crowd into known members.



A seasonal, zero-download pass promoted across the district and at summer events.



What happens with the data each holder becomes a known, segmented profile in Salesforce; engagement is tracked.

Outcomes known-audience growth, opt-in growth, app conversion. No merchant integration.

Start light, then deepen the integration.

We begin with the Pass alone — no integration. From there, each pass grows richer in data and in the privileges it can carry.

PHASE 1

Light touch — just the Pass

Capture identity and segment, enrich Salesforce, schedule push, show offers and check in at events. No merchant systems touched.

PHASE 2

Connect the systems

API integration with Eventbrite (ticketing), the Rewards App / Thanx (group rewards), and tenant POS where possible for redemption tracking. Richer, unified profiles.

PHASE 3

Deepen the privileges

Stored value and employer-funded per-diem on passes, season and cross-event bundles, and in-moment offers at checkout.

Each pass carries more data and more privileges as the integration deepens — at the pace Related Ross chooses.

Phase 1 scope, and what we need from you.

Step	LAVA	Related Ross
Setup	Stand up the environment, design the pass	Branding, registration fields, CRM access
Launch	Build pass, QR, registration page, wallet pass	Pick a pilot venue / office tenant / event
Run	Configure offers and moments, train the team	Promote, supply give-to-get offers
Measure	Provide dashboards	Review data, agree what to expand

Honest note. This is white-glove today: LAVA does setup and ongoing moment creation. Fully self-service tooling is on the roadmap, not here yet.

From blind to provable.

Today the marketing team can't tie spend to visits or sales. The Pass closes the loop — here is what we track.

Known-audience growth net new identified people by audience (visitor, resident, office).

Pass adoption passes issued vs footfall, by channel and event.

App conversion pass-holders who go on to adopt the Rewards app.

Engagement & redemption offer views, claims and (phase 2) redemptions.

Attributable visits & spend lift among known members vs baseline.

Targets are set against a baseline we capture in Phase 1. We do not import numbers from other deployments.

More known guests. More merchant spend. **More NOI.**

- Widens the known audience far beyond the app's single digits.
- Captures office workers, and hands their employers a perk that helps leasing.
- Enriches Salesforce, so marketing becomes targeted and provable.

For the business. Higher merchant gross sales flow back to Related through percentage rent, healthier tenants and stronger renewals — the NOI that capitalizes into asset value. LAVA influences the spend lever; it does not replace leasing.

THE ASK

Pick the Phase 1 wedge

A Summer Pass at one summer event, or one office building (offers only).

Then agree scope, dates and stakeholders.

Appendix

Sources

Sources.

- CityPlace district, residences, 60+ shops, history — [Wikipedia](#)
- 4M+ guests across 750+ events (2025) — [Palm Beach Now](#)
- The Laurel, 322 luxury rentals — [Related Ross](#)
- 360 Rosemary 105% leased; Goldman, JPMorgan, BlackRock, Point72 — [Commercial Observer](#)
- One Flagler 95% leased; Wells Fargo, GTCR, GoldenTree — [CoStar](#)
- 10 & 15 CityPlace, \$772M construction loan — [Florida YIMBY](#)
- Related Ross WPB build-out (~6M sq ft office) — [Related Ross](#)
- CityPlace Rewards / Thanx — cityplace.com/rewards
- Related Life / Related Connect / HqO — relatedrentals.com
- Taste of CityPlace; Eventbrite — cityplace.com/taste
- District Fit (~20,000 main-day) — [Related Ross](#)

Not publicly sourced: office-worker headcount (estimate from office sq ft) and single-digit app adoption (industry benchmark, to validate).