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Know every guest at CityPlace.

*Three journeys through the district — Sarah, Priya and Carlos,
and the platform working quietly behind every scene.*

THE RESIDENT PASS · THE GOLD CARD · THE SUMMER PASS



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One pass in the wallet turns a visitor into a member.

Every day, CityPlace hosts three audiences it can barely see: more than four million visitors a year who stay anonymous, a fast-growing office population with no dedicated touchpoint, and around nine hundred residences whose owners are known but not yet activated. The Experience Pass changes that with a low-friction wallet pass for each audience — no app required, always on, and feeding one unified guest profile in Salesforce.

The three journeys in this document tell that story the way your guests will live it. Each is written scene by scene from the guest's side; alongside the scenes, **How it works** panels show what the LAVA platform is doing underneath, tagged by delivery phase:

Phase 1 — Just the Pass. Identity, segmentation, push notifications, offers and event check-in. No merchant systems touched, and the Lava team runs setup and moment creation with you.

Phase 2 — Connect the systems. API integration with Eventbrite, the Rewards app and tenant point-of-sale where possible.

Phase 3 — Deepen the privileges. Stored value, employer per-diem and richer entitlements on every pass.

An honest note. Scenes tagged Phase 2 and 3 — stored value, automatic point-of-sale adjustment, per-diem — are roadmap, not day one. Phase 1 delivers the same stories through offers and the LAVA Redeem app, with no merchant integration required.



JOURNEY 01 • RESIDENTS

The Resident Pass

Sarah, who just got her keys.

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

- 1. Move-in day.** Sarah has just signed her lease at the CityPlace residences. She downloads the Related Life app and signs in with the credentials she's been given. The app greets her: *"Hello Sarah — welcome to CityPlace, your own private oasis. Let us show you around."*

HOW IT WORKS • P1

Sarah's profile already exists in LAVA, provisioned from Salesforce when the lease was signed. The LAVA SDK is embedded in Related Life and styled to match the app — to Sarah, it's all one experience.

- 2. The pass reveal.** Sarah scrolls to a new screen: *"You're always a VIP as a CityPlace resident. Your Resident Pass is your key to exclusive benefits across the district — residents only."* She sees the pass, branded to match the app, with an **Add to Apple Wallet** button.

HOW IT WORKS • P1

The pass template is designed once in LAVA and issued through the SDK, pre-filled from Sarah's profile. No form to complete — she's already known.

- 3. Into the wallet.** She taps the button, the pass animates into Apple Wallet and settles alongside her other cards.

HOW IT WORKS • P1

LAVA records the issuance event and writes it back to Sarah's Salesforce profile in real time. Marketing now knows exactly which residents carry the pass.

4. The nudge. Days later, Sarah is out walking in the district when a push notification arrives: "*Today only — residents get \$10 to spend at Alo when you spend \$50 or more.*"

HOW IT WORKS · P1 PUSH · P3 STORED VALUE

A Lava marketer has configured the moment in the Moment Activation Center: \$10 stored value, minimum spend \$50, expires end of day. It can go to all residents, or — with location enabled — the SDK delivers it as a geofenced alert to residents actually in the district. In Phase 1 the same nudge runs as an offer rather than stored value.

5. The balance appears. Sarah opens her wallet and her Resident Pass now shows a \$10 balance.

HOW IT WORKS · P3

LAVA updates the stored-value balance on her account and the pass refreshes immediately — sub-second, no app open required.

6. The visit. Sarah heads into Alo and finds a new gym outfit.

7. Checkout. The total is \$75. She presents her pass, the staff member scans it, and the total adjusts to \$65.

HOW IT WORKS · P2/P3

Where the tenant's POS is integrated, LAVA applies offers, stored value and discounts automatically. Where it isn't, the staff member validates and redeems through the LAVA Redeem app and adjusts the transaction manually — same journey, no integration required. Either way, the redemption writes to Salesforce in real time.

8. The moment that lands. The staff member thanks Sarah *by name*, and she leaves with a smile.

HOW IT WORKS · P1

Scanning the pass surfaces Sarah's name and resident status to the staff member — a small piece of data, a genuinely personal interaction.

What this journey proves. A captive, already-known audience is activated commercially, and every resident visit and redemption enriches Salesforce.



JOURNEY 02 · OFFICE WORKERS

The Goldman Gold Card

Priya, who works above the district.

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

- 1. A perk from HR.** Priya, an analyst at Goldman Sachs in 360 Rosemary, gets an internal email: "*Your CityPlace Gold Card — exclusive district benefits for Goldman employees.*" One tap and the gold-branded card is in her wallet. No app, no form.

HOW IT WORKS · P1

Passes are issued from the employer's staff list, or via a unique employer link. The moment Priya adds hers, she becomes a known profile in Salesforce, segmented *office worker · 360 Rosemary · Goldman* — a person who was previously invisible to CityPlace.

- 2. Tuesday, 11:45am.** Her pass lights up: "*Gold Card lunch: 15% off at Eataly's counters today, Goldman only.*"

HOW IT WORKS · P1

A scheduled push to the Goldman segment, straight to the wallet pass — a direct channel to office workers that didn't exist before, with no app installed.

- 3. Lunch.** At the counter, Priya shows her pass. The cashier scans it, confirms the offer, and applies the discount.

HOW IT WORKS · P1

The cashier validates through the LAVA Redeem app — it checks the entitlement in real time, marks it redeemed so it can't be reused, and logs the redemption to Salesforce. No POS integration needed on day one.

4. Thursday, 5:30pm. *"Gold Card happy hour — first drink on the house at the Rosemary bar, tonight."* Priya brings two colleagues. At the bar, a table card reads: *"Not got your Gold Card yet? Scan here."* One colleague scans and has the card in her wallet before the first round arrives.

HOW IT WORKS · P1

The moment targets employer segments; the QR gives colleagues a give-to-get signup on the spot. Every activation makes the perk spread itself through the building.

5. Recognition. The bartender scans Priya's card: *"Good to see you back."* Gold status, visible at a glance.

HOW IT WORKS · P1

The scan surfaces status and membership to staff — office workers get treated as regulars, because now they demonstrably are.

6. A month in. Priya's pass suggests the CityPlace Rewards app for the full set of benefits. Later phases can load employer per-diem onto the card itself.

HOW IT WORKS · P1 CONVERSION · P3 PER-DIEM

Pass-to-app conversion is tracked end to end. Employer-funded per-diem is stored value on the employer card — a Phase 3 capability, positioned as roadmap, not promised for day one.

What this journey proves. The largely unknown office segment (~6–8k today, growing toward 20k+) becomes known and segmented; weekday lunch and after-work spend starts flowing into Salesforce; employers get a perk that supports leasing conversations.



JOURNEY 03 · GENERAL PUBLIC

The Summer Pass

Carlos, who's here for one night.

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

1. Concert night. Carlos is at a summer concert on the plaza with his family. A poster by the stage: "Get the CityPlace Summer Pass — unlock the district all summer." He scans the QR with his phone camera.

HOW IT WORKS · P1

The QR opens a LAVA-hosted, CityPlace-branded signup page. Nothing to download, nothing to install.

2. Give-to-get. Name, mobile, email, zip, one consent tap — and in return, a welcome offer and 1,000 Summer Pass points. An SMS lands seconds later; he taps the link and the pass slides into his wallet before the next song starts.

HOW IT WORKS · P1

Member and pass are created in LAVA, the welcome reward is applied at issuance, and a brand-new known profile lands in Salesforce. Signup itself can trigger a real-time welcome moment. Total elapsed time: under a minute.

3. The challenge. The pass shows a summer challenge: "Check in at 3 participating stores this weekend to unlock a reward." Wandering the district, the family taps the pass at each promoted store.

HOW IT WORKS · P1

Staff scan or NFC-tap the pass through the LAVA Redeem app; each check-in advances the challenge and stamps a location visit onto the profile. Sponsors can fund the rewards — the challenge becomes a sellable asset.

4. Surprise & delight. At the second check-in the pass buzzes: *"Lemonade's on us — show this at the kiosk."* The kids are delighted; so, quietly, is Carlos.

HOW IT WORKS · P1

The Moments Engine triggers on the check-in event and updates the pass in real time. At the kiosk, staff redeem it through LAVA Redeem — no POS integration, and the reward disappears from the pass once used.

5. Season's end. Late August, a final nudge: *"Summer's nearly over — your 1,500 points expire 8/31. Here's what's on this weekend."* The family comes back one more time.

HOW IT WORKS · P1

A scheduled end-of-season moment to every pass holder who checked in this summer, configured in the Moment Activation Center by the Lava team.

6. The conversion. With the season closing, the pass makes its last suggestion: *"Keep your benefits all year — get the CityPlace Rewards app."* Carlos, who would never have downloaded an app at the concert, does it now.

HOW IT WORKS · P1 · P2 FOR THANX LINKING

Conversion from pass to app is tracked, and because Carlos is already a known profile in Salesforce, the app signup links to everything the summer captured. The pass widened the funnel; the app deepens it — exactly the coexistence story.

What this journey proves. Members of the anonymous 4M become known, segmented, consented profiles; engagement is tracked from first scan to app adoption; every offer's conversion is measurable, closing the campaign loop for the first time.

Three passes. One system. One profile.

Every scene in this document runs on the same platform: passes issued by LAVA, moments configured in the Moment Activation Center, redemptions validated in real time — and everything writing back to Salesforce, which stays your single source of truth. We plug into your stack; we do not replace it.

The Passes Resident · Gold · Summer — low-friction identity in the wallet, no app required.	LAVA Membership, moments and redemption — real-time, sub-second, at the point of experience.	Salesforce Enriched, unified guest profiles — every issuance, offer and redemption, as it happens.
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The interactive version of these journeys — with the same scenes told through scroll-driven animation and the technology layer one toggle away — is available at the link you were given, alongside this document.

Prepared for Related Ross · CityPlace, West Palm Beach · © 2026 LAVA · Confidential