



MEMORANDUM

Date: March 19, 2021
To: Deadwood Historic Preservation Commission
From: Kevin Kuchenbecker, Historic Preservation Officer
Re: Contract with Seaton Publishing

This contract is between the City of Deadwood and Seaton Publishing for creating and maintaining the kiosks at the Welcome Center and the Explore Black Hills mobile app. In 2018 an agreement was signed for a multi-year project. The proposed contract under consideration is from March 1, 2021 to March 1, 2024 for a cost of \$20,250 per year.

The kiosks at the Deadwood Welcome Center, the History & Information Center, and South Gateway provides visitors with information on various historical information, events, establishments, parking, etc. in Deadwood. The mobile app is a free app allowing the user to access some of the history of Deadwood including a general overview, Deadwood Legends, Century Award recipients, Wall of Fame recipients, past Mayors, and history videos; museums and attractions, events, entertainment, shopping, lodging, dining, trolley and transportation, recreation, and other services. This is a great tool for Deadwood's visitors and residents.



Staff is requesting the Historic Preservation Commission make a recommendation to the City Commission to enter into a four year contract, March 1, 2021 to March 1, 2024, with Seaton Publishing to continue the Welcome Center and Explore Black Hills mobile app project.

Additional Note: (04/09/2021)

A meeting was held with Seaton Publishing, HP staff and three Historic Preservation Commissioners. The following items are recommended to be added to the contract.

- Seaton to provide a detailed report with statistics/analytics for the kiosks (if available), the Explore Black Hills app and the Historic Deadwood app within the app to the Deadwood Historic Preservation twice per calendar year at a minimum.
- Deadwood Historic Preservation Commission's annual investment in the Deadwood Kiosk App and the Explore Black Hills App fully "subsidizes" the Deadwood content on each. All Deadwood businesses, entities, events, etc will be provided all-inclusive information on both, and will not be required to pay for upgraded services. Additional Deadwood information can be added unless adding it requires custom programming.

- Strike \$129 / Business per month as it is included
- Seaton Publishing continue to promote the app in tourist publications including those at the airport, through their publication Destination Deadwood, and most recently the Sturgis Motorcycle people.

Staff will garner consensus from Seaton Publishing on the additions early next week prior to the meeting.

Recommended Motion: *Move to recommend to the City Commission to enter into a four year contract, March 1, 2021 to March 1, 2024, with Seaton Publishing to continue the Welcome Center and Explore Black Hills mobile app project at a cost of \$20,250.00 per year to be paid out of the 2021 Public Education line item.*