March 1, 2021

Explore Black Hills for Deadwood Historic Preservation

Seaton Publishing and our professional tech team will continue to provide a mobile app platform and a digital kiosk platform that will include resources to meet visitor information needs and promote local business for Deadwood Historic Preservation and the new Deadwood Visitor Center. This proposal continues the current agreement with updated features from year one.

Explore Black Hills

Our digital & mobile solution includes:
- Native mobile apps for iPhones & iPads
- Native mobile apps for Android Smartphones & tablets
- Customized version for Deadwood touch-screen kiosks throughout town

This includes...
Explore Black Hills mobile app

contains information on where to eat, shop, stay and play in the Black Hills

App Features:
- Where to Eat, Shop, Stay, See & Do, Deals
- Events calendar
- Visitors- links to Seaton visitor guide magazines
- Motorcycle Touring maps with Black Hills Harley-Davidson
- Maps & Trails for hiking, biking and snowmobiles
- State & National Parks
- Local News
- Hospital & Emergency Services
- Social network sharing
- Full app automatically downloads on device, so when the user is out of cell tower range they still have access to info. App auto updates when back in range.

Deadwood App within an App:

Deadwood branded landing page in the **Explore Black Hills** mobile app suggested features and you can add more...

Custom screens to include Deadwood specific and area information:
- **Attractions**
- **Transportation**: trolley schedule, taxis, parking, tour buses
- **Shopping**
- **Dining**
- **Entertainment**: gaming, concerts, nightlife, spas & salons
- **Events**: daily, weekly, monthly, annual listings (Deadwood & area)
- **Explore**: walking tours, experiential tours
- **History**: Preservation videos, Century Awards, Wall of Fame, Deadwood legends, mayors
- **Lodging**: Hotels/motels, B&Bs, Cabins, Campgrounds
- **Recreation**: fishing, hunting, golf, health & fitness, parks & trails, rentals, excursions, winter sports
- **Services**

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Deadwood Visitor Center Kiosk version:
Includes the features listed above
- Deadwood specific and Hills-wide information
- Unlimited number of kiosks may tie into same software.

Features DHP has asked to add to the Explore App:
Basic Business Listings for all businesses provided by DHP.
- Includes business name, address, phone
- Phone call button

Individual businesses will be able to upgrade their listing with added features:
- 150 word description
- Menus
- Map locator (on mobile App only)
- Up to 3 categories
- Up to 9 business photos
- Facebook link, Twitter follow link, Website url, & email (on mobile App only)
$129 / business per month
Listings will be on Mobile Apps & Kiosk versions

Annual pricing includes:
- Deadwood History branded App within an App on Explore Black Hills mobile
- Custom designed interactive Kiosk app- available to as many locations as needed
- Includes hosting, annual rebuild, OS upgrades
- Lock down Software for Kiosk - to restrict access to just this app
- Seaton will provide Graphic Design as needed
- Seaton will manage the content for the Kiosk at no additional charge ($50/hour value)
- **Ongoing content review and refresh as needed**. Seaton will be able to manage visual refreshes to home screen and secondary screens and navigational buttons. Seaton will also manage uninstall and re-install of the kiosk mode software to implement those changes. Any additional changes will be subject to a separate content management fee.

Not included:
- Hardware requirements: 32.2 x 8.7 x 13 inches- Android Touch Screen Display by Nix Signage- $550 ea. (price may vary) Seaton can assist in purchase, but purchase decision needs to be made and paid for by DHP.
- Developer Account maintained by DHP
- Video production
- Push notifications for Events (up to 5 days prior) $129 per notification

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Annual Paid Contract
10% discount for up to four years
Year one (2021) $20,250
Year two (2022) $20,250
Year three (2023) $20,250
Year four (2024) $20,250

This agreement covers the services above for the period of
March 1, 2021 – March 1, 2024

Client: _____

Signature: _____

Title: _____

Date: _____

Seaton Publishing rep: _____

Signature: _____

Title: _____

Date: _____