

PROPOSAL #202612

April 2026

Mauston Explorer App Year 2



Objective:

- Maintain an attractive and easy-to-use way for tourists to find things to do and places to go in the Mauston Area.
- Help local businesses attract tourists to their establishments.
- Keep Mauston at the forefront of tourists' minds to encourage return visits

Strategy:

- Use App My Community to maintain an inclusive Mauston Area App.
- Promote the app to local businesses to have them participate in marketing themselves and the app, push notifications, and event promotion, and to have them market the app.

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| Cost for app hosting for one year | \$5,400 |
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- Paid directly to App My Community by GMTA

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| Project Management Cost (On The Line Presence cost) | \$13,500 |
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- Includes maintenance, continued business outreach, marketing the app, and updates to listings within the app.

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| Total | \$18,900 |
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