

2/12/25

Objective:

- Create 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 build 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.

App - Year 1

\$27,000

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- App Hosting costs of \$5,400
 - Project Management cost of \$21,600 for the first year
 - Build an app to include as many Mauston Area businesses and outdoor recreation opportunities as possible
 - Market the app and its services to local businesses
 - push notifications
 - marketing tools such as coupons and promotions
 - Market the app's other abilities to residents
 - Sign-up forms (for parades or volunteer opportunities)
 - Event Calendar
 - Interactive Map
 - Maintain the app for one year
 - Reviewing statistics: clicks, downloads, and views
 - Market the app itself to visitors, locals, and potential visitors

Ownership

The GMTA Board will maintain ownership of the App My Community App and its contents

Yearly Upkeep - not included in this quote

The projected cost of the app after year one is \$18,900

- \$5,400 for app hosting
- \$13,500 for project management/upkeep of app/continued business outreach/reviewing statistics

Thank you for your consideration!

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