

Montgomery MEDC
AGENDA REPORT

Meeting Date: October 18, 2021	Budgeted Amount:
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration and possible action to purchase subscription for custom mapping software.

Recommendation

Authorize the expenditure of MEDC funds to purchase subscription for custom mapping software.

Discussion

Mapme is a platform for the creation of map that can be used for several tourism and economic purposes that apply to the City of Montgomery and the MEDC. In using their platform to create these maps, they would be mobile device-friendly and help those using them to find what they are looking for in a quick and simple manner.

The MEDC Board previously considered this item but did not take action to approve due to uncertainty over the operation of some features. Since that time, the MEDC secured a short-term trial membership to develop a working map to test the usefulness. The MEDC has created a map that is used to link historic sites in the City for tourism use, including as a walking or driving self-guided tour. In this use, the map identifies the locations on a map that can be used to help find the location. The map pins also link to a page on the website with expanded detail information on the site. Possible future uses include expanding maps to include goat statues, restaurants, shopping locations, and festivals in future map upgrades.

The expenditure for this item would likely be around \$850-\$900 and would come from 56003.C Website in the MEDC Budget withing Category IV Marketing & Tourism.

The current map that is being used on a trial license granted by the company can be found on the City tourism website at <https://www.visitmontgomerytexas.com/walkingtour.html> This trial license will soon expire, so a subscription is needed to continue its use and expansion. A Facebook post on the newly posted map on September 4th had 118 likes/reactions, several positive comments, was shared 16 times, and reached over 4,300 people; each of which was above average for our Facebook posts.

Approved By

City Administrator	Richard Tramm	Date: October 14, 2021