

# Support your community and the Main Street Approach with the newest tools!



Economic Vitality



Design



Promotion



Organization



**MAIN STREET  
AMERICA™**

*2017 Allied Member*

**You may have considered - or even tried and disliked - apps, but it is the way that information gathering is undeniably moving.**

- **71% of all online traffic in the US comes from mobile devices**
  - **77% of people in the US own a mobile device**
  - **90% of time spent on mobile devices is within apps**
  - **1 in 10 US internet users exclusively use a mobile device**
- **60% of smartphone owners over the age of 50 download and use apps**

IMAGINE IF SOMEONE COULD ACCESS ALL OF THE INFO ABOUT YOUR COMMUNITY IN ONE PLACE! (DIRECTLY LINK TO EXISTING WEBSITES, SOCIAL MEDIA, CALENDARS, YELP/REVIEW SITES, UPLOAD MENUS, COUPONS, ETC.)

You believe in Main Street.  
You believe in your community.  
**So do we.**



**MobileTownGuide**  
[www.mobiletownguide.com](http://www.mobiletownguide.com)

**Questions? Want to learn more?**  
[build@mobiletownguide.com](mailto:build@mobiletownguide.com)  
720-577-5601

## **South Carolina Main Street Manager's Meeting Thursday, June 22, 2017**

### **Title:**

The Best of Both Worlds: Cost-effective community promotion while supporting the Main Street pillars

### **Presenter:**

Remington Rehkla works with Main Streets, Chambers, CVBs, and Downtowns around the U.S. to help create plans for how Mobile Town Guide's tools can support an individual community's growth objectives.

### **About Mobile Town Guide:**

The company's roots are in website design, and after a decade of working with a large number of towns and cities, our founder realized that community needs weren't being met with websites alone. He set out to build a set of tools that would help communities and built a team that believed in community connections, downtowns, and Main Streets.

### **We have a website, Facebook, etc. Why do we need an app?**

- You may have considered - or even tried and disliked - apps, but it is the way that information gathering is undeniably moving.
- 71% of all online traffic in the US comes from mobile devices
- 77% of people in the US own a mobile device
- 90% of time spent on mobile devices is within apps
- 1 in 10 US internet users exclusively use a mobile device
- 60% of smartphone owners over the age of 50 download and use apps
- Imagine if someone could access ALL of the info about your community in one place! (directly link to existing websites, social media, calendars, Yelp/review sites, upload menus, coupons, etc.)

### **No one knows your community better than you, so you will have full control**

- We set it up. Then We teach you how to drive these tools and hand you the keys.
- These are your tools and you have the power to use them whenever and however you want. But we're always a phone call or email away to assist - just like AAA.
- In less time than most people's morning commutes, you'll be able to update residents and visitors about what is going on in your area.
- Mobile Town Guide is an all in one community app that focuses on what YOU want. Use one tool or all of them - it's your choice.
- We make updates and add new features on a regular schedule, based on feedback and requests from our customers, so it is truly YOUR app.

### **What common issues can Mobile Town Guide address?**

- This is YOUR app
  - This app is for your community and will be the "Town of XYZ App", not just a listing in a parent directory "Mobile Town Guide App."
  - Search and find the app in the app stores with your community's name
- Small staff that is short on time
  - Takes less than 5 minutes to change the look, add new info, etc.
  - Each business/organization can be given their own login to manage their own listing. It won't fall on the shoulders of one person or organization. It's a true community effort!
- Budget restraints
  - Inexpensive product compared to print
  - Update instantly so it never gets outdated, which avoids the cost of reprints

- Qualifies to be covered by grants (tourism, history, promotion, etc.)
- Can generate revenue!
  - You control which features directory listing owners have access to - basic profile, coupons, photo galleries, events, etc.
  - You decide if there are features you will charge these users for and how much
  - Mobile Town Guide is not involved in this decision and does not take a cut
- Tourism goals
  - The app can contain any and all information that would be included in a visitor's guide
  - The events calendar shows visitors everything happening in your community at a glance
  - Walking tours of historic sites, trails, parks, and anything else you wish!
- Community awareness and/or involvement
  - News - community news and highlights
  - Push Notifications - reach all of your users in seconds to remind them of an upcoming event or make an important announcement (ie: school/road closures)
    - Communities have also used this to promote ongoing initiatives (ie: a health fact or reminder for a healthy community initiative)
    - You choose who is able to use this feature
  - User Favorites
    - This will allow users to choose their favorite listings (businesses, organizations, and locations) and events and make sure they always have the most updated information
- Supporting Local Business
  - Give all of your businesses an online, mobile presence
  - Deepen connections with the local business community
  - Consider including farmers' markets and local online vendors to provide representation for all of your local merchants, not just those with storefronts!
- Highlighting Public Spaces & Local History
  - Parks, recreation areas, lakes, historic sites, and more can be included in the directory
  - Include these items in walking tours or create tours specifically for them
  - Use the categories feature to easily separate these listings from business listings
- Does Mobile Town Guide use iBeacons? - NO
  - Personally, we don't enjoy walking down the street and having our phone alert us at every doorway to sales, specials, and information we may or may not be interested in.
  - You don't want users to get annoyed and uninstall your app.
  - With a Mobile Town Guide all of that information is present, but users choose when they see it by looking at their favorites in the app.

**We'd love to be your community support solution.**

You believe in Main Street. You believe in your community. And so do we.

**Contact**

720-577-5601

[build@mobiletowntownguide.com](mailto:build@mobiletowntownguide.com)

[www.mobiletowntownguide.com](http://www.mobiletowntownguide.com)