



UTAH HERITAGE WALKS MOBILE APPLICATION PLATFORM FOR TOURS

Starting in May 2014, Utah Heritage Foundation will offer a mobile application platform for heritage-based tours to municipalities, Certified Local Governments/Preservation Commissions, and other organizations. About one year ago, we made an internal decision to move our printed tour brochures to a mobile format in order gain efficiency in reaching existing and new audiences for a lower cost, while keeping up with new technological innovation. In addition to our own materials, we're making the mobile format available to the public. Building on the strength of tours statewide, Utah Heritage Walks has the potential to be *the mobile app* that is accessed when people want to go on a heritage-based tour.

DETAILS

- Mobile app will be available for use on smart phones and tablets and can be downloaded for both Apple and Android operating system devices.
- There will be no cost to the public to download the app or specific tours within the app.
- Utah Heritage Foundation will keep your tour live and functional for a minimum of 2 years, allowing us to move platforms if necessary to keep current with technology. Your cost includes one update within two years. Multiple updates and updates beyond two years will be priced on case-by-case basis.

BENEFITS

- Competitive development cost when compared against a custom-designed application
- Provides a one-stop resource for tours statewide through aggregation
- Provides a streamlined method to keep up with technology
- Can apply to either a group of buildings or sites, or to one property with more detailed stops (i.e. a mobile app tour of the Kearns (Utah Governor's) Mansion with information about each room)
- Professional staff at Utah Heritage Foundation dedicated to the project
- Developing a mobile tour is CLG grant eligible

REQUIREMENTS

Minimum required for the tours includes:

- Introduction to the tour
- Information specific to each stop
- One photograph per stop (maximum five photographs per stop)
- Tour map (not linked to GPS)

Options to include at no additional cost:

- Audio for each stop
- Space to recognize sponsors and/or funders

COST

For one tour of up to 10 stops:

Current photos	100 + travel
Historic photos	200 + travel
Yearly fees	300
<u>Production</u>	<u>1,900</u>
TOTAL	2,500 + travel (if needed)

For one tour of up to 20 stops:

Current photos	200 + travel
Historic photos	400 + travel
Yearly fees	300
<u>Production</u>	<u>3,100</u>
TOTAL	4,000 + travel (if needed)

AUDIO GUIDELINES

- Client will provide Utah Heritage Foundation with a draft script for review and comment to ensure accuracy and professionalism.
- Client will provide Utah Heritage Foundation with a produced mp3 file for each site that follows the script.
- Length of audio track is strongly recommended to be between 30-90 seconds each and not repeat the written text for the stop.

ADDITIONAL CONSIDERATIONS

- Tour coordination and upload will be scheduled based on order of receipt.
- There is an expectation that the client will provide accurate information that is presented professionally.
- Utah Heritage Walks is sized for a smart phone. While the app will be available for download on a tablet, it will need to be enlarged by the user for full screen viewing.
- Your tour will stay live as long as Utah Heritage Foundation continues to contract for service through mytoursapp.com.
- For purposes of this project, "site" is defined as a building, structure, monument, or historic or prehistoric archaeological location. Markers for sites that have been demolished will not be included.

SIGN UP TODAY!

To make an inquiry, receive a demonstration, or sign up contact Alison Flanders, Public Outreach Director, at alison@utahheritagefoundation.org or (801) 533-0858 ext. 101.