



## Preservation Utah Tours App

Preservation Utah offers a mobile application platform for heritage-based tours to municipalities, Certified Local Governments/Preservation Commissions, and other organizations. 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, Preservation Utah Tours has the potential to be the mobile app that is accessed when people want to go on a heritage-based tour.

### DETAILS

- The app is available for use on smart phones and tablets and can be downloaded to both Apple and Android operating system devices.
- There is no cost to the public to download the app or specific tours within the app.
- Preservation Utah will keep your tour live and functional for a minimum of two 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 a 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 Preservation Utah 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
Production	\$1,900

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TOTAL	\$2,500 + travel (if needed)
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### For one tour of up to 20 stops:

Current photos	\$200 + travel
Historic photos	\$400 + travel
Yearly fees	\$300
Production	\$3,100

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TOTAL	\$4,000 + travel (if needed)
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## AUDIO GUIDELINES

- Client will provide Preservation Utah with a draft script for review and comment to ensure accuracy and professionalism.
- Client will provide Preservation Utah 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.
- Preservation Utah Tours is sized for a smart phone or tablet.
- Your tour will stay live as long as Preservation Utah 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 Liz Joerger at [liz@preservationutah.org](mailto:liz@preservationutah.org) or David Amott at [david@preservationutah.org](mailto:david@preservationutah.org) or call the office at (801) 533-0858.