



## **The City Of Sparks Mobile App Summary**

### **What is a Mobile Application?**

Also called mobile apps, it is a term used to describe application software developed to run on smart phones and other mobile devices. Mobile applications usually help users by connecting them to internet services more commonly accessed on desktop or notebook computers.

Generally, it helps users by making it easier to use the internet on their portable devices. These applications are either pre-installed on phones during manufacture, or downloaded by customers from various mobile software distribution platforms including: iOS (Apple), Android, BlackBerry, etc.

### **The City of Sparks, Nevada Mobile App**

The City of Sparks now has the only official city-affiliated mobile app in the State of Nevada. The City of Las Vegas has a mobile site you can access and currently has hundreds of private sector or non-official city apps for visitors and services but has not developed an official city app. The launch of the official City of Sparks Mobile App aligns with Sparks' marketing plan and city slogan of "It's Happening Here!" – providing a tool for visitors and residents alike to access information on special events and happenings in the City of Sparks.

### **App Description**

The City of Sparks, Nevada app is your official "It's Happening Here!" source for information on special events, hotels, restaurants, shopping, places of interest, city event venues, city resources, area map, weather and even augmented reality designed to show places of interest using the phone's camera. The City of Sparks app focuses on the visitor. Users can find information on special events including John Ascuaga's Nugget Best in West Nugget Rib Cook-Off, Star Spangled Sparks, Hot August Nights, Street Vibrations and one of the largest Farmer's Markets in the west. Stay updated with Sparks news, city softball and tournament information and submit Citizen Requests to report incidents. Get directions with the area map with pin-points for city venues and locations that showcase the best that Sparks has to offer.

### **App Features**

- Visiting Information: Restaurants and dining, shopping locations, family-friendly venues, events, nightlife/bars, hotels/casinos
- Information on upcoming special events
- Around Me – Augmented reality using geo-tracking points of interest based on your current location and using the camera feature of your phone
- Sparks softball standings and tournament information
- Area map
- Weather



Page 2 - Mobile App Summary

- Sparks news
- About Sparks
- Citizen Requests to request city services or connect to your city government
- Facebook check-in and status posts
- Twitter feed
- Flickr and YouTube
- Contact City Government officials and City of Sparks services

**The City of Sparks, Nevada Mobile App – Total Cost**

One-time development fee . . . . .	\$15,000
Ongoing monthly hosting, support and maintenance . . . .	\$200 / month = \$2,400*
Total App expense . . . . .	\$17,400

\*Once the App is launched, ongoing support will be provided for a fee of \$200 per month for one calendar year. Sparks will have the option to extend/renew the monthly maintenance and hosting agreement at any time.

###