



**CITY OF PACIFIC GROVE**

**Community & Economic Development Department**

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**Attachment B**

**MEMORANDUM**

**TO:** Members of the Economic Development Commission

**FROM:** Mark Brodeur, Director, Community & Economic Development Department

**RE:** Decision on iTour App

**DATE:** February 9, 2017

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**Introduction:**

Last year, the Director sought direction on whether the Economic Development Commission was interested in pursuing the iTour App for Pacific Grove. The iTour App is a smartphone application that visitors could download for free to receive a tour that the Commission felt could improve economic development in the City.

**Background:**

An iTour is an internet-enabled tour of a building, campus, region or city. Typical iTours include multimedia presentations such as interactive maps, streaming video of selected sites, immersive 360 degree panoramic photographs, audio podcast, photographs, and other media.

iTours typically use mp3 technology. A user, usually a tourist, visits a website on the Internet and downloads an audio tour of an area the tourist is interested in. This audio tour is loaded onto a portable electronic device, such as a digital audio player, a cell phone, or other portable electronic device. The user then listens to the audio tour while walking or driving through the area being described on the audio tour. The audio tour may also be accompanied by a downloadable map or other written explanation going with the audio tour.

The iTour media permits the user to skip ahead to other tracks if not interested in the present subject being described, or to listen to a supplementary track providing further information about the subject being described.

The iTour application was introduced to the City of Pacific Grove through the Monterey County Convention & Visitors Bureau (MCCVB) at a discounted price of \$500/year.

**Questions:**

The Director asked the iTour App developers some questions. Here are the answers.

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1. How much does it cost the City to have an iTour app?

*Our standard option is five experienced for \$330 per month, paid on an annual basis. Tours can be integrated into an existing mobile application for use there, in addition to the itour app. However, I believe you all have a unique arrangement that Michele put together. (Yes, \$500/year)*

2. Is this an annual or one-time fee? What does it cover? Setup? Design?

*It is an annual fee that covers access to create your digital experiences. **We can do setup and design for an additional price.** The full requirement is quality photos, audio (voiceover), the experience you want to create, any locations you want us to include, and a route order if you have a preference in start/stop locations.*

3. Does the "user" that downloads the app charged anything?

*No. The app is free and the experiences our clients have are free to them. It is possible to charge for experiences within the app.*

4. How many iTour apps have been downloaded in the State of California?

*We cannot track city/state specific information on this level.*

5. How many iTour locations are there in California?

*There are 12 experiences in California:*

*Hollywood Tour*

*True Blood*

*Fight Club*

*The Big Lebowski*

*Back to the Future*

*Haunted San Francisco*

*Los Angeles Ghost Tour*

*San Francisco Tour*

*Santa Monica Tour*

*SF Chinatown Walk*

*San Diego Gaslamp*

*Historic Monterey*

6. How many iTour locations are there in the USA?

7. I downloaded iTour to my phone. It was free. Is that always the case? Free to the use?

*Yes, the app will always be free to use. We want to be seen as the platform that places can use to create and distribute a fun, educational, and/or informative experience to people.*

*There are options to subscribe or purchase some content in the app, but the app and the tours created by our clients remain free.*

8. Once the iTour is setup and established, can the City modify content without incurring fees?

*Yes, all changes can be made at any time, and take effect immediately. You can make as many changes as you'd like without incurring any fees.*

*Next year, we're making some big changes that will make iTour more effective in tourism and economic development. We will create virtual games (think augmented reality, Pokemon Go) that adopt a narrative to take visitors through an adventure, and present them with choices and questions along the way that determine their path. Your visitors will earn points and enjoy a new level of interaction.*

**Conclusion:**

If the Economic Development Commission decides to move forward with this idea, then the members of the Commission should be prepared to discuss what kind of tour we want and what is should highlight. Budgetary accommodations should be made for the development of the app beyond the \$500/year fee. The Commission should also allocate an annual marketing budget. There is a Pacific Grove app already and it failed miserably because there was no direct or indirect marketing of the product. The list above suggests that Monterey has a historic tour app but a brief search on the internet turned up nothing. It appears that the Aquarium has two MP3 audio tours but they are not iTour applications.

Please be prepared to offer your suggestions at the meeting.