



STAFF REPORT

HISTORIC PRESERVATION COMMISSION MEETING DATE: 07/22/15

DEPARTMENT: PLANNING

ITEM DESCRIPTION: For possible action regarding possible improvements to and expansion of the Historic Preservation Commission public outreach program, All Wards

BACKGROUND

- 12/12/05 Las Vegas Centennial Commission approved funding of \$75,000 from Centennial Legacy funds, "History Grant" for historic preservation to be administered by the HPC.
- 03/22/06 HPC approved acceptance of Legacy funds from Centennial Board.
- 10/04/06 City Council approved Memorandum of Understanding by and between the Las Vegas Centennial Commission and the city of Las Vegas on behalf of the HPC for a grant in the amount of \$75,000 to be administered by the HPC for specified historic preservation projects.
- 02/20/13 City Council approved the first amendment to the amended and restated Memorandum of Understanding (MOU) by and between the Commission for the Las Vegas Centennial and the City of Las Vegas on behalf of the Historic Preservation Commission.
- 01/22/14 HPC approved the HPC Centennial Legacy Budget (HPC-52545).
- 05/28/14 HPC approved (HPC-54140) amendments to the First Amendment to the Amended and restated Memorandum of Understanding between the Commission for the Las Vegas Centennial and the City of Las Vegas.
- 06/25/14 HPC approved (HPC-54502) for the reallocation of \$25,000 of the Historic Preservation Commission funds for small grants, and to supplement the 2014 Historic Preservation Fund grant with the remaining balance.
- 06/25/14 HPC approved (HPC-54503) to amend the First Amendment to the Amended and Restated Memorandum of Understanding between the Commission for the Las Vegas Centennial and the City of Las Vegas to increase the Historic Preservation Commission budget to \$100,000, approval of specific projects to be funded by this amount and amend approved project categories to include education and public outreach.
- 03/25/15 HPC approved (HPC-58299) to expand public outreach activities on behalf of the Historic Preservation Commission to include social media.

ANALYSIS

At the June 24, 2015 HPC meeting, the commission requested a review of all current public outreach programs, and to explore the possibility of expanding the commissions outreach efforts to social media, such as developing an app for mobile devices.

City of Las Vegas Historic Preservation Webpage

Currently, Historic Preservation has a webpage within the City of Las Vegas' website located at: <http://www.lasvegasnevada.gov/hp>.

The current webpage provides links to the current and past editions of the *Historic Connection Newsletter* publication; an interactive map where visitors are able to view the location of the different historic sites on a map and take a virtual tour of each with an historical narrative and images; as well as links to the different historic locations brochures such as Berkley Square and Woodlawn Cemetery. In addition to viewing the above mentioned materials on the web, visitors are also able to print pdf versions of the maps, brochures, and newsletters if desired. While the current webpage is viewable from a mobile device, updates are in progress to streamline the webpage in order to make viewing the webpage from a mobile device even easier.

Historical Maps currently available on the webpage:

- Las Vegas Historic Properties and Districts
- Las Vegas High School Neighborhood Historic District
- John S. Park Neighborhood Historic District
- Las Vegas Historic Sites Interactive Map

Historical Brochures currently available on the webpage:

- Berkley Square
- Guide to Historic Las Vegas
- Historic West Las Vegas
- John S. Park Historic District Walking Tour
- Las Vegas High School District
- Pioneer Trail
- Woodlawn Cemetery

Brochure Inventory Count			
Brochure	Number of Brochures in Stock	Cost to Print	Update Required*
Berkley Square	25	8 ½" x 11", double sided, color prints, are approximately \$500 - \$600 per 1,000	No
Guide to Historic Las Vegas	0		Yes
Historic West Las Vegas	215		Yes
John S. Park Historic District Walking Tour	120		Yes
Las Vegas High School District	1000		Yes**
Pioneer Trail	300		Yes
Woodlawn Cemetery	600		No

ACTION ITEM 6: HPC-59998

* Brochures in need of update will require a member of staff to perform a survey before the brochures and website can be updated.

**Survey has been performed; brochure and website need to be updated.

Staff has consulted the City of Las Vegas Department of Information Technology (IT) in regards to possibly building and maintaining a Historic Preservation application (“app”) for mobile devices. The City currently has an app that could possibly be updated to include the same information and interactive capabilities that the current Historic Preservation webpage now offers in an app format that could be downloaded onto a mobile device. Staff is researching the possibility for the Historic Preservation Office to develop their own app using a private sector company for development and maintenance.

Private App Developer Companies

Below is a brief overview of some of the app builder companies and their fees.

Apple Apps

Developing, maintaining and publishing an app through the Apple App Store requires an Apple Developer account and a membership in the iOS Developer Program. The app also needs to meet Apple's App Store guidelines and be approved by the Apple team during a review process that can take 1 – 3 weeks. The Apple App Store charges a \$99 annual developer fee and Google Play charges a one-time fee of \$25.

Appy Pie

<http://www.appypie.com/?gclid=CKfL7qjNt8YCFc5lfgodbNgCcQ>

Appy Pie App Builder Plans			
Free	Basic	Gold	Platinum
Free	\$7 a month	\$19 a month	\$33 a month
Free	Billed annually (or) \$12 a month	Billed annually (or) \$25 a month	Billed annually (or) \$40 a month
N/A	Life Time Basic Subscription for a one- time fee of \$499	Life Time Gold Subscription for a one- time fee of \$999	Life Time Platinum Subscription for a one-time fee of \$1499
<i>*Appy Pie offers 15 day money back guarantee on all monthly paid plans.</i>			

iBuild App

<http://ibuildapp.com/>

iBuildApp Builder Plans		
Basic	Business	Enterprise Agency
\$11.99 a month (Billed Annually)	\$23.40 a month (Billed Annually)	\$59.40 a month (Billed Annually)
<i>*Get Enterprise plan for a one time fee and never pay a monthly fee again: limited time offer of \$999</i>		
<i>*iBuildApp offers a 15 day money back guarantee.</i>		

Appmaker<https://www.appmakr.com/>

Appmakr Builder Plans	
App Basics	App Pro
\$1/month	\$9/month
\$12 billed annually or \$2 billed monthly	\$108 billed annually or \$12 billed monthly

Infinite Monkeys<https://www.infinitemonkeys.mobi/index.php>

Infinite Monkeys Builder Plans	
App Basics	App Pro
\$1/month	\$9/month
\$12 billed annually or \$2 billed monthly	\$108 billed annually or \$12 billed monthly

Metova<http://metova.com/ios/?k=%2Bcreating%20%2Biphone%20%2Bapp&matchtype=b&device=c&pos=1t3&gclid=CPer2vzct8YCFc5lfgodbNgCcQ>

Metova designs and develops custom iPhone and iPad applications. Metova's iOS developers work with you, the client, to develop an application customized for your organization. The cost estimate for Metova to build an application for the Historic Preservation office would be approximately \$18,000 to \$25,000. The estimated fees also include publishing and maintaining the application.

STAFF RECOMMENDATION

TAKE APPROPRIATE ACTION

BACKUP DOCUMENTS

- "Best App Makers," <http://www.businessnewsdaily.com/4901-best-app-makers-creators.html>, 06/23/15

18 Best App Makers

By Sara Angeles, BusinessNewsDaily Staff Writer

June 23, 2015 09:59 am EDT

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MORE



Credit: App image via [Shutterstock](#)

Want to build an app for your business? Creating an app doesn't have to be rocket science. These days, anyone can make a professionally designed, fully functioning app — no tech skills necessary.

Hiring an experienced app developer can set you back

tens or even hundreds of thousands of dollars, an expense that simply isn't justifiable or feasible for most small companies.

Instead, here are some of the best and most cost-effective DIY app makers for small business.

Appsme

Priding itself on its easy-to-use online app builder, Appsme is designed to allow anyone to build fully customizable apps for any smartphone, using native apps for iPhone and Android, and optimized mobile websites for other platforms.

What makes Appsme stand out is its three-step process, which makes it easy for anyone without any **tech skills** to build an app in just 10 minutes. In fact, Appsme says that with this tool, building an app is just as quick and easy as setting up a Facebook page. Appsme also eliminates the hassle of managing apps via the Apple App Store and Google Play store by providing an install link and QR code to distribute and share your app.

Appsme comes with standard features, such as one-touch contact options, photo galleries, social media integration, built-in sharing and customer rewards. You may also customize your app by uploading your own background images and using multiple layout and style options.

It's free to create a mobile Web app on Appsme — note that the free plan comes with ads, but an ad-free plan is available for \$8 per month. To build native iPhone and Android apps, you'll need to sign up for one of the App Store plans, which starts at \$40 per month.

App Factory

All about content? Mippin's App Factory is for you. Using your website, RSS feed or Atom feed, the App Factory automatically pulls your content so you can create an app in as little as five minutes. Just enter your website or feed URL, upload your logo, choose your colors, and you're set. The App Factory supports up to four website and URL feeds as individual channels within your app. Based on its straightforward app building process, App Factory is a no-fuss app-making process so you can deliver content directly to your audience's mobile devices as it goes live.

The App Factory App Pack starts at \$99 per year for HTML5 Web apps for iOS and Android, or you can upgrade to a native app for iOS, Android and Windows for \$999 per year for each platform. Need a BlackBerry app? Mippin's **BlackBerry App Generator** also enables businesses to build feed-based apps for the new BlackBerry 10 operating system.

Appery.io

Appery.io is the only drag-and-drop cloud-based platform with visual development tools and integrated back-end services. This means that the builder runs completely in the cloud, so there is nothing to install or download, which makes it easy to build and launch your app.

Though it has similar features as those offered by other app-creation services, what makes Appery.io different is that it's simple enough to use that anyone without any programming skills can figure it out, but it also includes advanced features for developers.

For instance, using jQuery Mobile and HTML 5 components within the visual editor, novices can simply drag and drop elements for a true what-you-see-is-what-you-get experience. Developers, however, can perform more advanced functions, such as add and delete cloud databases and plugins; edit source code; use custom coding; export the app as HTML; or build a binary for Android and iOS.

Appery.io builds real HTML5, jQuery Mobile and Hybrid apps for Android, iOS and Windows Phone. You can build one app for free, which is limited to three pages. For unlimited pages other premium features, paid plans start at \$25 per month.

GameSalad

Want to get in on the gaming-app craze? GameSalad is a popular drag-and-drop app builder that allows anyone to build a robust gaming app — no coding necessary.

After downloading the free GameSalad Creator, you can start building your game using its drag-and-drop interface and library of behaviors and game elements. Using its In-App Previewer, users can test game logics and behavior sets on their desktop or mobile devices for a full, real-life gaming experience. According to GameSalad, users can build a game in hours instead of weeks and months.

Publishing options include iPhone, iPad, Android, Kindle, Nook, Windows 8 and Mac desktop. You may also publish your game online to the GameSalad Arcade and widen your reach over the Web outside of these platforms.

GameSalad's free version includes the GameSalad Creator and Viewer, as well as Web, Mac and iOS publishing. The Pro version comes with additional features — such as Android and Windows 8 publishing, Twitter TweetSheet, external links, iOS in-app purchases and Game Center — for \$299 per year.

Salesforce1 Platform

Businesses looking for custom solutions can use Salesforce1 Platform to create tailor-made apps for customers, employees, partners and other users. What makes Salesforce1 Platform stand out is that in addition to basic apps, it gives you flexibility and boundless customization. It does so by easily integrating your back-office tools, syncing data from systems you use, and offering API options and services.

Additionally, Salesforce1 Platform is also a great option for businesses looking for a quick way to create an app; it only takes a few clicks to get started, and the service makes it easy to create apps for different devices from a single app. The platform also comes with a simple admin function that makes it easy to manage apps and user profiles. **[How Much Does it Cost to Build a Mobile App?]**

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Salesforce1 Platform starts at \$25 per month. This plan is limited to one app. Businesses that wish to create multiple apps can sign up for the \$80-per-month plan for 10 apps or the \$150-per-month plan for unlimited apps.

Zoho Creator

Zoho Creator is an advance DIY app maker that lets any users, particularly those without technical backgrounds, build fully functional apps for their businesses. Zoho Creator was made with ease of use in mind, so it employs tools like automated workflows with an intuitive drag-and-drop interface to simplify the app-making process.

In addition to its user-friendly app-building canvas, one of Zoho Creator's standout benefits is that it offers other features that make it functional not just for customers and users, but also for your business. For instance, you can add customer relationship management capabilities into your app, such as automatic alerts for sales reps and account

managers when customers send an inquiry over the app. You can also integrate third-party app services, such as PayPal to start selling products and accepting mobile payments.

Zoho Creator is free for up to three apps and is limited to three users, 750 records and 300 MB of storage. For additional apps, users, records, functionalities and storage, paid plans start at just \$5 per month. A free 15-day trial is also available.

Canvas Business Apps & Forms

Canvas Business Apps & Forms aims to make data collection more streamlined and organized than in traditional processes. This drag-and-drop app builder lets you convert forms into mobile-ready digital formats, taking away the hassle and inconvenience of manual paperwork.

Using Canvas, businesses can build their own apps that can perform all types of time-saving tasks, such as workflow automation, estimates and purchase-order calculation, product tracking (via GPS), and confirmation or authorization via signature capturing. Canvas apps can also accept mobile payments, track inventory via barcode scanning and maintain various databases, such as customer information, product lists, accounting codes and more. Additionally, Canvas offers secure cloud storage for customers, which comes in handy, for instance, when sharing files and documents with members of your team.

Canvas Business Apps & Forms works on iOS, Android and Windows devices. Pricing starts at \$13 per month per user. A 30-day free trial is also available.

Zengine

Keeping databases using spreadsheets or clunky software can be a pain for small businesses. Instead, Zengine's cloud-based platform lets businesses create custom apps that simplify database management. With Zengine, you can build online database apps that work for your business, minimizing human error and time wasted due to confusing interfaces and having to manually enter and search for data.

One of Zengine's standout features is that it makes it very easy to get started. Zengine offers three simple ways to create an app: select a pre-made template, use the drag-and-drop builder for more control, or import data from a spreadsheet and allow Zengine to build the app for you. Zengine also offers flexibility;

advanced users with technical knowledge can extend their apps' functionalities by integrating third-party solutions and by programming additional capabilities.

Zengine apps let you maintain a wide range of databases, from customer information to recruitment data (such as job openings and candidates), project management data and more. Zengine is free to use for one user. Paid plans for additional users starts at \$39 per month for up to three users.

BuildFire

BuildFire aims to make it easy for small businesses to create their own mobile apps. The service offers two ways to build an app: do it yourself or have a BuildFire app developer do it for you for free. To build an app yourself, use BuildFire's "click and edit" dashboard, a no-coding platform that lets anyone with zero tech skills create a high quality, engaging app in minutes. There users can easily change designs, colors, layouts, content and more. To have a BuildFire developer create your app, just enter your website's URL and your app will be ready for publishing within two business days.

BuildFire apps come with several small business-friendly features, such as push notifications, calendar integration, streaming video, **m-commerce** and **e-commerce**, a mobile website and more. The company also offers a white label service, which gives businesses their own branded apps instead of one carrying the BuildFire brand. The benefits of having a white label app includes increased brand recognition and full control over how your app looks to better represent your business and its offerings. Additionally, the white label program gives users a branded dashboard for a more brand-focused experience, as opposed to the platform's default BuildFire formatted dashboard.

What makes BuildFire stand out is its customer service. First, the company has a US-based customer service team that offers live support. Second, a representative will also contact you (by phone or email) once your app is built to guide you through the publishing process or if you need any other type of assistance.

BuildFire is free to use, but the free option is limited to an HTML5 Web app. A paid plan (starting at \$39 per month) is required to create an iPhone, iPad or Android app and includes free submission to the app store.

Como

Como, formerly Conduit Mobile, is a three-in-one app maker that lets all types of businesses create, promote and manage mobile apps. Its redesigned app development platform — called the Como Console — makes it easy to build professional-looking apps using a collection of themes, colors, icons, layouts, styles and backgrounds. It also offers several features to help you run your business, such as the ability to accept in-app mobile payments via MyCheck, enable customers to place in-app orders with Online Ordering, and track customer deliveries with Bringg.

In addition to being a DIY mobile app builder, Como also helps with app distribution and management. First, Como's Marketing Genie provides a wide range of services to promote your app on- and offline. This includes Facebook advertising campaigns, as well as in-store promotions using QR codes, window stickers, certificates and other print materials. Como's management dashboard, on the other hand, lets businesses track app performance and oversee user activities like customer reservations, orders, deliveries, coupons, loyalty cards, in-app sales and other revenue-generating activities.

Como apps are available for all major mobile devices. A recent partnership with Amazon also makes it possible to publish Como apps at the Amazon Appstore for download on Kindle Fire devices. It's free to build apps on Como for up to five downloads. For unlimited downloads and to build feature-rich apps, paid plans start at \$41 a month.

Taplytics

The Taplytics platform helps businesses optimize apps and retain customers. It is a native mobile A/B testing solution that offers the ability for entire teams — from product managers to designers and developers — to update apps without the use of code or the need for approvals, enabling businesses to focus on their core jobs in a streamlined platform. Taplytics is designed to provide instant app updates using the web-based Visual App Editor.

The latest version of Taplytics offers several new functionalities including on-devices menus, custom goals and code-based experiments. These additions give mobile teams the necessary information to run successful apps and experiments.

Taplytic offers a free trial and packages range from \$40 per month up to \$300 per month. A custom subscription plan is also available for unlimited everything.

appsbar

appsbar is an app maker and publisher that lets users create native Android apps, as well as HTML5 apps for iOS, Windows Phone and BlackBerry devices. It is backed by a team of app developers that makes sure you have the best app possible for your business.

Creating an app on appsbar is a three-step process. First, select from one of 37 app types, such as general business, online businesses, restaurant, salon, gym, event planning and more. Next, build your app with features like menu choices, pages, multimedia, forms, social links and other content; you can also preview your app and make changes as you go. Lastly, submit your app for publishing and appsbar's developers will review and enhance your app to make sure it meets app store standards.

appsbar also makes it easy for businesses to promote their apps. Once published, users can share their app directly from the appsbar app builder to social media platforms like Facebook, Twitter, Google+ and more. In addition to major app marketplaces like the Apple App Store and Google Play, apps can also be published at appsbar's free app marketplace appcatch. There, customers, prospective clients and partners can download your app as they would from any other app store.

appsbar is completely free to both create and publish DIY apps.

Appy Pie

Appy Pie is one of the fastest growing DIY mobile app-building tools being used worldwide. Its drag-and-drop platform makes it easy to build mobile apps for all major platforms: iOS, Android, Windows Phone and BlackBerry. Apps are automatically published to their respective app stores, including Appy Pie's own app marketplace.

Appy Pie apps offers business users a complete set of features to stay connected with customers. With the Appy Pie App Maker, users can add push notifications, social media and blog integration, photo galleries, and sharing capabilities. Several business tools are also available, such as an appointment scheduler; restaurant tools like OpenTable, GrubHub and Menu builder; Passbook Coupons; GPS tracking for strategic **location-based marketing**; and Contact Features, which includes one-touch calling, QR code and website integration.

Appy Pie also provides a series of app management tools to better

gauge an app's performance and improve customer interactions: app analytics, real-time revisions and updates, custom coding and app monetization.

Users can begin designing HTML5 apps on Appy Pie for free. To publish an app, Appy Pie offers three subscription plans, starting at \$7 a month for a single app. Each plan comes with a free mobile website, and paid plans all include customer support.

EachScape

EachScape is a browser-based drag-and-drop app builder that lets users build custom, high-quality iOS, Android and HTML5 apps. Companies using EachScape include NBC, CBS, E!, Discovery and Kellogg's.

Because EachScape doesn't rely on templates, its app-building platform enables users to build customizable, feature-rich native and HTML5 apps. These features include location-based services, push notifications, live streaming and a wide range of social network integration beyond Facebook, Twitter and LinkedIn. EachScape also provides Cloud CMS to store text, images, audio and videos that power your app, as well as a Data Manager that works with multiple types of data sources, including RSS and XML.

EachScape also offers advanced app management tools. For instance, with User Manager, administrators can grant permissions to different users to manage dedicated aspects of the app, while Third Party Analytics enables EachScape's own analytics to integrate with Omniture, Flurry or Google Analytics.

EachScape offers a free trial to get started. Sign up for an account or contact EachScape for for a quote.

AppMakr

AppMakr is a free DIY app-creation platform for building robust, native apps for iOS and Android — no coding required.

With AppMakr, businesses can build as many high-quality apps as they want, with unlimited updates at no cost. Features include push notifications, HTML 5 functionality, high-resolution photo galleries, live updates, and branding and design customizations. Additional features include navigation control, tab viewing and monetization.

Building an iPhone app? AppMakr also allows builders to publish a test app to see how the app looks and feels prior to publishing it in the App Store. Throughout the creation process, AppMakr also

displays the app's App Quality Index (AQI), a meter that indicates the likelihood that your app will be rejected during Apple's review process.

Unlike the majority of app builders, AppMakr gives you complete autonomy over your app – all apps created through AppMakr is published under your own Developer Account and brand, not AppMakr.

AppMakr is free with advertisements. Ad-free, paid plans start at \$1 a month, which includes a native Android app. If you need to create an iPhone, Android and HTML5 app, you'll have to sign up for the \$9 per month plan, which also lets you submit your app to the Apple App Store and Google Play.

AppMachine

AppMachine is a cost-effective way to build a professional, full-featured app either by yourself or with the help of designers. With AppMachine, businesses can build apps for free and only pay for the service when they are ready to publish.

There are two ways to build an app using AppMachine. The fast and easy way is to scan your current website and import content into an iOS, Android and Windows Phone app. Alternatively, you can start from scratch using the platform's pre-coded "building blocks."

Businesses also have a choice of implementing standard or advanced features. Standard features include activities, photos, videos, music, social media, contact information, analytics and more. Advanced features include an **online store**, custom coding and Web services to enable connections to external data sources.

AppMachine starts at \$499 per app published. As you build the app, features are calculated into the price based on the final product, so you can clearly see which features are within or outside your budget. All plans come with Previewer, so you can view your app on your smartphone as you build it.

Bizness Apps

Bizness Apps is an app creator suitable for almost any type of business, including restaurants, bands, sports, real estate, legal services, nonprofits and even religious organizations.

Built from the ground up with small businesses in mind, Bizness Apps offers a user-friendly content-management system that lets companies design and customize iPhone, iPad, Android and

mobile Web apps.

Although you can create your own app design, Bizness Apps offers hundreds of design templates, which can also be customized. The builder includes such features as push notifications, GPS, content sharing, social media, mobile shopping cart, mobile reservations and food ordering, custom email forms, mailing lists and more. You can also use the preview feature to demo apps online or from mobile devices.

Bizness Apps also offers a plethora of convenient in-app integrations with other business apps. For instance, you can import contacts from the app into **email marketing services** such as MyEmma, MailChimp, Constant Contact, Get Response and others.

Bizness Apps costs \$24 per month for a mobile website, or \$49 per month for a native and mobile app. A White Label plan is also available.

Mobile Roadie

Mobile Roadie is one of the most popular self-service app-creation tools available to businesses. Currently used by the NFL, the NBA, NBCUniversal, Random House, TED, EMI, Live Nation, Cirque du Soleil, Wynn and Verizon, Mobile Roadie offers an extensive collection of professional app features.

Using Mobile Roadie, businesses can create robust apps with advanced features, such as geotargeted push notifications for relevant and individualized messages, location maps to see where users are and to filter engagement, in-app activity points and rewards, mobile marketing tools, news updates, a fan wall with threaded posts, and chat options.

Additional features include photo uploads or galleries via Flickr, Twitpic, Facebook and Instagram; video integration from YouTube, Vimeo, Dailymotion and similar websites; and audio importing from iTunes, SoundCloud and other services that allow users to buy music directly from the app. Businesses can also create Quick Response (QR) codes that, when scanned, can link to or unlock additional content.

Mobile Roadie's advanced analytics feature also reveals important **customer data**, such as what users are viewing, sharing and buying on the app, as well as their app sessions and demographics.

Mobile Roadie starts at \$1499 per year.