

Adirondack Regional  
Chamber of  
Commerce (ARCC)

Craft Beverage Trail



Mobile App



# Going Mobile

## [ARCC Craft Beverage Trail and Map](#)

### Executive Summary

ARCC was ready to take its printed Craft Beverage Trail & Map mobile. The purpose of the Craft Beverage Trail Mobile Application still is to promote and enhance the craft beverage industry in Warren, Washington and Northern Saratoga Counties through tours and collaboration. To do this ARCC needed to engage larger audiences – both local and those visiting – with the trail.

### Challenges

- First attempt at mobile app had failed
- Limited budget but lot of desired functionality
- Heavy workload of projects and schedules
- Tight schedule to launch by July 4<sup>th</sup> NYS kick off

### How App Helped

Instead of needing to have a printed map in hand both local and people visiting the sprawling Adirondack Region receive notifications, are able to interact with Makers, and get turn-by-turn driving directions to Makers establishments. Badges are awarded for Maker visits which earn app users various prizes and recognition.

### What TIMIT Delivered

- ✓ Completed Android and iOS apps on schedule
- ✓ Agreed, and kept to, a fixed price budget
- ✓ Implemented 100% of all desired functionality
- ✓ Continues to collaborate with and support ARCC

### Results, ROI and Future Plans

- ✓ Over 1,000 downloads in first 6 months
- ✓ [ARCC won 2016 ACE Grand Award – Electronic](#)
- ✓ Live Trail feedback is aiding Maker Marketing
- ✓ Discussing new features and functionality
- ✓ NYS continues strong support of the industry

