

BE A PART OF DLCP'S DOWNTOWN APP

Heart of Las Cruces

“Heart of Las Cruces” is an app designed to showcase the shopping, services, events and attractions of Main Street, Mesquite and Alameda Depot Districts! If you want to reach customers directly on their phones, offer special promotions to draw traffic and get your events in the hands of community members and tourists alike, you'll want your own personalized listing!



**Basic Listing only
\$30 a year!**

**Have full control
of your account
for just \$10/month
(\$120/year)**

**Offer Exclusive
Promotions and
Events**

**Get up to date
information on
construction &
road closures.**

**Not familiar with
apps? DLCP can
help.**

138 S. Water Street
Las Cruces, NM 88001

Downtownlascruces.org

575-525-1955 (office)
505-259-2550 (cell)



DOWNTOWN LAS CRUCES PARTNERSHIP

About the Mobile App

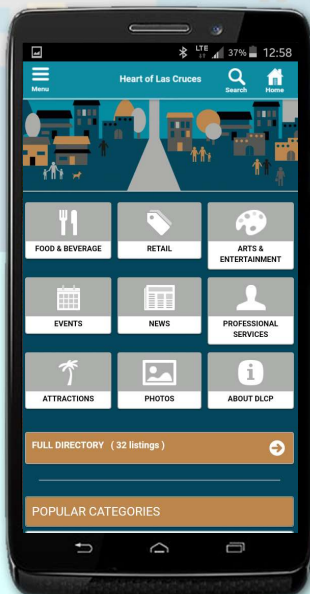
Downtown Las Cruces Partnership is dedicated to promoting the wide variety of businesses, attractions and events on Main Street and in the surrounding districts using new and innovative techniques. To that end, we teamed up with a software company, Mobile Town Guide, to create the first mobile app dedicated to the area. The “Heart of Las Cruces” app is available on both Apple and Android platforms, covering 90% of the smartphone market. In addition, both the events calendar and Business Directory sync with the DLCP website. This means not only is your business featured on an app; you will also be increasing your web presence. Imagine having your business, event and sales information in the hands of thousands of community members and tourists in real time!

The app includes:

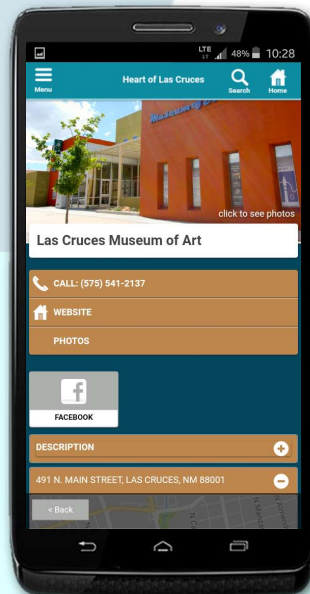
- Searchable Business Directory (syncs to website)
- Business Profiles with Mapping (syncs to website)
- Events Calendar (syncs to website)
- Promotions (Coupons & Sales)

News & Information (road closures, construction updates – with push notifications coming soon)
Cultural & Historic Sites (walking tours coming soon!)

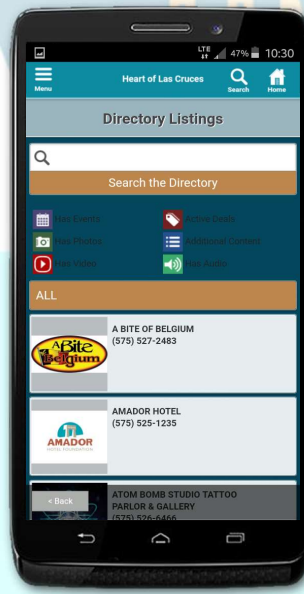
Please see examples of the app and its layout below. (Naturally, the app is branded with colors and images true to Las Cruces.)



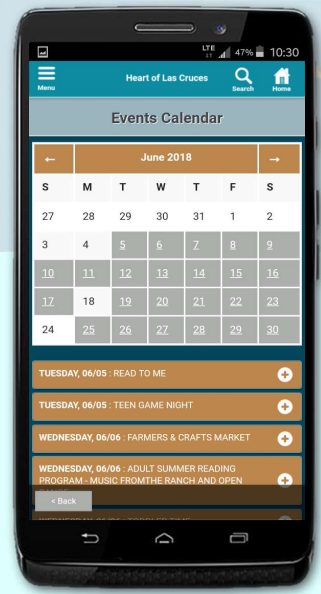
Main Screen



Business Listing



Business Directory



Events

Step One – Pick Your Package

BASIC PACKAGE - \$30 ANNUALLY

Includes:

- Business name and description with mapping function
- Logo and up to three additional images
- Hours of operation
- Two event listings each month

PROFESSIONAL PACKAGE - \$30 SET UP PLUS \$10/MONTH (\$150 TOTAL)

Includes:

- Basic Package (See Above)
- Unique username and Password to update your account
- Ability to offer coupons & promotions
- Ability to list unlimited events
- Multimedia Capabilities

PROFESSIONAL PACKAGE W/ ASSISTANCE - \$30 SET UP PLUS \$20/MONTH (\$270 TOTAL)

All of the perks of the professional package, with monthly assistance from DLCP staff to make sure you get the most out of your membership.

Step Two – Provide Your Info

- 1) Please fill out the form as completely as possible.
- 2) E-Mail logo and up to 3 .jpeg images to assistant@dlcp.org
(Remember to include your business name/listing.)

Step Three – Make Payment

Submit Form and Check to: Downtown Las Cruces Partnership.

Approve Your Listing

We upload all listings personally. Please give 1-2 weeks from payment date for your listing to go live on the “Heart of Las Cruces”. You will be notified the day your listing is completed, and will be asked to approve your listing. Once approved you are all set!

Business Information

Business Name: _____

Business Address: _____

Business Phone: _____ Business Email: _____

Website: _____

Facebook: _____ Twitter: _____

Instagram: _____ Other: _____

Business Description

Hours of Operation

Monday: _____ to _____

Tuesday: _____ to _____

Wednesday: _____ to _____

Thursday: _____ to _____

Friday: _____ to _____

Saturday: _____ to _____

Sunday: _____ to _____

Categories and Listing Options

(Pick Up to 2)

- Arts & Entertainment (Galleries, Theatres, Museums, Etc.)
- Retail (Retail Stores, Salons, Etc.) Attractions (Historic & Cultural Attractions)
- Professional Services (Lawyers, Engineers, Designers, Etc.)
- Food & Beverage (Restaurants, Bars and Cafes)

Tags - Help Customers find Your Business with Tags (for instance if I were looking for a restaurant I would search “restaurant” or “Italian”)

Tags: _____

