



FOR IMMEDIATE RELEASE

September 17, 2014

Wilmington Chamber, CVB and City of Wilmington Partner to Develop Official App Network for Region

Wilmington, NC—The Wilmington Chamber of Commerce, Wilmington and Beaches Convention & Visitors Bureau (CVB), and the City of Wilmington are partnering with Appycity to help connect Wilmington residents and visitors to information resources through a new app network in which everyone can be a part. Wilmington’s “digital dome” will link mobile apps that are being custom-designed for the Wilmington Chamber, the CVB and the City of Wilmington—as well as many of the area’s businesses and organizations—using the newest app platform in the country, known as the Jericho System. The app platform is completely responsive to content management and works in real time. The Jericho System received approval from Apple in July, clearing the way for Wilmington to be the rollout city for the new app software.

“The Chamber, CVB and City have all been approached by numerous companies wishing to develop apps for our respective organizations,” said Wilmington Chamber President & CEO Connie Majure-Rhett. “But the Appycity proposal included something above and beyond the rest: being connected in one network, thus allowing us to partner, not compete, and providing us with an even more powerful mobile tool to showcase our region and businesses in real time.”

There will be no cost for users to download the apps, which will be available for both Apple and Android devices. Chamber members and CVB partners will receive a free, basic business listing on their organization’s app. A “full access” listing can be purchased on an annual subscription basis that will allow businesses to post deals and events, add a thorough business description, have unlimited pages, and more. The Chamber app is currently available for download. The CVB app will be available in two weeks, with the City’s app to follow in the coming weeks.

“The benefits of this partnership and the new marketing tools it provides are numerous, including giving visitors and residents a one-stop experience to learn about the area and find the services they need,” said CVB President & CEO Kim Hufham. “We look forward to adding it to our marketing efforts, as well as connecting it to our newly responsive website.”

The apps will offer users multiple functions and resources where applicable such as:

- Information about the city and surrounding towns;
- Area events and the ability to purchase tickets;
- Homes for sale and available vacation rentals;
- Business listings, including, hotels and accommodations; restaurants, shopping and more;
- Attractions and entertainment;
- Magazines and news;
- Radio broadcasts;

- GPS and directions;
- Push alerts;
- Car finder and more.

By purchasing full access, businesses and organizations can:

- Customize their app with their logo and colors;
- Add a description and unlimited images;
- Connect their website and social media outlets;
- Post special events (using an MP3 feed, video, website, RSS, etc.) and sell tickets;
- Offer specials or daily deals;
- Make posts in real time;
- Tie in an existing app and distribute it thru the network and more.

“In addition to disseminating information about City services, the app will enhance safety and security by enabling us to do ‘push’ alerts to anyone who has downloaded the app and elected to receive them,” said City of Wilmington Communications Manager Malissa Talbert.

Appycity is an app development company that creates customized apps for IOS and Android operating systems which are viewed on smartphones and tablet devices while delivering intuitive software that helps elevate user acceptance and overall customer service. Appycity also connects communities thru app technology and facilitates development to digitally capture a community’s presence in one of the fastest-growing platforms ever developed. The Appycity network is currently comprised of over 7 million users and growing. The company has already worked locally to develop apps for The Azalea Festival, Southport and Bald Head Island.

Media, businesses and organizations will have the opportunity to be introduced to the area’s official app network and learn how they can become a part of the new system at a special event to be held at the Wilmington Chamber of Commerce (One Estell Lee Place, Wilmington) on Thursday, October 9th at noon. Representatives from Appycity will be on hand to lead demonstrations and answer questions. Lunch will also be served for attendees. To RSVP to attend, please contact Scott Czechlewski at 910.762.2611 ext. 216 or czechlewski@wilmingtonchamber.org.

For additional information contact:

Wilmington Chamber of Commerce

Scott Czechlewski

910.762.2611 ext. 216 / czechlewski@wilmingtonchamber.org

Wilmington & Beaches CVB

Connie Nelson

910.332.8751 / cvbpr@wilmingtonandbeaches.com

City of Wilmington

Malissa Talbert

910.342.2736 / malissa.talbert@wilmingtonnc.gov

Appycity

Melissa Crete

978.337.8469 / melissa@appycity.com