

Start Date: 3/20

Hey there everyone. Throwing this together really quick for those that showed interest in building their own local hospitality and retail listing app. I really didn't plan on this being more than a hyper local tool, so perhaps when people get their versions rolling we can talk through a way to merge them and flip this into a business of some sort. Let's get things rolling in everyone's city before we discuss something like that though.

If you are currently producing one of these, please email me at paul@lemleymedia.com or tweet at me [@PALemley](https://twitter.com/PALemley) and I will invite you to our slack channel.

I will update this doc with new information, guidance, ideas, and of course a link to your version when ready.

Milwaukee: <https://mkestrong.glideapp.io/> - landing page:
<https://www.mkestrong.app/support-the-community37819901>

Columbus by Scott Zakrajsek: <https://supportcbus.glideapp.io/>

San Diego by Justen Teguh: <https://sandiegounite.com/>

Atlanta by Patrick Plank: <https://unitingatl.glideapp.io/>

Zurich Switzerland by Yeannie Rath & Ferdinand Berthold: <https://zhresilience.glideapp.io/>

Melbourne Australia by Lindsey Mineff: <https://supportlocalmelbs.glideapp.io/>

Nashville by Steven Rhodes: <https://nashstrong.app/>

Edmonton Alberta by Dane Whitney: <https://uniteyeg.glideapp.io/>

Dallas by Drake Dukes: <https://supportlocaldallas.glideapp.io/>

Wichita by Drake Dukes: <https://supportwichita.com/>

Toronto Canada by Raj Dhiman: <https://contactlessinthe6.glideapp.io/>

Montreal Canada by Armen Van Aaks: <https://montrealunite.com/>

Memphis Tennessee by Wilson Stooksberry: <https://memphisstrong.glideapp.io/>

Annapolis Maryland by Neil Kittleson: <https://naptownstrong.glideapp.io/>

Brisbane, Queensland Australia by Luke Kingdon: <http://supportbrissy.glideapp.io/>

London, England by Daniel Jiang: <https://supportlondon.glideapp.io/>

Baltimore by Beth Fenwick Garner: <https://baltobites.glideapp.io/>

1. Get started by clicking “Create this app for free” on this page:

<https://www.glideapps.com/template/city-guide>

All the core UI/UX and Google Sheet formatting is built out already, so don't start from scratch if you don't have to.

Watch the video on the page to get a sense of what's there already.

4/20 UPDATE: Glide released a Restaurant & Carry Out during Covid-19 template about 30 days after we launched this effort. This template might fit your needs better and get you up and running faster:

<https://www.glideapps.com/template/come-cdmx>

2. A pro version of the glideapp SaaS is needed to ensure you have all the tools. It's \$29/month.

I'd sign up for it immediately, otherwise take time to get your bearings with the platform and then commit to the monthly subscription.

3. Remove the existing San Francisco data so you can start fresh and the map begins focusing on your location.

Fill in the first 5-10 rows with listings you know exist already. I only include these columns at the moment;

- Name
- Category (Eat & Drink & Attraction are the only categories I'm tracking for now. I.e. Restaurants or retailers selling online - also include breweries that sell swag in that Attraction category)
Address - Include city and state to ensure you're not listing addresses outside your geo location.
- Phone
- Summary - I pull these directly from the local websites, FB group posts or off the website of the business. Just a note stating they're open for delivery, pickup and selling products online should suffice to get started.
- Website

All other columns I'd keep for later but delete the existing data.

4. Source your listings. Here are some examples I found to populate my sheet:

<https://onmilwaukee.com/dining/articles/service-industry-calls-on-government.html>

<https://onmilwaukee.com/dining/articles/restaurant-carryout-delivery-coronavirus.html>

<https://onmilwaukee.com/dining/articles/assistance-funds-for-service-industry.html>

<https://onmilwaukee.com/raisemke/articles/buy-local-merch.html>

Search for Facebook groups like this one:

https://www.facebook.com/groups/645545579346010/?multi_permaLinks=646876159212952%2C646875535879681%2C646433089257259%2C646396132594288%2C646316422602259¬if_id=1584831630972480¬if_t=group_activity

5. If you have the money, download <https://getmagic.com/> and use a virtual assistant to help you fill out listings in your sheet.

All I did was instruct my assistant to fill out the rows with the information provided by [this article](#). It took about 4 hours of his time to do the full list of roughly 150 listings. Not cheap, but sure did save me time and let me focus on fleshing out the UI/UX, Guide page and start early on the launch/awareness strategy.

6. Don't wait for a ton of listings before you begin promoting. 40-50 with basic information should suffice.

Once you have the guide page, some hospitality industry funds to donate to and the handful of listings, you'll have plenty to make it look fleshed out enough.

7. Promotion - here's every way I've begun promoting. Definitely interested in your strategies so please keep in touch.

- Start with the first listings you added to the app. Email, Instagram DM, hell call them up if you have to.
- Local publications you pulled your listings from - Offer the app as a "value add" for their audience or pitch a story angle for them to publish a full article on your app. Don't forget to keep in touch with them since they're probably getting inundated with information about businesses staying open and their offerings. If they can forward them to you, that would be great!
- Facebook groups you sourced from - go back to those facebook groups and post your link with some information on how to use it. Also, comment on other people's posts with the link and call to action.
- Twitter - Start by tweeting your local news anchors. Just search the acronym of the station and they usually have the acronym in their twitter handle or title. Include the weather men and women. They often have decent followings. Just ask for a tweet or retweet to start. If they want to know more for potential story or article then they'll reach out.
- Slack Channels - I'm a part of two big slack channels. One for local founders and the other for a wide variety of local topics. Don't hold back on posting in these channels. It's a difficult time and the app deserves to be promoted.
- Reddit - find location specific reddit threads. There may even be local restaurant threads.
- Text all your friends and family. I usually wait to do this until I have at least a little bit of traction. Just my preference.
- I might test some FB & Instagram ads and will provide insight from that later on. **UPDATE:** The glideapp interface doesn't work well for FB or Instagram ads - the "add to homescreen" interface isn't available when a user clicks within FB or Instagram.
- Restaurant Associations - Your state undoubtedly has a Restaurant Association of some sort. Reach out directly to see if they will send notification to their city specific members.
- Email lists - I asked my coworking space to share the app and a brief message in their weekly member email. They of course did and it drove a sizable spike in usage as well as a bunch of social shares (specifically LinkedIn)
- Neighborhood Associations - If you have trendy/touristy neighborhoods in your city, it's likely they have a specific neighborhood association. Here's a big backlink I received from one: <https://bayviewneighborhood.org/COVID-19-Resources-&-Information>
- Other community resources - [this github resource](#) was getting shared around my community and I submitted the glideapp to be added.

3/28 Update:

I added an email subscription option to begin creating a dedicated audience for updates and growth. Buttons directly on the homepage and a few other locations.

I've also deployed a Zapier integration between the Google Sheet and GMail to send an automated welcome email to subscriber. Used <https://html-online.com/editor/> to turn the email text into HTML for the Zap.

EMAIL COPY

You're part of something big now.

Yes, we're all part of this giant COVID-19 mess. But you're now part of a community that has chosen to support something very specific. Something near and dear to all of our hearts.

Our local Milwaukee community.

It's going to take an effort far greater than any of us can imagine, but with focus and targeted action we can ensure our local economy is standing strong when we find ourselves at the other end of this pandemic.

This app was built and launched in a single afternoon. It's far from perfect and is missing many businesses that need our help. But the response from local restaurant and retail owners as well as the early users is overwhelming, which means the value it can provide is far greater than we could have anticipated.

And we're not the only ones building tools and communities like this.

There are now 9 other individuals building similar apps for 8 local communities throughout the world.

- Columbus, OH: <https://supportcbus.glideapp.io/>
- San Diego, CA: <https://sandiegounite.com/>
- Atlanta, GA: <https://unitingatl.glideapp.io/>
- Zurich, Switzerland: <https://zhresilience.glideapp.io/>
- Melbourne, Australia: <https://supportlocalmelbs.glideapp.io/>
- Nashville, TN: <https://nashstrong.app/>
- Edmonton, Alberta: <https://uniteyeg.glideapp.io/>
- Dallas, TX: <https://supportlocaldallas.glideapp.io/>

I am in touch with all of these creators, sharing best practices and advice.

So what's next?

What we need now is your help.

- We need you to **share it with their local restaurant owners and service members.**
- We need you to **send the link to your friends and family via text.**
- We need you to **post it on your social media accounts, Facebook groups, reddit threads, and local forums.**
- And we need you to **tweet the link to every local journalist, news anchor, and mover & shaker in Milwaukee.**

Choose one. Or choose all of them! We need a landslide of support to ensure this tool becomes a beacon for our local community.

Here's the link for quick access: <https://mkestrong.glideapp.io/>

If you have questions, ideas, requests, or introductions to potential partners, please email me at paul@lemleymedia.com

You'll be hearing from me occasionally, so add my email to your contact list to make sure my emails get through.

Stay healthy and thank you for joining!

Paul Lemley

paul@lemleymedia.com

4/20 Update:

We're about 30 days into this project. 16 total apps created world wide with a handful of others still underway!

Here's how I've pivoted my strategy since launch.

1. The progressive web app has caused some confusion for users. It does not need to be downloaded from the app store, but people try to find it there and likely give up. To remedy this AND build out the email audience for the community, I've launched a simple landing page as well as added email subscription options to the app.
 - a. Landing Page: <https://www.mkestrong.app/>
 - b. Results: We now have over 125 email subscribers. 80% open rate across all emails sent so far.
 - c. Email example: <https://mailchi.mp/3bddf252231e/mke-strong-community-update-4-17>
2. The app doesn't differentiate from other listing apps, so we've worked through some ideas to hone in the value proposition with some partners. I've been approached by some potential "sponsors" and partners to execute a donation and free meal service for Hospitality workers currently out of a job and need assistance. (Probably healthcare workers too) Glideapp has Stripe integration for purchases, so we can start taking donations and with the help of one or two local restaurants that have the ability to scale meal prep and delivery we can easily help our audience make a real impact for our target market. More on this to come though.

5/6 Update:

Looks like The Hustle shared this project with the full list today. Super cool and thank you to The Hustle Crew.

I hadn't updated this doc in a while, so thought it prudent to make sure people are aware of where things are and how they might be able to use this idea elsewhere.

1. This project sort of fizzled out.

Most communities worked to solve the information gap and the local businesses worked their asses off to stay open. My local community here in Milwaukee, WI seemed to do well and the early buzz for the app slowed down. It still gets a handful of users each day, but had to redirect my attention towards other work and didn't want to drown out the other solid projects that were getting more quality attention.

2. The reach of this thing was the coolest part.

Builders from around the world released their own apps and the momentum it had when every was releasing and growing their users felt incredible. The builders, listed above, are all part of the Trends Group, so be sure to reach out to them and learn about their experience.

3. Other iterations of this sort of aggregator app are possible.

Black owned businesses specifically would be a fantastic idea to aggregate for a community.

I'll try to keep adding thoughts and ideas to this doc but hopefully the info above can get someone started on their own idea.