



Huntrex LLC
12020 Shamrock Plaza, Suite 200
Omaha, Nebraska, 68154

PROJECT PROPOSAL

Client Name

Nebraska Craft Brewery Board

P.O. Box 94947

Lincoln, NE 68509

Proposal #

Huntrex Proposal
-0224

Proposal Date

25 Apr 2024

The Nebraska Craft Brewery app will promote Nebraska's craft brewery industry and encourage users to discover, bookmark, and visit breweries across the state.

Project Type & Overview	Amount
<p>App Design & Publication</p> <p>Huntrex will build and publish an app for The Nebraska Craft Brewery Board. The app will be available online through a Progressive Web App (PWA) and as a free download on the Android and Apple stores.</p> <p>Users will be able to easily discover, sort, and map Nebraska breweries. Breweries can be filtered by category or location. Each Brewery will have a section on the app with the brewery address, hours, image(s), and a description (contingent on information being provided by the NCBB or brewery). App users can easily bookmark breweries for future access or to plan a brewery tour. Each brewery section will also have a social media sharing option.</p> <p>The app can feature relevant NCBB information and media. The app will also link to the NCBB's website and social media pages.</p> <p>The app will have great expansion potential. Examples of optional upgrades can include: 1. industry events and news with push notification functionality, 2. brewery offers/coupons, 3. social features, 4. app sponsors/premium members. Additional capabilities and features are also possible. Upgrades will affect the app budget. Please notify Huntrex for a quote or updated proposal.</p> <p>The NCBB is responsible for providing all written, image, and video assets for the app. The</p>	10,000.00

Nebraska Craft Brewery App

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<p>NCBB will supply and ensure the accuracy of brewery information on the app (description, address, hours, images, etc.). The NCBB will be given admin privileges to the app backend to ensure all content remains up to date.</p> <p>IMPORTANT: Please thoroughly review the subscription section below for plan details, options, responsibilities, and important information. Please let us know if you have any questions or requests.</p> <p>DESIGNING FOR SUCCESS</p> <p>The client will be able to make most future updates to the app through a powerful, but user-friendly online editor. Huntrex can grant the client access to the editor prior to launch, allowing the client to make final site edits and corrections. This allows the client greater efficiency and control over final edits that ensure accuracy and approval of all content prior to launch. Huntrex will help as needed with these updates. Huntrex will provide a video tutorial about using the app editor. Huntrex can add/change client site editors to adapt to any role changes in the future.</p> <p>Unless otherwise specified, the client will be responsible for gathering and maintaining written and image content for the app. Graphics and images supplied to Huntrex should be high-quality (1920+ px wide for images) and in the JPG or PNG image format, unless otherwise specified. Huntrex will lightly optimize supplied text for consistency and quality.</p> <p>MULTI-DEVICE SUPPORT</p> <p>This app will be optimized for display on mobile devices, through Progressive Web Apps (PWA) and an Android and iOS native app. It is also possible to access and display a PWA app on a desktop computer via a subdomain (app.example.com). The app's customizability on desktop computers is limited, though fully functional. We recommend linking to the app(s) from a full-featured website with a desktop-optimized design. Please contact Huntrex with questions.</p> <p>iOS, Android & Progressive Web App Subscription Charged Yearly</p> <p>The iOS, Android & Progressive Web App Subscription includes the app platform, assistance with updates, technical support, and maintenance for your iOS app, Android app, and Progressive Web App. You will be provided login information to easily add and modify content on your app independently. Additional changes made by Huntrex after initial app completion will be billed according to a predetermined flat rate or by the hour.</p> <p>Your app will be available as a native iOS app on the App Store, an Android app on Google</p>	<p>2,000.00</p>

Nebraska Craft Brewery App

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<p>Play, and as a Progressive Web App (PWA) online. A PWA is a web application designed to work optimally on any device: mobile, tablet, and desktop. Your PWA can be connected to your domain name, making it easily accessible from any web browser.</p> <p>Firebase or other infrastructure technologies may be required for your app to properly function. These supporting technologies will be set up under an account owned by and billed to you. You may need to supply a payment method during account setup. If your app includes a mapping feature, you will need a Google Maps or Mapbox developer account to receive a custom API key. Most of these above technologies have a free tier, but you will be responsible for paying any associated fees throughout the life of your app. Your relationship will be directly with these third-party technology providers. In order for Huntrex to integrate these services with your app, you agree to share your account credentials with Huntrex. Please let Huntrex know if you have questions or would like additional information about required technology services.</p> <p>To publish your app on the Google Play Store or Apple App Store, you must create a Developer account for each platform and share the login information securely with Huntrex. This developer account will belong solely to you. An Apple developer account costs \$99 per year. A Google Play developer account has a one-time fee of \$25. Third-party technology provider pricing is subject to change. Due to platform policies, both developer accounts should be in your name, paid by you, and remain in good standing to avoid removal from the stores. Once you grant Huntrex permission to access your developer account, Huntrex will perform the necessary tasks to publish the app on the App Store and Google Play. Google and Apple will review the app to ensure it honors platform policies and requirements. Huntrex will do its best to ensure the app meets these requirements but has no control over the approval process. The review process can take a week or longer. Huntrex will handle most of the technical steps, and will provide guidance throughout this process.</p> <p>Structural updates to the app (including new sections or design changes) will require a formal update to the app. Structural updates may require an additional cost by Huntrex and will trigger an app update review by Apple and Google. Content updates made by you (new articles, points of interest, videos, etc.) are simple, instant, and free of charge.</p> <p>The amount to the right is your first yearly subscription payment. This subscription will activate on the proposal signing date. The online Huntrex Portal will allow you to associate a debit /credit card for future subscription payments.</p>	
Sub Total	12,000.00
Total	\$12,000.00

Terms & Conditions

Huntrex requests a 50% retainer prior to the initial construction of this project. The 50% final project invoice is due upon project completion or on the Target Completion Date, whichever comes first. Excessive changes or requests by the client may affect project budget and/or scope. Huntrex will communicate alternative solutions if project growth occurs, including moderating scope or amending the budget. Future projects, updates, or other items outside of the scope of this document will be estimated and invoiced separately.