

Local Explorers Launches Main Street App Platform to Help Downtown Districts Drive Foot Traffic and Community Engagement

Innovative mobile platform designed specifically for Main Street Organizations seeking to strengthen local business support and attract visitors

BOCA RATON, FL, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- [Local Explorers](#) has launched its new Main Street app platform, a comprehensive mobile solution designed specifically for [Main Street Organizations](#) and downtown districts looking to strengthen their communities by driving foot traffic to local businesses and fostering deeper connections between residents and locally owned establishments.

Main Street Organizations across the country face the ongoing challenge of competing with online retail and big box stores while maintaining the unique character and charm that makes their districts special. Local Explorers' new platform addresses this challenge head-on with features tailored to the specific needs of tight-knit communities that take pride in supporting local businesses and attracting visitors to their districts.

"Main Street Organizations are the heart of communities nationwide," said Susan Erickson, vice president and co-founder of Local Explorers. "These districts have incredible stories to tell and amazing local businesses to showcase. Our platform gives them the tools to connect those stories with both residents and visitors in a meaningful, engaging way."

Comprehensive Features for Community Engagement



- Custom-branded web and mobile apps to promote your local business community
- Award-winning solutions already trusted by Main Street and tourism organizations
- Gamified tools like digital passport, badges, and leaderboards
- Actionable analytics that show what's working, where visitors are going, and how often

Contact Us at (561) 206-6290

www.localexplorers.com

LOCAL EXPLORERS
by DarumaTech

Local Explorers Promotes Local Businesses and Tourism

The Main Street platform goes beyond a simple business directory, offering innovative features designed to maximize community engagement:

Festival and Market Module: A comprehensive directory system that not only lists brick-and-mortar businesses but also includes detailed information about festivals, farmers' markets, and special events. Each vendor and business can easily upload their information, hours of operation, featured items, and social media links through the user-friendly back-end platform.

Interactive Passes: The platform includes customizable pass programs that add gamification elements to encourage exploration:

-Savings Passes: Offer discounts and special deals from participating businesses

-Culinary Passes: Create food trails highlighting local restaurants, cafes, and specialty food vendors

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Susan Erickson, Co-Founder and Product Manager of Local Explorers

-Challenge Passes: Design themed experiences like brewery tours, historic walks, or artisan trails

Community Features: Built-in social features allow users to check in at favorite spots, share their latest discoveries, and see what friends and neighbors are recommending. Interactive maps help users plan their visits and discover new businesses they might have missed.

Proven Success with Similar Organizations

The platform builds on Local Explorers' proven track record with tourism and economic development organizations.

Marion County, Florida, reported that their Local Explorers app helped drive a record \$5.3 million in tourism tax revenue, with the app being downloaded over 2,000 times and usage split equally between locals and tourists.

Main Street Organizations Meet Local Explorers

Local Explorers is dedicated to helping Main Street Organizations and downtown districts bring more foot traffic to local businesses and events through powerful branded mobile solutions.

Your Complete Mobile Solution for Downtown Success

- Fully branded mobile app (iOS + Android)
- Festival and event promotional tools
- Directory of businesses with filtering and map view
- Deals, Events & News
- Push notifications and in-app updates
- Real-time analytics and engagement tracking
- Delegated member portals for business control

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Boosting economic vitality across the Nation



"Our database went straight from our website onto the app, and it was a pretty seamless process," said Laura Argenbright, senior director of creative strategy and marketing for GO Laurel Highlands, another Local Explorers client. "They were very responsive when creating the app and were able to build custom solutions for us."

The Laurel Highlands app has generated significant economic impact, with users bringing an estimated \$94,680 into the region since launch.

Analytics and Community Insights

A key advantage of the Main Street platform is its robust analytics dashboard, invisible to users but invaluable to Main Street Organizations and community leaders. The dashboard tracks visitor engagement, identifies the most effective marketing strategies, and provides insights into community usage patterns.

"Main Street Organizations need to understand what's working and what isn't," Erickson explained. "Our analytics help them make data-driven decisions about their marketing efforts and community engagement strategies."

Built for Flexibility and Growth

Like all Local Explorers apps, the Main Street platform is fully customizable to meet each community's specific needs. Organizations can add multilingual capabilities, create themed passport programs, design self-guided tours, or develop unique features that reflect their community's character.

"We understand that every Main Street district is unique," Erickson said. "Our platform provides the foundation, but we work closely with each organization to create something that truly represents their community's spirit and goals."

Supporting Local Business Success

The platform's easy-to-use back-end system allows local businesses to update their information instantly, share time-sensitive promotions, and connect directly with both residents and visitors. This eliminates the frustration many business owners experience with complex content management systems.

"Everyone has a phone in their pocket, so apps are a natural way to connect people with local businesses," Erickson noted. "Our clients consistently see real results – from increased online engagement to measurable growth in foot traffic and sales."

About Local Explorers

Local Explorers apps are developed by Daruma Tech, a software company dedicated to helping communities better connect with visitors and local consumers. Each app is custom-branded for the community it serves, and the Local Explorers team provides ongoing support from development through training, maintenance, and regular updates.

Ready to strengthen your Main Street district? Contact Steve Wilson at 561-206-6290 to discuss how the Main Street platform can help your organization drive foot traffic, engage residents, and support local businesses.

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