TO EDIT THIS FORM, CLICK "FILE" -->			
Organization: MHP/Team SI RE			
Project Title: ReviveAR App ARORP 23-128			
Quarter: 1			
Milestones were sent to each participant after receiving a notice of award. Please upload any supplemental materials through the quarterly reporting form.			
Quarter 1 Milestones	**Status**	**Due Date**	**Updates/Notes**
Develop and Launch App	Complete	2/15	App launched on Feb. 9th
Brand App	Complete	2/15	Final files of logo formats, colors variations, and orientations was provided Jan. 2nd
Launch Promotion Marketing	Complete	2/15	Promotion of ReviveAR launched with a press conference in Little Rock on Feb. 20; additional promotion, including three more press conferences all in February, and paid advertising, beginning in March, followed.
	Complete	2/15	Paid advertising continues, as do earned media and grassroots outreach
Continue app hosting and monthly maintenance	Complete	2/15	
Develop data-tracking system	Complete	2/15	App platform tracks downoads; # of downloads are reported at least monthly to ARORP
Submit 1Q Report	Complete	2/15	
Quarter: 2			
Quarter 2 Milestones	**Status**		**Updates/Notes**
Develop and Launch App	Complete	5/15	App launched on Feb. 9th
Continue promotional marketing	Complete	5/15	Mass market advertising, video content development, paid social advertising, creative services, earned media, grassroots outreach
Continue app hosting and monthly maintenance	Complete	5/15	
Submit quarterly report	Complete	5/15	
Quarter: 3			
Quarter 3 Milestones	**Status**		**Updates/Notes**
Continue promotional marketing	Complete	9/15	Mass market advertising, video content development, paid social advertising, creative services, earned media, grassroots outreach
Continue app hosting and monthly maintenance	Complete	9/15	
Submit quarterly report	Complete	9/15	
Quarter: 4			
Quarter 4 Milestones	**Status**		**Updates/Notes**
Continue promotional marketing	Complete	11/15	Mass market advertising, video content development, paid social advertising, creative services, earned media, grassroots outreach; with permission, some advertising extended into 1Q of 2025.
Continue app hosting and monthly maintenance	Complete	11/15	This will continue into 2025 (Year 2) and thru 2026 (Year 3), as originally budgeted.
Attend annual ARORP Prior to November 15, evaluation meeting	Complete	12/3	Attended the Dec. 2024 ARORP Partners summit, in advance of 2025 project year. The 2024 evalution for Revive AR was scheduled by ARORP for May 12, 2025 (not prior to Nov. 2024) . MHP/Team SI did attend/participate in the evaluation.
Submit annual ARORP report by Nov. 15, 2024	Complete	May 2025	As the project was not complete in November *and* ARORP scheduled MHP/Team SI's annual evaluaton for May 2025, that is when we submitted our annual report. (We did provide monthly reports to ARORP on our progress throughout 2024.)