

Virtual Home for the Holidays

I. Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers at the organization making this application. Please provide with this narrative a one-page overview/synopsis synopsis/summary of the plan detailed in your grant application, utilizing it as a cover sheet to the full narrative.

We all know the global pandemic has hit our businesses particularly hard. Even business owners that were financially healthy before the crisis are now struggling. The U.S Chamber of Commerce reports that 70% of small business owners worry about prolonged closures. But, if there's one thing small business owners are, it's resilient and resourceful. That's why many owners are also reporting amping up social media and increasing e-commerce actions.

Carol and I want to help businesses do even more. Our Virtual Event for Home for the Holidays will bring stores, events, and communal areas to life on a digital device 24 hours a day, 7 days a week. We anticipate this virtual and Augmented Reality event going live from November 23 - Jan 1, 2021. These virtual events will allow businesses to tell their business story, share content, invite and get merchants in their stores. This will also connect hotels and B&B more with businesses and the community. Hotel patrons can take virtual town tours, see online maps and get real-time access to local businesses.

We anticipate creating a full virtual experience for all of downtown mckinney and for all participating hotels and Bed & Breakfast locations. Each Hotel/B&B will have a combination of a printed material, QR codes, and virtual links to each virtual event during the Holiday season. These virtual experience links will include a virtual store, welcome video, and what brought them to McKinney. For businesses, this content will be shared through the season, and utilized for their own marketing, but will also be used for VisitMcKinney in communal marketing.

As part of the virtual experience, an Augmented Reality game will be created to entice and reward locational visitors downtown, or at other locations. Prizes will come from store owners, Downtown McKinney, or other Merchants. These prizes will include, but not limited to discounts, McKinney merchandise, Downtown dollars, etc.

Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

II. Tourism-Related Event or Project

Outline details of the Advertising/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

Describe how this initiative will **promote the City of McKinney for the purpose of tourism.**

Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization:

The biggest benefit to Carol and Shane is that this promotes our MyTownStrong goal, which is allowing communities to thrive, despite economic downturns due to a variety of circumstances. It's a win-win for both business owners and customers: more customers for businesses and less hassle for the customers who want to shop or visit them. Plus, it helps businesses connect, and share their story with merchants or those in the community. We also anticipate this project will allow us to train and hire a few new staff to manage, and process all the content, and maintain it over the holidays. The extra benefit is that once we have this built, we can easily add more businesses, or events as needed and to help drive tourism in 2021 and beyond.

Imagine a virtual store where customers don't have to leave their home or look for a parking spot to shop with you. Visualize a 3D tour of your store or business with an option to purchase items with just a few clicks. Envision a new frontier in small business where store owners collaborate using technology to encourage a thriving and robust business. This is what MyTownStrong is all about.

Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable:

Virtual Events - We anticipate having events in 3 components. The number of businesses that are included in the events will depend on interest, funding, or by business sponsorship.

1. November 23rd - 27th: Thanksgiving/Black Friday events
 - a. Everyday highlight (divide all experiences by 6 and cover in timeframe) - Highlight business, stories, their why, deals, etc. Thanksgiving day, run History, Visit McKinney stories, realtime video of people shopping.
 - b. Run an AR Thanksgiving game on the square to get foot traffic downtown and in businesses. Winners get coupons, downtown dollars, etc.
2. November 30th - Cyber/Virtual Monday events
 - a. Highlight McKinney in general, Hotels, history.
 - b. Highlight experiences of those that stayed at a B&B, or hotel
 - c. Highlight those that shopped downtown and why
3. December 13th - 24th: Days of Christmas
 - a. Everyday highlight(divide all experiences by 6 and cover in timeframe) - Highlight business, stories, why, deals, etc. Thanksgiving day, run History, Visit McKinney stories, realtime video of people shopping.
 - b. Run an AR Christmas game on the square to get foot traffic downtown and in businesses. Winners get coupons, downtown dollars, etc.

Hotel/B&B Content and linkages - Each hotel will have content for those that came because of the holidays, but for those that didn't will have a QR code, or link to downtown or McKinney events, whether current or coming up.

1. Capture all hotels/B&B virtually - give potential patrons view of the hotels, how they fit into McKinney, story.
2. Offer Virtual Event Stay Rate - provide click or links on social media, MyTownStrong, or VisitMcKinney marketing.
3. QR Codes - provide all with QR code to link directly to virtual info, event or stores.
4. Analytics Tracking - All Virtual content has tagging so that Hotels, businesses can see where visitors spent their time.
5. Create virtual events board so that hotel/B&B patrons can see what is coming up.

Historic Buildings/Location Linkages - The city of McKinney and others have spent time gathering the history of McKinney in the form of Pictures, stories, content and placing it online in various locations. We want to take all that info and place locational tags within our virtual environment so that as visitors, or virtual visitors view a location, or something downtown, we will place a link and connect directly to that content. We anticipate this taking 40 hours of work.

1. Link each building - Take all buildings or locations and place within the virtual downtown. This will allow visitors to see the rich history of McKinney for the store they are in right then, or the story behind it. This adds context, and connection, without having to go and toggle through or know where the content is.
2. Provide Story or historic information for an event, who and why.

Cost - visitors or participants will not be charge, but here are our estimates:

Pricing for Virtual Home for Holidays	Category	Price/Unit	Count	Total Cost
Hotel/B&B Virtual Capture	HD Capture	\$325.00	12	\$3,900.00
Gather Business Stories	HD Content	\$75.00	40	\$3,000.00
Historic Sync with City Content (hourly)	Hourly	\$20.00	40	\$800.00
Hotel Print Postcards Content QR/Map	Print	\$0.26	1000	\$260.00
Ads Engine	Virtual Tour	\$20.00	40	\$800.00
CVB Content Inclusion	HD Content	\$75.00	3	\$225.00
Community Content Inclusion	HD Content	\$50.00	30	\$1,500.00
Event AR Experience/Game	AR Experience	\$500.00	3	\$1,500.00
qr Code to specific location	Marketing	\$15.00	40	\$600.00
Social Media (hourly)	Marketing	\$50.00	20	\$1,000.00
Marketing/Design	Marketing	\$75.00	10	\$750.00
Video Animated Banner Ads	Marketing	\$75.00	2	\$150.00
Commercial for Event	Marketing	\$275.00	2	\$550.00
				\$14,335.00

Provide the venue/location for the Event or Project:

All of downtown will be the main location, but will also capture participating hotels and B&B locations.

Provide a timeline for the Event or Project:

The events will start as indicated above, but will need to start to capture Hotels and B&B starting November 1st.

Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years:

Once the initial components are added to [MyTownStrong](#) under the initiative of McKinneyStrong, we anticipate providing a platform that can be used for regular marketing campaigns during events or activities. Businesses or the community can join in, create, or contribute to the content. This can be in the form of in store experiences, or them telling why they love McKinney. With the addition of historic markers, within the system, visitors, or virtual visitors can see the story of the building, location, what happened there etc. We also anticipate adding components for merchants or residents of McKinney to leave geotags that others can view as well. Maybe some memorable thing happened on the courthouse steps, or someone was proposed to on the southeast corner of Tennessee and Virginia, those types of things.

Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination:

We will attract visitors in many ways.

1. Create an Event Code to be utilized for booking to track stays. This code will be used in our marketing and site for those visitors of the virtual tours. This will allow the CVB to track all hotel stays to the event or during the event window and connect.
2. Video Capture at events - Create a video series for visitors of McKinney and include in our future events for stories.
3. Video Capture Residents - Ask residents for experiences about McKinney, downtown, why they moved here, etc.
4. Take all content and create a Youtube channel with all videos.
5. QR Code Links - scans directly to the website, location, or event.



<https://en.calameo.com/read/00595036421eedd3afd58>

Here are some example Links:

- [Downtown Link example](#)
- [Fair & Square example](#)
- [La Cour Events & Venues example](#)

Shop QR Code for shop window.



Attachments for Grant Application

Overview of Organizations Financial Status:

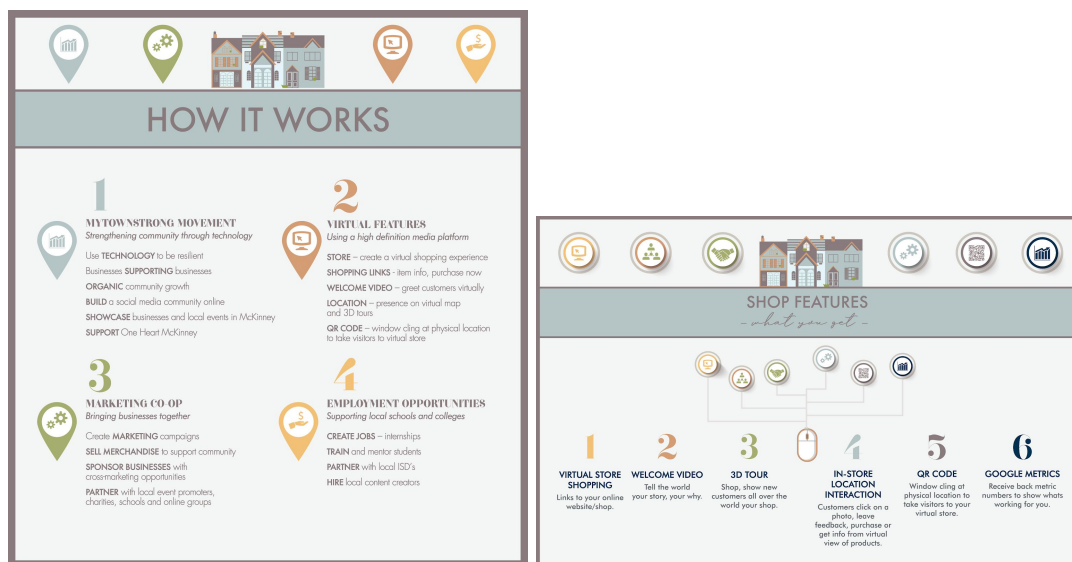
This is from our new MyTownStrong.com website:

“Imagine a virtual store where customers don’t have to leave their home or look for a parking spot to shop with you. Visualize a 3D tour of your store or business with an option to purchase items with just a few clicks. Envision a new frontier in small business where store owners collaborate using technology to encourage a thriving and robust business. This is what MyTownStrong is all about.”

The biggest benefit to Carol and Shane is that this promotes our MyTownStrong goal, which is allowing communities to thrive, despite economic downturns due to a variety of circumstances. It’s a win-win for both business owners and customers: more customers for businesses and less hassle for the customers who want to shop or visit them. Plus, it helps businesses connect, and share their story with merchants or those in the community. We also anticipate this project will allow us to train and hire a few new staff to manage, and process all the content, and maintain it over the holidays. The extra benefit is that once we have this built, we can easily add more businesses, or events as needed and to help drive tourism in 2021 and beyond.

Shane’s background is in Software development, and under Compass Rose, has built several apps that are current. Earlier In 2020 Compass Rose launched Septrio: www.septrio.com with the vision of: *Providing Communities with the resources to build digital twins that allow residents and businesses to interact in new and innovative ways.* 3 Months ago, Carol and Shane met and realized they could collaborate and build a system to help businesses survive during this pandemic and hopefully start to thrive in 2021.

In our MyTownStrong initiative, we have started to market to other cities with businesses.



MyTownStrong Q3/4 Costs:

One Time Costs	
Item	Cost
MyTownStrong.com	\$44.32
MapGuild.com	\$44.32
Tees, bracelets, clingies	\$1,773.00
Postcards	\$60.00
Blog Posts - Lisa - Oct 2 (website copy	\$75.00
Blog Posts - Lisa - Oct 9 (infographic copy)	\$50.00
Mockups for Tees & Masks	\$25.00
Masks	\$135.00
QR Codes	\$70.00
Marketing, Social Media, Website	\$3,000.00
WebPage Map Design	\$2,000.00
WebPage Design	\$1,500.00
360 Equipment - Camera	\$1,200.00
360 Equipment - Extra	\$200.00
Tour Software	\$500.00
Insurance	\$800.00
sub-total	\$11,476.64
Monthly Costs	
Item	Cost
Square Space	\$40.00
Cognito	\$10.00
maps.mytownstrong.com	\$75.00

sub-total	\$125.00
Total	\$11,601.64

Financials (current as of Q3 as MyTownStrong was created in September):

Budget Through End of 2020	Category	Price/Unit	Count	Total Cost
MyTownAR - Software Development	Software Development	\$7,500.00	1	\$7,500.00
360 Equipment - Camera	HD Content	\$1,200.00	1	\$1,200.00
360 Equipment - Extra	HD Content	\$600.00	1	\$600.00
Hire Local Capture Team - \$20/hour	HD Content	\$20.00	200	\$4,000.00
				\$13,300.00
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		End of Year Budget		\$27,635.00

Home for the Holiday Virtual Event Budget:

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Video Animated Banner Ads	Marketing	\$75.00	2	\$150.00
Commercial for Event	Marketing	1,000.00	1	\$1,000.
				\$14,335.00