Story City Sample Projects

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Use smart phones and Story City's GPS technology to turn the assets of your city and the surrounding streets into an adventure wonderland by training local writers, artists, actors, and musicians to create interactive stories for your city's public space activation.

These stories aim to get adventurers (local and tourists alike) particularly in the youth demographic, interacting with new public space features, and the rich history of the area via local stories from your creative community.
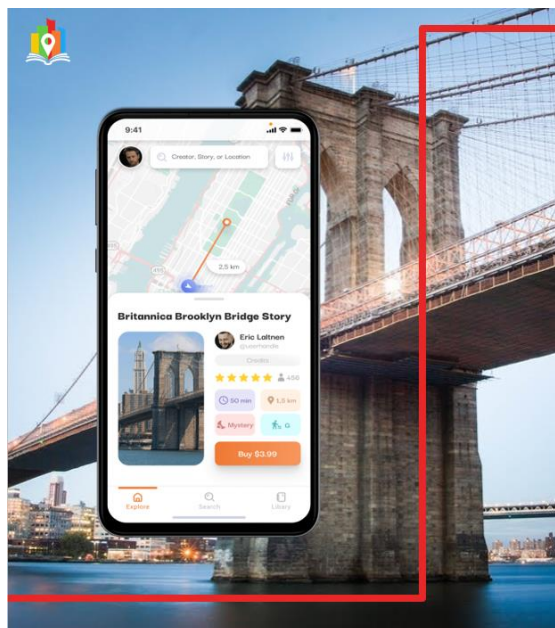
WHAT IS STORY CITY

Why be a tourist when you can be a pirate? Or the apprentice of a hero? Or survive a zombie apocalypse? With Story City you get to be the hero, you get to choose your adventure.

Story City helps make and host locative stories, stories told in the location the audience is standing. Each story is accessed via our free, GPS smartphone and table app, which only unlocks a story when you're standing in the right place. Whether they are real-life choose-your-adventures, puzzle trails, indigenous myths or historical tales, our stories are written, scored & illustrated by local artists who know their city best.

OUR MISSION

We are all drawn to the big blockbuster movies, stage shows and travelling exhibits, to our disadvantage. In the process of funding big productions, local stories and storytellers never see the light of day. And it's the local stories that *really* matter. It's the local storytellers that define our culture in the here and now, that give us belonging, empathy and allow us to really see the world through a different lens.

This is why at Story City we only work with local writers, artists and musicians in the towns and cities where we run our projects. Over the past three years we have published 70+ interactive stories across nine cities, trained 500+ creatives and employed 120+ local writers, artists and musicians to create stories set in the location you're standing, and which change endings based on the choices you make.

At Story City, we want to redefine stories so that they are something you are a part of, rather than something you are told.

SAMPLE PROJECTS

While we are known for our activation of city streets with real-life choose your adventures, there are 4 common packages cities tend to choose depending on their budget, aims, content control and targeted ROI.

The costs for a project vary depending on if you plan to produce content in-house, or if your city and team would like Story City's assistance with an activation project to highlight a particular area of your region via mentoring your local creative community to create stories, and with costs based on how many stories you wish us to help create.

Please note that costs for marketing have not been included in the below sample budgets as we know many times these projects are part of a large community project at play.

Package 1: $1.5-5k

Subscription + Editorial Support & Training (In-House Story Creation)

This package provides cost options based on the number of stories you'd like to create to increase public engagement. Your city already has beautiful murals, historic sites, cultural, and/or tourism trails that it would like to digitize, & host, and can create this content in-house with your current communications teams. Story City, in addition to the subscription for the platform and creator tools, can also provide editorial support for your first couple of trails to train your staff in the most engaging way to create interactive experiences for your chosen locations.

Perfect if you wish to create a series of scavenger hunts, walking tours, or Instagramable location trails.
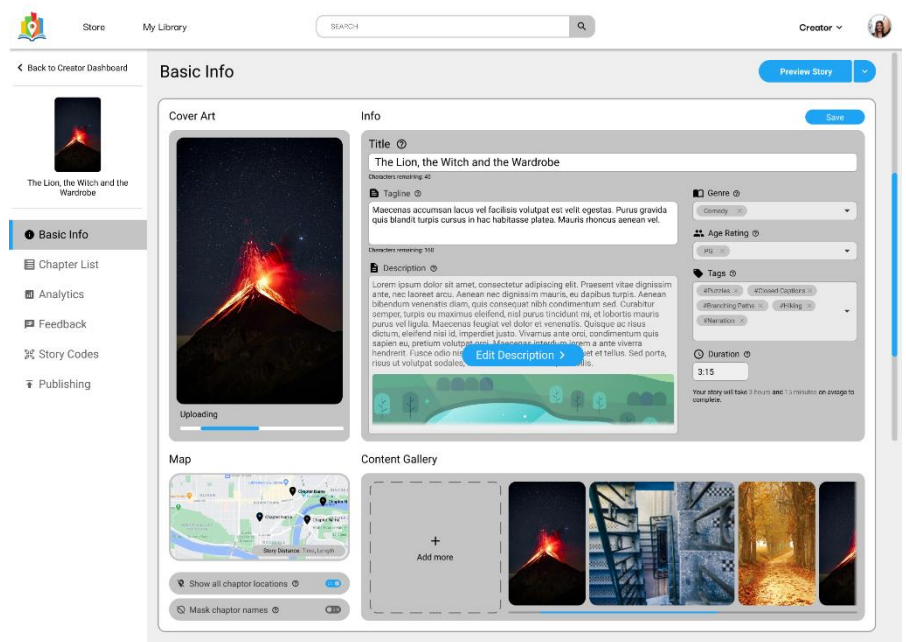
Impact includes:

1. Repurposing of content via COVID safe platform
2. Multiple locations activated with non-fiction content for adult demographic (or gamified non-fiction content for families)
3. Option to add full analytics on who uses, starts, and ends your stories
4. Stories are freely available for the public 24/7 (Or to test selling of experiences)

Typical Elements Included at this Level	Description
Hosting/platform license	10 stories/25 stories/unlimited stories
Team PD Training	3 hours including content brainstorming
Editorial Support	Recommended minimum of 8hrs
Analytic Reporting	A Story City analyst can pull download and usage statistics for you every 3 months for a year for your reporting.

Case Study

THE MUSTARD SEED

The Mustard Seed:
Coldest Night of the Year

Social Issues Walk | Edmonton | Video Story Samples

AIM

- To raise funds for their Coldest Night of the Year campaign COVID-safe way when lockdowns prevented in-person walks
- Educate the public on the Mustard Seed's mission & programs to eradicate homelessness all year round.
- An interactive experience their volunteers can do with their families as part of training and education.
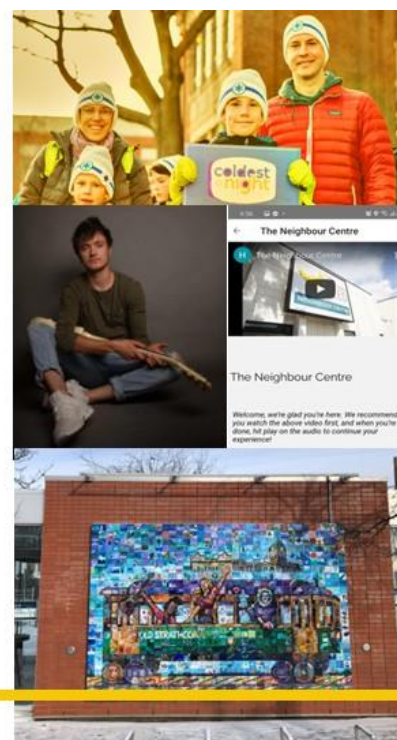
PROJECT

Creating a family friendly 30min trail, and a longer 90min trail for adults, the foundation were able to showcase both video, audio and interview content showcasing employment, affordable housing, & small business philanthropic efforts to end homelessness, collect donations, & saw an increase of over 1000 extra participants in the walk & fundraiser than in previous years. As a result, they have activated additional project with us for 2 other areas.

Platform Subscription/ Custom Activation

12 Locations

ACTIVATION PROJECTS

An activation project activates a specific city/region area or identified cultural asset (i.e. murals, food, history, indigenous culture), pays local content creators for creation, and receives full production support from Story City including upskilling of local content creators, mentorship and editorial support to those local content creators, and project logistics (such as the expression of interest process with your community + creator selection) and

uploading.

These stories are normally fictional or gamified in nature to attract a younger demographic (millennials and families) and fold historic or other information into the gamified experience specifically created to promote interactivity and exploration. You may find straight non-fiction experiences require less in terms of visual art or music to make the experience immersive.

Impact includes:

1. 2-3 high quality/high production interactive experiences for your city (several of our previous stories we produced with local content creators have been nominated for national literary and screen awards)
2. Upskilling/Professional Development for 50 local creators
3. 4-6 local creators employed
4. 6-15 locations activated per story
5. Stories free to the public 24/7 with analytic provided.

These gamified experiences fall into either Linear or Branching experiences which take different lengths of time to create.
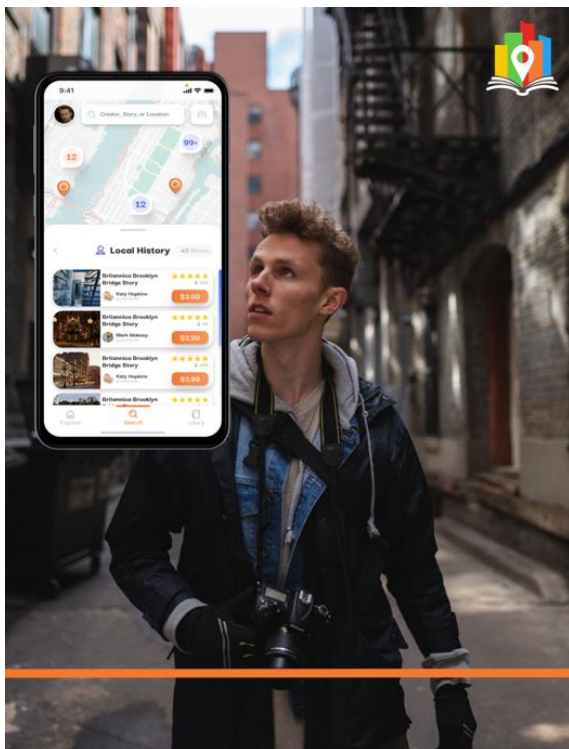
Package 2: $12-18k

Linear Narrative (3-4 months to create)

A linear narrative follows a distinct path through an area visiting between 5-6 locations, there are no "branching" choices for a reader, but there may be interactive activities or puzzles built into the story. Because you don't have to teach the 'instinct' for branching narrative to the writers, the production costs for this particular project are much lower (and the editing time, and artist/musician liaison time is cut almost in half).

Normally in the case of "linear narratives'' we recommend a single writer create two narratives (which would visit 10 locations total) to provide a variety of choice to the public. At a based you'd want at least two linear narrative stories from a single writer/artist/musician etc. If you wished to add an additional pair of stories such that you had 4 or 6 stories created by your local creators (and hence could provide paid opportunities for more creators in your community), it would be an additional unit cost per story pair (Assuming you use different writers but the same artist/narrator etc).

Typical Elements Included at this Level	Description
Producer	EOI creation and assessment, artist workshops, editing, artist liaison, uploading of content, app management, logistics, stakeholder & partner liaison, event delivery.
Community Workshop	4 hour professional development workshop (either in person or online COVID permitting), can accommodate 30-50 community creators across disciplines (writing, visual, film, music, narration)
Your Local Narrator, visual artists, writers and Musicians	Record and edit audio narration of stories. Create 5-6 individual works of art for each story location, digitise work. The author creates the story for that particular city and gives an exclusive license for the stories for two years to Story City/organisation. Compose and edit approx. 30 mins of music.
Story City Licensing	Cost to host the stories, available to the public and tourists for free download. $3000/year for up to 25 stories. Option to have the smaller 10 story subscription if you are a business association or non-municipal organisation.
Travel	If in person workshop is viable depending on COVID restrictions.

Case Study

Outdoor Reads: Activate Creeks & Waterways

Flora & Fauna + Puzzle Trail | Brisbane | Audio Story Sample | See Detailed Case Study

AIM
- Increase visitation to parks around the city's creeks & waterways
- Educate families about the flora, fauna & history of each park
- Encourage all ages to engage & play with park features.

PROJECT
The 8 linear adventures created for this project interactively engaged & educated families on indigenous & WWI history, nature, & active encouraged them to be healthy via activities using park installations & equipment. All while increasing visitation to the parks in 3 outer suburbs, allowing visitors to return to the park on multiple visits and bringing attention to important cultural and historical anniversaries.

Custom Activation

55 Locations

MOST POPULAR - Package 3: $13-30k

Branching Narrative (Takes 5-6 months to Create)

Branching narratives, such as a choose-your-adventure (the centerpiece of most of our Story City projects to date) provide the participant with a choice of how they wish to move through the story. Branching narratives typically comprise of 15 locations or more in a city, but a reader will only visit 4-5 of these locations due to the choices they make. Which means they can come back 5-8 times and get a different ending to their adventure every time. Each story can have an associated artwork, video or music behind the narration which add to the immersive experience of the story. The stories funded by you are free to the public, for 12 months, greatly extending the life of a project or festival.

Below are the general costs for a single branching narrative. If you wished to add an additional story such that you had 2 or 3 stories created by your local writers, artists and musicians (with most of our projects we will do 2-3 stories) the additional cost of adding another story is in the final column.

Typical Elements Included at this Level	Description
Producer	EOI creation and assessment, artist workshops, editing, artist liaison, uploading of content, app management, logistics, stakeholder & partner liaison, event delivery.
Community Workshop	4 hour professional development workshop (either in person or online COVID permitting), can accommodate 30-50 community creators across disciplines (writing, visual, film, music, narration)
Your Local Narrator, visual artists, writers and Musicians	Record and edit audio narration of stories. Create 15 individual works of art for each story location, digitise work. The author creates the story for that particular city and gives an exclusive license for the stories for two years to Story City/organisation. Compose and edit approx. 80 mins of music
Story City Licensing	Cost to host the stories, available to the public and tourists for free download. $3000/year for up to 25 stories. Option to have the smaller 10 story subscription if you are a business association or non-municipal organisation.
Travel	If in-person workshop is viable depending on COVID restrictions.

Street Reads:

Choose Your Adventures

BRISBANE CITY

Choose your adventures (CYA) | Brisbane | 1min Video | See Detailed Case Study

AIM
- Encourage engagement from younger demographic in highlighted areas & history they would be unaware of.
- Provide professional development for local creatives.
- Engage local businesses and increase foot-traffic.

PROJECT
We created 3 fictional, CYA with 5 Brisbane creators to activate 3 outer suburbs, encouraging locals to explore their own backyards, discover the history of the area, all while increasing the vibrancy & showcasing of city gems & businesses that exist outside of the downtown area. The stories also drove repeat visitation to public areas & increased public awareness of historic anniversaries. Brisbane City Council were so happy with the KPIs that they ran it for 3 years.

Custom Activation

45 Locations

MOST IMPACT: Package 4: $45k+

City Activation Campaign

So, you want to have the absolutely greatest economic impact on a region? Now it's time to put fuel on the fire and super charge content creation of these interactive experiences in your region.

In this City Activation, Story City runs an open campaign on behalf of your city such that as broad a range of experiences, creators, and operators could get involved as possible to draw people from all walks of life to your region/businesses.

In this focused campaign we run a series of workshops on your behalf for your community, and provide live feedback as stories are developed, but rather than selecting specific stories to work on with Story City, the community are all welcome to create experiences (often incentivized with prizes) and list them under the umbrella of your organization resulting in dozens of locally generated stories and experiences (for which you have access to analytics). Cost depends on the size of the community you wish to reach, the number of workshops, the size of the prizes, and amount of administrative support you would like from Story City.

Typical Elements Included at this Level	Description
Producer	Creator workshops, artist liaison, uploading of content, app management, logistics, stakeholder & partner liaison, event delivery.
Community Workshop	Three to six 4hr professional development workshops (either in person or online), can accommodate 30-50 community creators across disciplines (writing, visual, film, music, narration, community leagues, tourism operators, & historic groups)
Dedicated Community Mentor	Provides online feedback, brainstorming sessions, and troubleshooting for creators and community makers
Dedicated Marketing Staff	Both pre and post launch from Story City if needed
Prizes	Recommend a minimum grand prize of at least $3k, with runner up prizes of $2k etc.
Story City Licensing	Cost to host the stories, available to the public and tourists for free download.
Travel	If in-person workshop is viable depending on COVID restrictions.