

NORTH PORTLAND NEIGHBORHOOD SERVICES

Small Grants Program 2018 (NPNSG)

Section 1 Application Form Cover Sheet

Grant review committee members may contact you with questions regarding your application.

APPLICANT INFORMATION

Project Title __Hayden Island Virtual Tour

Neighborhood(s) Served: Hayden Island and surrounding neighborhoods

Organization: Hayden Island Neighborhood Association (HiNoon)

Grant Funds Requested: \$820

501c3 Status: Yes ☒ No ☐ **Fiscal Sponsor:** Yes ☒ No ☐

Project Coordinator(s) Sam Churchill

Email __ schurchill@gmail.com **Phone** ____ 503.740.9209 ____

Alternate Coordinator(s) if relevant ____, Jeff Geisler ____

Email ____ jeffgeisler@msn.com **Phone** ____ 503.936.2425 ____

Partner Organization(s) if relevant ____ Hayden Island Neighborhood Association ____

• **Have you received a small grant from NPNS before?** Yes ____ No ☒

• **How did you find out about this grant opportunity?** ____ Word of mouth ____

Section 2.

Briefly describe the project and how the funds will be used as indicated in the budget. Use this space to provide a narrative of the project with relevant budget itemization.

A “virtual walking tour” is created around Hayden Island. Visitors walking past each sign can be automatically redirected to the appropriate website for each of 25 locations around the island. Visitors use their phones to scan the bar codes (QR codes) on small (4” x 6”) signs located in restaurants and public gathering spots.

The walking tour highlights the most interesting aspects of the island, using the land, the people, and the water as themes.

Visitors can also press their NFC-equipped phone on the sign to be automatically redirected to website. The signs have both barcodes and inexpensive NearField Communications tags. The signs require NO batteries or active electronics.



These “virtual tour” signs cost less than \$10 to create. Programming them with an embedded URL takes less than 1 minute using free software. We will make approximately 50 laminated signs for a total cost about \$500 in supplies. Additional signs could be available for \$10 each. We anticipate half of the 50 signs would be placed along the sidewalk, mostly on Hayden Island Drive (West of the I-5 Bridge) and Tomahawk Drive (East of the I-5 Bridge) near the relevant subject. Another 25 signs would be placed in restaurants, pubs, and public gathering spots. They redirect users to 25 different urls.

The requested \$820 budget will pay for 50 laminated NFC/QR code signs (~\$500 total), permitting and related fees (\$150), and misc expenses (\$180).

The goal is a deeper appreciation of place for both the island’s residents and visitors. Success can be measured directly by usage statistics on the neighborhood association’s website where the virtual tour is hosted.

Section 3.

Explain how this project will meet one or more of the funding requirements: • Create and build community • Engage new and diverse communities • Sustain those involved • Strengthen existing programs • Increase community and neighborhood impact on public decisions and community life.

This proposal will enhance a sense of community for both residents and visitors. To minimize conflicts between competing businesses, the “virtual tour” would avoid promoting individual business, although the neighborhood association may generate revenue by running banner ads. The Virtual Tour will showcase several people each year, living and dead, who have made a difference in the community.

Section 4.

Describe who will benefit from this project? How many people will be engaged? How will outreach be conducted? How will the project welcome diversity?

Partners include Hi-Noon, the island-wide neighborhood association, which is the lead organization. We anticipate hundreds of new people every month to become engaged in the community in this way. Ad revenue could sustain operation of the Virtual Tour and promote engagement with the neighborhood association and appreciation of our neighborhood and its people.

Celebrating diversity is one of the main goals of this project. The web pages will be multi-lingual and multi-cultural, welcoming everyone and encouraging community engagement. Minority communities will be sought to provide perspectives on major events like the Vanport Flood, WWII shipbuilding and the Expo Center relocation. We will reach out to subject matter experts in natural history, flora and fauna, geology and marine and river history.

The community will be encouraged to create the tour, with project news and information posted on a dedicated Facebook page as well as community chat boards such as NextDoor. Monthly meetings will be held at local establishments or public meeting rooms, with the primary goal to seek out compelling stories and subject matter experts.

Section 5.

Provide a simple timeline for your project, including your expected start and completion dates and any major project milestones.

TIMELINE:

Nov-Dec, 2017: Upon notification of award, information describing the “Virtual Tour” project, its goals and ways to become involved will be posted on community Facebook pages such as Hayden Island Chit-Chat, Next Door and Ni-Noon.

Jan-Mar, 2018: A committee of community members will research possible subject matter experts, storylines & locations will be formed. Posters explain the use and goals of the Virtual Tour.

April-May 2018: Laminated QR code signs are created and placed around the island for an initial rollout.

June, 2018: Local media is invited to an launch event around June 1, to celebrate “I (Heart) Hayden Island”. Press release kits with QR code signage are available for the press and interested parties.

Section 6.

Explain how collaborating organizations or partners will be involved in the successful implementation of the grant project. Include a contact name, phone, and email for each partner organization, if relevant.

Partners include Hi-Noon, the island-wide neighborhood association, is the lead organization. Ni-Noon's chairman is Jeff Geisler, Ph: 503.936 2425, Email: jeffgeisler@msn.com.

Other partners include individual neighborhood associations including the four different moorages on the island, a variety of comdominium HOAs and the Manufacture Home HOA, with over 450 housing units, chaired by Patrick Castro, 503.289.1900 (castri.pbc@gmail.com).

We will reach out to subject matter experts in natural history, flora and fauna, geology and marine and river history. Minority communities will be sought to provide perspectives on major events like the Vanport Flood, WWII shipbuilding and the Expo Center relocation.

Business partners can provide guidance to enhance the commercial potential in a manner that's seamless and mutually beneficial.

Section 7.

Describe how you will implement your project if not fully funded. What are the priorities for this project?

If not fully funded, instead of creating 50 laminated NFC/QR signs, we will we create only 25 signs, cutting back on the “free” signage to business patrons. To compensate, we will ask businesses to pay \$10 per “Virtual Tour” sign, although it may reduce the exposure to the virtual tour.

In addition, we may need to include promotional advertising in the tour itself as well as cut back the profiles of individual community leadership.

Much of this virtual tour has already been constructed, using 100% volunteer time:

Hayden Island Virtual Tour

myhaydenisland.wordpress.com/stop1

Section 8.

What impact will the project have on the North Portland community after the requested grant funds have been used?

We expect the Virtual Tour to have a permanent and positive affect on the community. This innovative and cost/effective approach can engage not only the Hayden Island neighborhood but may be used as a model for all Portland neighborhoods.

The cost of creating a virtual tour is low and maintenance costs are expected to be minimal since the webpage linked to each sign will not need to be constantly changed. Wordpress.com provides free hosting. With both iPhones and Android devices now supporting both NFC tags and QR codes, we expect the engagement to go up, not down, over time.

The Virtual Tour is expected to drive traffic to the HiNoon website and provide sustaining revenue by providing a “virtual mall” for businesses and organizations.

Budget

Note: The budget must relate to the narrative in the above sections. Total Requested Funds column must match the Grant Funds Requested in Section 1 of the application.

Item/Service/Expense	Requested Funds	Donated Services	Total
Volunteer Services: Related to administration, contractors, and staff.	--	100 hrs @ 22.75/hr: \$2,275.00	\$2,275.00
Paid Services: Insurance, fees, etc.	\$150	--	\$150.00
Materials: NFC tags, paper, lamination sheets, laminator, color toner, press kits.	(80) NFC tags @ \$2/each \$160 (60) .5mil clear laminated sheets \$50 (1 set) Color Toner \$80 (25 Pr kits & posters) \$200	--	\$490.00
Other: Signage, promotion, installation equipment, misc.	\$180	--	\$180.00
TOTAL	<u>\$820.00</u>	\$2,275.00	\$3,095.00

Matching Resources: Donated services and materials can include estimated dollar amount of in-kind donations and/or general volunteer hours at \$22.75 per hour.