

**Outdoor, interactive, virtual museum for Ontario County
Market New York Capital – Project #135,495/CFA#121265****Project Fact Sheet: 3/15/23**

Timeline: Two years. Starts upon signing the contract (deadline April 28); runs through December 2024

Total Project: \$900,000

Grant Amount \$180,000; matched at 80% local.

Local Total is up to \$720,000 over two years

Immediate Needs: Secure the match for 2023; \$250 application fee, 10% (\$18,000) set aside, paid grant facilitator support (probably Ostrander) and in-kind support from Ontario County Planning Department on environmental and State Historic Preservation Office components. Town historians and/or history buffs contacted to access shared resources and start “the stories.”

Overview:

Imagine a history “museum” that is open from dawn to dusk and is accessible throughout the entire County. Imagine the stories that can be connected – for students who can follow the trail, researchers, and for residents and visitors who find both fun and information in getting to every corner of this “museum.” The stories of Ontario County’s history come to life via modern technology of augmented reality and QR codes. Your cell phone is the tool to tie together “what happened here” in the 1600s or 1800s or another time frame. A 30 to 60 second augmented reality experience (a mini-vignette) starts the story and then directs you to where you can visit to get even more information on this topic. Each historic sign, monument, cornerstone will be tied together in our literature and for future promotional endeavors to form a trail, a virtual “necklace” of Augmented Reality (AR) triggered historical stories.

In production, there is still a lot to organize. We know at minimum each “sign” will require a physical adaptation to trigger the AR. The largest expense will not be the physical sign adaptation, but rather the video production and Augmented Reality application to the sign. Research will be required, resources gathered, stories written and produced, as if each was its own display in a traditional museum. This investment in production is not solely applied in constructing our signs. The “necklace” will get additional strands with these new assets; for instance, we can get the “AR Marcus Whitman” to be connected in Prattsburgh and Narcissa Prentice, to the Ontario County Historical Museum, across the Oregon Trail, or in the U.S. Capitol. Example of connector: <https://www.history.com/news/9-things-you-may-not-know-about-the-oregon-trail>

FLVC has created a landing page which provides an overview to the program. Items included are our original application with letters of support from our potential partners, our letter of award, a copy of this information sheet, and progress on the grant. This landing page will continue to be developed to host RFPs that will be needed to meet the requirements of environmental checkpoints, WMBE business minimum requirements, reporting – and to illustrate our progress in development as we move forward.

AR Story Locations (Signs): 50 in two years.

Ontario County, NY

- **20 Existing – AR readied.** One in each town; municipality
- **10 New** – related to structures or places that can be visited today.
- **10 Educational focused** with messaging that will help with the educational reinforcement with schools. See separate paper on how students can be integrated into the project through curriculum development – history/writing; Ensure diversity and inclusion across county.
- **10 Tourism thematics** - that are broader than our county and it would be beneficial for us to tie to: i.e. women’s movement, religious movements, agricultural history, leaders who are recognized in other areas – example, Henry Flagler – Hopewell Junction, NY to St. Augustine, FL.

Action Steps.

Step #1. Inventory and condition report – environmental impact, other requirements, as part of the program.

Step #2. Identifying the purveyors of this technology and firming up costs and commitments. Must adhere to the WMBE requirements, etc.

Step #3. Select priority locations (per above logic), aligning budgets with inventory

Step #4. Work with the resource agencies and partners to gather content

Step #5. Production starts

Step #6. Construction and installation starts

Step #7. Apply for a grant to market this new product we have

Budget.

Content Development:	\$390,375
Production of Signage:	\$300,000
Construction	\$180,000
Other Project Costs:	\$29,625
Total Estimated Cost:	\$900,000

