



STORY CITY

*We Create New Ways for People to
Interact with Cities,
Transforming Streets into Adventures!*

Storycity.com.au





Let's redefine stories so that they are something you are a part of, rather than something you are told. Let's support the local businesses & storytellers YOU know, to do it.

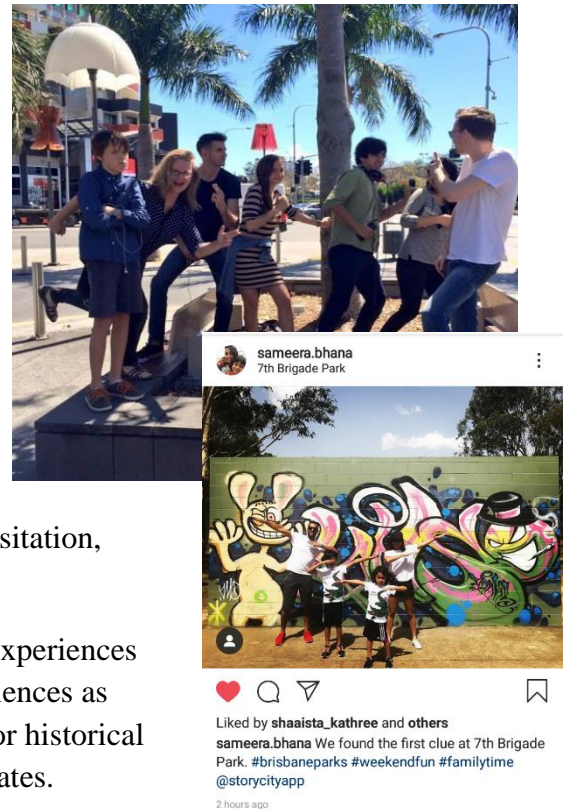
Overview

Story City turns streets into adventures with locative stories, stories told in the location the audience is standing.

Each story is accessed via our free app, which only unlocks a story when you're standing in the right place. Whether they are real-life choose-your-adventures, puzzle trails, tourism experiences, indigenous myths or historical tales, our stories are made by local content creators and communities who know their city best.

A mix of cultural tourism and adventure, each story is created specifically to highlight the beautiful and intriguing parts of a real-world site and to appeal to and excite a young, tech savvy audience. The idea is to bring real-world locations to life, whether they be cities, attractions, or world heritage areas, converting an ordinary, everyday space into an adventure filled wonderland that encourages visitation, pedestrian foot traffic, and engagement.

While non-fiction tours are a natural fit, almost 80% of our experiences are fictional or gamified. The benefit of creating these experiences as fictional/gamified stories is you can impart real-world facts or historical knowledge in an engaging way that both entertains and educates.

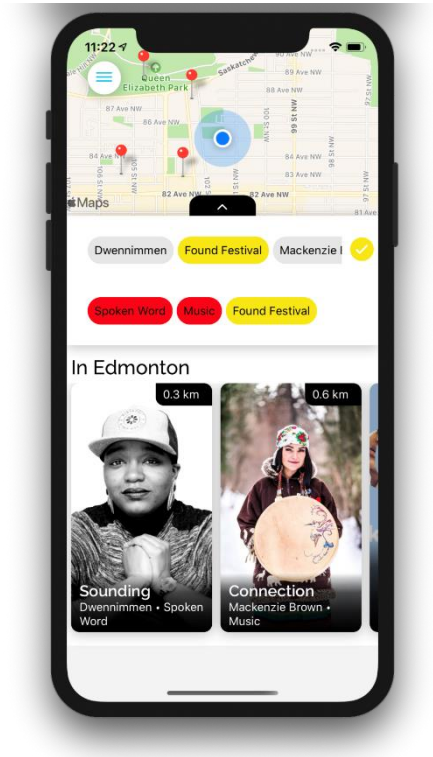


How It Works

Each story is accessed on the participant's smartphone and delivered using the Story City App, which registers if the user is in the right place before unlocking the part of the story that occurs in that location. If the story is a choose your adventure, it gives the user several options to choose from to continue the story; if the story is a puzzle trail or scavenger hunt they must solve a riddle or complete an activity before continuing on their adventure.

Each new section of the story takes place in a new location, which you must walk, cycle, or drive to, showcasing the landmarks of the area in a whole new light. As part of fictional, gamified experiences, the participant takes on the lead role of one of the story's characters. Each user will inevitably take a different path through the adventure giving them their own unique story experience. You can find out more in our video here: [Story City in 1 min.](#)

The stories show the hidden nooks and secret features of an area, taking you on a journey you would never find in a guidebook.



The Stories

The main bulk of Story City stories are interactive adventures that encourage locals and tourists to move through and engage with public space and local stories/experiences. We find that fictional experiences engage young audiences better and rather than just throw facts at them, allows them to immerse themselves in the location with an experience.

However, the best thing about the Story City app is that it has been built to tell any story in location (via video, audio, text or image), and can augment events/activities that need digital hybrid models to be COVID safe for audiences/groups. We understand that not everyone wants to 'play games' and would like the information delivered to them straight. We have worked with partners to create art-walks, historical trails, stories of activism and political advocacy, with the content they already have available. Here are some examples of how Story City could be used to boost awareness, visitation/foot traffic and cultural tourism:

- Interactive fictional adventures (choose your adventures, getting people to engage in public space with a story).
- Interactive puzzle trails/scavenger hunts (solve clues, puzzles, mysteries)
- Historical fiction/non-fiction trails
- Indigenous myths or local mythology
- Performance (video): Dance/circus trails, Interactive theatre pieces, locative documentary
- Recording of events for experience outside festival times
- 'Behind the scenes' tours of film locations
- Self-guided: public art tours (street art, gardens, literary, statues, ghost), history tours (Oral/local history, indigenous, colonial, multicultural, locational), food tours, attraction tours, or park/botanic garden tours, immersive 'packages' that lead the public through a series of business with digital 'behind the scenes' info delivered via the app.

Benefits

Several benefits exist to creating locative cultural experiences:

- **Any Location:** The app can be set in any public location, increasing visitation and foot traffic to public works, local businesses, and attractions with the promise of a good story.
- **Easy to Update:** The app allows you to present/update large amounts of information in a location without the need for maintenance of expensive signage or printing flyers.
- **Healthy:** These story trails/tours are active and healthy activities that use people's devices to draw them outdoors, getting them physically moving through areas and past local businesses.
- **24/7:** The app allows you to provide tours (such as those given by a greeter program or attraction) in a self-guided digital format so if a visitor arrives in town outside of physical tour days/hours they get the stories on demand and don't miss out!
- **Discovery:** Story City is a global platform with stories across multiple cities and countries. We are an educational avenue and destination marketing strategy for people to become aware of the attractions and stories your region has to offer instead of just driving straight through town.
- **COVID aware:** Reduces group gatherings for COVID safety.
- **Ecommerce:** Has an ecommerce ability providing your local businesses, and creatives with the ability to sell and buy these COVID safe digital experiences/events.
- **Real-Time Analytics:** Many placemaking/tourism initiatives are difficult to calculate ROI for, but with Story City we can definitively tell you which content is drawing traffic, what converts, and where the hotspots are in your city as a result of each campaign.



How We Work with Orgs

There are three main ways we've worked with partner organizations:

- **Platform Subscription (\$1k+):** Rather than creating the content, we work with organizations who already have content and tourist trails (whether it be text, audio or video), and want to upload and host it to the Story City app. In this case the cost depends on the amount of content, how long the partner wishes the content to be present on the app, and whether partner would like consultation help in increasing the interactivity/engagement of their content, or educational workshops delivered to the organization's members/staff.
- **Customized Activation Project (\$10k+):** So you'd like to activate a particular geographic area, a group of businesses, or highlight a certain cultural aspect like history,

architecture, or indigenous stories etc but in a gamified, high quality way? With a customized activation project, we work with you, and your community to professionally produce 2-3 stories with our experienced team. As part of custom projects, we not only provide training and mentorship to local creators (such as writers, artists, musicians, filmmakers, tour operators etc) via a workshop and networking event, but we also select a team of local creators to develop interactive stories with experienced producers at Story City for the town/region. The created stories are then available free to the public for up to 2 years. The cost for this depends on the number of stories which you commission your community to create.

- **Focused Region Campaign (\$20k+):** So you'd like to get as broad a range of experiences, creators, and operators involved as possible to draw people from all walks of life to your region/businesses? In a focused campaign we run a series of workshops on your behalf for your community, 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 depend on the size of the community you wish to reach, the number of workshops, and amount of administrative support you would like from Story City.

Upskilling Your Local Community



We are all drawn to the big blockbuster experiences, to our disadvantage. In the process of funding big productions, local stories and storytellers never see the light of day. But it's the local stories that *really* matter. This is why at Story City we only work with local creators & operators – we are passionate about building local creative economies and vibrant cities!

As part of our social entrepreneur ethos we support local creators to tell local stories. We have so many talented people in our backyards, all they need is the opportunity to be paid for their work and training/networking opportunities to spur even more innovative projects.

For each regional campaign, or custom activation project, we run professional development workshops where we upskill creators (from operators, to writers, to artists, to musicians and beyond) in cross-discipline collaboration, locative/interactive storytelling and art projects, and provide networking opportunities for them to create and collaborate on new projects separate from this campaign encouraging sustainable expansion of the local offerings.

In our 5+ years of running workshops we've had attendees go on to collaborate and produce their own innovative projects - from choose-your-own-theatre, to stories of WWII legend - the participants of our workshops thrive in their own creative economy, originally facilitated by our workshops. We've trained 300+ creators, and employed 80+ creators, to make 40+ stories set in

the location you're standing, and change endings based on the choices you make.

Will you amplify your local voices & experiences?

Project History

At Story City, we have so many stories to share from all around the world...have a look!

[Australia](#)
[Argentina](#)
[Brazil](#)
[Canada](#)

We've worked with municipalities, UNESCO cities of literature, parks, creeks and waterways departments, urban planners, universities, youth arts organizations, historic societies and many more!

Our Story City projects have won several awards, dozens of grants, and two of our stories have been nominated for national awards. In addition, our CEO, Emily Craven, was named the QLD Literary Awards Young Writer and Publisher of the Year.



Will you be the next city to bring your streets, and community, to life?

To build resilient industries that can not only survive but thrive through COVID?



If you have any questions, please reach out to our CEO, Emily Craven:

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Keep on exploring!

The world is full of adventures. Choose yours.