

# Virtual Tours Funding Proposal

## Summary of Request

**Program Title:** Shipley Nature Center 360: A Virtual Experience,  
Increasing Essential Engagement Online

**Proposed by:** Arianna McArthur, Angela Romero, Porfirio Gonzales, and Joshua Fitzpatrick  
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**Agency Name:** Friends of Shipley Nature Center  
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Project Dates: December 2020 to May 2021

Amount of Request: \$15,000

Project Introduction:

Our main priority at Shipley Nature Center has always been providing our visitors access to California's native plants and wildlife in our urban sanctuary. Due to the current crisis of COVID-19, our mission to provide that access has been severely affected by closures and distance education. **Shipley Nature Center 360** virtual tour programming will allow us to return this vital access to countless families and students who will not be able to safely return in-person for the foreseeable future. The 360-degree photography and supplemental information built into the tour will provide visitors with an immersive and interactive educational experience that is as close to the real thing as possible.

Through this program, the Friends of Shipley Nature Center will provide Huntington Beach and surrounding communities with the following services:

- An interactive and immersive 360-degree virtual, self-guided tour experience of the entire nature preserve, including all eight habitats and their connecting trails.
- Online educational material and activities that highlight the various plants and animals that call Shipley Nature Center home.
- Full behind-the-scenes access to some of Shipley Nature Center's most popular programs, including bird-watching, composting and the interpretive center.

The expected outcomes of the Shipley Nature Center 360 virtual tours initiative, is to provide our students, educators, and community with increased access to programs and enhanced educational opportunities. We will utilize the experience of our dedicated volunteers, and partners to ensure that the presentation of the events will be successful. Skills gained from the development of the virtual tours are transferable. They will allow Friends of Shipley Nature Center to plan and implement a comprehensive series of future programs and events for our schools and community.

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## Estimated Budget & Resources

**Total Cost: \$15,000**

### Tour Construction

#### Epic Virtual Tours

Contact: James Allyn

(949) 434 - 9020

www.epicvirtualtours.com

Creation of an immersive virtual tour of interpretive center and trail system. Complete with hot-spots (clickable links) that allow for pop-up windows with information, including text, audio and video. A one-time programming license fee allows for full control of the tour.

Costs (based on day-rates)

- Walk Through Photography: 1 day.....\$800
  - Post-Production Photography editing and retouching: 2 days.....\$2,400
  - Tour Construction: 2 days ..... \$2,400
  - Virtual Program Licensing Fee .....\$1,150
- Total: \$6,750**

### Technical Support

Website services and increased bandwidth to host the virtual tour on the Friends of Shipley Nature Center website.

Costs

- Website Programming: \$50/hr x 10hrs.....\$500
  - Increased Web Hosting Bandwidth: 4 years.....\$2,400
- Total: \$2,900**

### Program Support

Program management services to ensure the program stays on schedule, and educational consulting fees to create supplemental programming materials.

Costs

- Program Coordinator: \$25/hr x 80hrs.....\$2,000
  - Educational Consulting for Supplemental Materials: \$50/hr x 5hrs.....\$250
  - Educational Consulting for Supplemental Materials: \$50/hr x 5hrs.....\$600
- Total: \$2,850**

Marketing support costs to produce professional promotional materials, including press releases and postcards.

Costs

- Publicity Consulting: Press Releases.....\$500
  - Graphic Design: \$50/hr x 10hrs.....\$500
  - Promotional Materials.....\$1,500
- Total: \$2,500**
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## Project Outcomes

According to FSNC's 2019 annual report, this project will reach a minimum of 14,049 people ranging from pre-K through adult. Virtual tours will increase the nature center's accessibility for seniors and people with disabilities. The project will enhance the nature center's capacity to reach a growing number of on-line guests to learn about natural history, environmental stewardship, and the native inhabitants of the area. 50 volunteer Docents will continue participate in professional development training and approximately 13,838 school aged children will be able to continue to participate in the "Inside The Outdoors" educational program. Virtual tours will reach a larger audience on-line. The tours will also enhance public awareness and interest in volunteering, in-person visitations, seminar participation, memberships, and plant sales that support the mission of the Friends of Shipley Nature Center.

### Evaluation

Evaluation for this program will come from several points:

- Staff will evaluate the success of the initiative based upon the benchmarks they established at the outset.
- Website analytics will measure website traffic, number of virtual tour visitors, and time spent.
- Opinion surveys will be distributed to organization members and community members requesting responses with respect to perceived satisfaction, effectiveness, accessibility, and ease of use relating to virtual tours.
- Increases in sales, donations, and membership's that credit virtual tours through surveys will be recorded as a measure of program efficacy.

Evaluation Benchmarks:

- Community awareness, engagement and satisfaction.
  - Student and teacher utilization and satisfaction for distance learning.
  - Effectiveness of transferring Shipley Nature Center experience to a virtual arena.
  - Membership numbers
  - Sales
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# Project Implementation Timeline

## December

**12/10/2020**

- Friends of Shipley Nature Center (FSNC) Board identify potential coordinator and volunteers to provide information, voice over and live video for virtual tour.
- Plan for preliminary tour walk-through on January 10, 2021.

## January

**1/10/2021**

- FSNC Board Members, project coordinator and essential volunteers perform comprehensive walk-through of Shipley Nature Center to identify all locations of specific interest, habitats, routes and information to be included in virtual tour.

**1/29/2021**

- Coordinator has compiled list of all desired information to be included in virtual tour, created list info and photographs needed for supplemental hot-spot information.
  - Communications and Scheduling of professional services with Epic Virtual Tours.
  - Volunteers assist coordinator with delegated tasks.
  - Identifies potential Educational Consultant for supplemental educational materials.

## February

- Information and photos of interpretive center and exhibits acquired for tour creator.
- Virtual Tour Creator on-site preliminary walk-through.
- Virtual tour shooting day.

## March

- Supplemental Education Materials due from Educator Consultant.
  - Interpretive Center scavenger hunt/ quiz.
  - Trail quiz encompassing questions relating to virtual tour.
- Virtual Tour due from Epic Virtual Tours.
- Communication with web designer and web hosting for scheduling.
- Communication and coordination with Graphic Designer for promotional materials.

## April

- **4/8/2021:** Final virtual tour presentation to FSNC Board.
- Coordinate with web designer and web hosting for May 1, 2021 soft live date.
- Communication with Publicity Coordinator for press release and to coordinate press inquiries, interviews and tours.
- Once official live date is known, finalize promotional materials and publicity.

## May

**5/1/2021**

- Shipley Nature Center 360 goes live.
- Promotional materials released.