

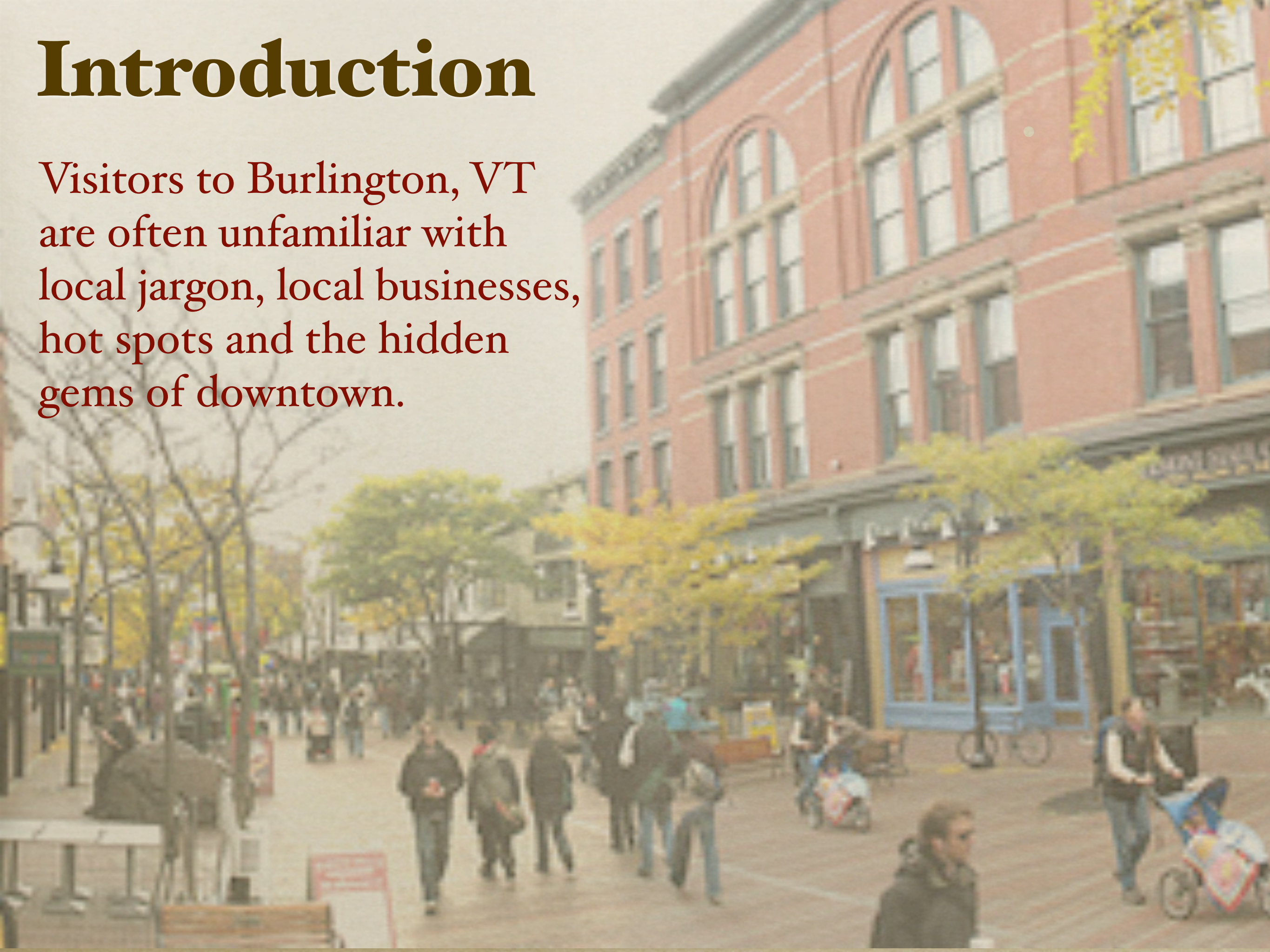


CHURCH STREET CONFIDENTIAL

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Introduction

Visitors to Burlington, VT are often unfamiliar with local jargon, local businesses, hot spots and the hidden gems of downtown.





About

Church Street Confidential allows people to discover or rediscover downtown Burlington by interacting with their environment, people and businesses through their smart phone.





Target Market

- Tourists
- New comers to Burlington, VT
- College students
- Burlington residents
- Local business owners
- Families and children

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Partnerships

- Church street market place association
- Burlington Town Center Mall
- Business owners (esp. unknown)

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Technology

- Smart phone camera
- GPS compatibility
- Internet connection
- Server

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Rabbit Hole

- Download application
- Start anywhere on Church street
- User preferences





Clues & Information

- Players are given a clue to a destination
- Smart phone notifies them
- Players receive fun facts and additional clues

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Prizes

- Free swag
- Local business coupons
- Cultural knowledge
- Points

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Examples

- What type of church is at the top of the block?
- When was the street closed to cars?
- Take a photo of a strange person.
- Visit the basement wine store at the top of the street for a tasting.
- Say Hi to Bald Bill at Yankee Tattoo
- Visit Big Joe Barrelle.
- Get a sample at Lake Champlain Chocolates.
- Find a place with interesting goods for your home.





DESTINATION LOCATED

You've arrived at
the location
City Hall Fountain ⓘ

Toss a coin in the
fountain, then turn
around and look up at
the second floor on the
other side of the street,
what do you see?

submit









Conclusion

- Cultural, Historical and Social elements
- Community building activity
- Exploration is fun
- Future endeavors with major cities, towns and partnerships
- Future Confidential ARGs

