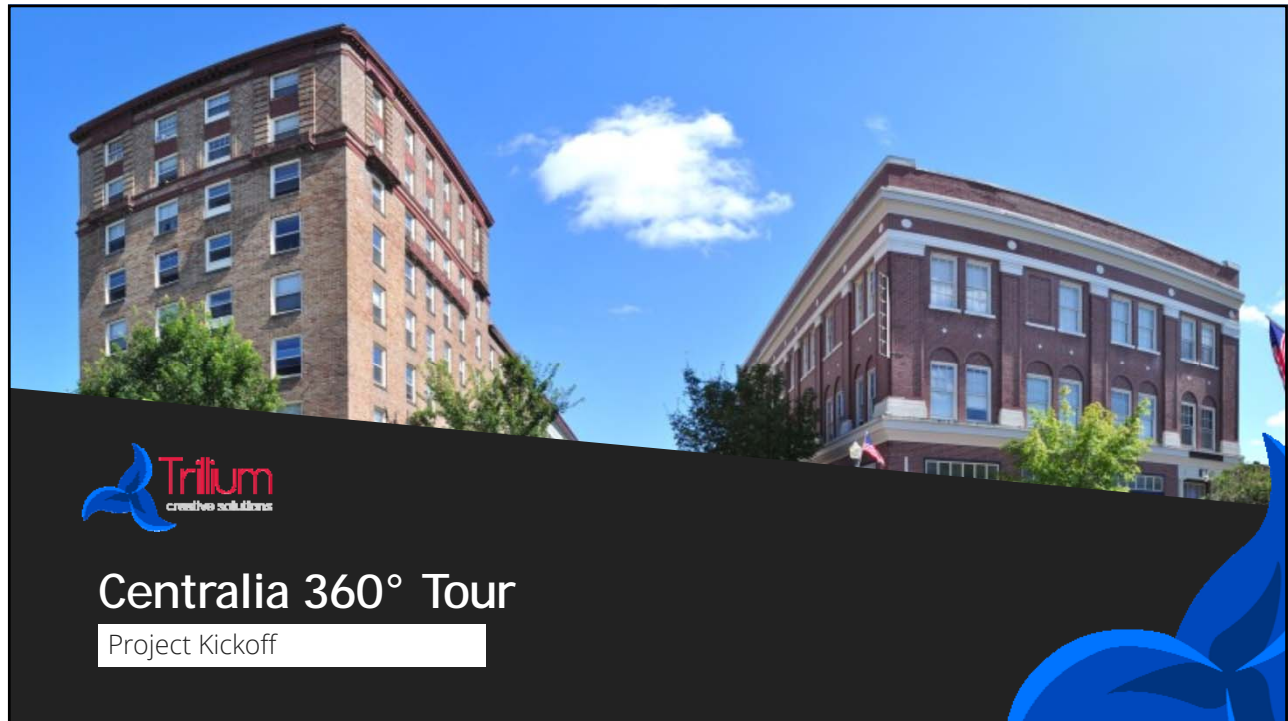


# Centralia Downtown Association – 360 Tour



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# Centralia Downtown Association – 360 Tour

## Your team

### Leadership

Official Botherer

Jessica (Fern) Moak

Project Management, coordination, logistics, communication, question answerer and all around doer of things.

Marketing Maestro

Erin Callahan

Marketing and social media guru.



### Media Development

Master Chief

Mason Wheeler

Photographer, animator, creator of all things tour-like.

Chief WOW Officer

Ken Logan

Co-owner of Trillium. Technical and media strategist. He knows all the things.

### Content/Design Development

Design Witch of the Wilds

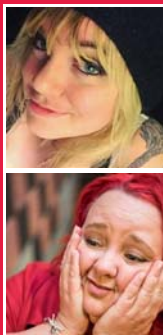
Jess Walker

Master of making everything look amazing and sound like you want to know more.

Rogue Leader

Tory Graf

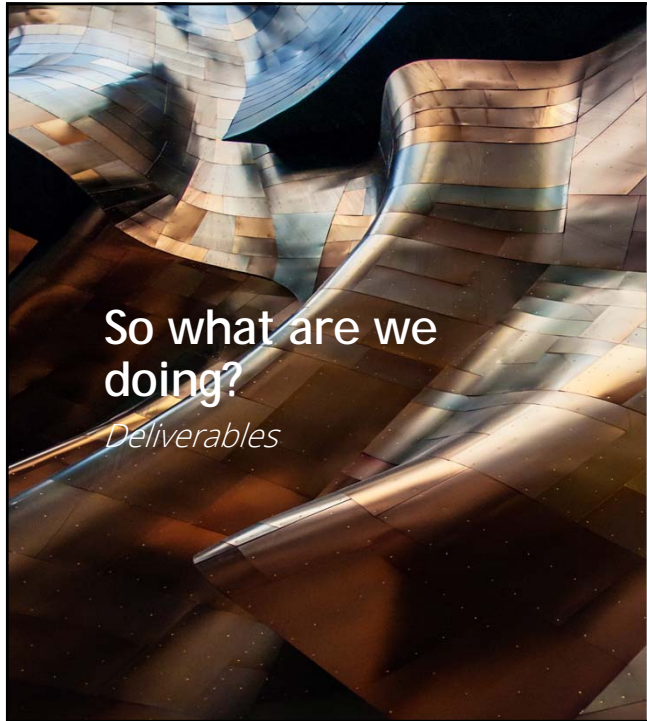
Local liaison, woman behind the curtain. Pay no attention while she pulls together some history bombs.



### But who should you talk to?

Name	Email
Jessica (Fern) Moak	<a href="mailto:jessm@trilliumcs.com">jessm@trilliumcs.com</a>
Erin Callahan	<a href="mailto:erin@trilliumcs.com">erin@trilliumcs.com</a>
Mason Wheeler	<a href="mailto:mason@trilliumcs.com">mason@trilliumcs.com</a>
Jess Walker	<a href="mailto:jess@trilliumcs.com">jess@trilliumcs.com</a>
Ken Logan	<a href="mailto:ken@trilliumcs.com">ken@trilliumcs.com</a>
Tory Graf	<a href="mailto:tory@trilliumcs.com">tory@trilliumcs.com</a>

# Centralia Downtown Association – 360 Tour



- 360° virtual tour of the historical downtown
- Integrate virtual tour with current website
- Short videos
- Printable walking tour
- Written interpretation of Centralia's historic downtown
- Maintenance training

## 360 Tour

**Details:**  
6 blocks  
25 (or less) Store Interiors

**Process:**  
Utilizing a 360 camera we will take images at multiple points along the 6 block route and inside designated retail locations. Once images are acquired, we utilize specific software to begin stitching them together into one experience. Multiple tours can be brought together into one menu and then integrated into the site.

**Needs:**

- List of shops and defined block limits.
- Clear streets.
- Scheduled time in empty (closed) shops.

**Clarifying Questions:**  
Can we use an online time slot survey with shop owners to schedule photography sessions?

August  
• Exterior Shots Complete  
• Street Tour Development  
• Interior Shots Begin

September  
• Interior Shots Complete  
• Street Tour Review

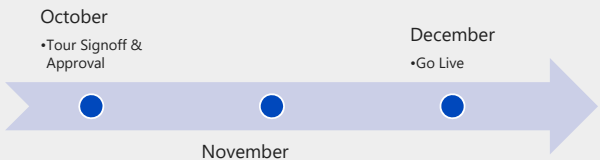
October  
• Store Interiors linked to tour  
• Tour review & signoff

November  
• Web Integration

December  
• Go Live

# Centralia Downtown Association – 360 Tour

## Web integration of 360 Tour



A horizontal timeline arrow pointing right, divided into three months: October, November, and December. Each month has a blue dot representing a milestone. Above the arrow, the months and their tasks are listed: October (Tour Signoff & Approval), November (Integrate Street Tour, Integrate shop tours), and December (Go Live).

**October**  
•Tour Signoff & Approval

**November**  
•Integrate Street Tour  
•Integrate shop tours

**December**  
•Go Live

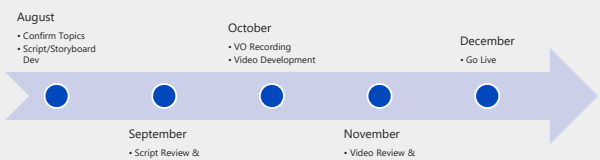
**Details:**  
Current CDA site hosted through WordPress.

**Process:**  
Once the tour is complete and approved, We upload images and code to the existing site so guests can choose their tour.

**Needs:**  
Approval for reimbursement to purchase hosting/storage for 360 Tour assets (images, data).

**Clarifying Questions:**

## Short videos



A horizontal timeline arrow pointing right, divided into four months: August, September, October, and December. Each month has a blue dot representing a milestone. Above the arrow, the months and their tasks are listed: August (Confirm Topics, Script/Storyboard Dev), September (Script Review & Signoff), October (VO Recording, Video Development), and December (Go Live).

**August**  
• Confirm Topics  
• Script/Storyboard Dev

**September**  
• Script Review & Signoff

**October**  
• VO Recording  
• Video Development


**December**  
• Go Live

**Details:**

- 12 Videos
- Appx 120 seconds or less

**Process:**  
Animated characters over relevant images in a “green screen” fashion.

**Needs:**  
Confirm video topics.



A black and white historical photograph of a large, multi-story building with a prominent central tower. The date "Nov. 12, 1928" is written in the top left corner. An animated character of a man with dark hair, wearing a dark jacket and a white shirt, is superimposed on the right side of the image, appearing to be in a "green screen" style. The character has one hand on his head and the other on his hip.

# Centralia Downtown Association – 360 Tour

## Suggested Video Topics

### 3 Historical Educational Videos: Then & Now

- Borst Home
- Centralia Train Station
- Centralia Square

### 2 Historical Education Videos: Share Centralia's Unique History

- Founding of Centralia by George Washington
- Wobbly War

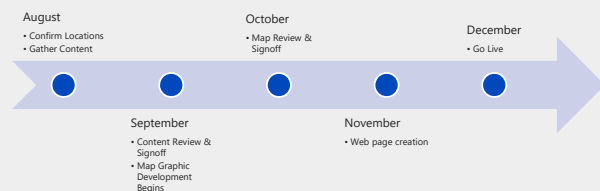
### 4 Tourism Event Teasers: Current Events

- Lighted Tractor Parade
- SummerFest
- Antique Fest
- Third Thursday

### 3 Tourism Weekend Teasers

- Foodie Focus
- Arts/Art tour Focus
- Shopping Focus

## Printable Walking Tour



### Details:

The walking tour will be a graphic map of downtown Centralia with significant historic locations called out.

### Process:

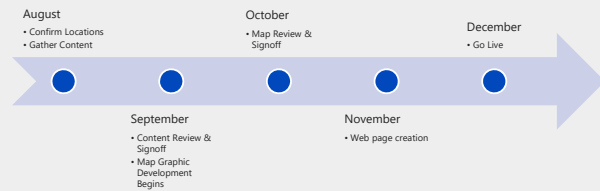
Our graphic designer will develop clean and clear map of downtown that guests can either print at home or the CDA can print en masse.

### Needs:

- List of historic locations to include
- 1-2 paragraphs of information on each location or access to history/local historian who can provide information that we can then abbreviate.

# Centralia Downtown Association – 360 Tour

## Written interpretation



### Details:

The written interpretation will go hand in hand with the walking tour. Each historic location will be given an individual identity using QR codes that will link to a web page with further information.

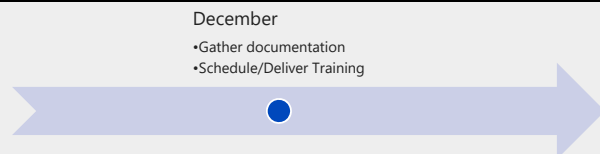
### Process:

Our team will connect with local historians to research locations in order to produce engaging educational content. This content will be formatted and uploaded to the existing CDA website and align with the designated QR code.

### Needs:

- List of historic locations to include
- 1-2 paragraphs of information on each location or access to history/local historian who can provide information that we can then abbreviate.

## Maintenance training



### Details:

Provide basic documentation and training on web page updates to CDA Executive Director & board members

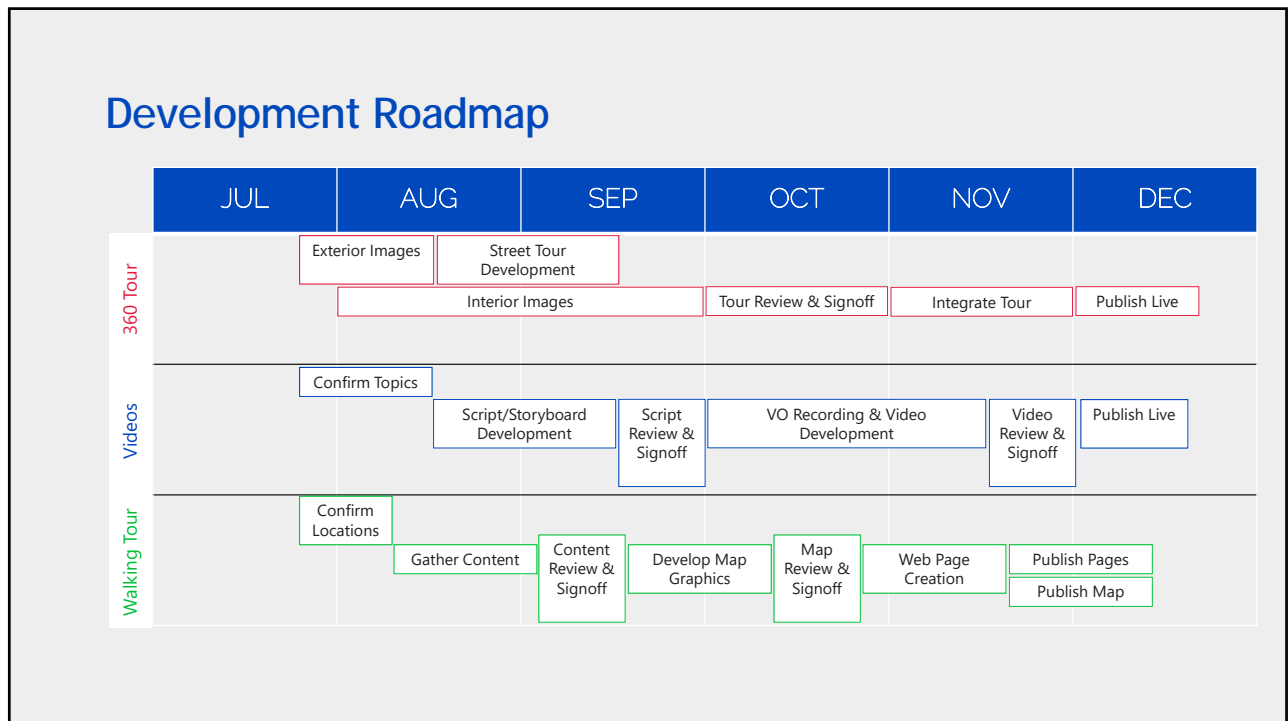
### Process:

As we wrap publishing of the 360 Tour elements, videos, walking tour and tour interpretation we will document what was added or updated on the site and how it is to be updated in the future. We will schedule an in person training for those required where we will hand off and walk through all documentation.

### Needs:

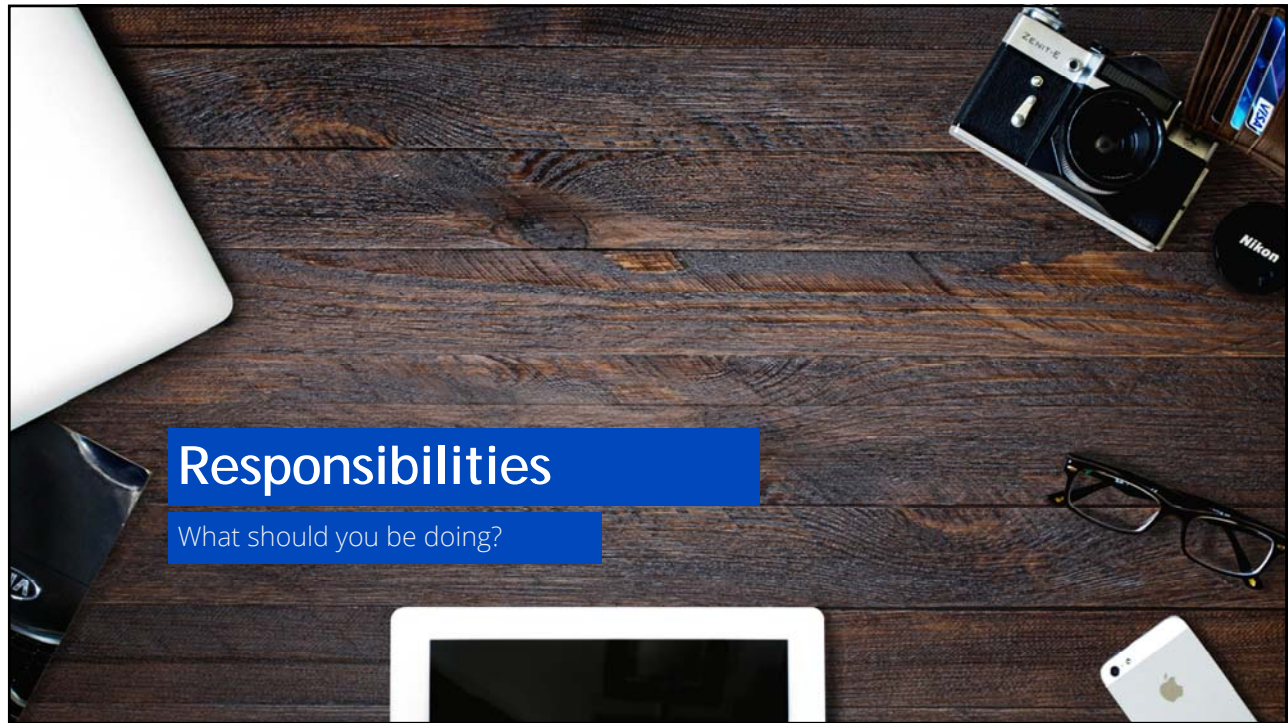
Who will be receiving the training and what is their December availability?

# Centralia Downtown Association – 360 Tour





# Centralia Downtown Association – 360 Tour



## Responsibilities

### Trillium Team

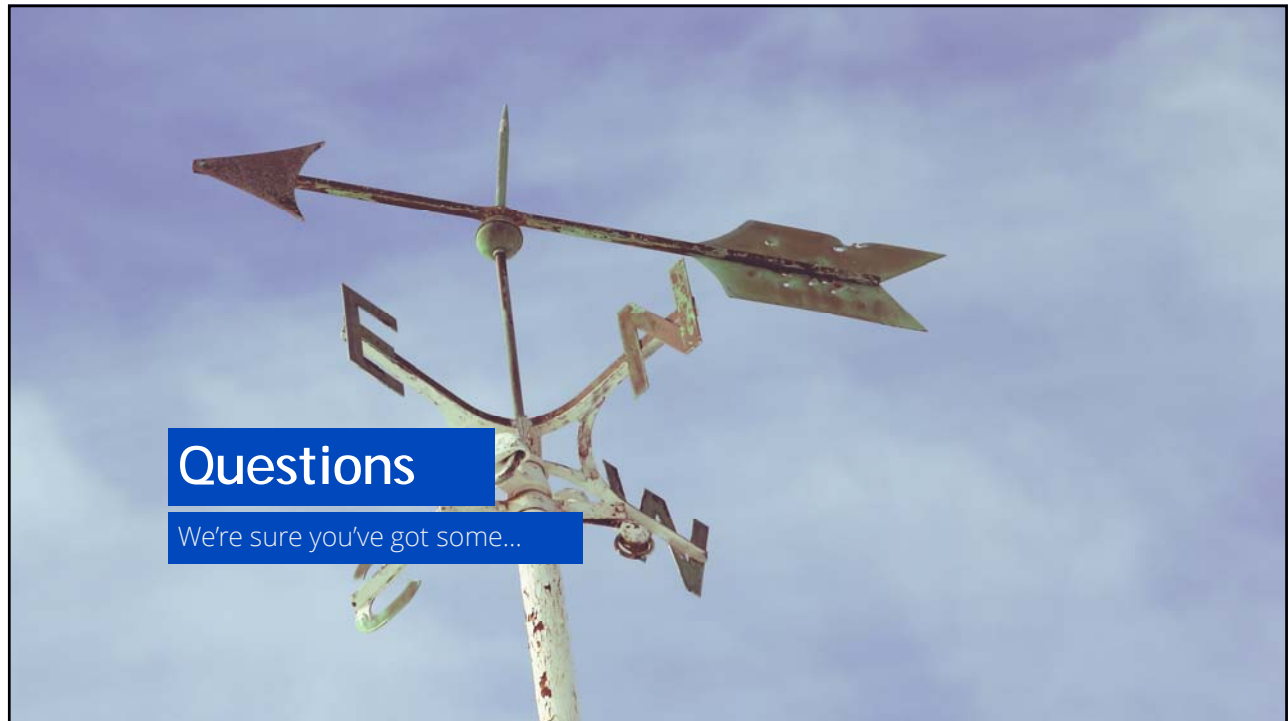
- Establish the project plan
- Communicate with Stakeholders weekly via email and monthly in person
- Fulfill outlined project scope

### CDA Members

- Identify the businesses that will have interior shots
- Organize and manage street cleaning
- Organize and manage storefront "dressing"
- Connect with the City to clear the streets for staging
- Identification of and communication with key partners to assist in staging
- Promptly review and approve content during established review periods
- Shops will be closed to the public during photo shoots



# Centralia Downtown Association – 360 Tour



**Thank you for the opportunity to  
be your trusted partner**

We look forward to working with you

