

### **EDC Miami Lakes “Pop-Up” Scavenger Hunt Update**

- 1) Currently exploring online options to implement a scavenger hunt for “safe” social distancing movement through the Town of Miami Lakes to promote economic activity at local businesses.
- 2) To date: Contacted GooseChase (app-based scavenger hunt company) and received a response from the company. I will be setting up a phone call within the week to explore options and costs associated.
  - a) Background
    - i) They currently are working with a numerous organizations, municipalities and chambers of commerce to create engagement and activation for their businesses.
    - ii) Able to build the game by selecting missions to complete; real-time activity feeds and rankings, so we are able to see what is happening and give bonus points or deduct; and implement ML brand throughout.
    - iii) Must have iPhone and/or android app in order to participate.
    - iv) Missions can be as simple as submitting a photo or video, while other times it can be checking-in at a specific location or solving a puzzle or riddle.
    - v) Able to run it as a campaign/set duration of time.
    - vi) Post-event brand opportunity to gather images and create a highlight reel.
- 3) Items to consider:
  - a) Pros and cons: online/app vs. paper list of missions to complete.
  - b) Target audience: all ages? Families? (Target audience will steer direction of missions to accomplish).
  - c) Requirements to participate: we will need to set-up guidelines; i.e. individual vs. team, etc.
  - d) Engaging businesses:
    - i) EDC can select businesses or reach out with general request for participation and limit to the first set amount of responses.
    - ii) Prizes: have those that businesses that participate provide a “prize” with a set value.
    - iii) Business engagement: possibly request businesses to offer discounts to participants.
  - e) Partner with any other committees, to expand types of missions.