



CCI COMMUNITY
CAPACITY
INITIATIVE
www.communitycapacity.org

Together, We Create Stronger,
More Connected Communities.



INAUGURAL Community Scavenger Hunt

September 1 – December 31, 2026 • Otsego County & Adjacent Communities



A Four-Month Tech-Enabled Community
Adventure That Celebrates Our Area and
Transforms Exploration Into Real-World

100% Free

Connection & Cash Prizes!

Open To All

A JOYFUL INITIATIVE THAT REWARDS CIVIC ENGAGEMENT

The Inaugural ❤️ of NY Scavenger Hunt

100% FREE

for everyone

4 MONTHS

Sept. 1st – Dec. 31, 2026

\$4,000+

in cash prizes

ALL AGES

no barriers to entry

How It Works

- 1 Download the free mobile app
- 2 Explore parks, trails, historical sites , events, & businesses
- 3 Check-in or scan QR code at sites, events, & local shops to earn points. Answer poll questions for bonus points.
- 4 Volunteer, attend public meetings (**highest point value!**)
- 5 Accumulate the most points & win cash!



Tech-Enabled Adventure

QR codes • Curated Maps • Theme-Based Trails

HOW PLAYERS EARN POINTS

Every Adventure Earns Points — Some More Than Others!



Explore Sites

- › Parks & trails
- › Museums & libraries
- › Historical sites & local oddities
- › Public art installations
- › Local businesses

Standard Points



Attend Events

- › Farmers markets
- › Festivals & fairs
- › Live concerts
- › Art shows
- › Cultural gatherings

Standard Points



Volunteer

- › Food banks, animal shelters, nonprofits, and civic groups

High Points



Public Meetings

Village, Town, School,
County & Planning Boards

★ **HIGHEST POINT VALUE**

EXPLORE BY THEME

Curated Adventure Routes & Trails

The app features interactive maps and theme-based trails — making exploration easy and irresistible for all ages and interests.



Interactive maps with GPS-guided exploration



Free mobile app — no cost ever

Suggested Adventures:

History & Architecture

Art Adventures

Fun for Kids & Teens

Hiking & Nature Walks

Food & Beverage

Thrifting & Antiquing

Live Music & Performing Arts

Cycling Routes

Bird Watching

Aquatic Adventures

Local Lore, Legends, & Mysteries

"Haunted" & Secret Spots

WIN CASH PRIZES

Players with the most points at the end of the season take home real cash — and everyone has a chance to win monthly!



2ND PLACE

\$1,000



1ST PLACE

\$1,500



3RD PLACE

\$500



**MONTHLY
DRAWING**

\$250

Each of the 4 months,
a random player wins!

TOTAL PRIZE POOL: \$4,000 • 100% FREE TO PLAY • OPEN TO ALL AGES

Marketing, community outreach, and promotion for this initiative will be done strategically, via:

- Social media & PR campaigns
- Traditional & digital media
- School newsletters
- Civic groups & partner orgs.
- Live community events
- Posters & printed materials distributed throughout Otsego County & adjacent communities.

COMMUNITY SCAVENGER HUNT

INAUGURAL

Join us for an exciting 4-month community adventure celebrating our area's beautiful parks, trails, historical sites, cultural events, community activities, festivals, art shows, live music, farmers markets, quirky places of interest, "secret" spots, volunteer opportunities, and unique small businesses.

LOCATION:

OTSEGO COUNTY & ALL ADJACENT
COMMUNITIES - aka: "THE HEART OF NY"

DATE:

September 1st thru
December 31st, 2026



**100% FREE & FUN
FOR ALL AGES**

Using a free mobile app, players earn points by visiting a site or local business, attending a free event, participating in a community volunteer activity, or attending a public meeting of their village, town, county, common council, or planning board.

**WIN THOUSANDS
IN CASH**

First Place: **\$1,500**

Second Place: **\$1,000**

Third Place: **\$500**

* And each month, a randomly selected player will win **\$250!**

SCAN QR CODE
TO JOIN THE FUN
[COMMUNITYCAPACITY.ORG](https://communitycapacity.org)



WHAT SUCCESS LOOKS LIKE

Imagine our community four months from now...



Neighbors Connect

People who never would have met are cheering each other on and forming lasting friendships.



Civic Revival

Young people show up to town board meetings and discover they have a real voice in their community.



Families Thrive

Working families experience the region's hidden gems — for free. No financial barriers.



Nonprofits Grow

Local organizations experience a surge in new volunteers and see community awareness skyrocket.



Local Businesses Bloom

Small businesses welcome new foot traffic and customers who never knew they existed.



Generations Unite

Seniors and teens connect over shared adventures and mutual discovery.

Become a CCI community *IMPACTIVIST* by supporting The Community Scavenger Hunt.

Your tax-deductible contribution directly funds:

- Cash prizes for winners
- Mobile app infrastructure
- QR code deployment throughout the region
- Outreach & marketing, ensuring all communities are included

[Click To Support The Community Scavenger Hunt](#)

Become a Founding Sponsor.

Your sponsorship directly funds:

- Cash prizes for winners
- Mobile app infrastructure
- QR code deployment throughout the region
- Outreach ensuring all communities are included

We invite foundations, businesses, individual donors, and municipalities to support this joyful initiative.

AS A FOUNDING SPONSOR, YOU WILL:



Historic Recognition

Be recognized as a cornerstone of this landmark first-year launch.



Community Commitment

Demonstrate your dedication to civic connection and vitality. Help our communities unite & thrive.



Targeted Reach

Reach thousands of engaged community members throughout the area.



Lasting Legacy & Impact

Help build a transformative model that strengthens the region for years to come.

FOUNDING SPONSOR OPPORTUNITIES

Join us in launching the Inaugural Heart of NY Scavenger Hunt — Sept. 1st to December 31, 2026

TRAILBLAZER

PREMIER SPONSOR

\$5,000+

SPONSOR BENEFITS

- Premier logo placement on all materials
- Prominent app feature & homepage listing
- Named prize category sponsorship
- Social media spotlight (5+ posts)
- Founder recognition at launch event
- Certificate of civic impact
- VIP invitation to award ceremony
- Logo on promotional posters countywide

PATHFINDER

SUPPORTING SPONSOR

\$1,500–\$4,999

SPONSOR BENEFITS

- Logo on app sponsor page
- Listed on promotional posters
- Social media recognition (3 posts)
- Name in press releases
- Invitation to launch event
- Certificate of appreciation
- Recognition on CCI website
- Monthly e-newsletter mention

PIONEER

COMMUNITY SPONSOR

\$500–\$1,499

SPONSOR BENEFITS

- Name listed in the mobile app
- Recognition on CCI website
- Social media thank-you post
- Listed in press materials
- Certificate of appreciation
- Invitation to launch event



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