



Naples Backyard History

239-774-2978

P.O. Box 2149, Naples, Florida 34106
www.naplesbackyardhistory.org 501(c)3 nonprofit

Lavern N. Gaynor, Founder ~ Judy Bishop, Executive Director ~ David Bishop, Project Director

October 5, 2015

www.naplespanorama.org

The Naples Panorama mission statement:

Naples Panorama has been created to serve as an **Alliance**.

- An alliance of nonprofit organizations helping each other to get greater recognition for what we do and how we do it.
- An alliance to help make it easier to reach the people we want to help.
- An alliance to help make it easier to reach those who would like to help us by volunteering, by sponsoring and by donating.

The method is to establish a website that people will want to visit again and again. The **Naples Panorama live streaming webcam** is the means to accomplish that goal. It is currently helping to spread the word about nonprofit organizations in our community. Our website is www.naplespanorama.org.

Since launching the webcam on New Year's Eve 2014, over 250,000 website visits have been logged through September 2015. The potential, based on other webcams in America, is to generate one million website visits per year.

We would like to have the opportunity to talk to you about what we have accomplished so far and how your organization can help us expand our initiative and achieve our goals.

Naples Panorama is sponsored by Naples Backyard History a 501(c)3 nonprofit.



www.naplespanorama.org
Live streaming video 24/7
Sunrise—Sunset—Weather

Naples Backyard History, Inc. A 501(c)3 non-profit organization

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Available on request

Tri-fold brochures for 2, 3 and 4

Downloadable image logos for Naples Panorama



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www.naplespanorama.org

Sharing the message of nonprofit charitable organizations in Naples and Collier County.

Live streaming webcam views of sunrises over Naples Bay and sunsets over the Gulf of Mexico with panoramic views of the City of Naples, Florida.
Created and sponsored by Naples Backyard History.

The Concept – An Alliance:

- **To create and promote a website that people will want to visit again and again.**
- While viewers are enjoying ever changing webcam images they are also introduced to the services provided by charitable nonprofit organizations in Naples and Collier County.
- Viewers are simultaneously introduced to the businesses and organizations sponsoring and supporting the online webcam.

Operations:

- The Naples Panorama webcam is located on the Bayview Terraces building at 801 12th Avenue South, Naples, at Crayton Cove overlooking Naples Bay.
- First year's funding has been provided by donations to Naples Backyard History.
- Operating costs are through volunteer management and contracted services as needed.
- The website primarily functions as a link to other organizations thereby reducing webpage creation and administrative costs.
- A key element to build viewership is to establish cooperative links and promotional notifications through the websites and printed materials of sponsors and service organizations.
- Camera installed on 12/19/14, launched on New Year's Eve, 12/31/14.
- Service provided by Earthcam.net, an international webcam company.

Visitor statistics:

- Over 250,000 website page views from 12/31/14 to 9/30/15.
- 500,000 site views projected over the next 12 months.
With minimal promotional effort to date visitor statistics show that our goal of generating 1 million site visits per year is attainable.

We would like to have the opportunity to meet with you to talk about your participation with Naples Backyard History and Naples Panorama.

Sincerely,

Judy Bishop, Executive Director
David Bishop, Project Director
Lavern N. Gaynor, Founder

An Alliance of Service Organizations

Helping to share the message of nonprofit organizations in Naples and Collier County.

www.naplespanorama.org

NAPLES PANORAMA LIVE STREAMING VIDEO

Making the most of every moment—everyday!

An ever changing website that people will visit again and again.

Our companion website is www.naplespanorama.net with international service from Earthcam.com.

Direct links to Sponsor's websites

The screenshot shows the Naples Panorama website layout. At the top, it says 'Sharing the message of nonprofit organizations in Naples and Collier County' and 'NAPLES PANORAMA'. Below this is a navigation menu with links for 'About Us', 'Indian Canal', 'Virtual Museum', 'Sunrise/Sunset', 'Contact Us', and 'Donate'. The main content area features a 'Live Stream' section with a video player showing 'Live Streaming Webcam Video—Panoramic Views Sunrises over Naples Bay—Sunsets over the Gulf'. To the left of the video are several sponsor logos, including Ernest & Sandra Schaub Fund, Terrance R. & Christine R. Flynn Fund, The Norris Fund, Bert McDaniel, John Remington, and Cynthia Carlson. To the right are service logos for Naples Backyard History, Champions for Learning, Volunteer Collier, 2-1-1, Community Foundation of Collier County, Nonprofit Center Hodges University, and United Arts Council. At the bottom, there are links for 'Archive Views', 'Walking Map', 'Drone Flyover', and 'Online Museum Archives'.

Direct links to Services websites

Naples Panorama features live streaming video of sunrises over Naples Bay and sunsets over the Gulf of Mexico with an ever-changing view from a webcam overlooking the Naples City Docks and the City of Naples from Crayton Cove. **The webcam is online every day, all day.**

Enjoy the beauty of Naples from anywhere. Check on weather and boating conditions — preview a spectacular sunset — link to local area highlights and other webcams. Link to information about service organizations, businesses and tourist destinations in our area.



Viewer results for Naples Panorama

From webcam service provider Earthcam.com

Over 25,000 site visits per month

Webcam viewing began on 12/31/14

500,000 site visits are projected over the next 12 months.

900 site visits per day

50% of visitors from the U.S.

International services by

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The method is to establish a website that people will want to visit again and again. The **Naples Panorama live streaming webcam** is the means to accomplish that goal. It is currently helping to spread the word about nonprofit organizations in our community.

Thousands of viewers are finding our website every week. Informative and promotional efforts are underway. **Similar and highly effective webcams are attracting one million site visits per year.** The goal of Naples Panorama is to achieve this level of viewership.

Naples Panorama is provided free to charities.

Charities are only asked to help promote Naples Panorama by including a website link and a notice in printed materials wherever possible.

HELP US CONTINUE OUR MISSION—HELP US SHARE OUR MESSAGE

Naples Backyard History, Inc.

a 501(c)3 nonprofit
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Naples, FL 34106
239-774-2978

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Sponsors and Underwriting

Helping to share the message of nonprofit organizations in Naples and Collier County.

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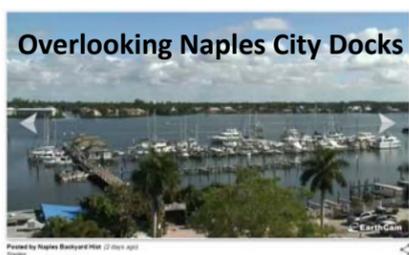
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Direct links to Services websites

Naples Panorama features live streaming video of sunrises over Naples Bay and sunsets over the Gulf of Mexico with an ever-changing view from a webcam overlooking the Naples City Docks and the City of Naples from Crayton Cove. **The webcam is online every day, all day.**

Enjoy the beauty of Naples from anywhere. Check on weather and boating conditions — preview a spectacular sunset — link to local area highlights and other webcams. Link to information about service organizations, businesses and tourist destinations in our area.



Viewer results for Naples Panorama

From webcam service provider Earthcam.com

Over 25,000 site visits per month

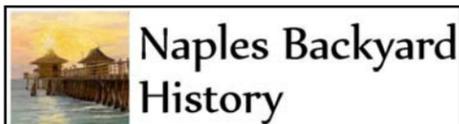
Webcam viewing began on 12/31/14

500,000 site visits are projected over the next 12 months.

900 site visits per day

50% of visitors from the U.S.

International services by Earthcam.com



The mission of Naples Backyard History is to partner with our community colleagues to ensure our unique cultural history is accessible as we promote, preserve and provide educational experiences to the residents and visitors of Naples and Collier County.

Thousands of viewers are finding our website every week. Informative and promotional efforts are underway.

Similar and highly effective webcams are attracting one million site visits per year. The goal of Naples Panorama is to achieve this level of viewership.

With underwriting assistance Naples Panorama can introduce many more people to the services provided by our area nonprofits. Sponsors, in turn, gain from increased exposure for the business activity while helping to support local charities and community service organizations.

HELP US CONTINUE OUR MISSION—SPONSORS AND UNDERWRITING NEEDED

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David Bishop, Project Director

The 2015 initiatives of Naples Backyard History

NAPLES PANORAMA LIVE STREAMING VIDEO



www.naplespanorama.org

Making the most of every moment — everyday!



Naples Panorama features live streaming video of sunrises over Naples Bay and sunsets over the Gulf of Mexico. Enjoy an ever-changing view over Old Naples from a webcam located at Crayton Cove next to the Naples City Docks. It is online every day, all day.

Enjoy the beauty of Naples from anywhere in the world. Check on weather and boating conditions — preview a spectacular sunset — link to local highlights and other webcams.

Link to information about businesses and service organizations in Naples and Collier County.

Helping to share the message of nonprofit charitable organizations in our community.

NAPLES INDIAN CANAL WALKING TRAIL



www.naplesindiancanal.org

An ancient shortcut



The Naples Indian Canal was constructed about 780 AD and was in use by Native Americans for over 800 years. It was an extraordinary engineering feat that was dug by hand by a sophisticated society. The canal was an ancient shortcut between the Gulf and the seafood rich waters of Naples Bay. It was noted by The Smithsonian Institution in 1881 and Naples Backyard History has been researching the canal since 2011.

Follow a walking trail from the beach at 9th Avenue South to the Northwest corner at Broad Avenue South and 3rd Street South where commemorative markers are located. Continue to Crayton Cove where the route ends just south of the Naples City Docks.

Maps are available online or at the Naples Visitor Information Center.

NAPLES ONLINE VIRTUAL MUSEUM



www.naplesvirtualmuseum.org

Hundreds of historic photos and documents

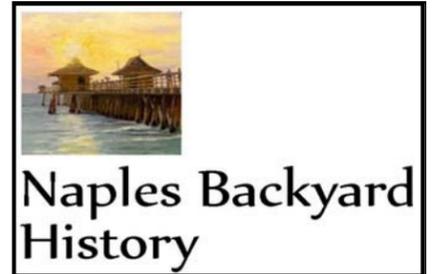


Naples Online Virtual Museum has hundreds of photographs and documents chronicling our local history. It is available for easy viewing and research. The website is designed to be a comprehensive repository of historic information with links to a broad range of internet resources.

We seek photographs and documents of all types and periods. Our archived documents include ancient history represented by our archeological research of the Naples Indian Canal but

History is what happened yesterday!

EXPLORE NAPLES UNIQUE HERITAGE



www.naplesbackyardhistory.org

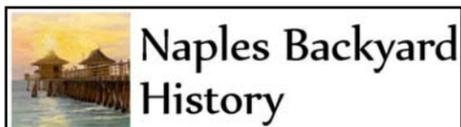
Linking Naples history



With links to all of NBYH websites.

Naples Backyard History was founded in 2007 by Lavern Norris Gaynor. "I believe if people know their neighborhood's history they will become better connected to their community."

Don't miss other resources documenting our unique heritage.
The Collier County Museums: 239-252-8476 — Headquarters at 3321 Tamiami Trail East, Naples — Naples Depot, 1051 5th Avenue South — Marco Island, 180 S. Heathwood Drive—Everglades City, 105 W. Broadway—Immokalee Pioneer Museum, 1215 Roberts Avenue.
The Naples Visitor Information Center, 900 5th Avenue South, 239-262-6141.



The mission of Naples Backyard History is to partner with our community colleagues to ensure our unique cultural history is accessible as we promote, preserve and provide educational experiences to the residents and visitors of Naples and Collier County.

WWW.

naplespanorama.org

naplesindiancanal.org

naplesvirtualmuseum.org

naplesbackyardhistory.org

Our companion website is www.naplespanorama.net with international service from Earthcam.com.

**HELP US
CONTINUE OUR MISSION
DONATIONS ARE NEEDED**

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SHARING THE MESSAGE ABOUT NAPLES PANORAMA AND NONPROFIT ORGANIZATIONS IN NAPLES AND COLLIER COUNTY

AN ALLIANCE NON-BINDING AGREEMENT

The objective:

To present our messages to the majority of Naples and Collier County residents and visitors.

The method:

To utilize existing internet websites and printed materials to inform the public at low cost.

Public relations:

As a unique and newsworthy service to the community, Naples Panorama has the ability to generate broad coverage by newspapers, magazines and broadcast media.

If we all partner in utilizing our existing assets we can jointly establish a widely viewed informational website that can attract thousands of online visitors. Naples Panorama is designed to entertain, to educate and to inform the public about the wonderful array of services available in our community. Naples Panorama: to reach those in need, those wishing to help and those wanting to donate.

Agreement in principal:

Our organization will help whenever and wherever we can. Date _____

Organization _____

Address _____

Name, signature, title _____

Telephone & email address _____

Website _____

Thank you,
Naples Backyard History
Naples Panorama



Lavern N. Gaynor, Founder ~ Judy Bishop, Executive Director ~ David Bishop, Project Director

SUGGESTED TEXT ABOUT NAPLES PANORAMA AND OPTIONS FOR WEBSITE LINKS

Suggested newsletter copy:

- Visit **www.NaplesPanorama.org** – live streaming video of Naples 24/7 – sunrise & sunset – weather and events – In support of nonprofit organizations in our community.
- Visit **www.NaplesPanorama.org** – live streaming video 24/7 – Naples’ sunrise & sunset, weather and events – An alliance supporting nonprofit organizations in our community.
- **www.NaplesPanorama.org** has live streaming video of Naples’ sunrises, sunsets, weather and events, 24/7. *Sharing the message of nonprofit organizations in Naples and Collier County.*
- **www.NaplesPanorama.org** features live streaming video of sunrises over Naples Bay and sunsets over the Gulf of Mexico with an ever-changing view from a 24/7 webcam. It has online links to special websites and information about service organizations and businesses in Naples and Collier County. It is an alliance supporting nonprofit organizations in our community.
- **www.NaplesPanorama.org** features live streaming video of sunrises, sunsets and panoramic views of Naples 24/7. It is an exciting, ever changing website that you will want to visit again and again. Log on frequently - tell your friends and family and help us achieve our goal of getting one million views per year. It has been created to assist in getting greater recognition for charitable nonprofit organizations in Naples and Collier County. It has online links to special websites and information about service organizations and business sponsors. Since New Year’s Eve 2014 Naples Panorama has generated over 195,000 website views. It is an alliance founded by *Naples Backyard History, a 501(c)3 nonprofit.*

LOGO LINKS FOR WEBSITES – the size can be adjusted

- link your website to **www.naplespanorama.org**



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Live streaming video 24/7
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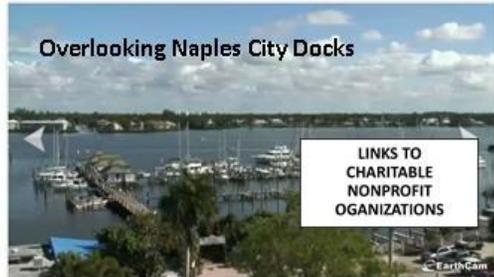


Naples Backyard History, Inc. A 501(c)3 non-profit organization

Assisting Service Organizations

Sharing the message of nonprofit organizations

NAPLES PANORAMA LIVE STREAMING VIDEO



Making the most of every moment—everyday!

Sponsors & Underwriting

NAPLES PANORAMA LIVE STREAMING VIDEO

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NAPLES PANORAMA LIVE STREAMING VIDEO



NAPLES INDIAN CANAL WALKING TRAIL



NAPLES ONLINE VIRTUAL MUSEUM



EXPLORE NAPLES UNIQUE HERITAGE

