The Story of Riochante

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Saving Riochante

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Abstract

Monteverde has few social spaces for youth due to gentrification and land privatization. This project supported Riochante, a community and cultural center, in their efforts to acquire ownership of their property. We conducted interviews of local community members and youth to gather information to create a website and video documentary that describes the importance of Riochante. In the future, this campaign could expand for fundraising. This approach helps maintain and expand Riochante's use as a social space for local youth.

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Executive Summary

Background

A recent wave of gentrification in Costa Rica is transforming much of the country, resulting in changes to its social, cultural, and economic makeup. The process is driven by wealthy expatriates who seek a relatively stable economy with a low cost of living, resulting in an increase in property prices, displacement of lower-income families, and local business closures. The COVID-19 pandemic has worsened the situation, exacerbating unemployment rates and poverty. The pandemic has also led to an increase in foreign property buyers, leading to a doubling and almost tripling of land prices. This displacement of cultural elements of a within community can result in social tensions and a loss of community identity and opportunities. In the face of gentrification, it is important to preserve historical sites, public sanctions, and cultural social opportunities for the community and its youth.

Community centers are essential tools in helping communities affected by gentrification. They provide a safe and inviting space for individuals of all ages and backgrounds to come together, build relationships, support one another, and work together to make the community stronger. Moreover, they support and foster the expression of diverse cultural traditions within the community. By offering classes that allow for cultural expression via dancing, singing, movies, and art activities, community centers provide a space for the validation and celebration of cultural roots. Community centers can also promote healthy behaviors and prevent future health concerns through a combination of group activities and individual support.

In Monteverde, there is a lack of options for safe, beneficial, and consistent social opportunities for community members due to gentrification. Riochante, one of the oldest historical buildings in Monteverde, has been restored to serve as a community center after being abandoned by its owner, providing a safe and fun social space for local youth. It offers classes and activities run by locals for locals, such as art, music, dance, and yoga, which are integral to cultural preservation through artistic expression. Yet, its legal status as a property remains unresolved. Despite this, Riochante has become important to the community not only as a community center but as a cultural center.

The Riochante site has a long history as a community touchstone. The Quakers settled in Cerro Plano in 1951, which they named Monteverde, and the Rockwell family's house became the community center for early settlers before it was sold and turned into Monteverde's first restaurant. The property was later acquired in the early 1990's by the Monteverde Institute and transformed into a ceramics center that helped local women form an art cooperative, which is now known as CASEM. The old portion of the house was restored and turned into The Monteverde Community Art Center, which continues to promote the arts in the community. Riochante, once the Rockwell family's house, is now a community and cultural center managed by Patrick Moore and Mario Rivera, providing a safe and fun social space for local youth. However, as mentioned they do not have ownership of the property, and foreclosure is imminent. To prevent the land from being privatized and sold to foreign investors, they are raising funds to place a bid as soon as the property becomes available for purchase. Riochante is sharing its story and cultural significance in hopes of increasing support for their acquisition efforts and allowing their community work to continue.

Storytelling is crucial for preserving cultural heritage in rural areas, where outside influences threaten to erase traditional practices and customs. Oral storytelling is often the primary method for passing down

customs and traditions through generations, but gentrification poses a risk of cultural deprivation. Visual storytelling, which we pursued in our project such as short video documentaries, can effectively communicate a community's history and preserve its cultural identity. Following Alfred Hitchcock's rule of "telling the story in the most direct and efficient way possible" can create more powerful and meaningful stories.
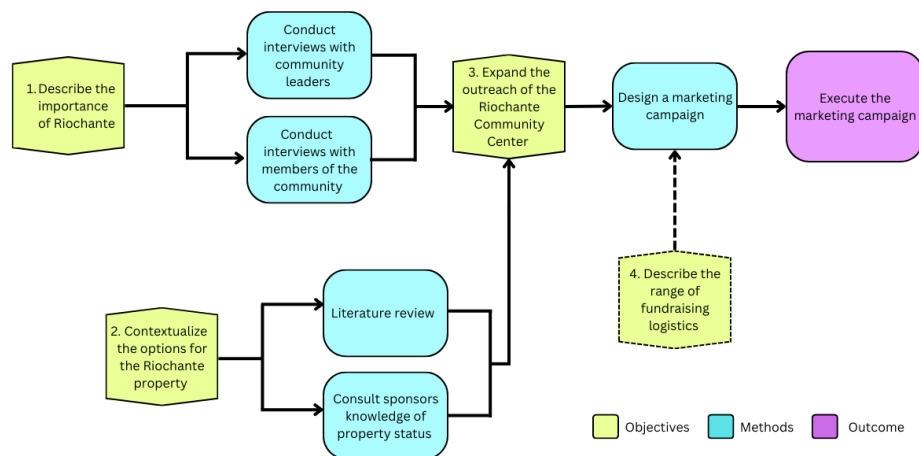
Methodology

During our time in Monteverde, we sought to promote Riochante as a space that provides opportunities for safe, consistent, and beneficial social interaction for Monteverde youth. To achieve the project's goal, we focused on accomplishing four main objectives. These objectives, listed below and in Figure i, worked to promote the Riochante Community Center as a social space for youth to aid the project sponsors in their efforts to acquire the house and promote and expand its use in Monteverde.

1. Describe the Importance of Riochante to Understand its Value to the Monteverde Community.
2. Contextualize the Options for the Riochante Property Under the Risks of Foreclosure
3. Expand the Outreach of Riochante to Promote it as a Social Space for the Community
4. Describe the Range of Funding Logistics in Costa Rica and Best Practices for Fundraising.

At the completion of our work, we were able to provide Riochante with a well-developed website that described the history of Riochante with local resources and an expository documentary of the site that could form the centerpiece of the outreach campaign.

Figure i
Visual Methodology

*Note.* Diagram of Visual Methodology. Authors' own work.

Results

In the results of trying to describe the importance of Riochante through interviewing community members, leaders and youth, the lack of youth opportunities and public space in Monteverde was nearly total concern among the interviewees. The community desires spaces like Riochante to address this issue, which could improve the problems being caused by gentrification and privatization of land while

reinforcing cultural values. As shown in Figure ii, the need for youth opportunities, access to public space, and a general desire for change were predominant.

Figure ii
Response Reference Chart
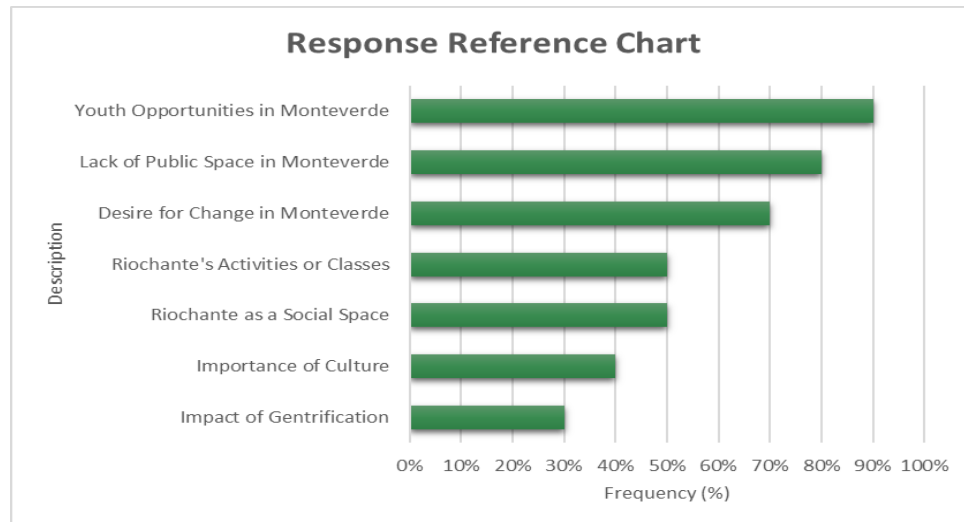
Note. The figure above is a graph representing the frequency of responses of a certain ideology. The frequency represents the percentage of interviews that a given topic appeared in.

During the research conducted to contextualize the options for the Riochante property, we discovered that the most probable way to legally acquire the abandoned property in Costa Rica is through direct purchase after foreclosure and sale by the bank. Adverse possession laws may not apply as good faith is required.

Finally, we were ready to work to design an outreach campaign for the Riochante community center and promote it as a social space. The team determined that an online promotion campaign through the development of a website and video would be an effective way to achieve this goal. The campaign was developed through a marketing campaign process that involved ideation and coordination, with the goal of informing the local community and individuals outside the community about the importance of Riochante and persuading them to support the acquisition and continued use of the community center. The target audience was identified as adults with the resources to support Riochante. The team identified possible mediums for the campaign, including brochures, social media, a documentary, and a website, and established metrics to measure the success of the campaign. The key finding was that a successful campaign should include both information and inspiration to expand the outreach of Riochante and promote it as a social space, which we did through our website and documentary. The homepage of the completed website is shown in Figure iii.

Figure iii
Website Homepage
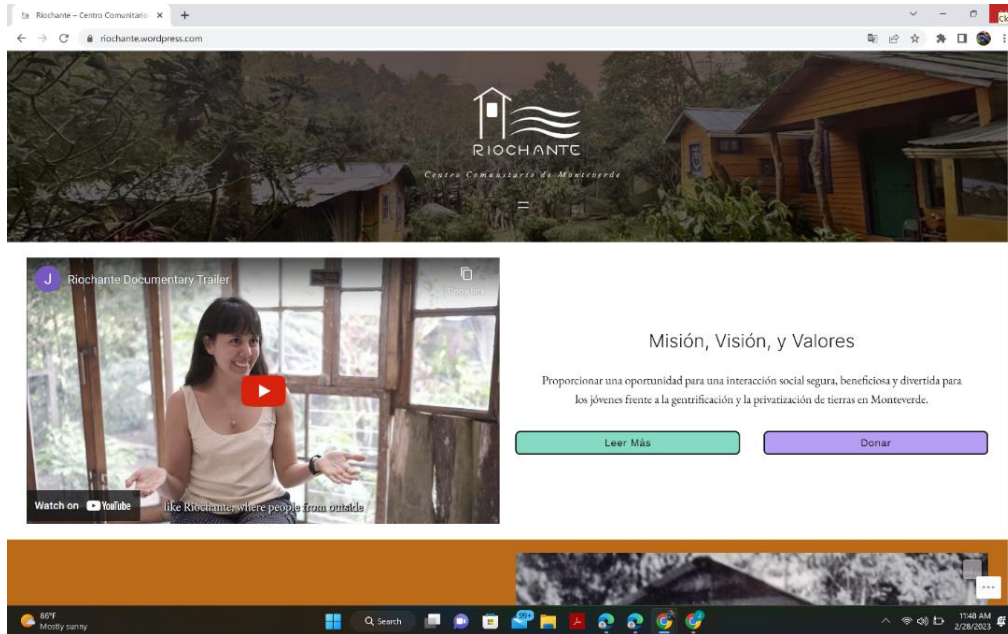
Note. Image of home page of the Riochante website. Authors' own work.

We also provided Riochante with a document that discussed the range of fundraising logistics and the key finding that there are four main categories of crowdsourcing campaigns. These categories include donation-based, reward-based, debt-based, and equity-based, each with its own specific characteristics and benefits. Real estate crowdsourcing is also mentioned as a newer form of fundraising with potential applications. The document emphasized that while there are useful tools and formulas available for crowdsourcing campaigns, it is important to tailor strategies to the specific goals and target demographic of each campaign.

Recommendations

The suggestions include promoting Riochante as a social space for the community, initiating a fundraising campaign to purchase the property by using donation-based and reward-based crowdfunding methods, promoting the website and further generating engagement and enthusiasm through the documentary piece we developed, the team hopes that our deliverables will help expand the outreach of Riochante and increase financial support to gather funds for the acquisition and maintenance of the property. Our research findings support the use of donation-based crowdfunding for low cost and maintenance and reward-based crowdfunding to provide incentives for locals to contribute financially. Overall, the mission and goals of Riochante as a viable social space in Monteverde are supported by a well-developed website and documentary materials which described the importance of the site in the community.

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1.0 Introduction

Gentrification is a process that transforms a neighborhood from low to high-economic value, and has significant impacts on a displaced community's housing, well-being, history, and culture. This process can lead to changes in the demographic makeup of a community, as well as shifts in the local economy and culture. As upscale businesses and wealthy residents move in, long-time residents find themselves priced out of the area, leading to a loss of social ties and community connections. In a gentrified community, local people often feel a sense of economic despair, a lack of access to affordable housing, and subsequent feelings of frustration and demoralization (Jones et al., 2013). In these circumstances, it is important for the shared community spaces to offer a place where people can still come together and connect, to foster a continued sense of belonging and support.

In Costa Rica, gentrification has been a growing issue, particularly in the capital city of San Jose and other popular tourist destinations such as Monteverde. As these areas become more attractive to foreign investors and tourists, longtime residents are often forced to leave due to rising costs or displacement by new development. This displacement leads to a loss of cultural and social ties within the community, as well as a lack of representation in decision-making processes that affect the area. In Monteverde, gentrification is causing the loss of cultural diversity and history, and a decrease in affordable and accessible youth opportunities and activities are plaguing the local community. Riochante, a community center in the area, looks to alleviate these problems by maintaining its historic property and providing programming for local youth.

For the last several years, an organization now known as Riochante has restored and developed a building that was left as abandoned by foreign investors, a gathering place within Monteverde, which has been damaged by gentrification. The principal stewards of Riochante, have been inspired to renovate and repurpose the building as a community center, primarily for the local youth. However, because the ownership status of the Riochante is legally unclear, the community center has been unable

to publicly promote classes and is not able to expand and grow. Currently, the property appears to be up for foreclosure by the Bank of Monteverde, but because no date of foreclosure is set due to unclear circumstances and missing paperwork, the status of the property remains in limbo. In the event of a foreclosure of Riochante, it is probable that the bank will attempt to sell the property at a high market value due to the increased demand due to the privatization of land in the area. However, this would end Riochante's ability to continue its use as a community center, which has become crucial to a sense of culture and opportunity for youth in Monteverde.

Despite Riochante's and the local's use of the community center, Riochante is still legally considered an abandoned building which should be foreclosed. If Riochante is ultimately foreclosed upon, the building will be sold, and no longer be available as a community center. One other option includes that the bank donates the building to the community after foreclosure, but this decision would be at the bank's discretion and does not ensure continued use of the building by the local community. Furthermore, if the community center is sold, Riochante and the local community do not currently have the resources to purchase Riochante at market value and would require donated financial resources to secure ownership of the center and continue its use. To secure outside resources through donation, it is important to tell the story of Riochante to inspire increased support outside of the community, and to attain the required resources to buy the property once the property is finally foreclosed and designated for sale.

Therefore, the goal of our project was to promote Riochante as a space that provides opportunities for safe, consistent, and beneficial social interaction for Monteverde youth. To accomplish this goal, our project aimed to document the community center's rich history and impact through media, website, videos, and photos. With a well-developed website oriented towards local support, a web-ready documentary was developed to broadcast the story of Riochante. Through these deliverables, this project worked to help the operators of Riochante secure ownership of the property to

maintain it as an important place in Monteverde that offers safe, beneficial, and fun social opportunities

to local youth.

2.0 Background

In the first section, we cover the impact of gentrification on communities of Costa Rica and how eco-tourism and the privatization of land have impacted the sense of culture and identity of the Monteverde community. Next, we discuss the purpose of community centers, how they're able to promote social interaction, the importance of the ability to interact to protect the local community identity in the face of gentrification, and how there is a lack of opportunities available to the public as a result. We then go in depth on the history of Riochante, its current use, and its continued importance to the community. To conclude the chapter, we write about the importance of storytelling in preserving culture and using video and media outlets for these aims.

2.1 The Impact of Gentrification on Communities in Costa Rica

Gentrification is the process by which a neighborhood or community transforms from lower- to higher-value, causing changes in its social, cultural, and economic makeup as a result of influxes of new, often wealthier residents (Chong, 2017). In Costa Rica broadly, including Monteverde, gentrification has had a significant impact on communities, with consequences such as displacement of long-time residents, increase in housing prices, and changes in the cultural character of the area (Chong, 2017).

2.1.1 Gentrification and Eco-tourism

Gentrification in Costa Rica is a relatively recent phenomenon. It is a rapidly growing problem as the country's economy stabilizes, but the cost of living remains low. Gentrification generally refers to the transformation of an area to accommodate an influx of external influences, which may include foreign tourists, immigrants, or other factors that result in a shift in the internal dynamic of an area (Hyra, 2016). An example of gentrification is the process of renovating a neglected or run-down area of a city by replacing older buildings with new and more expensive ones, leading to the displacement of those

who had previously lived in the area (Hyra, 2016). In Costa Rica, gentrification is occurring in the capital

city of San Jose and other major areas that are not traditionally urban, including Monteverde.

These gentrifying areas are becoming increasingly attractive to wealthy expatriates, and as a

result, real estate prices have skyrocketed (O'Sullivan, 2011). This has resulted in the displacement of

lower-income families as they can no longer afford to live in these areas. Gentrification has also had a

negative effect on the local economies. As the cost of living in gentrified areas increases, local

businesses are forced to raise their prices to remain competitive, making it more difficult for lower-

income residents to access the basic goods and services they need (Emily Chong, 2017).

Monetary gentrification is the economic phenomenon of wealthy individuals or businesses

moving into lower-income communities and displacing longtime residents due to the influx of new

money (Emily Chong, 2017). This influx of money can lead to increased property values, increased rents,

and the displacement of existing residents and businesses that can no longer afford to stay in the area.

Monetary gentrification can also lead to the displacement of cultural elements of a community, as the

influx of money often brings different kinds of people, stores, and services that are not representative of

the community's existing culture (Schnake-Mahl et al., 2020). These changes can lead to social tensions

and a loss of community identity and opportunities. It is important for cities to preserve historical sites,

public sanctions, and cultural social opportunities for the community and its youth or else the cultural

identity will begin to wash away (P. Moore, M. Rivera, Personal Communication, Jan. 16, 2022) .

2.1.2 Gentrification in Costa Rica Exacerbated by COVID-19

The COVID-19 pandemic continues to have negative impacts on Costa Rica's economy, even as

it partially recovers from the sharp economic contraction of 2020. This has resulted in high

unemployment and rising poverty (World Bank, 2022). The initial, primary effect of COVID-19 on the

economy, has been on the supply side. Factory closures in China and other parts of the world have

resulted in a decrease in the macroeconomic supply of goods and services, and a situation of reduced

output combined with higher prices (Maital, 2020). In March, consumer spending, which makes up

approximately two-thirds of the Gross Domestic Product (GDP), decreased, due to a decrease in demand

for goods and services, as well as businesses limiting their activities in the latter part of the month

(Strain, 2020). The lockdown caused consumer spending to decrease by 28%, and restaurant sales to

plunge by 70% (Strain, 2020). These figures suggest that the pandemic has resulted in an approximate

$80 billion per week reduction in the GDP (Strain, 2020). GDP describes the general size of a country's

economy, and the rate in which it is changing is indicative of the economy's health. (Callen, 2017)

Latin America's economic growth has lagged other emerging markets for quite some time. Even

before the pandemic, the economy in the region was set to underperform compared to the rest of the

world. The GDP was only set to grow 2% in 2020 and 2021 (Cottani, 2020). This put Latin America in a

worse position when compared to the emerging markets of the Middle East, Africa, Eastern Europe, and

Asia, where addressing the impact of the pandemic and they are experiencing a difficult recovery. These

effects amplified the income gap in these regions, which has seen higher poverty rates and lower living

standards (Cottani, 2020). A large contributing factor to the underwhelming GDP increase was the rapid

increase in unemployment rates and foreigners moving into the area. Gentrification exacerbated by the

pandemic has exacerbated unemployment rates with doubling from 12% in 2019 to 24% in 2020 (Solís &

Hidalgo, 2020).

Even before the impact of COVID-19, people from all over the world were moving to the

Caribbean and Central America to buy real estate due to its low cost of living (O'Sullivan, 2011). Costa

Rica has especially seen this due to its real estate prices being lower than a majority of other tourist

locations in Central America. During and since the pandemic, land prices have doubled and almost

tripled in some areas of the country (Solis, 2022). Foreign property buyers appeared willing to pay those

high prices for them to move into a naturally beautiful place during the shutdown(Solis, 2022).

The foreigners that end up buying real estate in Costa Rica usually are well off and have a very secure lifestyle, unlike some people local to the area. This drastic difference created tensions between the foreigners that moved here and are living in luxury and the locals who are struggling to make ends meet (Solis, 2022). With the limited amount of land, and the prices of real estate rising, Costa Rican people are no longer able to buy land or even rent property in their own communities (Slidebean, 2022). These areas become bubbles for the foreigners who do not strive to integrate with the rest of the locals and dilute the rich culture and traditions that were held in the community (Dowell, S., Personal Communication, Feb 9th, 2022)

2.2 A Community Center's Purpose

Community centers can be an essential tool in helping a community affected by gentrification. The presence of a community center can provide a safe and inviting space for individuals of all ages and backgrounds to come together and build relationships, support one another, and work together to make the community stronger (Smith M.T., 2000).

Gentrification and displacement can lead to cultural shifts in communities and contribute to differences in cultural identity (Gainza, 2016). These cultural shifts are evident in Costa Rica, where gentrification is causing the traditional culture to be diluted by the influx of foreigners, particularly in the latest wave that began with the global pandemic. (P. Moore, Personal Communication, Jan 16th, 2023) Community Centers can support and foster the expression of diverse cultural traditions within the community, community centers can provide a space for the validation and celebration of these cultural roots. In this part, this can be accomplished through classes that offer time for cultural expression via dancing, singing, movies and art activities (Goldfarb, Grindberg, 2019). Rising property values because of gentrification have also led to this displacement of lower-income locals in Monteverde (P. Moore, Personal Communication, Nov 30, 2022). By creating a space for community members to come together,

connect, and engage in meaningful dialogue, community centers can help to create a more resilient and equitable community (Jones et al., 2016).

The social opportunities offered by community centers are crucial to the overall well-being and development of members of a community (Jones et al., 2013). Physical and mental health are interconnected, and both can be affected by common mental health issues such as anxiety and depression, as well as more severe mental health conditions (Jones et al., 2013). Mental health challenges had a disproportionate effect on lower socioeconomic groups, resulting in a widening gap in health disparities (Tran, Rice T. H, et al., 2020). A lack of community interaction leading to mental illness can create more serious and problematic circumstances for those affected (Tran, Rice T. H, et al., 2020). Due to the lack of social and communal resources for the youth of Monteverde, it is becoming a worsening issue for the adolescent and youth population. In communication with a local community member of Monteverde, Mario Rivera, a Monteverde resident and leader at the local community center where we worked, said there is "...also a problem with adolescents over the years teen suicide, there's just not a lot of offerings for children, for adolescent teenagers to do in this town. And so, creating a space where there's a climbing wall, and there's where they could do stuff in this mountain biking, a place where they can put their energies elsewhere" (M. Rivera, Personal communication, Nov 30, 2020).

Community centers work to promote healthy behaviors and prevent future health concerns through a combination of group activities and individual support. General health, mental health, personal and social well-being all improve when diet and physical activity are incorporated into activities. (Dubois, 2022). Notably, the results are even more successful when group activities are combined with one-to-one support (Dubois, 2022). Community center initiatives can have a positive impact on health behavior modifications, making them a valuable asset to health care services (Jones et al., 2013). Their accessibility and participation are attractive features that are especially relevant in

today's public health environment, making them a key service to have available for the citizens of Monteverde.

2.2.1 Local Social Opportunity of Monteverde

Monteverde currently lacks options for safe, beneficial, and consistent social opportunities for community members (P. Moore, Personal Communication, January 16th, 2023). Due to the eco-tourism influence on the community, there are few opportunities for locals to indulge in social connections that haven't been turned into a private venue with a fee to enter. Foreign influence is taking over much of the open public space that could be used for the benefit of the community and turning it into a private property with limited access. Additionally, privatization of land due to gentrification has driven prices of property up to a point that is only viable for upper class foreigners or business entities to purchase, taking it out of the hands of the community (P. Moore, Personal Communication, January 16th, 2023). Riochante is addressing this dilemma by keeping one of the most historic buildings – abandoned by foreign investors – in the hands of the community, for the community.

Riochante, a property which is among the oldest historical buildings in Monteverde, has been restored as a vibrant community center. Patrick Moore, one of the current operators, led the revival mission with help from occasional donations and assistance from other local members of the community. The property underwent renovation, including fixing the old floors and replacing the roof. Under the name Riochante, the property is now used as a community center, providing a safe and fun social space for local youth.

Riochante's role is important in a community that is becoming challenged more and more by the privatization of land. Riochante provides a common space dedicated to activities and classes that are run by locals, for locals, which play a large part in maintaining cultural identity (P. Moore, Personal Communication, January 16th, 2023). Classes and activities such as art, music, dance, and yoga are

integral to the continued cultural preservation through artistic expression (Goldfarb, Grindberg, 2019).

This cultural expression is also actively preserved through social interaction amongst locals, which is

another advantage provided by Riochante. Since gentrification has resulted in dilution of longtime

residents in Monteverde, there has also been an increase of dilution to the local culture. Places where

locals are able to gather and conduct cultural activities that represent themselves have been limited due

to the prioritization of eco-tourism. Riochante has become important to the community not only as a

community center, but as a cultural center as well. Through its rich historical significance and use as a

community center, it can bring people together through accessible activities while implementing and

preserving the local culture amongst the local community. (P. Moore, Personal Communication, January

16th, 2023).

The social interaction available at Riochante is not only crucial from the cultural perspective, but

also for the beneficial, safe, and productive opportunities it provides for the community. With the

impact of land privatization on the availability of opportunities for locals to indulge in social connections,

there is also a scarcity of classes and activities open to the locals (M. Rivera, Personal communication,

January 23rd, 2023). Most of the public social opportunities are hidden behind fees or private entities

that are taking away the opportunity for locals to engage in regular meaningful interaction. Riochante

has been unofficially organizing events to bring the community together, but without official ownership

they are not able to publicly promote their mission and classes to the public. By securing the ownership

of the property officially, they will be able to publicly promote to the public and provide the

opportunities that they are providing right now. Securing Riochante means another step forward in

protecting and restoring the cultural identity, history, and opportunity for the community of

Monteverde (M. Rivera, Personal communication, January 23rd, 2023).

2.2.2 Importance of Youth Opportunity

Cultural and social opportunities for youth in Monteverde experiencing cultural gentrification play a crucial role in preserving the unique identity, traditions, and heritage. These opportunities provide a platform for young people to engage with their culture, develop a sense of belonging and pride, and promote intergenerational transfer of knowledge and values. Youth in Monteverde are suffering more from the gentrification and lack of social opportunities than any other group of people (M. Rivera, Personal communication, February 1st, 2023). With the youth not being able to generate funds for themselves or provide themselves with transportation, it is vitally important for the youth to have a plentiful amount of public space with ease of access. However, youth in Monteverde have diminishing social opportunities. With many playgrounds, fields, parks, and other common grounds for youth interaction being locked up or pay-to-enter, there are very few opportunities for safe, beneficial, social activity for youth members to engage in (M. Rivera, Personal Communication, February 1st, 2023).

Empowering youth to be involved in the community development process can increase their commitment to long-term involvement and contribution to their community (Girard, B., & Koch, P. B., 2007). However, this can only be achieved by providing ample opportunities for sustained, positive relationships with adults, other youth, and community organizations. Through community commitment, youth developmental needs are met, and they are prevented from engaging in problematic behaviors, while being empowered to build the skills and competencies necessary to become engaged citizens (M. Gambone PhD, et al., 2006). The lack of involvement of young people in the decision-making process regarding community changes can significantly impede their ability to participate actively in the community, particularly when amenities are not created with their needs in mind (Girard, B., & Koch, P. B., 2007).

In Monteverde, the priority allocation of community spaces is geared towards promoting eco-tourism and economic benefits, which unfortunately tends to neglect opportunities for the youth (M.

Rivera, Personal Communication, February 1st, 2023). Our sponsors want to utilize and promote

Riochante as a space for youth to be engaged as community members, an opportunity which is currently

scarce in Monteverde (M. Rivera, Personal Communication, February 1st, 2023). Riochante has a rich

history, having played a pivotal role in the development of Monteverde. The youth, being the carriers of

the future, are an essential element in carrying on this legacy and ensuring that Riochante continues to

have a lasting impact.

2.3 The Story of Riochante

After World War II, the United States became one of the most militarized countries in the world.

By 1948, with the tension caused by the Cold War, the military budget was significantly increased, and

the United States became heavily armed with a growing arsenal of atomic bombs (Library of Congress,

n.d.). During this time, large portions of taxes paid by citizens went towards funding war efforts and

increased militarization, making it impossible for Quakers to work and live in the United States without

supporting the war effort. Supporting the effort was problematic for Quakers because their

interpretation of the Bible instructed Quakers to follow an oath of pacifism (History.com Editors, 2023).

Therefore, Quakers in the United States began questioning their ability to pay taxes as a US citizen while

practicing their beliefs. As some Quakers started to rebel against paying taxes in support of the war

effort and were arrested and jailed for doing so, others began to realize the community needed a way

out of the dilemma. After searching for solutions, a move to Costa Rica was proposed. The stable

government, sound economy, large middle-class population, and abolished army (as of 1948) provided

the Quakers with an opportunity to live in peace and community with one another (M. Rockwell, n.d.).

Following this realization, many Quakers began to sell their land and move to Costa Rica in search of

land and a more fulfilling, peaceful, and harmonious way of life (E. Rockwell, 1964).

2.3.1 The Founding of Monteverde

In 1951, after months of searching for land in Costa Rica, the migrating Quakers finally found a remote region high in the mountains that seemed suitable to their needs. The Quakers then gathered up their belongings and started the trek through unpaved and winding roads up into the mountains and cloud forest of the Puntarenas province to start their new lives (E. Rockwell, 1964). They eventually reached the land known as Cerro Plano, named after its characteristically level terrain, and christened their new town with the name *Monteverde* (Campbell, n.d.).

2.3.2 Previous Use of the Riochante Property

Among the first Quaker families to settle in Monteverde were the Rockwells. In the early 1950's, Arthur and Clara Rockwell, the elderly parents of Marvin Rockwell, moved into a home in Monteverde owned previously by the Zamora family in the 40's, before the arrival of the Quakers (M. Rivera, personal communication, Jan. 24, 2023). Today, this house is known as Riochante and serves as a community and cultural center for local youth. However, to understand the significance of Riochante, it is important to understand the house's long-standing importance to the community (P. Moore, M. Rivera, personal communication, Jan. 16, 2023).

2.3.2.1 Early Uses After the Rockwell Family

Before the Quaker Meeting House was built in Monteverde, the Rockwell house served as the first hub for community and connection. Arthur and Clara offered games, food, tea, and coffee to the early Quaker settlers as the community was constructed and expanded. After approximately twenty years of use as a community center, the Rockwell house was sold to the Boehm family who turned the house into Monteverde's first restaurant: the Teahouse of the August Moon (Moore, 2021). The first sign on the Pan-American highway pointed to this reservation-only restaurant that only offered six tables. During this time, the Boehm family also constructed a wood shop in front of the restaurant which

eventually turned into a mechanic shop and today is used as a community kitchen. The Boehm family also started a campground behind the restaurant and ran the campground, restaurant, and wood shop until they sold the property to the Monteverde Institute (MVI) in early 1990's (P. Moore, M. Rivera, personal communication, Jan. 30, 2023).

2.3.2.2 Women's Arts Center

Upon acquisition, MVI constructed a new addition to the Riochante building and designated the space as a ceramic center. Soon after, local ceramicists taught classes in this space to locals of Monteverde. Coincidentally, local Ticas (Costa Rican women) were starting to form an art cooperative to learn skills and make sellable art pieces as a means of supporting themselves and their families. Some women from CASEM, the name for this women's art cooperative, participated in ceramics classes at MVI's new ceramic studio to learn techniques such as sculpting, hand-building, glazing, firing, and throwing clay on a wheel. These new skills taught to the women helped them grow CASEM to the art cooperative it is recognized as today. Now, CASEM has its own store in central Monteverde that showcases handmade art from local Tica women (P. Moore, M. Rivera, personal communication, Feb. 1, 2023).

By 1998, however, the older structure that made up the historic Zamora house fell into disrepair as MVI focused on maintaining the ceramic studio. The roof of the old building had rusted through, allowing rain to enter causing water damage to the floor and much of the house. In response to this issue, Bertalia Rodriguez, the manager of the MVI ceramic studio at the time, teamed up with Patrick Moore, who is now one of the current operators of Riochante, and Milagros Rodriguez to restore the old building. With a group of international traveling artists and volunteers, the group expanded the use of both the new and old portions of the house by increasing the number of classes offered at the studio and refurbishing the historic Zamora house. Soon after, the old house was promoted as The Monteverde

Community Art Center and opened to public use. Continuing its relationship with CASEM, most classes

offered at the center during this time consisted of mostly local Tica women (P. Moore, M. Rivera,

personal communication, Jan. 16, 2023). These women not only learned more new skills– such as batik,

macrame, painting, and stained glass– from the expanded offering of classes, but also used the center to

socialize with one another outside of their homes. Eventually, a local folk-art gallery was opened in the

old Zamora house which gave the Tica women a place to sell their works and art to tourists, offering

them a chance to make an income. With a portion of sales going to MVI, refurbishment on the old

Zamora house and improvements to the rest of the property were completed (Moore, 2021).

2.3.2.3 The Rio Shanti Era

According to Patrick Moore, despite the success of The Monteverde Community Art Center, MVI

decided to sell the property to new owners in the early 2000's. These owners converted the ceramic

center into a yoga studio, changed the old Zamora house into a shop and boutique, and reopened the

property as a community yoga center under the name Rio Shanti. The new owners still allowed the

community to use the space to socialize, take classes, and share in baked goods, but many people at

that time in Monteverde were not interested in yoga. As locals and tourists were no longer as drawn to

the property as before, class attendance decreased, and the owners of Rio Shanti struggled to pay the

property's mortgage (Moore, 2021). After some time trying to promote their place and taking loans

from the bank of the local municipality and neighbors of the property, the Rio Shanti owners abandoned

the property and moved back to the United States. In their haste to leave, however, the owners did not

officially default on the property by signing the appropriate documents, leaving the bank unable to

foreclose on, or do anything with, the property under Costa Rican law. Therefore, the historic Zamora

house and its addition were left empty and abandoned and, without proper maintenance and care, fell

to a period of disrepair as the jungle worked to reclaim the land (P. Moore, M. Rivera, personal

communication, Feb. 1, 2023).

Figure 1

Image of Riochante

Note. Image of Riochante house taken over by the jungle. Provided by Sponsor.

2.3.3 A Period of Disrepair

For the next five years, the property that today is known as Riochante sat idle and unused. The

jungle grew over the house, allowing for puddles to accumulate on the roof and causing the metal of the

roof to rust and disintegrate. With holes in the roof, much of the house was exposed to water damage

and rotting. After a while, a group of high schoolers from the Monteverde Friends School (MFS)

discovered that the building was abandoned and decided to use it as a hangout. As an unsponsored and

unsupervised MFS student clubhouse, the building was exposed to graffiti ranging from Gandhi quotes

to Harry Potter references. However, as more groups of kids began to discover and use the clubhouse,

the vandalism intensified. Soon, the bamboo floor of the previous yoga studio was ripped out, windows were smashed, sinks were stolen, and walls were punched through while copper wires were torn out. With the damage, what was a relatively innocent clubhouse for high schoolers now drew a different crowd who harbored worse intentions (Moore, 2021).

In 2017, a group of MFS high-school students were asked to give a presentation to MFS alumni about life as a teenager in Monteverde. The students spoke fondly of their memories of taking ceramics and other classes at the Community Art Center, but to the surprise of the alumni, they also discussed how drastically life had changed for them as they grew older. The students told the alumni that as teenagers, there were no activities for them in Monteverde (P. Moore, M. Rivera, personal communication, Jan. 16, 2023). They spoke of high suicide rates and death among teens due to drug and alcohol abuse, and about how easy it was for them to acquire such substances despite their young ages. The students showed pictures of the rotting and vandalized building that was once a beloved and historic community center. In response, community members and representatives from the Artists and Artisans of Monteverde and Santa Elena banded together to help clean up the historic property to ensure it became inhospitable to the vagrants who were using the house due to its secluded and decrepit state (Moore, 2021).

2.3.4 The Present and Hopeful Future of Riochante

Beyond the efforts of the community, much more has been done to fix up the property known today in Monteverde as Riochante. Patrick ('Pato') Moore, one of two current operators of Riochante, took up the mission to continue revival efforts of the property following the community efforts in 2017. Over the next few years, and with occasional donations from the community, old floors were fixed, the roof was replaced, and further efforts were made to restore the property back to a community center. Under the new name of Riochante, the house took on a larger responsibility as the homebase of an

organization tasked with ensuring local youth have a place for safe, beneficial, and fun social interaction in Monteverde (P. Moore, M. Rivera, personal communication, Nov. 30, 2022). Soon after starting these efforts, Patrick enlisted Mario Rivera, a student at the University of Costa Rica, who attended a dance retreat at Riochante and fell in love with the mission of the organization. Eventually, Mario joined Patrick as the second operator of Riochante and today manages the daily operations of the community center (P. Moore, M. Rivera, personal communication, Jan. 16, 2023).

As of 2022, Mario and Patrick had been working out of Riochante together for five years, diligently laboring to realize their dream of Riochante as a community and cultural center. In the face of increased privatization of local land through gentrification, the need for such a center for youth has only grown more clear. However, despite their efforts, Mario and Patrick still had not obtained ownership of the Riochante property due to the previous owners of Rio Shanti technically still having ownership, despite abandoning the property years ago, and the bank of the local municipality of Monteverde working slowly to foreclose on the property (P. Moore, M. Rivera, personal communication, Nov. 30, 2022).

In late 2022, the bank finally told Moore and Rivera that foreclosure was imminent, which would force the Riochante organization to leave the property and likely remove the historic land from the community as foreign investors would have an opportunity to purchase and privatize it. To avoid this outcome, Moore and Rivera have focused on raising the necessary funds to ensure they would have the resources to place a bid as soon as the property became available for purchase. However, Riochante struggles to receive support at such scale as the scarce resources available in Monteverde, already fought for by other local organizations, are insufficient (P. Moore, M. Rivera, personal communication, Nov. 30, 2022).

After some deliberation, Riochante realized they needed a method and means of telling their story and the history of the house. Through this story, Moore and Rivera aspired to demonstrate the

impact of Riochante in the local community and the cultural significance of this house in hopes of increased support in their acquisition efforts. This support would allow for ownership to be acquired and Riochante's use for the local community to persist (P. Moore, M. Rivera, personal communication, Feb. 1, 2023).

2.4 The Importance of Storytelling and Preserving Culture

Storytelling is an invaluable tool for preserving a culture and its history in rural areas, particularly in the face of gentrification that erases traditional practices and customs. By telling their stories, communities can work to safeguard their heritage against erasure under the burden of outside cultural influences (Tossa, 2012).

2.4.1 Generational Storytelling

In many underdeveloped areas, customs and traditions are passed down through generations primarily through oral storytelling (Roberts, 1976). However, gentrification is threatening to wipe out these stories and customs, depriving future generations of this important cultural heritage. An example of this cultural deprivation occurred in northeastern Thailand in the Isan region when half of the children in the region did not understand the dialect of their people and 20% of the same group could not recognize the titles of famous works of literature from their culture. Furthermore, when asked about folklore stories from their culture, most of the children named western fairy tales such as "Cinderella" and "Little Red Riding Hood" (Tossa, 2012). This area originally had Lao culture and language, but throughout the years it has been taken over by Bangkok Thai culture. The gentrification taking place was so prevalent that the kids and youth were encouraged not to speak the language. Through storytelling in their own language, the children became more prideful of their heritage and wanted to participate in their culture and customs (Tossa, 2012).

Cultural heritage preservation is important to keeping the identity of a group of people alive. Preservation has many forms and methods including monument restoration, historical site protection, and restoration of art and literature. Many underdeveloped communities do not have resources to take advantage of these methods which results in preservation primarily through oral storytelling (Jerome, 2014). Through the stories passed down by generations, the people can have a connection with their ancestors and feel pride in their identity and culture leading to a stronger community. These stories help convey the history from one generation to the next in order to teach them about their culture and community. By emphasizing the importance of these stories, communities can work to preserve their heritage against the oncoming gentrification and the foreign influences. These stories also instill pride in the people, bringing them together to fight against gentrification by practicing their traditions and celebrating their customs while refusing to conform to the encroaching culture that is brought upon them (Lee, 2016).

Riochante hopes to mitigate cultural dilution in Monteverde from gentrification by providing not just a space for youth to be together, but by preserving the rich culture and history of the Ticos through digital media as they work to save the community center. Storytelling is a powerful tool that can be used to keep this cultural heritage alive, ensuring that it is not forgotten and can be passed down to future generations. The preservation of this cultural heritage is essential for maintaining the community's identity and history, as well as fostering understanding and respect for diversity (P. Moore, M. Rivera, personal communication, Jan. 16, 2023).

2.4.2 Visual Storytelling

One effective way to tell the story of Riochante and communicate its history is through a short video documentary. To ensure that the story is engaging and effective, it is important to follow Alfred Hitchcock's cardinal rule of filmmaking, which states "tell the story in the most direct and efficient way

possible" (Duarte, 2013). This means creating a story that is clear and concise, allowing the viewer to understand the content quickly and easily. By following this rule, video-journalists can create stories that are more powerful and meaningful, and have a greater impact on viewers (Lancaster, 2019).

When making a documentary, the mode of documentary that is used needs to be considered. Bill Nichols, a film critic and documentary scholar, proposed that there are 6 modes of storytelling in a documentary. Those modes are poetic, expository, participatory, observational, reflexive, and preformative (Masterclass, 2021).

- Poetic documentaries prioritize mood, atmosphere and emotional impact on the viewer rather than traditional narrative structures in usual films. The director uses a variety of different compositional techniques to relay the story to the viewer through a sensory experience rather than a plain retelling of events (Yu & Yan, 2021).

- Expository documentaries are focused on presenting information and opinions on a certain topic. These documentaries usually include interviews, historical documentation, and archived data to present a perspective on a subject (Nichols, 1991).

- Participatory documentaries involve the film maker directly taking part in the events of the documentary, and their inputs affect the outcome of the story being documented. The filmmaker is not an observer, but an active participant in the events that unfold (Anderson-Moore, 2015).

- Observational documentaries are the opposite of participatory ones. In this case, the filmmaker is completely removed from the events of the story and are only recording the events that unfold, rather than taking part in the events that are happening (Yu & Yan, 2021).

- Reflexive documentaries are films that are made about the process of filmmaking itself. This style of documentary is focused on the relationship of the filmmaker and the subject to explore

bigger truths about a certain topic. This style is often used to portray the authentic and intimate relationship between the subject and the filmmaker (Anderson-Moore, 2015).

- Preformative documentaries are focused around a reenactment of events or a dramatic representation of a true story. The documentary is often focused more on the story and performance, rather than the reality of the documentation (Nichols, 1991).

We decided to use the expository mode because it is particularly suited to the research format (Nichols, 1991). A documentary about the history and culture of Riochante could have a profound impact on protecting and sharing its unique history and culture. It would provide an in-depth look at the community, highlighting the importance of preserving its heritage and traditions. Through storytelling, viewers would gain a better understanding of Riochante's culture and its struggles, as well as the importance of protecting it from gentrification (P. Moore, M. Rivera, personal communication, Nov. 30, 2022). The documentary would also serve as a reminder of the importance of passing down stories and traditions to future generations, ensuring that its cultural heritage is not forgotten (Lee, 2016).

3.0 Methodology

The purpose of this project was to develop an outreach campaign to help support Riochante in the pursuit to secure ownership of the building and property so that the house's use as a community center and social space for youth can be maintained and expanded. As described in Figure 2, our team completed four separate objectives to accomplish the aforementioned goal. These objectives aimed to describe the importance of the Riochante community center, understand relevant property ownership regulations in Costa Rica, and to create and launch a marketing campaign to promote the community center. The fourth objective shown in Figure 2 is connected with a dotted line because this objective is a separate deliverable to help inform the sponsor and the development of an expanded fundraising-based marketing campaign that we would not be directly supporting, ultimately with a website and documentary.

Figure 2

Visual Methodology
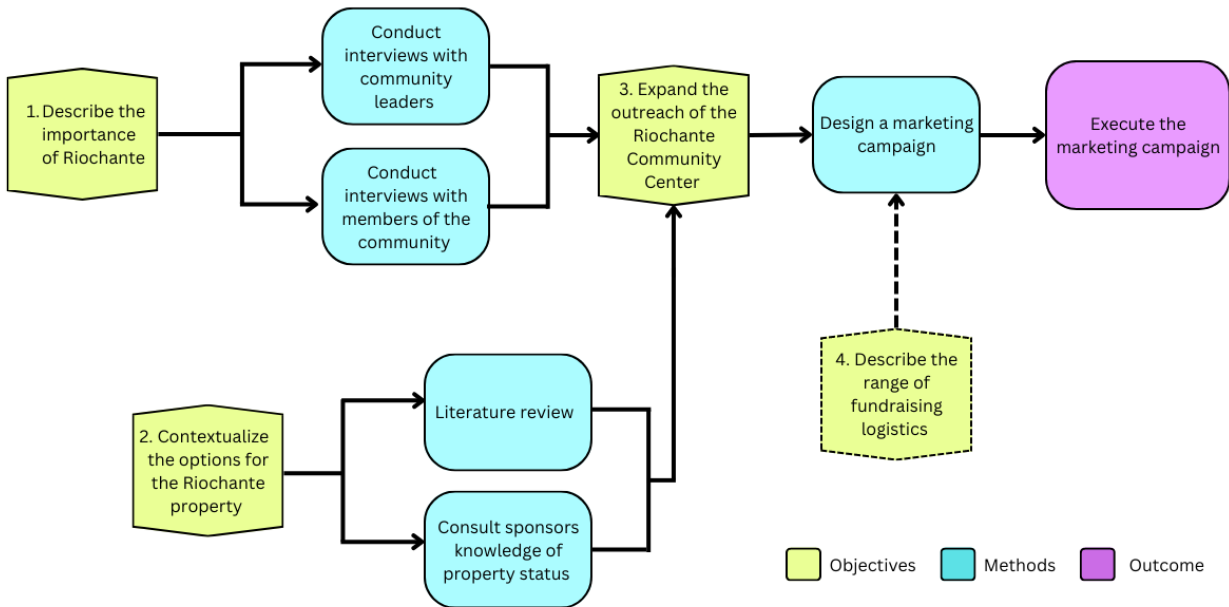
Note. Diagram of Visual Methodology. Authors' own work.

3.1 Project Objectives

      To achieve the project's goal, we focused on accomplishing four main objectives. These worked to promote the Riochante Community Center as a social space for youth to aid the project sponsors in their efforts to acquire the house and promote and expand its use in Monteverde.

1. Describe the importance of Riochante to understand its value to the Monteverde community.

2. Contextualize the options for the Riochante property under the risks of foreclosure

3. Expand the outreach of Riochante to promote it as a social space for the community

4. Describe the range of funding logistics in Costa Rica and best practices for fundraising.

3.2 Objective 1: Describe the Importance of Riochante to Understand its Value to the Monteverde Community.

To develop an accurate and fact-based marketing campaign to aid in securing ownership of the Riochante property, we sought to accurately describe its impact and importance within the community. We focused attention on Riochante's role in supporting community identity during a time of accelerated gentrification, specifically what the community center means to the identity of the people living in the area. To learn these community perspectives, we spoke directly with those who use and don't use the community center as well as community leaders whose support is important for Riochante.

3.2.1 Data Collection

To assess the impact of the community center on the locals of Monteverde, semi-structured interviews were conducted with a variety of individuals in Monteverde. These individuals included youth ages twelve to eighteen, Riochante staff and volunteers, community leaders, and other community members. We obtained consent of minor participants by first seeking written parental oral consent (as described in Appendices A and B) and then gaining the oral consent of the minor (as described in Appendices C and D). We obtained minor consent to be interviewed using the general consent form in Appendix F and stayed close to interview questions in Appendix G. Interviews were also conducted with youth community members. Again, we relied on the text in Appendix E (the appendix of interview questions for youth) but remained careful to ensure that the youth knew they had the right to quit the interview at any time.

In total, we conducted ten interviews with a mixture of these individuals. We have described in Table 1 and in the detailed sections following how we recruited participants and gathered the appropriate consent.

Table 1

Interview Subject Info

Interview Subject	Importance to Study	Method of Recruitment
Youth/Children (Ages 12-18)	These youth are those who participate in community center activities. Their perspectives are valuable as it gauges how relevant this community center is to their daily lives.	• Connections from the community center and the various community WhatsApp group chats • Oral parental consent • Oral consent of minor participant
Community Center Staff and Volunteers (Adults)	These are the people who work at the community center.	• The Community Center • Oral Consent
Community Leaders (Adults)	These are officials in the community of Monteverde, such as owners of the hotels nearby.	• Connections from our sponsor • Oral Consent
Other Community Members (Adults)	To gauge the outreach that the community center already has before we start our marketing campaign	• On-the-street recruitment (in Santa Elena and the surrounding area) and the various community WhatsApp group chats whose access is provided by our sponsor • Oral Consent

Note. This table describes the subjects desired to interview, the importance of those subjects to this study, and the method for how this study will recruit each interview subject by category.

3.2.2 Analysis

For analyzing our data, we used selective coding to fully interpret the interviewees opinions and responses to our interview questions. Because we did selective coding, we analyzed the data in two passes.

3.2.3 Research Limitations

Our main limitation in conducting interviews is our sample size. Due to the limited project time, available interview participants, and limited personal connections to community members, we were not able to gather a very large sample size. Another barrier we faced was the inability to speak to participants in Spanish. We were able to resolve this, along with the lack of personal connection, by having our sponsors support our conducting of the interviews.

3.3 Objective 2: Contextualize the Options for the Riochante Property Under the Risks of Foreclosure

To help Riochante continue operations, the team analyzed property acquisition methods in Costa Rica to support Riochante on developing a targeted promotion plan. The completion of this objective aimed to influence the development of the marketing campaign by determining its target audience (some examples including the bank, local youth, or adults) and to inform on the development of our fourth objective regarding fundraising.

Data on property law in Costa Rica was primarily collected through a literature review and interviews with the sponsor, who have familiarized themselves with Costa Rican property law and issues related to the specific Riochante property. First, we performed a literature review with the aim of understanding local property law and contextualizing this research to Riochante's circumstances. Then, we discussed our findings with the sponsors to determine the target audience of the marketing campaign and whether funding would be necessary.

We assessed the known information on the bank's status on foreclosing the property and organized information about our sponsors' past and current activity at the property. We also analyzed research from the literature review to clarify the Riochante situation through Costa Rican property law

by comparing our research to the history of the Riochante property as we explored in our preliminary research.

3.4 Objective 3: Expand the Outreach of Riochante and Promote it as a Social Space for Youth

Using what we learned in Objectives 1 and 2 about the importance of Riochante to the Monteverde community and the range of possibilities for the legal disposition of the property, we wanted to expand the community center's outreach using a carefully executed process. That process described a marketing campaign designed to reach a target audience and promote the community center. Information learned about property acquisition helped us frame the marketing campaign to update followers on the acquisition process, generate enthusiasm, and support the intentions of Riochante to save the historic property for local use in the face of gentrification. Information learned about the importance of Riochante helped determine the story that would be told through the marketing campaign and the campaign's target audience.

Findings from both objectives one and two helped determine the need for a marketing campaign, but also were contextualized to determine how to generate the marketing campaign. These findings, along with preliminary research in section 2.4 of the background and personal communications with Rivera and Moore, worked to determine which media channels would be best for the marketing campaign. Ultimately, after finding a marketing campaign process and executing the process, the most effective channels to use to expand the outreach of Riochante were determined to be a website and documentary. Also, the team found the target audience to be adults in and outside of the Monteverde community who have the resources to support Riochante.

When conducting a marketing campaign, often persuasive information is used to draw in the target audience and influence them to consider the cause in a particular manner. However, as student

researchers, our team was limited with how we could propose and conduct a marketing campaign to ensure we continued to meet our obligations to research participants and the overall process. Another limitation for this marketing campaign process was the design and development of media. The team initially planned to design, develop, and upload initial media ourselves, but did not have professional experience with these tasks. This limitation was mitigated by additional secondary research tasks into best practices for developing media for these channels.

3.5 Objective 4: Describe the Range of Funding Logistics in Costa Rica and Best Practices for Fundraising.

In the case that Riochante determines they need to directly raise funds for their effort, we provided an assessment of the possible methods for folding this into the campaign. This objective was developed as a separate path of inquiry but may still be required to support the overall goal. We focused on funding strategies for the acquisition of the property.

We performed a literature review to find current information and data on different strategies of fundraising that could be utilized by our sponsors. Along with the various strategies, we looked to find the platforms that serve as the best fundraising service. We will analyze the options and information gathered through this literature review with our sponsors and conclude the most optimal formula for gathering funds to fund operations or spearhead a capital campaign as desired.

4.0 Results and Discussion

Through understanding the history of Riochante and Monteverde, discovering the need for

additional social opportunities and spaces, and realizing the effects of privatization and gentrification on

the community, we were able to effectively document and promote Riochante's story and significance

through a website and documentary. This chapter highlights and discusses our procedural findings and

analysis.

4.1 Results

4.1.1 Objective 1: Describe the Importance of Riochante

Key Finding: *A wide majority of interview participants were most vocal in their concern for the lack of*

youth opportunities and lack of public space in Monteverde.

Through the analysis of ten interviews, we found that out of all the most important topics which

we coded for, the most prominent concern of the interviewees is the concern for lack of youth

opportunities and lack of public space in Monteverde. Other important topic descriptions are listed

below in Table 2, which lend to the importance of Riochante. We use the first names of interviewees to

protect the participant's identity, unless granted further permission.

Table 2

Sample Interview Quotes

| Description	Sample Quotes from our Analysis
Referenced Youth Opportunities in Monteverde	"Of course, compared to other things, there aren't as many alternatives, there aren't things like, for example, volleyball courts that there are in school, but of course, they're not in the best condition, and there are courts for other types of sports. It feels very limiting because of living so far away from where all the businesses and all the things are. I think there aren't as many things, there aren't as many possibilities for those who want to do sports, want to start something new, or explore something." - Steven
Referenced the Lack of Social Space in Monteverde	"Your need is there. They have a need for a public space. When we were there at school, in the sessions, we went to see the little park and I was surprised to see that all the boys and girls looked like teenagers and looked like five-year-old children throwing themselves on the ground. I love it, and I don't know what it's called, but it made me think a lot about how this comprehensive vision of the community has been lost, perhaps due to the influx of foreigners, maybe just due to overgrowth or a change in the overall vision." - Mayor of Monteverde, Yeudy Ramirez
Referenced their Desire for Change in Monteverde	"Finding spaces for the general public,, for enjoyment, or spaces where cultural activities can take place has become a challenge due to the high price of land in Monteverde and the lack of places that can be dedicated to such purposes… And it's not just a park, we also need cultural causes that we don't have, or the closest thing we have, frankly, is Riochante, which is great because they have been open to community participation in community initiatives." - Selena
Referenced Riochante as a Social Space	"As Instituto Monteverde, our focus has been to greatly value what community means to us. It is one of the main focuses of sustainability in the community as a whole. Within that, understanding and having meeting spaces for the community is essential because how can you create a community if people don't come together, and having spaces is a way to encourage those gatherings. We do this through the institute, and there are other places like Riochante that are crucial for this, and like us, defining what sustainability means for a community." - Selena
Referenced Riochante's Activities or Classes	"Having a space like Riochante close to the school is perfect. It is very easy to access. Sometimes on Thursdays I come after school to climb because I feel it's a lot of fun and I love climbing on the wall here that I have. So I have as soon as I get out of school, maybe I'll bring a friend and we'll go climbing for an hour or two and time goes by very quickly." - Steven

Table 2

Sample Interview Quotes Continued

Referenced Importance of Culture	"It's very sad because, well, this government and the previous ones, not just this one, have cut back a lot on the cultural aspect. In Eran, there used to be a house of culture, but it was removed and turned into a business center for the municipality. If I'm not mistaken, it's no longer the House of Culture and there's no longer a cultural center at all. Yes, well, there are some spaces… but something that's cultural, like yoga or other movement activities that are very important, doesn't exist." - Pamela "Well, efforts have been made to create public spaces and they're still ongoing. The municipality is making a significant effort to create parks, for example, but in addition to parks, we need cultural centers and cultural managers… So something that strengthens management is important because cultural spaces are disappearing. Well, no, that's not the question. Well, finding spaces to build parks or cultural centers has become increasingly challenging in Monteverde due to the price of land and the growth that's happening. So how does one prioritize these spaces, right?" - Selena
Referenced Gentrifications Impact	"What happened is that some people who were the floating population went back to San José or their towns, and some guys who were from outside returned to their house with their key. That on the one hand, but then we entered into a way of how we build the economy more, how we entered into a scarcity mentality. So how do we make more, more, more money? And perhaps that is the concern that some of us have. The whole Airbnb phenomenon and other rental houses is good, because we know that this is producing an effect at the community level that is displacing the community, the concern with how we build a community, with a displaced community, right? And there then comes the importance of having meeting spaces and by whom is this community being displaced?" - Selena

Note: The table below shows the topic descriptions which were coded for, along with the prospective sample quotes for each topic that were gathered from our interviews.

We found that, according to our frequency analysis, the concern for youth opportunities and lack of public space in Monteverde were the most frequently discussed response descriptions. For example, when we asked youth interviewee Steven, if he had spaces to participate in activities like those offered in Riochante, he responded, "A space where you can take classes or go play. Oh, not really." This concern raises a general desire for change, which appeared in 70% of our interviews.

Figure 3

Frequency of Responses
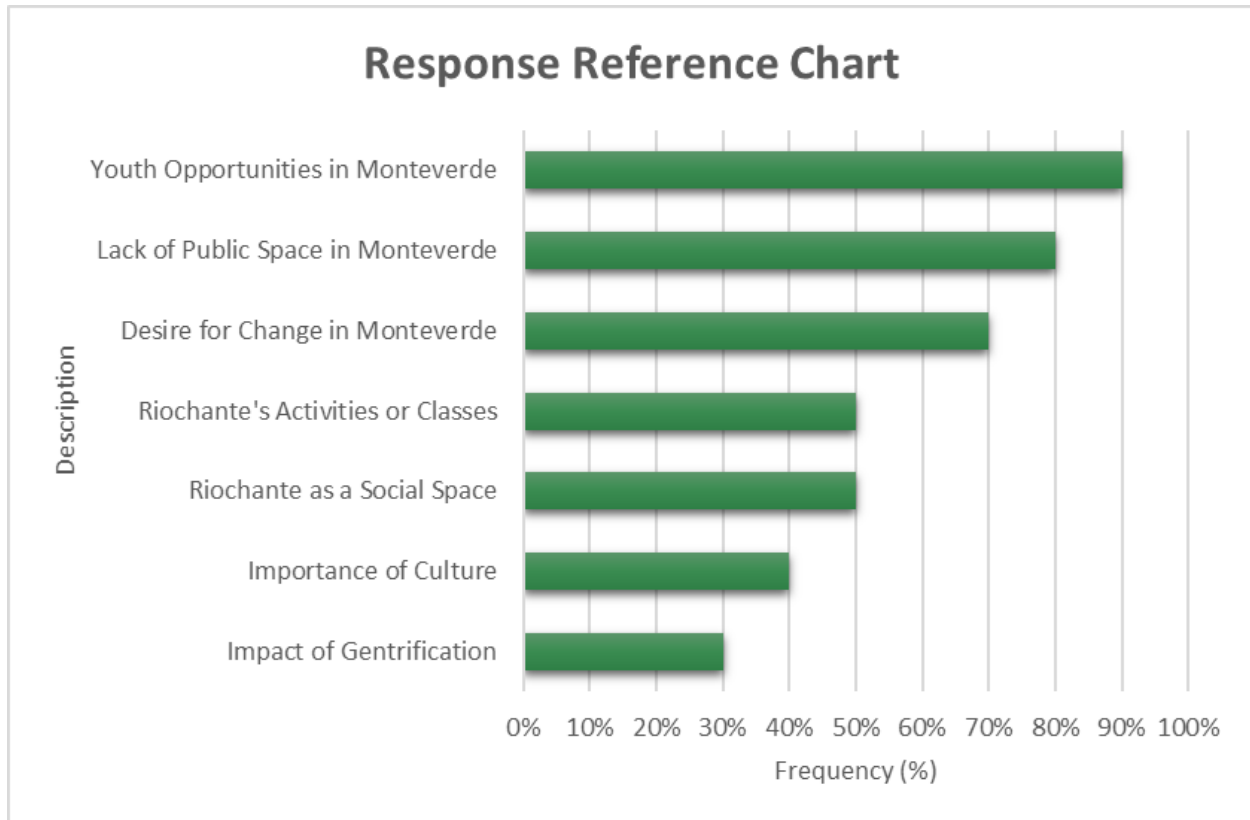
Note: The figure above is a graph representing the frequency of responses in line with certain ideology. The frequency represents the percentage of interviews that a given topic appeared in. For the complete criteria chart used to create this graph, see Appendix I.

The mayor of Monteverde has come to recognize those desires of the community, and told us that "within the government plan, the cultural development plan includes the recovery of abandoned spaces and cultural spaces. That's an example, but I would like to hear how to do this… creating this change" We found that in about half of the interviews, community members saw Riochante a social space that could offer activities to the community and youth. For example, Selena, the director of the Center for Community Initiatives of the Monteverde Institute, explained to us, "We know that spaces like (Riochante) promote not only meeting places for communities that desire them, but we also know that this will strengthen and facilitate processes of community well-being in a way that we can see

improves the health of individuals, improves the health of the community, and reinforces the values upon which this community has been built."

The community desires these spaces to maintain cultural balance within the community. Importance of culture, according to our frequency chart, was brought up in 40% of our interviews. Along with culture, a more complex issue that was found to be a concern was the ongoing problem of gentrification within Monteverde, appearing in 30% of interviews.

4.1.2 Objective 2: Contextualize the Options for the Riochante Property

Key Finding: Of the various options available for legally obtaining an abandoned property in Costa Rica, the most likely to succeed is through direct purchase of the property after it is foreclosed and offered for sale by the bank.

According to our research on Costa Rican property regarding ownership transition, for a property to be sold, the land must be registered by title in the Costa Rican Public Registry and a registered land map of the property must exist (International, 2021). A title is defined as "a juridical act, *such as a sale, exchange, or donation, sufficient to transfer ownership or another real right* (that must be) *written, valid in form,* and filed for registry in the conveyance records of the parish in which the immovable is situated" (Chang, n.d.). Without proper acquisition of a title, those claiming to own a property will not be perceived as the owners by the local municipality.

Relevant to the case of Riochante, we analyzed "acquisitive prescription;" a legal method in Costa Rica for acquiring abandoned property. Acquisitive prescription is a broader term of the adverse possession law that exists in the United States. Adverse possession, which is also known colloquially as "squatter's rights," is a method of abandoned property acquisition that focuses on possession rather than registration of the desired property. Therefore, in countries that follow adverse possession, an individual or organization simply needs to maintain possession (and have proof of maintained

possession) for ten years or more to apply to gain ownership of the property. Those applying for

ownership do not need a title or registration to use this law to acquire the desired land. In countries that

follow acquisitive prescription, however, the rules are not the same (Chang, n.d.).

In the case of acquisitive prescription in Costa Rica, ownership is awarded to individuals who

record their ownership "in good faith, but where, for technical reasons, the conveyance turns out to be

invalid" (Chang, n.d.). More specifically, "articles 856 and 860 of the Civil Code (in Costa Rica) state that

if a person holds possession rights on a homestead for at least ten years, that person can claim full

ownership through the local courts, and request registration of the property at the National Registration

Office" (Martin, 2015). Therefore, having possession of the land one wants to acquire for at least ten

years and having good faith is necessary for this method of acquisition to be utilized. The term "good

faith" refers to those applying for property acquisition genuinely believing they own, or have the right to

own, the property in question.

Moore and Rivera confirmed through legal counsel that Costa Rica's acquisitive prescription

laws for property acquisition may not apply to them because of the necessity of good faith. Good faith

can be a hard concept to define because it relies on subjective means (a belief of right to ownership and

lack of knowledge of otherwise). However, Moore and Rivera understand the history of the property,

know they do not have a familial history with the property, and are informed on the state of limbo the

property is in with the bank due to a lack of properly signed documents by the previous owners (P.

Moore, M. Rivera, personal communication, Feb. 13, 2023).

It is helpful to understand how the previous owners could affect a possible acquisition plan

through the law of acquisitive prescription. When faced with "squatters'' claiming ownership of an

individual's land in Costa Rica, those individuals must prove that their land serves a purpose. If those

owners are paying taxes and are using their land, no outside party can claim the land with any success.

However, Individuals in the country may file complaints about a property identified to not be "used to

its full extent" in hopes of utilizing the property themselves. Under such complaints, the law of

acquisitive prescription may be one method of acquiring the property to allow proper use of the land.

However, current owners may counter all filed complaints simply by proving the land they own serves a

legitimate purpose (Martin, 2015).

4.1.3 Objective 3: Expand the Outreach of Riochante and Promote it as a Social Space

Key Finding: An effective way to expand the outreach of the Riochante community and cultural center

and promote the property as a key social space is through an online promotion campaign that includes

both information and inspiration.

After analyzing the results of objectives one and two, the team noted the necessity for

expanding the outreach of Riochante and promoting the community center as a social space. Through

the results of objective one, the importance of Riochante to the local community, and especially to local

youth, was discovered. In the face of gentrification and the privatization of land, Riochante offers one of

the only remaining spaces for safe, beneficial, fun, and free social interaction for Monteverde youth.

Furthermore, because of the struggle to acquire ownership and the need for fundraising, the outreach

of Riochante required expanding to inspire increased support of the community center in hopes of

aiding the property acquisition effort.

The team elected to adopt a marketing campaign process that would support the brainstorming,

development, and planning for the execution of media on channels that could successfully promote

Riochante, including the development of a website and video documentary. Also, the results from

objectives one and two helped shape the campaign process by influencing the selection of appropriate

channels (website, social media, documentary, brochures) and establishing a design for media and

content (text, photos, video) to be delivered over these channels. To aid in the construction and

dissemination of the marketing campaign, different processes were researched until one preferred

process was adapted and transformed into The Marketing Campaign Process displayed in Figure 4

Figure 4

The Marketing Campaign Process
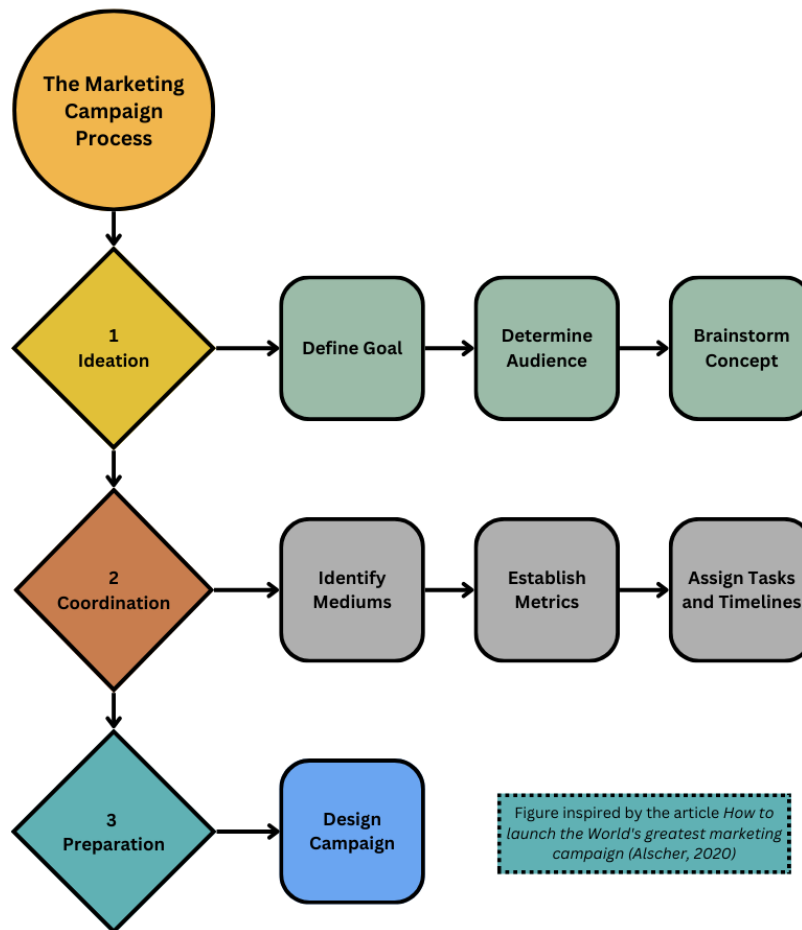
Note. Authors' own work adapted from 'How to launch the World's greatest marketing campaign' by D.Alscher, 2020, Learn Hub.

The marketing campaign in Figure 4 includes three major steps, some with multiple activities,

that can be used to ideate, coordinate, and prepare the execution of a marketing campaign. This

marketing campaign process was chosen after searching for possible approaches because it describes a

simple yet thorough development and preparation procedure. After reviewing other marketing campaign processes and contextualizing them with the necessities and specifics of our project's situation, the team selected this procedure to generate and execute a marketing campaign for the promotion of the Riochante community center. Due to time constraints, the team required a marketing campaign process that could effectively and completely be finished within the seven weeks spent in Monteverde while working on the project. Another benefit of this process is its ability to be executed within the allotted time frame. Below includes a discussion of the results of each section of the marketing campaign described in Figure 4:

4.1.3.1 Ideation

4.1.3.1.1 Define the Goal

First, the goal of the marketing campaign was described. To accomplish this task, we used findings from objectives one and two. The interviews conducted helped us determine how Riochante specifically helps the local community, such as their focus on providing a safe and fun place for youth, and therefore what aspects of the community center should be emphasized through the marketing campaign. The marketing campaign aimed to inform local community members and individuals from outside the community about the importance of Riochante and persuade them to support Riochante's acquisition and continued use.

4.1.3.1.2 Determine Audience

To determine the target audience of the marketing campaign, we continued personal communications with our sponsors, Moore and Rivera, as we worked to develop the story we wanted to tell through the campaign and identified those groups who were most important to reach. Through results from objectives 1 and 2, the team began to understand the perspectives of local community members who desire a community space such as the one Riochante offers. Therefore, we used our prior

work with local community members, and discussions with Moore and Rivera, to identify groups the

marketing campaign needed to impact and resonate with. Furthermore, learnings from our

conversations with the mayor also helped identify the problem in the community that Riochante is

trying to address and therefore who the target audience of the marketing campaign would be. The

target audience of the marketing campaign was then decided to be adults inside and outside of the

community with the necessary resources to help support Riochante.

4.1.3.1.3 Brainstorm Concept

Before conducting the marketing campaign, the team needed to brainstorm the campaign's

focus and story. The story that should be told was determined to be about the youth in Monteverde and

their lack of social spaces because of the results from objective 1 and how Riochante helps solve this

challenge. The concept of the marketing campaign focused on how Riochante provides a space for safe,

beneficial, and fun social interaction for youth in the face of privatization of local land.

4.1.3.2 Coordination

4.1.3.2.1 Identify Mediums

After the target audience was defined, the team needed to determine and identify possible

mediums, or channels, through which the target audience could be reached and the goal of persuading

the target audience to support Riochante could be achieved. Later, media such as text, photos, or videos

could be designed and distributed through the channels. The potential mediums included brochures,

social media, a documentary, and a website. When identifying these channels, it was important to

understand as much about the target audience as possible to determine how they may be reached best.

Before launching the marketing campaign, the best method of reaching the target audience needed to

be determined by discussing options with Moore and Rivera and later comparing the various mediums

identified to metrics established in the next section.

4.1.3.2.2 Establish Metrics

Once potential channels were identified, the team determined which worked best to reach the target audience. Before this task could be accomplished, however, the team established metrics based on how many people the target audience consisted of, how old the target audience was, the geographic location of the target audience, and the target audience's access to and average use of social media. The metrics chosen are listed below:

1. The channel chosen for the marketing campaign must be able to be accessed from a wide range of locations to allow for audiences outside of Monteverde to be reached for fundraising

2. The channel must be easy to access

3. The channel must be one that is widely known and accepted to ensure a better chance at reaching more of the target audience

4. Finally, the channel chosen must allow for the promotion of the fundraising platform

These metrics helped determine the most effective method to reach the target audience as we understood certain age populations may be more active on social media or more responsive to physical means of marketing such as brochures. Furthermore, the size of the target audience helped determine how expansive the marketing campaign should be and the geographic location of the target audience helped determine the efficacy of a physical marketing campaign instead of a digital one. Finally, the metric of the medium allowing for a fundraising platform was necessary due to the results of objective 2, which describe the necessity for fundraising to acquire the Riochante property.

Through these metrics, the team weighed each identified channel in accordance to how well each proposed media satisfied the previously defined metrics to determine which media were best for the marketing campaign and discovered that the combination of a **video documentary** and **website** were the best channels to achieve the goal of the marketing campaign because these channels both

meet all defined metrics. These metrics could conceivably be the foundation of a later effort to analyze

and measure the campaign's performance.

4.1.3.2.3 Assigning Tasks and Timelines

The team identified tasks that were necessary to build the basis for the marketing campaign.

Tasks were assigned to team members based on prior experience and skills as certain parts of the media

campaign were more familiar for some to work on than others. The team also identified tasks that were

necessary for the sponsor to complete to construct the marketing campaign, such as providing certain

information about themselves and the history of Riochante. Importantly, the team consulted with the

WPI marketing team, who visited the site halfway through the project, and used the marketing team's

resources and expertise as consultation for the marketing effort.

Next, timelines were given out to determine when deliverables were required to be completed.

Once deliverables were completed, the team reviewed with the sponsor and then edited and revised

the construction of the marketing campaign to best demonstrate gathered information, meet the

desires of the sponsor, and effectively reach the target audience to relay the story of Riochante and

promote the use and expansion of the community center.

Additionally, more interviews were scheduled to receive more content for the marketing

campaign. Also, desired internal deadlines were set to start building the website and constructing the

documentary while checking in with the sponsor throughout the process.

4.1.3.3 Preparation

4.1.3.3.1 Design Campaign

The team aimed to develop and launch at most two channels for the marketing campaign. The

process of launching the campaign consisted of three components: design, develop, and upload. The

team aimed to fulfill these three aspects to generate initial media for each channel but also aimed to

teach the sponsor how to continue or outsource this process for the future.

After weighing the results from objective 1, objective 2, and the previous sections of this

marketing campaign analysis, the team decided to build a website and create a documentary to relay

the importance of Riochante to the local Monteverde community. Before launching the campaign,

however, content from video interviews conducted for objective 1 needed to be coded and analyzed to

help determine the specific story that would be told through the documentary. The resulting

documentary that was created focused on the importance of Riochante to local youth in the face of

gentrification and the privatization of land in Monteverde.

Figure 5

Still Shot from Documentary

Note. Still shot from the Riochante documentary. Authors' own work.

Furthermore, brainstorming of the design for the website occurred through discussion with the

sponsor and through wireframing exercises, as shown in Figure Y. The wireframing technique was

selected because it is considered the industry standard for planning a website based on best practices

and user goals for visiting the website (Dam, R. F., & Siang, T. Y., 2022). Our wireframe shown in Figure Y

relays the vision for the website that was created, discussed, and edited before construction on the

website began. To establish user goals for the page, we used a style of prioritization known as the

MoSCoW analysis (Clegg, 1994). This analysis consisted of brainstorming requirements for the website

and then analyzing each requirement in reference to the target audience and the goal of the marketing

campaign to determine the importance of each requirement. Then, each requirement was selected as a

Must (M), Should (S), Could (C), or Won't (W) to show the determined importance of each requirement

after analysis. Figure A below shows the MoSCoW analysis table used with the chosen website

requirements and contains corresponding M,S,C, or W distinctions for each requirement.

Table 3

MoSCoW Analysis Table

REQUIREMENT	MUST (M)	SHOULD (S)	COULD (C)	WON'T (W)
Show pictures of Riochante	X			
Personal history of Rivera and Moore			X	
Interactive images		X		
Documentary video on main page	X			
Contact information/WhatsApp group link			X	
Community forum on website				X
History of Riochante	X			
Riochante's mission, vision, and values	X			
Populate ALT text for all images	X			
Calendar displaying classes and class times	X			
Description of each class offered		X		

*Note.* MoSCoW analysis table for designing the Riochante website. Authors' own work.

Utilizing the analysis from the MoSCoW table in Table 3, the team began wireframing the

proposed website to begin planning visual and stylistic choices for each page of the site. The results of

the Moscow analysis helped determine the order in which each requirement appeared on the front

page of the website. With the order of information determined, the wireframing helped us lay out the

way information, or media, would be displayed on the website. For example, a set of two columns

spanning the page with an image on one side and a header and text on the other is effective for

displaying information on the first page of the website in a captivating manner. The wireframing

exercise also consisted of designing the other proposed pages of the website, including a history page, a

calendar and classes page, and a mission, vision, and values page. Below in Figure 6 are the sketches

created during the wireframing exercise.

Figure 6

Wireframing Sketch
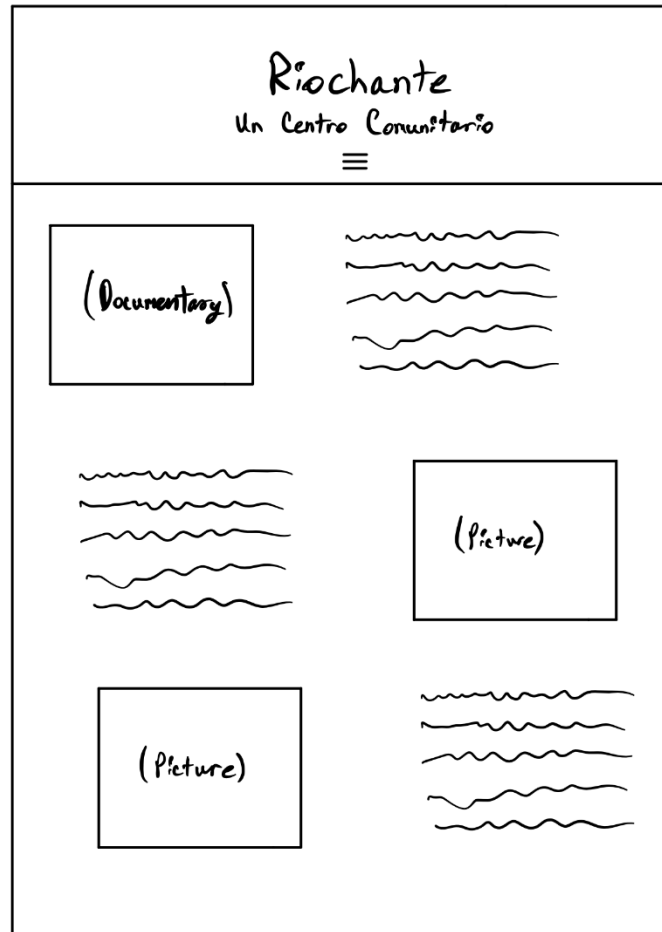
Note. Image of wireframing of the home page of the Riochante website. Authors' own work.

Finally, after wireframing was finished, the team began building the Riochante website using

Wordpress as a website builder and host. Figure C displays an image of the home page of the website.

The website also includes a navigation menu and multiple other pages, including a history page. Figure 6

provides an example for the appearance of the full website, which we talk about later in the discussion.

Figure 7

Home Page of Website
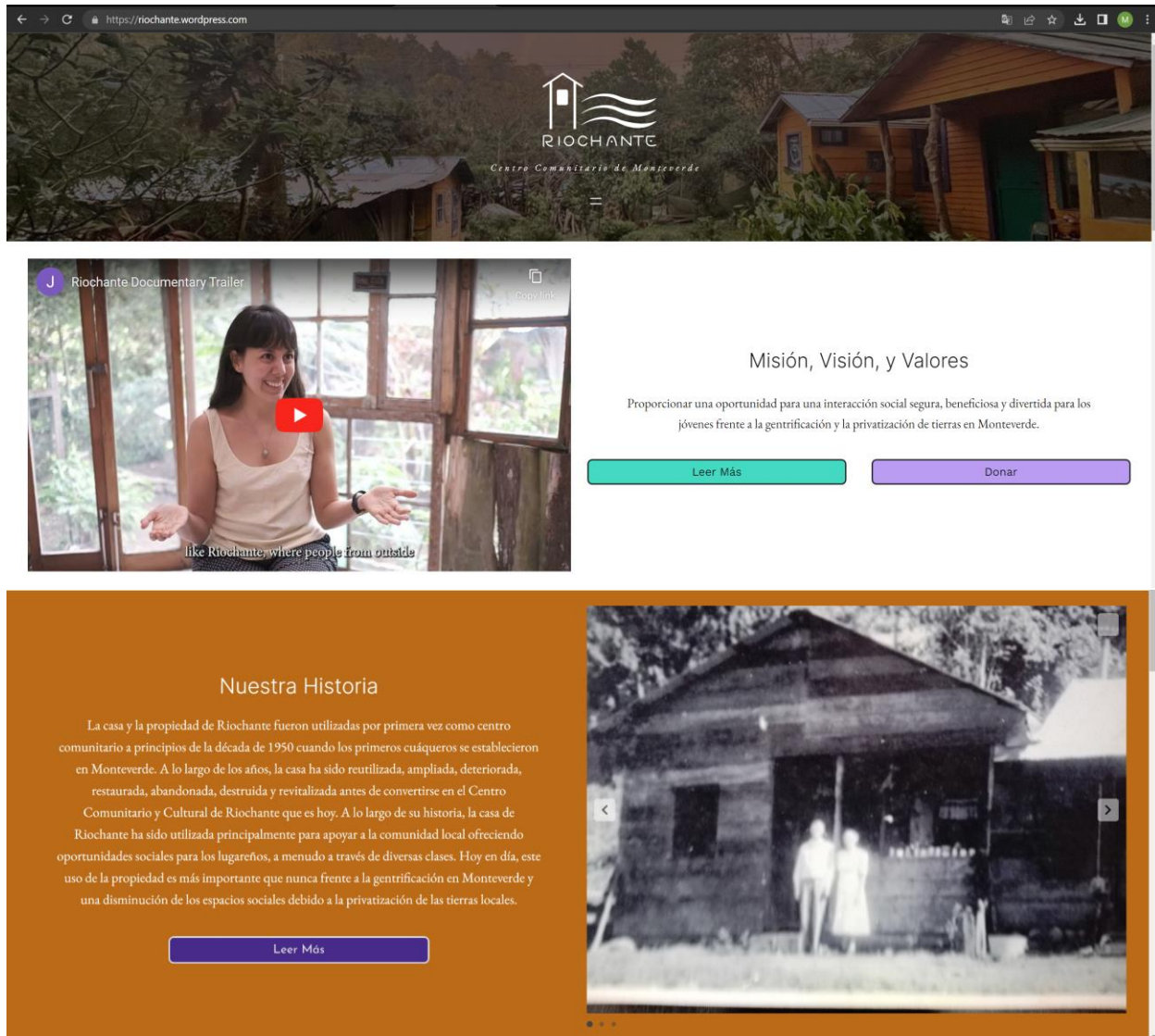
Note. Image of home page of the Riochante website. Authors' own work.

4.1.4 Objective 4: Describe the Range of Fundraising Logistics

Key Finding: *Crowdsourcing campaigns can be organized in four main categories that can help design the most effective approach.*

Using secondary research, we found that crowdsourcing is a type of fundraising that raises small amounts of money from many people. Crowdsourcing via the internet is a very popular and effective

form of raising money and has been leveraged for a wide variety of purposes for many years. There are

many different platforms that can be used for crowdsourcing, such as Kickstarter and GoFundMe, that

are responsible for being the host of hundreds of thousands of fundraising campaigns (Faralli, 2021).

Thanks to the longevity of these platforms, studies have been able to collect and analyze data from

these thousands of campaigns and create formulas, charts, and other useful tools for what works best in

a crowdsourcing campaign. However, every campaign is different in its goals and target demographic,

therefore it is important to understand the data and only apply the tools which are most relevant to this

project plan (Faralli, 2021). Crowdsourcing has four main categories: donation-based, reward-based,

debt-based, and equity based, which are gone in depth further below in Table 4.

Table 4

Crowdsourcing Categories

Crowdfunding Type	Description	Example
Donation-based	The act of fundraising through people who are incentivized to donate due to a connection to the cause in some way	Can be collected via an online crowdfunding platform, such as GoFundMe or KickStarter. For example, if a donor is willing to donate towards a cause or campaign without a return on their investment.
Reward-based	Donors are incentivized to donate through possible rewards or prizes based on their contributions	Rewards such as membership raffles, invite-only opening day for donors, and other methods of incentivizing donors would be examples of reward-based crowdfunding.
Debt-based	Also be known as crowdlending, or in other words, when money is collected with the intention of being paid back at a later date	When funds are collected for a campaign, for example, taking a loan out from a bank. Funds are "borrowed" and will be paid back to the donor.
Equity-based	A form of crowdsourcing where donors receive a percentage of ownership in the end-product that is being fundraised for.	When buying stocks or a stakeholdership, the buyer is receiving a part ownership on their investment. Equity-based crowdfunding works in similar fashion where a donor will receive a part of the operation they're donating towards.

Note. Table describing the four main crowdsourcing categories. Authors' own work.

Real-Estate Crowdsourcing is another newer, less recognized form of fundraising that has a lot

of applications to our project. Real-Estate crowdfunding is when a group of investors collect funds to

invest in a property and share ownership; similar to an NGO, but with individual investors (Faralli, 2021).

4.2 Discussion

4.2.1 Concern for the Lack of Youth Opportunities and Public Space in Monteverde.

Riochante's mission to promote Riochante as a space that provides opportunities for safe, consistent, and beneficial social interaction for Monteverde youth was fully validated by the results that were found through our results of this section, along with our preliminary research findings. According to the data in figure X, nearly all of interviewees directly reference the lack of youth opportunities and the general lack of public spaces in Monteverde. We heard a call for change to support the youth in more than half of the interviews that provided us the key focus for our documentary and information presented on our website. We did this by creating a documentary that focuses on the key problems that have appeared throughout our prior research, and finally by our findings in the field.

We understand that gentrification and the privatization of land have a huge part in the lack of social space and opportunities for youth, so our documentary looks to highlight this problem and how Riochante is able to contribute to help alleviate it. To do this, we use video and audio clips of the interviews conducted over B-roll footage of classes, youth activity, and community interaction at Riochante. On the website, we further describe the importance of Riochante by providing photos capturing its current use, such as classes, events, and youth interaction. Additionally, sections outlining the history of Riochante and its mission all are provided in order to further describe its importance. The website ultimately acts as an all-encompassing way to expand Riochante's story and promote its use as a cultural and community center.

4.2.2 Preparing for direct purchase of the property after it is foreclosed and offered for sale by the bank.

After reviewing Costa Rican property law and talking with Moore and Rivera, the team determined the most reliable method for attaining the Riochante property was through a fundraising

campaign for capital to support direct purchase. This conclusion was made due to the imminent threat

of foreclosure and because of the unique situation of the Riochante property due to proper documents

never being signed to transfer ownership to the bank. Despite living on the Riochante property for many

years, Moore and Rivera are not recognized as the owners by the local municipality because they do not

have proper acquisition of a property title. Under Costa Rican laws, members of the Riochante

community center must obtain some form of official document signifying a transfer of ownership to be

recognized as owners of the property. However, some Costa Rican property laws may be used to bypass

the requirement for those claiming ownership to need a title, or funding, to obtain a desired property.

Based on the results from the literature review conducted into Costa Rican property law, acquisitive

prescription is the only method of property acquisition discovered that does not require funding, and

therefore offers a contender to a fundraising approach to property acquisition. However, the possibility

of foreclosure happening soon influenced the finding that fundraising would be necessary because,

currently, Moore and Rivera do not meet the ten-year requirement of acquisitive prescription to apply

for ownership of the abandoned Riochante property under this law. The pair have lived and worked out

of the house for seven years, as of early 2023, and waiting three more years to apply for ownership may

not be possible due to the threat of imminent foreclosure.

It is notable that acquisitive prescription may not be met in the specific situation of the

property, which further supports the need to fundraise for a direct purchase. Acquisitive prescription

may not apply if the previous owners decide to come back and reclaim their ownership of the

community center. If the previous legal owners of the property decide to return after hearing about

attempts to acquire the property, they may effectively ruin Riochante's chances at acquiring ownership

through either redeeming the property themselves or ensuring acquisitive prescription laws no longer

apply to the situation due to the requirement of good faith no longer being met. Furthermore, even if

they never come back, because the Rio Shanti owners never signed the proper documents to abandon

the Riochante property, Moore and Rivera may not be able to claim good faith because they knew the

history of Rio Shanti and that the house was previously owned and abandoned. They could claim good

faith if they believed they had the right to own the property due to personal history with the house and

improvements made on it. However, a claim such as this is not sufficient to build a reliable property

acquisition plan.

The amount of money required through fundraising cannot be determined until the bank sets

the price. At the time of this study, the bank had not reviewed the property and offered any information

about how much they would sell the property for after foreclosure. Furthermore, due to the exorbitant

cost, a land surveyor could not be hired to provide any informed opinion about the value of the

property. Finally, a price range was not determined because the amount necessary to pay for the

property may be subject to the outcome of the marketing campaign. A good faith community campaign

may persuade the bank to lower the cost of the property to allow Riochante's continued use by the

community. Of course, the campaign could also lead the bank to raise the price due to an increased

perceived value of the property because of Riochante's history to the community and the improvements

made to the property for its de facto use as a community center. However, our research findings clearly

demonstrated the value of Riochante to the community, which may prove to be invaluable in

persuading the bank to orient its decisions towards the betterment of the Monteverde community.

4.2.3 An effective way to expand the outreach of the Riochante community and promote the property as a social space is through an online promotion campaign

There are a multitude of ways to spread knowledge of Riochante which previously included their

Facebook page and Instagram feed. Our approach, designed to expand the knowledge of the community

center throughout Monteverde, focused mainly on building and refining a website for the sponsor to

add an additional mode of outreach. This website also provides a more formal space for the history of

Riochante to be recorded and the class schedule to be easily accessed. A documentary, incorporating interview and B-Roll (secondary and more activity based) footage from our work in completing objective one, was also created to disseminate the mission and activities of Riochante. The documentary can best be used to reach the target audience because such a channel can efficiently and persuasively relay how Riochante alleviates the issue of youth not having a space for fun and safe social interaction in Monteverde. Furthermore, this documentary can be featured on a website for the community center that also displays the mission, a history of the house, a description of Rivera's and Moore's efforts, and the classes that are offered at Riochante along with the weekly schedule of the classes. The marketing campaign process that was followed to determine, develop, and execute these media channels is described in Figure 4 and is key to the successful execution of the campaign.

The marketing campaign process described in Figure 4 was chosen because it describes a simple yet thorough development and execution process. After reviewing other marketing campaign processes and contextualizing them with the necessities and specifics of our project's situation, the team believed this process best illustrated the steps that were necessary to generate and plan the execution of a marketing campaign for the promotion of the Riochante community center. Furthermore, this process was chosen because of its thoroughness yet simplicity that would allow our team to create an effective marketing campaign within the allotted time frame of our project.

As part of the "Design Campaign" section of the marketing campaign process, a prioritization analysis was conducted. The MoSCoW analysis table shown in Table 3 displays the requirements identified for the Riochante website and their corresponding importance. This analysis aided in the creation of the wireframing sketch that was conducted next. This analysis was also important because it offered an organized method for brainstorming the initial creation of the website. The analysis prompted the team to think about what information needed to be relayed through the website, and of this information, which would be the most important. The importance of each requirement was

necessary to determine because this aspect influenced the location of each requirement on the website

home page (order in which the information can be seen when first accessing the website).

In our design, the team determined all media presented on the first page would be summarized

versions of more comprehensive media presented on other pages of the website as this choice would

allow for more information to be presented in a more concise and compact home page for the website.

Furthermore, if the media could be succinctly but meaningfully represented as a preview to more

information in this compact manner, the audience may be more apt to continue exploring the rest of the

website to learn more about Riochante. Also, if the audience does not want to explore more of the

website, all of the information disseminated on the first page should relay to the audience the

importance of Riochante and why the community and cultural center requires their support.

The image of the website shown in Figure 7 represents the result of utilizing the wireframing

exercise to construct the actual Riochante website through the WordPress host. The color palette of the

website was chosen with user accessibility in mind and to reflect the colors of the Riochante community

center. The first medium shown under the website header was decided to be the documentary because

this medium concisely and emotionally relays the importance of Riochante, the center's mission, vision,

and values, and the need for increased support through fundraising to maintain this community and

cultural center for the local Monteverde community. The website also includes other pages that can be

accessed through links in the navigation menu or through buttons throughout the home page. These

links send the user to the corresponding page, such as the history page that relays a more complete

history of the Riochante house than what is relayed on the home page. Spanish was used for all text

media on the website because this website will mainly be used by the Monteverde community, whose

primary language is Spanish. Pictures of the Riochante website's home page and some of its history page

are included in Appendix J.

The development of the documentary began with laying out the topics we wanted to cover during the interview process. Since the beginning our consensus was that the story is theirs to tell, and that we are just here to offer our expertise. The documentary is made in Spanish in order to be understood by the local communities and to reflect the culture that is present at Riochante. We chose our sponsor, Mario Rivera, to conduct the interviews because he is a local community member who is actively a part of Riochante and understands the importance of the project. It was also very helpful that the interviewees were familiar with him and felt comfortable conversing with him. When it came to the interviews, our sponsors had lots of contacts of community members who were willing to openly voice their thoughts. We then used portions of the interviews along with B-Roll footage to portray the story of Riochante and its importance as a community space. The documentary is attached as an addendum to this report, named Riochante Documentary.

4.2.4 Crowdsourcing campaigns can be organized in four main categories that can help design the most effective approach

Developing a funding strategy was not a problem that was at the forefront of our mission with Riochante. However, there was still an apparent desire expressed by our sponsors for the opportunity to gather funds for either the eventual acquisition of the property, or even just covering the cost of operation in the event the property was acquired. We learned after performing our research on crowdfunding that there are four main types of crowdfunding: donation-based, reward-based, debt-based, and equity-based. However, we recognize that for the sake of our project that debt and equity-based crowdfunding will not be viable options. Instead, we will analyze and discuss donation and reward-based crowdfunding as potential options and what their applications and uses would be in our scenario. These options are discussed in Table 5.

Table 5

Two Main Crowdfunding Types

Crowdfunding Type	Application	For Riochante
Donation-based	Direct donation methods, that does not provide any material (prizes, rewards, or ownerships) incentive from the sponsor.	Riochante can pursue donation-based crowdfunding via an online crowdfunding platform, such as GoFundMe or KickStarter, and will be a part of our website when it launches to the public as a way to support our sponsors mission and operations from anyone from around the world.
Reward-based	A method that provides incentives and rewards as a "thank you" for donating to the cause.	Riochante can pursue reward-based crowdfunding through offering rewards for donations. For example, for a donation over a certain amount, they will be eligible for a raffle to an exclusive event hosted by Riochante or partners of Riochante. Other possible rewards could be a downloadable copy of the video documentary, personalized gifts, or other rewards that are limited to the efforts of donors. For local members, donations could make them eligible for private classes and lessons that otherwise wouldn't be available to them.

Note. In the table above, it discusses further the two most applicable methods of fundraising for Riochante, with examples that are more specific to the possibilities Riochante may be able to implement.

By building on the methods, our sponsor can make decisions that allow them to effectively target and design their online campaign. For example, since incentives specific to the community center will be of little use to donors who are not local to Costa Rica, it was likely the sponsors would desire to utilize both strategies. However, we simply would be providing a website with the opportunity for our sponsor to add a donation page in the future. We analyzed the most viable crowdfunding options with the sponsor and guided them on when each method would be most applicable. The two methods of

crowdfunding we analyzed with our sponsor were Reward-based and Donation-based crowdfunding.

Reward-based crowdfunding could be utilized with the locals of Costa Rica and Donation-based could be

utilized on the media campaign for global donors, or anyone else who wants to donate further to the

cause.

5.0 Recommendations and Conclusions

5.1 Recommendations

5.1.1 Promote Riochante's importance to the Monteverde community through a marketing campaign

The Monteverde community has been significantly affected by the processes of gentrification and land privatization, and Riochante holds the potential to alleviate the resulting adverse impacts. Our diligent background research revealed a critical need for social opportunities and spaces for the youth in our community, and our first objective confirmed this dire necessity. It is important that the positive role of Riochante is promoted and can continue to operate as a social space and opportunity for the people of Monteverde, particularly for the youth who have an urgent demand for these communal spaces.

For the past few years, the utilization of the property has been shrouded in legal complications. However, with the current levels of community and political support, it's imperative that Riochante take this opportunity to continue to expand - The time for promotion is ripe. After interviewing community members, officials, and youth, there is now ample evidence of the importance that the Riochante mission brings to the Monteverde community.

5.1.2 Initiate a capital fundraising campaign soon to begin accruing financial resources for the purchase of Riochante

After completing objective two and analyzing Costa Rican property law, the team determined the most sure method for acquiring the Riochante property would be through direct purchase, supported by a capital fundraising campaign. Therefore, the team recommends the Riochante sponsor initiates a fundraising campaign to raise the necessary resources to purchase the Riochante property once the bank finally forecloses the property and lists it for sale.

To support a fundraising campaign, the team has made available to our Riochante sponsor a range of opportunities that can be used to fundraise on a crowdsourcing platform for the benefit of Riochante. Most platforms will help the campaigns with the problems of holding the funds and ensuring to potential donors that the funds are going to support the community center directly.

5.1.3 Promote the Riochante website and documentary for a short-term campaign, but also as a longer-term community resource

The best method for reaching the target audience, adults inside and outside the community who have the resources to support the community and cultural center, was through a website and video documentary that could relay the inspiring story and mission of Riochante. However, simply creating these media channels is not sufficient to promote and expand the outreach of the Riochante community center. Therefore, the sponsor must promote the website and documentary in the local community to inform locals that the website and documentary exists. There are many active partners in Monteverde and beyond who could support this effort.

To promote these tools to the local community, the sponsor can put up QR codes around the community center and other popular locations in Monteverde that link to the Riochante website. The sponsor can also promote the website and documentary on their social media accounts and ask their connections to broadcast the website and documentary to expand web traffic to the channels that can be leveraged for fundraising.

With more traffic to the Riochante website and more views of the documentary, the story of Riochante will reach a larger audience. Having a larger audience corresponds with a greater chance at increased support through monetary donations or other means. Riochante is in dire need of funding to ensure they have the necessary resources to purchase the property from the bank. Therefore, the team

recommends promoting the website and documentary because increased viewership will lead to increased followers in their mission and increased financial support.

5.1.4 Utilize donation-based and reward-based crowdsourcing in conjunction with the marketing campaign

In terms of feasibility, donation-based and reward-based crowdsourcing appear to be the most suitable options for Riochante since they don't entail the obligation to repay debts or offer donors equity, which is a requirement for the other two types of crowdfunding. Donation-based crowdfunding offers a zero cost or maintenance method of gathering funds, while also allowing anyone to donate from anywhere in the world with no responsibility tied in for our sponsors. Reward-based crowdfunding provides an incentive for locals to contribute financially while gaining something in return, however small it may be. Donors could sign up for incentive programs at marginal costs or qualify for rewards via donations that assist our sponsor financially while providing a low cost and low maintenance reward system.

Using the website that was set up in our marketing campaign objective, we recommend that Riochante use the platform to encourage people to donate from across the globe in connection with a well-known fundraising platform. We recommend they explore the use of crowdfunding platforms such as GoFundMe or Kickstarter, or even just a short-term direct link to a PayPal; However, we recommend using an official crowdfunding platform for the scope of a capital campaign. This is because by using an official platform, it will create a sense of security for the donor that they are donating to a cause and not an individual. For reward-based crowdfunding, when users are looking to donate there will be information listed on how to get incentives for donations. Likely, incentives will be tied directly to the community center and more geared towards local community benefits.

As found in our research, the recommended methods of crowdfunding have the highest ROI with little responsibility to pay back debts or favors to gain the required funding. This means our sponsors will be able to gather funds for either the acquisition or maintenance of the property, while needing an excess of upkeep. This allows them to focus on the operations of Riochante while passively being able to bring in funds or have the option to push the envelope for fundraising using incentives. The amount of effort is completely dependent on the scale of resources required, which is what makes the combination of both crowdfunding methods so beneficial.

5.2 Conclusions

Due to the gentrification and privatization occurring in Costa Rica, there are increasingly fewer places for the youth to spend their time and the community to have meaningful social interactions. The goal of this project was to help support youth opportunities in Monteverde to ensure consistent and safe social interaction. We achieved this goal by assisting Riochante in expanding its outreach in the community and helping secure the community center in the hands of the community through the use of a fully developed website and visual, web-ready document.

To assist Riochante as well as possible and with credibility, we conducted deep research on various background topics. These included gentrification, privatization of land, contextualization of youth and community opportunity, Riochante and its history, and the history of storytelling. By conducting interviews with a range of community members and young people, we not only verified that there is a lack of social spaces and activities available for them to engage in but allowed these participants to speak for themselves in the process of describing their experiences. Through this process of connection with the community and our background research, we were able to deliver a final website and documentary that can be used to promote Riochante as a space for community and youth opportunities in Monteverde to ensure consistent and safe social interaction into the future.

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Appendices

Appendix A.

Informed Parental Consent Agreement

Introduction: We are a group of student researchers from Worcester Polytechnic Institute in Massachusetts, USA. We are working closely with Riochante, the community center in Monteverde to help them keep the historic building of Riochante from being foreclosed by the bank.

Purpose of the interviews: To gather information about the youth participation in community activities and their general interests and hobbies. These questions are designed so that we can gather community feedback and try to implement them into the community center operations.

What your son or daughter will be required to do in these studies: Agree to be interviewed and recorded. They should try to answer the questions to the best of their abilities, although it is not required.

Time required: This interview should take a maximum of 30 minutes

Risks to Participants: The risk that your child will incur is their face being shown in a video or their voice being heard in the recording.

Benefits to Participating: To unite the community and combat gentrification by gauging interest and support from the community.

Confidentiality: These interviews will be recorded but you maintain the right of confidentiality. If you wish, we will delete the video and audio recordings of our conversation as soon as we collect the data that we need for the research study.

Voluntary participation: Each participant's participation in our interviews and study is completely voluntary and may be rejected at any time. If a participant changes their mind on their desired participation status at any point, they must inform the researcher so their status is known.

Right to withdraw from the studies: If the interviewee desires, they have the right to withdraw from the interview or request that their answers not be recorded.

How to withdraw from studies: Withdrawal from the study is accepted at any point before, during, or after the study is conducted. Participants may contact the experimenter at any point wishing to be withdrawn.

Whom to contact if you have questions about the studies: Professors Carol L. Stimmel and Robert Traver, The Global School, 100 Institute Rd., Worcester MA 01609 Tel: (508) 831-5451, Email: skorinko@wpi.edu

THE STORY OF RIOCHANTE

Whom to contact about your child's rights in these studies: If parents have questions, they should contact CL Stimmel (cstimmel@wpi.edu), Rob Traver (rtraver@wpi.edu), Ruth McKeogh (rmckeogh@wpi.edu), or Gabe Johnson (gjohnson@wpi.edu).

Agreement: I agree that my child may participate in the interview described above. [If you do not agree, simply do not return this form]

Child's Name _____

Your name _____

Your Relationship to the Child _____

Your Signature _____ Date:_____

Appendix B.

Consentimiento informado para padres

Introducción: Somos un grupo de investigadores estudiantiles de la Worcester Polytechnic Institute en Massachusetts, EE. UU. Estamos trabajando estrechamente con Riochante, el centro comunitario en Monteverde, para ayudarles a evitar que la histórica sede de Riochante sea embargada por el banco.

Propósito de las entrevistas: Recopilar información sobre la participación de los jóvenes en actividades comunitarias y sus intereses y pasatiempos generales. Estas preguntas están diseñadas para recopilar comentarios de la comunidad y tratar de implementarlos en la operación del centro comunitario.

Lo que se requerirá que su hijo o hija haga en estos estudios: Aceptar ser entrevistados y grabados. Deben tratar de responder las preguntas lo mejor que puedan, aunque no es necesario.

Tiempo requerido: Esta entrevista debería tomar como máximo 30 minutos.

Riesgos para los participantes: El riesgo que correrá su hijo es que se muestre su rostro en un video o se escuche su voz en la grabación.

Beneficios de participar: Unir a la comunidad y combatir la gentrificación mediante la evaluación del interés y el apoyo de la comunidad.

Confidencialidad: Estas entrevistas se grabarán, pero usted mantiene el derecho a la confidencialidad. Si lo desea, eliminaremos los videos y grabaciones de audio de nuestra conversación tan pronto como recopilemos los datos que necesitamos para el estudio de investigación.

Participación voluntaria: La participación de cada participante en nuestras entrevistas y estudios es completamente voluntaria y puede ser rechazada en cualquier momento. Si un participante cambia de opinión sobre su estado de participación deseado en cualquier momento, debe informar al investigador para que se conozca su estado.

Derecho a retirarse de los estudios: Si el entrevistado lo desea, tiene derecho a retirarse de la entrevista o a solicitar que sus respuestas no se graben.

Cómo retirarse de los estudios: Se acepta la retirada del estudio en cualquier momento antes, durante o después de que se realice el estudio. Los participantes pueden contactar al experimentador en cualquier momento deseando retirarse.

A quién contactar si tiene preguntas sobre los estudios: Profesores Carol L. Stimmel y Robert Traver, The Global School, 100 Institute Rd., Worcester MA 01609 Tel: (508) 831-5451, Email: skorinko@wpi.edu

A quién contactar si tiene preguntas sobre los derechos de su hijo en estos estudios: Presidente de la Junta de Revisión Institucional de WPI (Prof. Kent Rissmiller, Tel. 508-831-5019, Email: kjr@wpi.edu) o Oficial de Cumplimiento Universitario de WPI (Michael J. Curley, Tel. 508-831-6919).

Acuerdo: Estoy de acuerdo en que mi hijo pueda participar en la entrevista descrita anteriormente. [Si no está de acuerdo, simplemente no devuelva este formulario]

Nombre del niño _____

Su nombre _____

THE STORY OF RIOCHANTE

Su relación con el niño _____

Su firma _____ Fecha:_____

Appendix C.

Youth Oral Consent Agreement

The purpose is to interview youth about their experiences with community involvement and activity to explore the importance of Riochante as a community center and its effective strategies.

Hello, my name is [Current Interviewer] and I am a student at Worcester Polytechnic Institute from the United States. I am conducting a research study in which I will be asking youth about their experiences and opinions.

Before we start, I want to make sure that you understand what we will be doing and that you are comfortable participating.

Participation in this study is completely voluntary. You can choose to participate or not participate, and you can stop participating at any time.

I will be asking you a series of questions, and you can choose not to answer any question that makes you feel uncomfortable.

Your answers will be kept confidential, and your name will not be used in any reports or presentations about the study.

Do you have any questions before we begin?

If you are comfortable participating, please let me know by saying 'I agree to participate'. If you do not want to participate, please let me know by saying 'I do not want to participate'.

Thank you for considering participating in this study.

Project Advisors: Carol L. Stimmel Cstimmel@wpi.edu and Robert Traver rtraver@wpi.edu

Appendix D.

Acuerdo de Consentimiento Oral de los Jóvenes

El propósito es entrevistar a los jóvenes sobre sus experiencias con la participación y actividad comunitaria para explorar la importancia de Riochante como centro comunitario y sus estrategias efectivas.

Hola, mi nombre es [Current Interviewer] y soy un estudiante de Worcester Polytechnic Institute de los Estados Unidos. Estoy realizando un estudio de investigación en el que les voy a preguntar a los jóvenes sobre sus experiencias y opiniones.

Antes de comenzar, quiero asegurarme de que entiendan lo que vamos a hacer y que se sientan cómodos participando.

La participación en este estudio es completamente voluntaria. Pueden elegir participar o no participar, y pueden detener su participación en cualquier momento.

Les voy a hacer una serie de preguntas, y pueden elegir no responder cualquier pregunta que los haga sentir incómodos.

Sus respuestas se mantendrán confidenciales y su nombre no se utilizará en ningún informe o presentación sobre el estudio.

¿Tienen alguna pregunta antes de comenzar?

Si se sienten cómodos participando, por favor háganmelo saber diciendo 'Acepto participar'. Si no quieren participar, por favor háganmelo saber diciendo 'No quiero participar'.

Gracias por considerar participar en este estudio.

Asesores del proyecto: Carol L. Stimmel Cstimmel@wpi.edu y Robert Traver rtraver@wpi.edu

Appendix E.

Interview Etiquette and Questions for Community Members: Youth

The purpose of these interview questions is to learn more about the activities available to the children of Monteverde and assess the involvement of Riochante within their social life and free time. We will conduct a semi structured interview in order for the interviewee to feel comfortable.

Etiquette: Do not make the interviewee uncomfortable by pressuring them to answer a question or leading them into an answer.

- Give the interviewee the chance to answer the question however they see fit.

- Appear open and not judgmental when asking the questions or listening to the answer.

- Make sure you are eye level with the interviewee, to improve the interview dynamics.

- Assure that there are no distractions, either by the interviewee or interviewer, by putting away your phone and anything that might take your attention away.

- Ensure each interviewee fully understands they are not obligated to answer any questions and can stop the interview at any time.

- Ensure to stick to the following, and only the following, questions and probes.

Semi-Structured Interview Questions:

Major Themes	Possible Follow-Up Questions
Tell us a little bit about yourself	What are your hobbies? Interests?
	What do you like to do in your free time?

	What level of education have you achieved?
	or How much school have you done? (to be more casual)
	What kind of activities do you do or take part of in the community
What do you think of Riochante?	Have you heard of it?
	Have you gone/ been going to the community center?
	How long have you known about it and its activities?
	Have you participated in any activities that were organized by Riochante?
	What was your favorite event and why?
	If you haven't been to the community center, why?
	What would make you want to visit the community center in your free time?
	What kind of activities would you like to see Riochante hold?

Appendix F.

Oral Consent Acknowledgement for Adults

The purpose is to interview adults and adolescents about their experiences with community involvement and activity, in order to explore the importance of Riochante as a community center and its effective strategies.

Hello! Thank you for taking the time to answer some of our questions. Before we get started, although we would love for you to answer all of our questions, we must inform you that you are not obligated to do so. If there is a question that we ask which you do not feel comfortable answering, please just let the interviewer know. At any point during the interview if you feel like you want to stop the interview, please let one of us know as well. For some information about ourselves, we are a group of student researchers from Worcester Polytechnic Institute in Massachusetts, USA. We are working closely with Riochante, the community center close by to help them keep the historic building from being foreclosed on by the bank. This is not a long interview and overall it should take about 30 minutes. We want to ask you for your consent to record this conversation, and let you know that it will be used in a video encapsulating the community spirit and what Riochante means to you. The goal of this interview is to understand your experience in this community and to help capture the essence of Monteverde. This research is a part of the efforts to keep Riochante in the hands of the community. All of the research findings will be stored in the databases of Worcester Polytechnic Institute although your personal information will stay anonymous. If you have any questions at any point, please feel free to ask.

Project Advisors: Carol L. Stimmel Cstimmel@wpi.edu and Robert Traver rtraver@wpi.edu

Appendix G.

Interview Etiquette and Questions for Community Members: Adults

The purpose of these interview questions is to learn more about the activities available to the people of Monteverde and assess the involvement of Riochante within the community. We will conduct a semi structured interview in order for the interviewee to feel comfortable.

Etiquette: Do not make the interviewee uncomfortable by pressuring them to answer a question or leading them into an answer.

- Give the interviewee the chance to answer the question however they seem fit.

- Appear open and not judgmental when asking the questions or listening to the answer.

- Make sure you are eye level with the interviewee, to improve the interview dynamics.

- Assure that there are no distractions, either by the interviewee or interviewer, by putting away your phone and anything that might take your attention away.

Semi-Structured Interview Questions:

Major Theme	Possible Follow-Up Questions
Tell us a little bit about yourself?	What are your hobbies? Interests?
	What do you like to do in your free time?
	How long have you been in the Monteverde area?

	What level of education have you achieved?
	or How much school have you done?(to be more casual)
	What kind of activities do you participate in in the community?
What do you think of Riochante?	Have you heard of it?
	Have you gone/ been going to the community center?
	How long have you known about it and its activities?
	Have you heard of any activities that were organized by Riochante?
	How have you seen the community center change as the owners have changed?
	If you have gone to some of their events, what was your favorite and why?
	If you haven't been to the community center, why?
	What would make you want to visit the

	community center in your free time?
	What kind of activities would you like to see Riochante hold?
What are the methods you use to stay connected with the community?	Have you joined WhatsApp groups for the activities you participate in?
	How many groups are you a part of?
	How do you think we can improve the community connection?
Do you know anything about the gentrification occurring in Monteverde?	Have you or someone you know been impacted by this gentrification?
	If you are comfortable with sharing, how were you impacted?
	How have you seen the area change due to the gentrification that has happened?

Appendix H.

Community Official Interview Questions

Purpose: To gather information about the inner workings of Riochante, and the relationships that the employees have had with our sponsor.

Etiquette: Do not make the interviewee uncomfortable by pressuring them to answer a question or leading them into an answer.

- Give the interviewee the chance to answer the question however they seem fit.

- Appear open and not judgmental when asking the questions or listening to the answer.

- Make sure you are eye level with the interviewee, to improve the interview dynamics.

- Assure that there are no distractions, either by the interviewee or interviewer, by putting away your phone and anything that might take your attention away.

Semi-Structured Interview Questions:

Major Theme	Possible Follow-Up Questions
Tell us a little bit about yourself?	How long have you been in the Monteverde area?
	How long have you worked in the community?
	What level of education have you achieved? or How much school have you done?(to be more casual)

	If you have a role in the community, what is your role?
What do you think of Riochante?	Have you heard of it?
	Have you gone/ been going to the community center?
	How long have you known about it and its activities?
	Have you heard of any activities that were organized by Riochante?
	How have you seen the community center change as the owners have changed?
	If you have gone to some of their events, what was your favorite and why?
	If you haven't been to the community center, why?
	What would make you want to visit the community center if you do not already?
	Do you think the Riochante is important to and beneficial for the community? If so, how?

What are the methods you use to stay connected with the community?	Do you participate in any community WhatsApp groups?
	How do you think we can improve the community connection?
Do you know anything about the gentrification occurring in Monteverde?	Have you or someone you know been impacted by this gentrification?
	If you are comfortable with sharing, how were you impacted?
	How have you seen the area change due to the gentrification that has happened?

Appendix I.

Selective code criteria for creating graph in figure 3

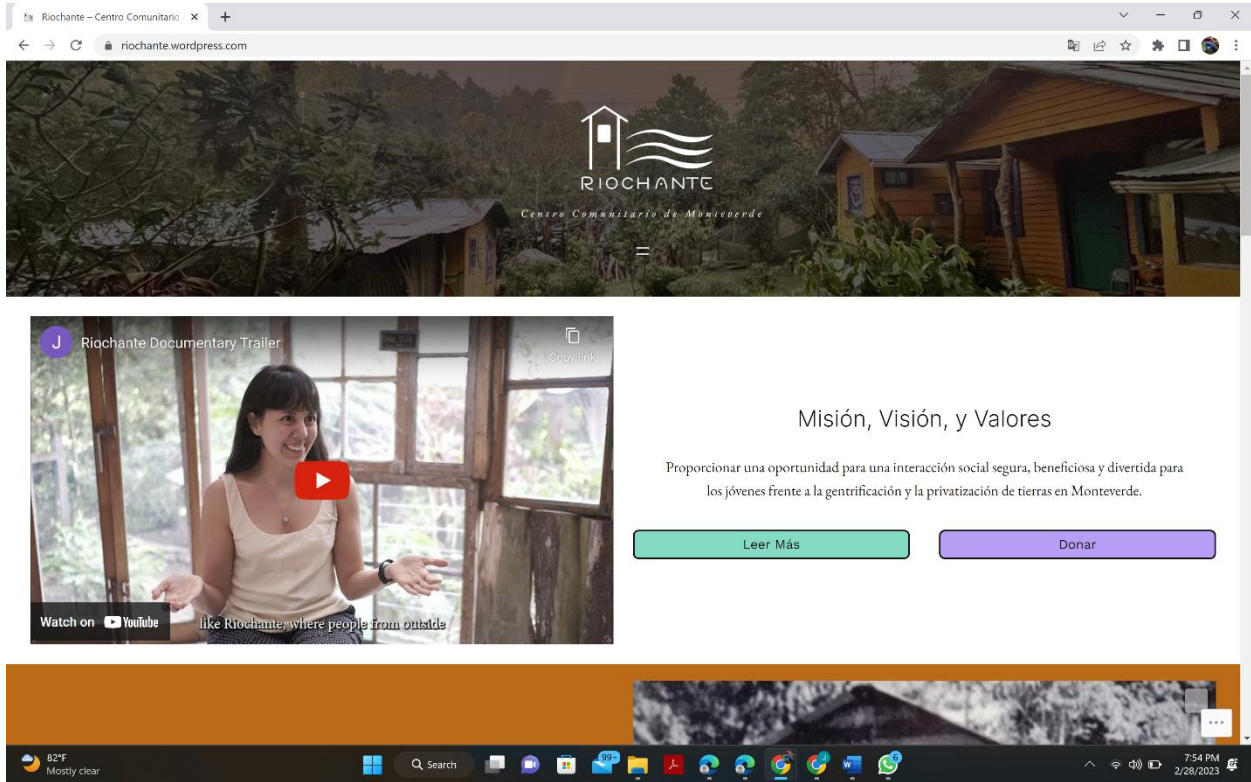| Frequency	Code	Description	Example
90%	A	Referenced Youth Opportunities in Monteverde	"Of course, compared to other things, there aren't as many alternatives, there aren't things like, for example, volleyball courts that there are in school, but of course, they're not in the best condition, and there are courts for other types of sports. It feels very limiting because of living so far away from where all the businesses and all the things are. I think there aren't as many things, there aren't as many possibilities for those who want to do sports, want to start something new, or explore something." - Steven
80%	B	Referenced the Lack of Social Space in Monteverde	"Your need is there. They have a need for a public space. When we were there at school, in the sessions, we went to see the little park and I was surprised to see that all the boys and girls looked like teenagers and looked like five-year-old children throwing themselves on the ground. I love it, and I don't know what it's called, but it made me think a lot about how this comprehensive vision of the community has been lost, perhaps due to the influx of foreigners, maybe just due to overgrowth or a change in the overall vision." - Mayor
70%	D	Referenced their Desire for Change in Monteverde	"Finding spaces for the general public, for enjoyment, or spaces where cultural activities can take place has become a challenge due to the high price of land in Monteverde and the lack of places that can be dedicated to such purposes… And it's not just a park, we also need cultural causes that we don't have, or the closest thing we have, frankly, is Riochante, which is great because they have been open to community participation in community initiatives." - Selena
50%	E	Referenced Riochante as a Social Space	"As Instituto Monteverde, our focus has been to greatly value what community means to us. It is one of the main focuses of sustainability in the community as a whole. Within that, understanding and having meeting spaces for the community is essential because how can you create a community if people don't come together, and having spaces is a way to encourage those gatherings. We do this through the institute, and there are other places like Riochante that are crucial for this, and like us, defining what sustainability means for a community." - Selena

50%	F	Referenced Riochante's Activities or Classes	"Having a space like Riochante close to the school is perfect. It is very easy to access. Sometimes on Thursdays I come after school to climb because I feel it's a lot of fun and I love climbing on the wall here that I have. So I have as soon as I get out of school, maybe I'll bring a friend and we'll go climbing for an hour or two and time goes by very quickly." - Steven
40%	G	Referenced Importance of Culture	"It's very sad because, well, this government and the previous ones, not just this one, have cut back a lot on the cultural aspect. In Eran, there used to be a house of culture, but it was removed and turned into a business center for the municipality. If I'm not mistaken, it's no longer the House of Culture and there's no longer a cultural center at all. Yes, well, there are spaces, parks, and a municipal gym, but something that's cultural, like yoga or other movement activities that are very important, doesn't exist." - Pamela
30%	H	Referenced Gentrifications Impact	"What happened is that some people who were the floating population went back to San José or their towns, and some guys who were from outside returned to their house with their key. That on the one hand, but then we entered into a way of how we build the economy more, how we entered into a scarcity mentality. So how do we make more, more, more money? And perhaps that is the concern that some of us have. The whole Airbnb phenomenon and other rental houses is good, because we know that this is producing an effect at the community level that is displacing the community, the concern with how we build a community, with a displaced community, right? And there then comes the importance of having meeting spaces and by whom is this community being displaced?" - Selena

Appendix J.

Still Images from Webiste Home Page and History Page and QR Code with Link to Live Website

Historia – Riochante

riochante.wordpress.com/historia/

La Historia de Riochante

Después de la Segunda Guerra Mundial, Estados Unidos se convirtió en uno de los países más militarizados del mundo. Para 1948, con la tensión causada por la Guerra Fría, el presupuesto militar aumentó significativamente y Estados Unidos se armó fuertemente con un creciente arsenal de bombas atómicas. Durante este tiempo, grandes porciones de los impuestos pagados por los ciudadanos fueron destinados a financiar los esfuerzos bélicos y la creciente militarización, lo que hacía imposible que los cuáqueros trabajaran y vivieran en Estados Unidos sin apoyar el esfuerzo bélico. Apoyar el esfuerzo era problemático para los cuáqueros porque su interpretación de la Biblia les instruía seguir un juramento de pacifismo. Por lo tanto, los cuáqueros en Estados Unidos comenzaron a cuestionar su capacidad para pagar impuestos como ciudadanos estadounidenses mientras practicaban sus creencias. Cuando algunos cuáqueros empezaron a rebelarse contra el pago de impuestos en apoyo del esfuerzo bélico y fueron arrestados y encarcelados por ello, otros comenzaron a darse cuenta de que la comunidad necesitaba una salida. Después de buscar soluciones, se propuso la idea de mudarse a Costa Rica. El gobierno estable, la economía sólida, la gran población de clase media y el ejército abolido (desde 1948) les brindaron a los cuáqueros la oportunidad de vivir en paz y comunidad entre ellos. Tras esta realización, muchos cuáqueros comenzaron a vender sus tierras y mudarse a Costa Rica en busca de tierras y una forma de vida más satisfactoria, pacífica y armoniosa.
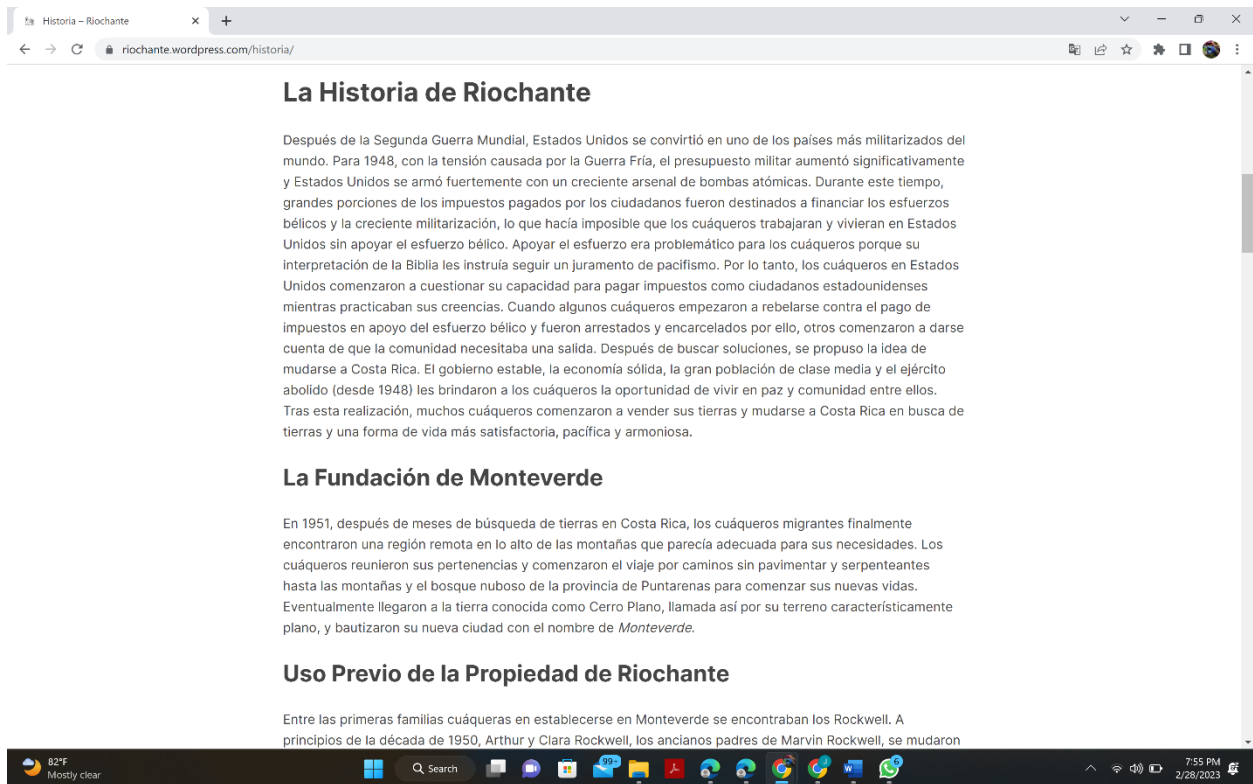
La Fundación de Monteverde

En 1951, después de meses de búsqueda de tierras en Costa Rica, los cuáqueros migrantes finalmente encontraron una región remota en lo alto de las montañas que parecía adecuada para sus necesidades. Los cuáqueros reunieron sus pertenencias y comenzaron el viaje por caminos sin pavimentar y serpenteantes hasta las montañas y el bosque nuboso de la provincia de Puntarenas para comenzar sus nuevas vidas. Eventualmente llegaron a la tierra conocida como Cerro Plano, llamada así por su terreno característicamente plano, y bautizaron su nueva ciudad con el nombre de *Monteverde*.

Uso Previo de la Propiedad de Riochante

Entre las primeras familias cuáqueras en establecerse en Monteverde se encontraban los Rockwell. A principios de la década de 1950, Arthur y Clara Rockwell, los ancianos padres de Marvin Rockwell, se mudaron

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Appendix X.

IRB Approval

WORCESTER POLYTECHNIC INSTITUTE

100 INSTITUTE ROAD, WORCESTER MA 01609 USA

Institutional Review Board
FWA #00030698 - HHS #00007374

Notification of IRB Approval

Date :	24-Jan-2023
PI:	Carol Lee Stimmel
Protocol Number:	IRB-23-0288
Protocol Title:	Saving RioChante IRB Application
Approved Study Personnel:	Stimmel, Carol Lee~Beausoleil, Chase A~Aljundi, Mohamed~Magalhaes, Michael~Byrne, Brendan S~Traver, Robert W~
Start Date:	24-Jan-2023
Expiration Date:	23-Jan-2024
Review Type:	
Review Method:	Expedited Review
Risk Level:	Minimal Risk
Sponsor*:	

The WPI Institutional Review Board (IRB) approves the above-referenced research activity, having conducted a review according to the Code of Federal Regulations (45 CFR 46).

This approval is valid through 23-Jan-2024 unless terminated sooner (in writing) by yourself or the WPI IRB. Research activities involving human subjects may not continue past the expiration date listed above, unless you have applied for and received a renewal from this IRB.

We remind you to only use the stamped, approved consent form, and to give a copy of the signed consent form to each of your subjects. You are also required to store the signed consent forms in a secure location and retain them for a period of at least three years following the conclusion of your study. You are encouraged to use the InfoEd system for the storage of your consent forms.

Amendments or changes to the research must be submitted to the WPI IRB for review

and approval before such changes are put into practice.

Investigators must immediately report to the IRB any adverse events or unanticipated problems involving risk to human participants.

Please contact the IRB at irb@wpi.edu if you have any questions.

*if blank, the IRB has not reviewed any funding proposal for this protocol