

MAKE HISTORY.



Preserve Manitoba's Past.

Guide to Marketing and Promoting Heritage Organizations



TRANSCONA
HISTORICAL
MUSEUM



Manitoba
Star Attraction



Transcona
Business
Improvement



Zone

LE MUSÉE DE
Saint Boniface
MUSEUM



What is this guide about?

This guide outlines the basic steps of creating a marketing plan that will help promote your non-profit community heritage organization to people in your community and to tourists.

In promoting heritage organizations, two important principles apply:

1. View programs and events as opportunities to promote your message to the public.
2. Design and create products and services to attract visitors.

Marketing and promotional plans vary in terms of scope and depth, dependent upon the organization and its resources. However, most plans follow these six steps:

- A. Establish the goal.
- B. Outline the objectives.
- C. Identify priority target groups.
- D. Prepare a budget.
- E. Develop an action plan (marketing and promotional program).
- F. Review and evaluate marketing and promotional programs regularly.

This guide will explain the steps and then demonstrate how to apply them by creating a marketing and promotional plan for the fictional **Sclater Homestead Heritage Park**, also referred to as the **museum**. You will learn how to develop, apply and evaluate a two-year marketing plan.



ILLUMINATE HISTORY



Can you imagine life without electricity?

Not so long ago Manitobans had no television, electric lights, or running water!

Do you know how Manitoba's electrical development began?

To find out, meet yourself as a child!

680 Harrow St.
P.O. Box 815
Winnipeg, MB
R1C 2P4
(204) 477-7905



A word about competing

Manitoba has more than 250 community heritage organizations and all are competing for attention. With all this competition, you need to build a plan to attract visitors to your site and interest new members and volunteers. When considering a plan, the first and most important question to ask yourself is:

What is it about this service or product that is of genuine interest to others?

Once you have that answer, it is important that your staff and volunteers fully understand the organization--its history and background. Agreeing on, and understanding an organization's purpose will help define the future direction and identify strengths and weaknesses that may be addressed in the action plan. It may also provide reference points for objectives (ex: increase number of visitors by 10%).

A **mission statement** is a good starting point. If your heritage organization doesn't have one, you may find it helpful to develop one.

The Manitoba Electrical Museum & Education Centre developed a series of bookmarks to promote its museum.

What is a mission statement?

A mission statement succinctly explains why an organization exists and what it hopes to achieve.

Sclater Homestead Heritage Park Mission Statement:

Sclater Homestead Heritage Park is dedicated to preserving, studying and exhibiting collections of artifacts that tell the story of Ukrainian pioneers between 1880 and 1940 in the Parkland Region of Manitoba.

In order to develop an effective marketing plan, staff and volunteers at Sclater Homestead Heritage Park have been provided with the following history and background information. Sometimes, this type of information is referred to as the *Situational Analysis*.

History

Sclater Homestead Heritage Park includes five acres located six kilometres south of Sclater, Manitoba, northeast of Duck Mountain Provincial Park. The property was formerly owned by Wasyl and Paraska Pomonko, settlers who arrived from Ukraine in 1905. Wasyl became a successful grain merchant in the Parkland Region and Paraska was a trusted and respected midwife.

In 1969, Pomonko family descendants donated the 1920, two-storey brick house, its contents, five acres of the original 164-acre property, farm equipment and three outbuildings to the Town of Sclater for use as a community museum and heritage park.

In 1970, the town council established the Sclater Homestead Heritage Park in memory of the Pomonko family and their life-long contributions to the Rural Municipality (RM) of Sclater and the Parkland Region of Manitoba.





Background Information

The Town of Sclater recently hired Sara Moroz as the museum's new part-time (three days a week) director/curator. Sara hired Eva Zeleni, a 16-week summer student through the Canadian Museums Association (CMA) under the Young Canada Works (YCW) in Heritage Organizations program.

About 65 members and 15 volunteers currently help operate, organize and host museum events and activities. Revenue comes from:

- annual town, provincial and federal grants
- a local philanthropic foundation
- donations and fundraising
- three special holiday events
- admissions
 - Adults – \$3.00
 - 55 plus – \$2.00
 - Youth ages 8 to 16 – \$1.50
 - Children under 8 years – free
- a gift shop

The Commonwealth Air Training Plan Museum uses mobile advertising to promote its facility.



The museum is open daily from April 1 to October 31; by request from November to March and; closed on holidays, except for three annual community events held at the museum:

- Remembrance Day Service and Reception in November
- “Celebrate Christmas at the Farm” in December
- “Celebrate Ukrainian Christmas at the Farm” in January

The museum fiscal year is April 1 to March 31. Last year, the museum’s revenue was \$10,000.00 and there were approximately 500 visitors.

Unfortunately, all is not well with Sclater Homestead Heritage Park. Revenue and attendance have dropped, members and volunteers are dwindling and youth do not participate in the organization. The director/curator, Sara Moroz, has received approval from the board of directors to proceed with two new initiatives to promote the museum and raise its profile. The initiatives include:

1. Use a \$1,000.00 Pomonko family donation to develop a logo.
2. Develop and execute a two-year marketing plan.

Once staff and volunteers are familiar with your organization’s current situation, you’re ready to take the first step in developing an action plan.



Electrosaurus, Manitoba Hydro's Power Smart mascot is a creative educational tool used in the Manitoba Electrical Museum & Education Centre.



Large and colourful posters capture the attention and imagination of visitors to the Commonwealth Air Training Plan Museum.

Six steps to developing a marketing and promotional action plan

A. Establish the Goal

Though the words 'goal' and 'objective' may be interchangeable words in everyday life, in a marketing and promotional environment, there is a distinct difference between the two.

Goals are broad statements. They are:

- general, one sentence statements of primary desired results
- means to create focus for the organization

Museum's Goal for Year 1

- Raise public awareness of Sclater Homestead Heritage Park

B. Outline the Objectives

Objectives are steps that will help achieve the goal.

- They will often form the basis of the action plan
- They often use the SMART formula:
 - S**pecific - generating specific actions and strategies
 - M**easurable - attainment of an objective can be measured
 - A**ttainable - challenging but realistic
 - R**elevant - align with the goals and show direction
 - T**ime-bound - subject to a specified time frame

Museum's Objective

Tell the story of Ukrainian settlers in the RM of Sclater between 1880 and 1940 (specific) for visitors to the two-day Annual Sclater Harvest Fair (relevant), on the weekend of September 20 and September 21 (time-bound).

C. Identify Priority Target Groups

A target audience is a group of people toward whom a specific program or service is aimed. Identifying who is most likely to be interested or who will benefit from your product or service will help determine your target audience(s).

The number of target groups you may wish to identify depends on the product or service, and available resources.

Here are some examples of audiences that might be targeted by a heritage group:

- museum members
- local or area residents
- visitors from elsewhere in Manitoba
- visitors from outside Manitoba (Canada, United States, Europe, Asia, etc.)
- organized bus tours
- people with strong ethnic or historical connections to the heritage organization's theme
- school children
- youth
- seniors

Museum's Target Audiences

Primary: Adults with a strong ethnic or historical connection to the heritage organization's theme

Secondary: Youth with a strong ethnic, historical or educational connection to the heritage organization's theme

Tertiary: Museum donors



Sample of a bilingual pamphlet produced by Le Musée de Saint-Boniface Museum.



A poster promoting La Maison Gabrielle Roy features an image of the renown Canadian author and her St. Boniface home.

D. Prepare a Budget

Preparing a budget is an important part of developing and applying an effective marketing and promotional program. Existing heritage organization revenue, grants from municipal, provincial and federal agencies and community philanthropic foundations are common funding sources. Financial assistance can also be obtained from individuals or donors through monetary donations, endowments, bequests, services in-kind and tangible items, such as equipment and real estate. These donations can be designated by the donor for a specific purpose or for general revenue. Gifts are acknowledged in a variety of ways. The type and level of acknowledgement typically reflects the donation amount. It can vary from a letter signed by the director to a plaque or even a media announcement for substantial donations. Donors are given the opportunity of anonymity. Two other ways to raise money for general revenue or promotional events for non-profit heritage organizations are:

- **Sponsorship – Indirect Financial Assistance:** Help businesses market their products or services in exchange for their financial or in-kind support. Both parties receive value.
- **Fund Raising – Direct Financial Assistance:** Organize activities that require an admission fee or solicit tangible support from individuals or organizations.

The museum set the following budget:

Display and demonstrate working Ukrainian pioneer homestead artifacts at the Annual Sclater Harvest Fair on September 20 and September 21. Provide visitor survey attendance and feedback. Cost not to exceed \$2,500.

How did the museum prepare its budget?

The organization's fiscal year is April 1 to March 31. The museum board of directors must approve all projects and budgets in the fiscal year prior. For example, if the museum plans an event for September 20 and 21 at the Annual Sclater Harvest Fair, the program and funding must be approved by March 31, of the same year. Projects for the following fiscal year must be approved on or before March 31, of the next year.

In January, the board of directors tentatively approved the machinery and artifact display and budget. In February, Sara Moroz, the director/curator, made a presentation to the town council outlining the objective of the event and the draft budget. She requested and received a grant for three newspaper advertisements, guard railings for machinery displays and a commitment from the council to add the museum event to the town website. The council agreed, under the condition that the museum provides an event update and final report.

The board approved the program and final budget in March. With the objectives, target audiences, action plans and budget clearly identified and approved, Sara established an event committee comprised of the summer student, six museum members and 10 museum volunteers. In July, the committee began to prepare for the two-day, September, museum event.

The summer student, Eva Zeleni, was assigned the task of costing out all items related to the two-day fair and securing event sponsors. Eva was able to secure four impressive donations for the fair. *The Sclater Reporter* donated in-kind services for the design, Ukrainian translation and printing of the event flyer and visitor survey. *Only Organics*, a local organic farm, donated three gift baskets. Two Ukrainian churches agreed to include event information in their weekly newsletters and The Sclater Valley Boys volunteered to entertain the crowd with their lively Ukrainian music.



The Costume Museum of Canada created a postcard to announce and celebrate its new location.



Fort Dauphin Museum installed a prominent, commemorative plaque honouring Peter Fiddler, an explorer and surveyor.

Sclater Homestead Heritage Park Budget

SUPPLIES		COST
Rental	three tables, canvas canopy and six chairs	\$ 100.00
Machinery-Artifacts	set-up, demonstrate and dismantle	\$ 150.00
Town Grant	purchase three advertisements in area newspaper and rental of guard railings for machinery displays	\$ 200.00
Purchase	food, serving and cleaning supplies	\$ 300.00
In-Kind Donation	Only Organics: three Harvest Fair gift baskets	\$ 90.00
	Local radio station: four weeks of promotional spots	\$ 60.00
	The Sclater Reporter: two bilingual (English/Ukrainian) event flyers and visitor survey	\$ 1,200.00
	Church Newsletters: two bilingual advertisements (English/Ukrainian) and event directional signage	\$ 50.00
	Valley River Boys: music	\$ 250.00
Miscellaneous Expenses:	assorted items	\$ 100.00
TOTAL:		\$ 2,500.00

E. Develop an Action Plan (Marketing and Promotional Program)

Once the goal, objectives, target audiences and budget have been determined, you're ready to start developing an action plan.

Marketing and promotional programs are designed to communicate ideas, images and knowledge about an organization's products and services. To ensure your message is reaching the intended audience(s), here are four useful points to keep in mind when developing your organization's program:

- 1. Define the characteristics of the target audience(s).** (See chart on next page.)

Knowing your audience is essential when creating a message. Depending on the product or service, characteristics such as age, gender, ethnicity, occupation, and hobbies will help define who you're trying to reach and how to best reach them.

- 2. Outline the audience distribution area.** (See chart on next page.)

This information will impact the media you choose (#3) and the distribution, both of which impact your budget.

- 3. Select the best media to reach the intended audience(s).** (See chart on next page.)

Select the means of marketing and promoting your event based on where your audience is most likely to get its information and then weigh the costs. The cost of radio or TV advertising is significantly more than sending out flyers or e-mail notices. However, if it's decided that radio or TV are the best way to reach your audience, perhaps you can negotiate in-kind donations.

- 4. Keep to the project budget.**

The budget provides a template for future projects. It ensures that your organization's funds are on target and that sponsor funding is spent appropriately. You may need to call on your sponsors for financial assistance in the future. Keep track of all overspending, why it occurred and how it was remedied.



A brochure promotes relevant information about the Transcona Historical Museum.

Treat your imagination

on a trip through electrical history — Visit the Manitoba Electrical Museum & Education Centre

400 Barron Street Winnipeg, Manitoba



A Manitoba Electrical Museum & Education Centre bookmark encourages visitors to explore the museum.

Sclater Homestead Heritage Park's Action Plan

The museum identified three target groups. Following is how the museum determined its target audiences, distribution area and media selection.

Audience	Characteristics	Distribution Area	Best Media
<p>Primary:</p> <p>Adults with strong ethnic or historical connection to the heritage organization's theme</p>	<p>a) descendants and friends of the Pomonko family</p> <p>b) families whose ancestors were Ukrainian pioneers in the Sclater area</p> <p>c) residents of the RM and Town of Sclater ages 30 - 70 years</p>	<p>a) reside within a 150 km radius of Sclater, throughout the Parkland Region, in Winnipeg, Manitoba and in Yorkton, Saskatchewan</p> <p>b) 2,000 residents, ages 45 - 70 years from the RM of Sclater, which has a population of 3,000 people</p> <p>c) 700 residents, ages 45 - 70 years from the Town of Sclater, which has a population of 1,800 people</p>	<ul style="list-style-type: none"> • bilingual (English/Ukrainian) flyer with museum image: <ul style="list-style-type: none"> - insert in <i>The Sclater Reporter</i> and church newsletters - post in public offices, library, commercial outlets and seniors residences • bilingual (English/Ukrainian) newspaper article with museum image: <ul style="list-style-type: none"> - three newspaper interviews with the museum president in <i>The Sclater Reporter</i> and the church newsletters • town website • Association of Manitoba Museums' website • word of mouth during museum open house(s) and tours taking place between now and the event date

Treat your imagination

Can you imagine life without electricity? Just think of all the things you use it for every day – TV, light, running water, heat...

From the pre-electricity days in the late 1800s, you'll begin a journey forward through time. Witness the first uses of electricity in Manitoba; discover the beginning of hydroelectric power; see the crazy contraptions that would evolve into modern electric appliances; join Elizabeth on the farm and journey 800 kilometres up to northern Manitoba. You'll even wind up looking into the future of electrical development in Manitoba.

- Open year round
- Free admission and parking
- Guided tours available
- Wheelchair accessible
- Videos
- Hands-on exhibits

Manitoba Electrical Museum
& Education Centre
213, Box 937
401 Harmon Street
Winnipeg, Manitoba
R3C 2P4
(204) 477-7968



Another bookmark
in a series promoting
the Manitoba Electrical
Museum & Education
Centre.

Audience	Characteristics	Distribution Area	Best Media
Secondary: Youth	a) ages 12 - 18 who are descendants of the Pomonko family b) ages 12 - 18 who attend Sclater Community School	a) youth 12 - 18 who are descendants of the Pomonko family - 3 children in the town - 2 in the rural municipality - 3 in Winnipeg - 2 in Yorkton, Saskatchewan b) total of 70 students - 45 from Sclater - 25 from the surrounding community	<ul style="list-style-type: none"> • presentation to community school principal and grade 6 class presentation information could include: - 2 social studies teachers and students - history and role of museum in community - museum education programs - upcoming fair display • museum open house and tours
Tertiary: Museum donors	a) Pomonko family and their descendants; residents of the RM and Town of Sclater b) two area Ukrainian churches c) one philanthropic organization	a) Pomonko family and their descendants - 25 of 90 immediate family members and their descendants are donors and reside in the RM of Sclater, Parkland Region, Winnipeg and Saskatchewan b) St. Anne's Ukrainian Catholic Church, Sclater and St. Paul Ukrainian Orthodox Church, Dauphin c) Sclater Memorial Foundation	<ul style="list-style-type: none"> • bilingual letter from the president to church board of directors, donors, individuals and organizations • presentation to churches and organizations • museum open house and tours



Sclater Homestead Heritage Park Logo

The curator and the Pomonko family worked with a graphic artist from the Sclater Print Company who designed a logo that reflected the values of optimistic and hardworking pioneers who embraced the future and respected their heritage. Once approved by the board of directors, the new logo was unveiled at the annual spring museum meeting and included in a museum news release in *The Sclater Reporter*. The logo will appear on all museum correspondence, promotional and marketing material, and related information, plus the community website and travel brochures. A three-year budget was allocated to print new material, a promotional banner, and to manufacture and install a museum facility and highway sign with the new logo.

4. Keep to the Project Budget

Keeping within a budget demonstrates to your membership, volunteers, donors and the community that your organization is well run and accountable to its funding sources, and is critical for the wellbeing and future of your organization.

Budgets provide a picture of where money is coming from, when it is coming in and how it is spent. They provide focus for an organization to keep on track and ensure that the allocated funding is spent on designated activities. There are many ways to keep a budget, but the more detailed an approach, the more accurate a picture you get of your program budget. A well-maintained and detailed project file includes event correspondence and financial statements:

- product quotes
- credit card statements
- bank books
- receipts
- bank and debit transactions
- cancelled cheques

Ensure Consistent Design and Logo Use

Similar to commercial ventures, non-profit organizations often use logos to build brand identification. The Sclater Homestead Heritage Park received a grant of \$1,000 from descendants of the Pomonko family to develop and adopt a logo for use in promoting the museum.

Why is a logo and its consistent use critical to an organization? A logo is an organization's visual identity. It visually portrays the essence of a product or service. A well designed logo can catch the eye and the imagination. Used in a consistent manner (always maintains the same shape, colours, graphic elements) a logo will, over time, be retained in the consumer's memory. Professional graphic designers work with organizations to gain an understanding of their service or product, their consumers, and create designs that reflect that understanding.

F. Review and Evaluate Marketing and Promotional Programs Regularly

Manitoba's heritage organizations are vibrant and colourful and their programming reflects this diversity. Interactive, interpretive exhibits and displays, school programming, and seasonal and heritage events attract visitors from within and beyond the local community. Evaluating annual marketing and promotional activities is a critical step in determining the future of general programming, the development of projects for specific audiences and budgets allocated to these activities. Quality programming also provides for a positive visitor experience. Will visitors come back again? Will they tell their families and friends to visit? Will they become future members or supporters? Ensuring that your organization consistently offers quality programming, uses revenue effectively and values its partners, will maximize your promotion efforts and attract more visitors.

How can you measure your organization's programming success? Here are two simple, but effective keys to assess new and ongoing programs in terms of gains and losses. The data is significant when reviewing the results of a new project and even more valuable when compared over several years of hosting the same event.



A brochure promoting nine museums, reflecting Manitoba's culturally diverse history.



1. Identify key measures of success

Look for specific project trends, gains and losses in these five areas:

- **visitor attendance** (ticket sales and visitor surveys)
- **media coverage** (local and ethnic newspapers, radio and television)
- **budget** (project funds, revenue, donations)
- **membership** (volunteers, youth, seniors)
- **sponsors** (corporate, family, individual)

2. Track and report on progress

It is vital to set up a regular reporting system to ensure that:

- projects are completed efficiently and competently
- problems are handled quickly and effectively
- committee members and volunteers are welcomed and thanked
- projects are reviewed and evaluated against stated goals
- successes and failures are noted

The Transcona Historical Museum used a variety of promotional techniques (sidewalk plaque, postcard invitations, posters and banners) to promote their community heritage event.

Sclater Homestead Heritage Park Promotion Evaluation

Efforts to promote the Sclater Homestead Heritage Park at the local harvest fair were evaluated using the methods outlined on the previous page. Here are the results:

Sclater Homestead Heritage Park's goal was to raise public awareness. The objective was to tell the story of Ukrainian settlers in the RM of Sclater between 1880 and 1940 to visitors at the Annual Sclater Harvest Fair, September 20 and 21.

They established a budget of \$2,500.00 to prepare for, host and provide visitor feedback, for the organization's first ever, two-day display and demonstration of working Ukrainian pioneer homestead artifacts at the fair. The funds came from a variety of sources including in-kind donations, a town grant and museum revenue. Sara Moroz, the director/curator, chaired the fair event committee, and started the event file, which included the committee meeting minutes, itemized budget, list of committee members and designated tasks, financial statements and development of the display. The committee met weekly, and then every evening during the week before the event, to discuss, review and finalize event details.

Annual attendance at the fair is approximately 1,600 people. Results from ticket sales showed an increase of 200 people at the fair and an additional 100 visitors to the museum at the time of the fair. A visitor survey indicated that three-quarters of the 100 additional museum visitors were new visitors while the remainder were people who had not visited for several years. The survey also showed that the visitors had read about the museum event in the local newspaper and the ethnic press. Some residents heard about the event on the local radio station, others accessed the Association of Manitoba Museums' website and the town website proved very popular.



A bilingual leaflet promotes the Grey Nuns' Convent, the home of Le Musée de Saint-Boniface Museum.



Cook's Creek Heritage Museum designed a bulletin to promote their annual heritage event.

The Pomonko family received personal letters and follow-up telephone calls inviting them to the event. The majority of new and returning visitors were from the RM of Sclater, plus a good contingent of family members from Manitoba and Saskatchewan.

The additional 100 museum visitors increased admission revenue by \$250. Donation and gift shop revenue also increased by \$300. A photograph of the three harvest fair gift basket winners, owner of *Only Organics* and the fair event committee, along with a bilingual thank-you message to the community for their support was placed in *The Sclater Reporter* and the two Ukrainian church newsletters. The Sclater Homestead Heritage Park has planned a Manitoba Day Open House for May 12 next year, and will include a special thank you to the event sponsors and supporters of the museum's first Ukrainian pioneer display at the Annual Sclater Harvest Fair.

The Sclater Valley Boys have volunteered their services for the open house.

The event showed encouraging results for future programming, despite not making back their \$2,500.00 investment. There was an over expenditure of \$75. Money for the extra expenses came from the museum's general revenue.

Here are four reasons why the museum is pleased with the outcome:

- This was the first year of a long-term effort to increase visitation and revenue, and there was an expectation that the initiative might not break even in the first year.
- The corporate supporters are ready to assist with future promotions.
- The museum gained 100 additional visitors, 12 new volunteers (six senior and six youth), two new corporate supporters, three families and five individual sponsors offering support ranging from an annual financial contribution over five years, to support for special events.
- In-kind event sponsors have reported an increase in business since their exposure at the fair, which is good for the economy of Sclater and area.

Summary of Year 1 at the Annual Sclater Harvest Fair

The first-ever Sclater Ukrainian pioneer display at the Annual Sclater Harvest Fair was a success. It did not make a profit, but it met the goal of raising the organization's profile. The event committee came together as a team under the direction of the director/curator and forged new bonds between the museum, the surrounding community and the descendants of the Pomonko family. Staff gained valuable experience in creating community partnerships, marketing and promoting a project that can be used as a model for future exhibits and next year's marketing plan.

Marketing and Promotional Plan for Year 2

Sclater Homestead Heritage Park's year 2 goal is to increase student involvement in education programming by working with Grade 6 to 12 students from Sclater Community School to celebrate Manitoba Day on May 12.

The Sclater Town Hall will showcase the history exhibits as a community event. Event funding, attendance and visitor comments have been incorporated into the new programming. Review the *Sclater Homestead Heritage Park Summary Two-Year Marketing and Promotional Strategy* on the following page to see how the museum has followed the six basic steps (outlined on page 3) to meet their goal for year 2.



The Transcona Historical Museum produces a variety of promotional material designed to attract adults and youth.

Sclater Homestead Heritage Park Two-Year Marketing and Promotional Strategy

Goal for Year 1: Increase public awareness

OBJECTIVES	TARGET AUDIENCES	ACTIONS	BUDGET	ACTUAL COST	EVALUATION
<ul style="list-style-type: none"> tell the story of Ukrainian settlers in the RM of Sclater between 1880 and 1940 display and demonstrate working Ukrainian pioneer homestead artifacts 	<ul style="list-style-type: none"> adults with strong ethnic or historical connection to the heritage organization's theme youth museum donors 	<ul style="list-style-type: none"> plan and host a display of Ukrainian homestead artifacts at the Annual Sclater Harvest Fair track event attendance and feedback prepare and present project evaluation report to town council 	\$2,500.00	<ul style="list-style-type: none"> \$2,575.00 over budget by \$75.00 for canvas canopy and food 	<ul style="list-style-type: none"> track and compile visitor attendance of target groups and feedback at the fair by September 29 prepare an event evaluation report and forward to the board of directors and town council by October 31

Goal for Year 2: Increase student involvement in the museum education program

OBJECTIVES	TARGET AUDIENCES	ACTIONS	BUDGET	ACTUAL COST	EVALUATION
<ul style="list-style-type: none"> display 3-Dimensional history exhibits produced by Sclater Community School for Manitoba Day, May 12 	<ul style="list-style-type: none"> youth – Grade 6 to 12 students (new audience) students' families 	<ul style="list-style-type: none"> partner with teachers and students to research, create and display history exhibits in the Sclater Town Hall on May 12 track event attendance and feedback meet with teachers and students to discuss the event present project evaluation report to town council 	\$400.00	TBA	<ul style="list-style-type: none"> track and compile visitor attendance and feedback at the town hall by May 18 meet with teachers and students to discuss the project results prepare an event evaluation report and forward to the board of directors and town council by May 29



Summary of Steps Outlined in this Guide

- Create a mission statement (if you don't already have one)
- Establish a goal
- Outline the objectives
- Define the target audience(s)
- Prepare a budget
- Develop an action plan and consider:
 - audience characteristics
 - distribution area
 - media selection
 - budget
- Review and evaluate annual plans

The Greatest Transconian event was very well attended as invitations were sent to government representatives, community heritage organizations, the media, and local residents.

A Word of Thanks

The importance of acknowledging staff, volunteers or community sponsors for their efforts and support should not be overlooked. It can be as simple as a personal note to individuals expressing your appreciation or, budget allowing, a get-together to acknowledge everyone's support simultaneously.

Regardless of what you choose to do, a word of thanks goes a long way in building and maintaining relationships within your organization and the community.



*The New Iceland Heritage Museum hosted a reception to thank all the participants and special guests in **If These Walls Could Talk** exhibit.*



A panel credits the exhibit participants and partners.



The New Iceland Heritage Museum in Gimli is a Signature Museum and Manitoba Star Attraction, identifying it as one of Manitoba's premier tourist attractions.

Gimli Municipal Heritage Advisory Committee (MHAC) Marketing and Promotion Pilot Project

Here is a real-life example of a community heritage organization that developed a marketing and promotional program using the six basic steps outlined in this guide. By using a strategic plan plus your skills, knowledge and imagination, you can develop a program for your own organization. You too, can spread the word about why your heritage organization is worth a visit.

The Gimli MHAC, in conjunction with the New Iceland Heritage Museum created an exhibit called **If These Walls Could Talk**, which depicts some of Gimli's finest examples of built heritage. The **goal** of the project was to raise awareness of the Gimli MHAC and the important role that the heritage organization plays in preserving the history of Gimli and the province.

The **objective** was to create a multimedia exhibit of select building images as a community event to promote the community's heritage buildings on Manitoba Day in 2008. The **target audiences** were local homeowners and youth. Summer students conducted the building inventory project and students from Gimli's Dr. George Johnson School contributed to the exhibit.

If These Walls Could Talk, a 14 panel exhibit, was given a **timeline** of nine months and a budget of \$2,128. **Various media** were used to advertise and promote the exhibit. The exhibit officially opened on May 12, 2008, in the Temporary Gallery, New Iceland Heritage Museum, Gimli, as part of the community's 2008 Manitoba Day celebration. The 14 panel exhibit featured images and commentaries on buildings representative of the built heritage and historic development of Gimli. A 10-minute film on the best of Gimli's built heritage was shown in the museum's Lady of the Lake Theatre. A PowerPoint presentation on the building inventory project and a hard copy of the project were displayed, along with artifacts, documents, and historic photographs of Gimli and area.

Artwork that reflected Gimli's heritage, was produced by two Grade 6 classes from Dr. George Johnson School, and was displayed in the hallway leading to the Temporary Gallery.

Two Grade 4 classes from Sigurbjorg Stefansson Early School toured the exhibit in the morning, and two Grade 6 classes from the Dr. George Johnson School visited in the afternoon. Approximately 60 invited guests attended the exhibit, which opened officially at 7:00 p.m. Dignitaries in attendance included the Honourable Peter Bjornson, Minister of Manitoba Education, Citizenship and Youth; Her Worship Tammy Axelsson, Mayor of Gimli who is also the Executive Director, New Iceland Heritage Museum; and Wally Johannson, Chair, Gimli MHAC.

A wine and cheese reception was held after the official opening to thank the heritage inventory property owners and those who assisted in this project. The travelling exhibit will be used at other heritage and community events and school presentations.



Sts. Cyril and Methodius Roman Catholic Church, the Gimli Dance Pavilion, the Einar Jonasson House and the Gimli Icelandic Pioneer Cemetery were selected as excellent examples of Gimli's built heritage.



Manitoba Day artwork by Grade 6 classes from Dr. George Johnson School in Gimli was featured at the exhibit opening.

