

Friends of Fort Fremont Public Relations and Marketing Plan
2015 Grand Opening of the Interpretive Center and Pavilion
At The Beaufort County Fort Fremont Historical Site
www.fortfremont.org

1. Objective:

Celebrate the Official Opening of the Beaufort County Interpretive Center, with completed diorama, and the Picnic Pavilion with an event that includes an Re-enactment, Band Concert, and Ribbon Cutting at Fort Fremont Historical site and beach preserve in Spring/Summer of 2015.

2. Identify Key organizations and people:

Friends of Fort Fremont, National Coastal Artillery Groups, Coastal Defense Study Group, The Citadel, Citadel Alumni, Beaufort County Public Relations Staff, Beaufort Chamber of Commerce, Local Media, US Marine Corps Public Relations Officers(PI, Air Station, and Naval Hospital), Local and National historical societies and groups, Local county and city officials, Local and Land's End Community, Spanish American War Descendents Group, etc.

3. The Plan:

Develop a marketing plan for the attendees of the official ceremony and event for the grand opening of the museum and pavilion at Fort Fremont.

The Fort was a Spanish American War fortress and part of the Coast Artillery defense system. The Citadel was Coast Artillery until the late 1940's. We plan to partner with the two groups to create an enactment, a band concert and ribbon cutting. The diorama of the Fort Fremont Administrative Quadrangle will be a major attraction in the new museum and unfolded at the event.

The target groups for marketing, based on research and interest, will be the National Coastal Artillery Groups, Coastal Defense Study Group, The Citadel, Citadel Alumni, the Greenville, Columbia, Charleston, Charlotte, Augusta, NY, Cincinnati, Knoxville areas, Retired and active military, especially the US Marine Corps organizations, Spanish American War Descendents Group, and the many local and national Historical groups, etc.

4. Implementation:

We will be working with our partners and special committees that we developed to implement our plan, culminating at the official event. The event will include early tours of the Fort (before the official program), followed by the official program, highlighting the Beaufort County officials, with appropriate acknowledgements and honors, followed by the engineering re-enactment, the band concert, the ribbon cutting for the museum and the unveiling of the diorama of the Administrative Quadrangle and 48 structures of

c 1900 Fort Fremont. Docents from FFF will be provided for the museum. Local vendors will sell food; and may donate a small fee to be a part of the celebration. They will be located just outside the fenced areas for better crowd control. Utilizing a local military volunteer program, Local military volunteers will help with crowd control and parking.

5. Evaluation:

FFF will evaluate our success by the following:

1. Website hits collection to determine interest and access. This will be tracked on the computer.

2. Data Collection: A docent will be at the gate with an automatic counter to enable us to get attendance information at the entry point.

3. Data Collection: A sign-in sheet for email addresses and contact information for demographic data which will be calculated for further use. The sign-in will be located at the museum and managed by a docent.

The information garnered from these sources will be evaluated by a FFF committee. It can provide valuable statistics to us target areas for further events and for memberships. We can use the data to determine what we can do better in the future and to share with other non-profits.