

Palmerston Railway Heritage Museum and Lion's Heritage Park

First Impressions



Agenda

- Overview
- Strengths
- Weaknesses
- Challenges
- Recommendations
- Where do we go from here?

Overview

Lions Heritage Park

What is your vision/mission statement for your business?

What are your goals?

What are your strengths?

What are your weaknesses?

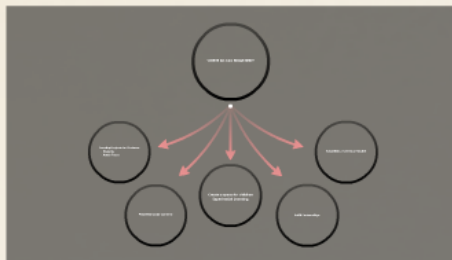
Palmerston Railway Heritage Museum

What is your vision/mission statement for your business?

What are your goals?

What are your strengths?

What are your weaknesses?



REVENUE SOURCE

- You have Value
- Pay per visit
- Admission fee
- Value added Events
- Grants
- Concessions
- Merchandise
- Conductor's Hat
- Rent your own train

MARKETING

81 Things to do!

- Leverage Free to Use Marketing
- Facebook
- Social Media
- Word of Mouth
- Creation of In-House Marketing Material
- Reviews
- School Distribution
- Community Involvement
- Improved Event Marketing

WEBSITE

- A website is worth 1000 words
- Create a website
- Make it mobile friendly
- Train Enthusiasts and Family Fun
- High Impact Search Engine
- Increased Revenue Impact

EXPERIENTIAL

Kids Love Trains

- A museum product is what you buy while on experience is what you remember
- Great experience is available - Let's leverage it
- Board Cars
- Tractor Train
- Historic Atmosphere
- Model Train
- Photo Booths
- Train Table Museum
- Make it a memory
- The long and short of it

TARGET MARKET

We Want You!

FOCUS

- If you change too often you will lose your core
- What are your top ten railway exhibits?
- Create a story
- Create a feature
- Open doors
- Lower your monthly overheads

STRENGTHS

- Peoples and Connections
- Physical Assets
- Existing Product

WEAKNESSES

- Web Presence
- Struggles with younger generation
- Volunteer Fatigue
- Awareness
- Revenue

CHALLENGES

- Bob's Retirement
- Trip Advisor/Online Profile
- Declining Volunteerism
- Potential for change in Community and Political Landscape
- Financial Sustainability

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Overview

Lions Heritage Park

• First experience in education in regards to history

• History

• Nature

• Working Heritage

Palmerston Railway Heritage Museum

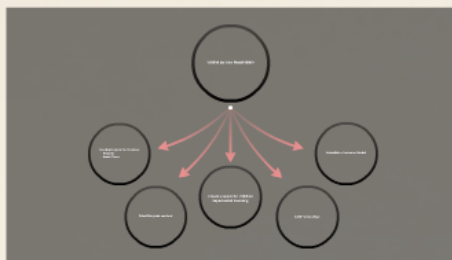
• History

• Education

• Heritage

• Nature

Identify the gaps in marketing for both the park and museum as well as suggest new strategies.



REVENUE SOURCE

- You have Value
- Pay-per-use
- Admission fee
- Value-added Events
- Grants
- Grants 150
- RFP
- Themed Merchandising
- Conductor's Hat
- Build your own Train



MARKETING

81 Things to do!

- Leverage Free to Use Marketing
- TripAdvisor
- Social Media
- Word of Mouth
- Checklist of Potential Marketing Material
- Brochure
- School Distribution
- Community involvement
- Improved Event Marketing

WEBSITE

- Absolute search 100% score
- Needs overview page
- Where in the world is Palmerston?
- Train timetables and entry fee
- High Impact Splash Screen
- Interactive Timeline

EXPERIENTIAL

Kids Love Trains

- A Museum product is what you buy when an experience is what you remember
- Create experience is available - Use it to leverage it
- Hand Cards
- Train Team
- Worker Atmosphere
- Mobile Train
- Photo Cupcake
- Train Ticket Admission
- Make a Memory
- Including student experience



TARGET MARKET

We Want You!

FOCUS

- If you choose how often you will know them least
- What, how often you see railway and to do?
- Create a story
- Create a feature
- Open Square
- Leverage Community and art

STRENGTHS

- Peoples and Connections
- Physical Assets
- Existing Product



WEAKNESSES

- Web Presence
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- Awareness
- Revenue



CHALLENGES

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Lions H

- First Im
- Web
- Spac
- Mark



Overview



Lions Heritage Park

Palmerston Railway Heritage Museum

- **First Impression evaluation in regards to:**

- Website
- Space
- Marketing Materials

- **Suggestion to enhance:**

- Physical Space
- Special Events
- Programs

Identify the gaps in marketing for both the park and museum as well as suggest new approaches

Lions Heritage Park

Palmerston Railway Heritage Museum

- **First Impression evaluation in regards to:**

- **Website**
- **Space**
- **Marketing Materials**

- **Suggestion to enhance:**

- **Physical Space**
- **Special Events**
- **Programs**

Identify the gaps in marketing for both the park and museum as well as suggest new approaches

STRENGTHS

**Peoples and
Connections**

Physical Assets

Existing Product



WEAKNESSES

Web Presence

**Struggles with younger
generation**

Volunteer Fatigue

Awareness

Revenue



CHALLENGES

Bob's Retirement

Trip Advisor/Online Profile

Declining Volunteerism

**Potential for change in
Community and Political
Landscape**

Financial Sustainability





WEBSITE

- A picture is worth 1000 words
- Create community links
- Where in the world is Palmerston?
- Train Enthusiasts and Family Fun
- High Impact Splash Screen
- Interaction increases impact



MARKETING

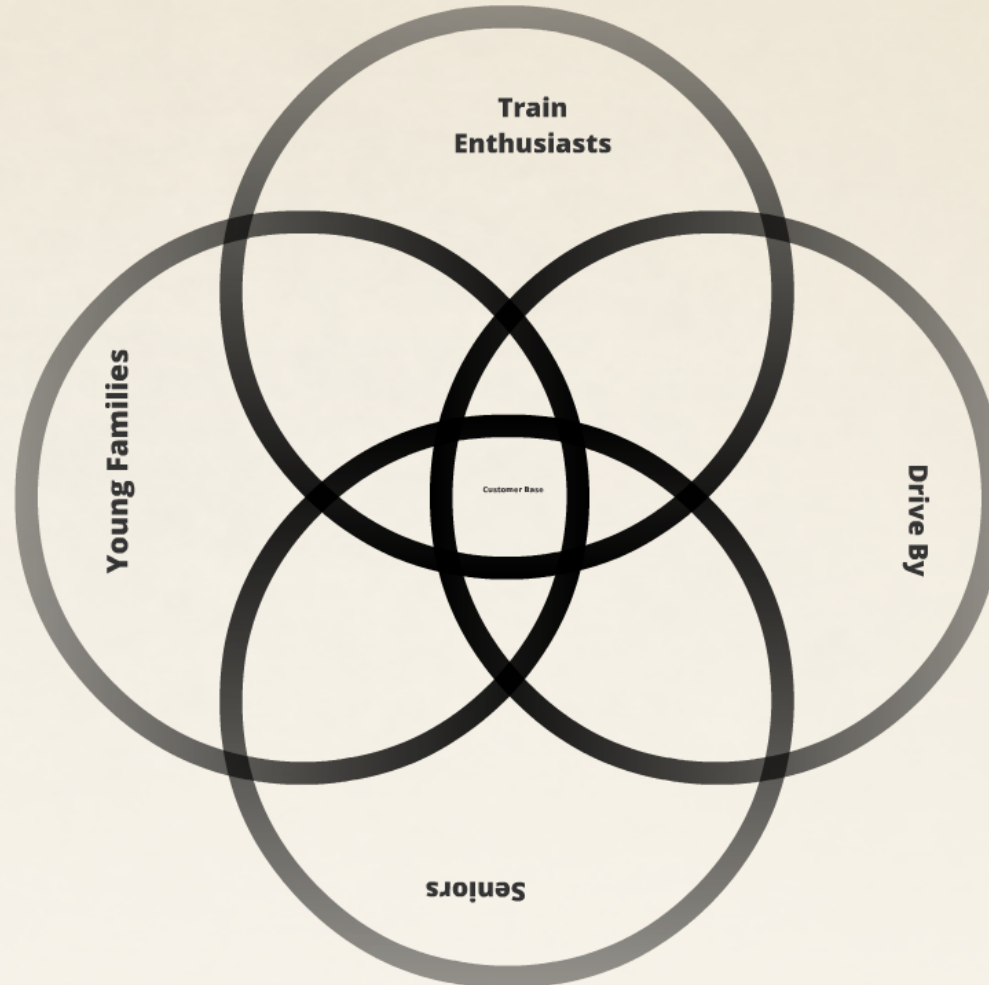
81 Things to do!

- Leverage Free to Use Marketing
 - TripAdvisor
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 - School Distribution
 - Community Involvement
- Improved Event Marketing

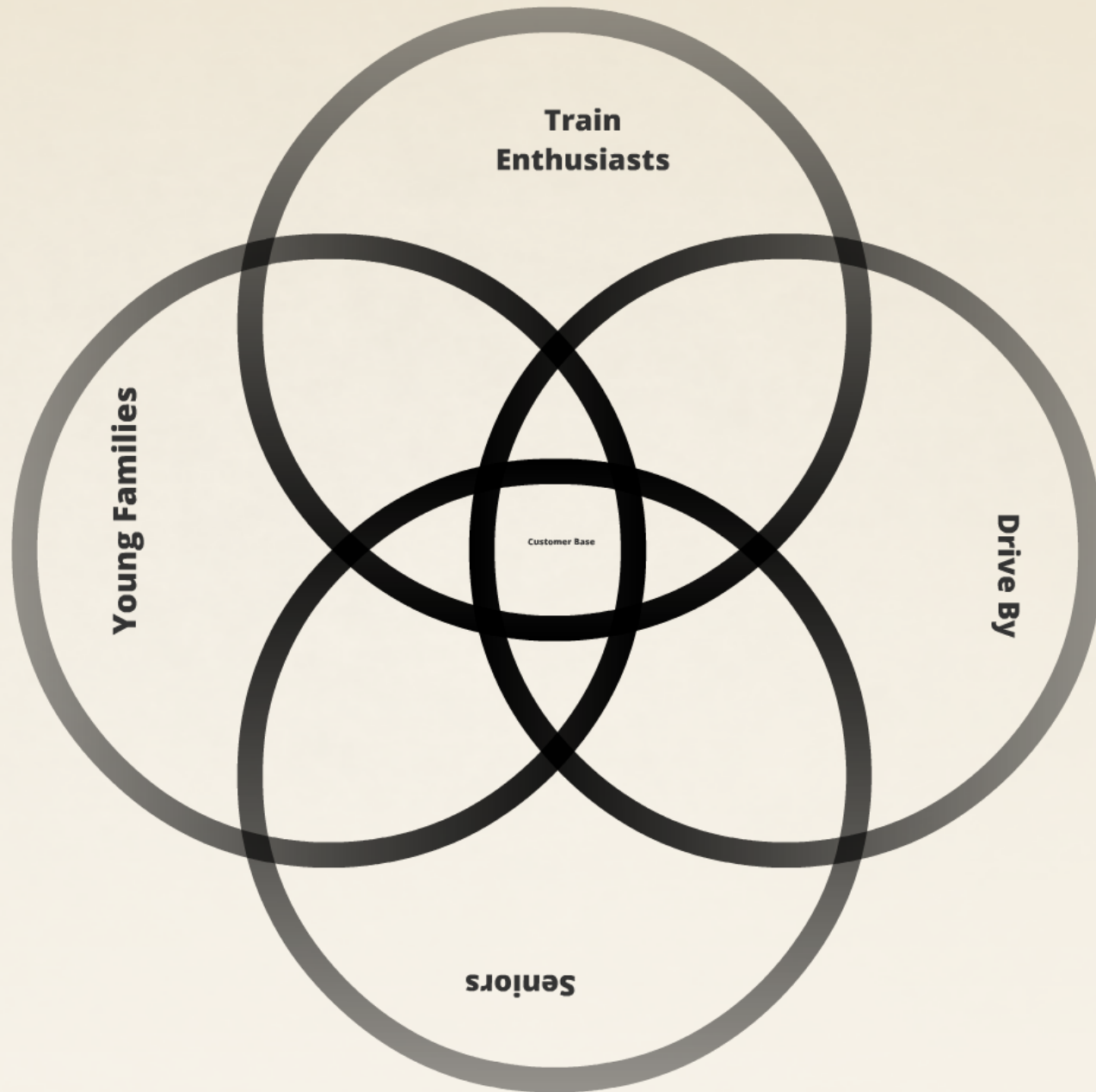


TARGET MARKET

We Want You!



We Want You!





**Train
Enthusiasts**

Young Families

Drive By

Customer Base

Drive By

**Train
Enthusiasts**

Seniors

Customer Base



Seniors

Drive By

Young Families

Customer Base



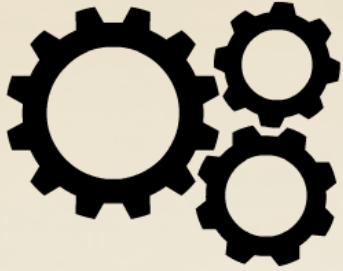
Young Families

Seniors

Train
Enthusiasts

Customer Base

Customer Base



REVENUE SOURCE

- You have Value!
 - Pay-per-use
 - Admission fee
- Value added Events
- Grants
 - Canada 150
 - RED
- Themed Merchandising
 - Conductor's Hat
 - Paint your own Train





FOCUS

- If you chase two rabbits you will loose them both!
- What are your top ten railway exhibits?
 - Create a core
 - Create a feature
- Open Space
- Leverage County archives

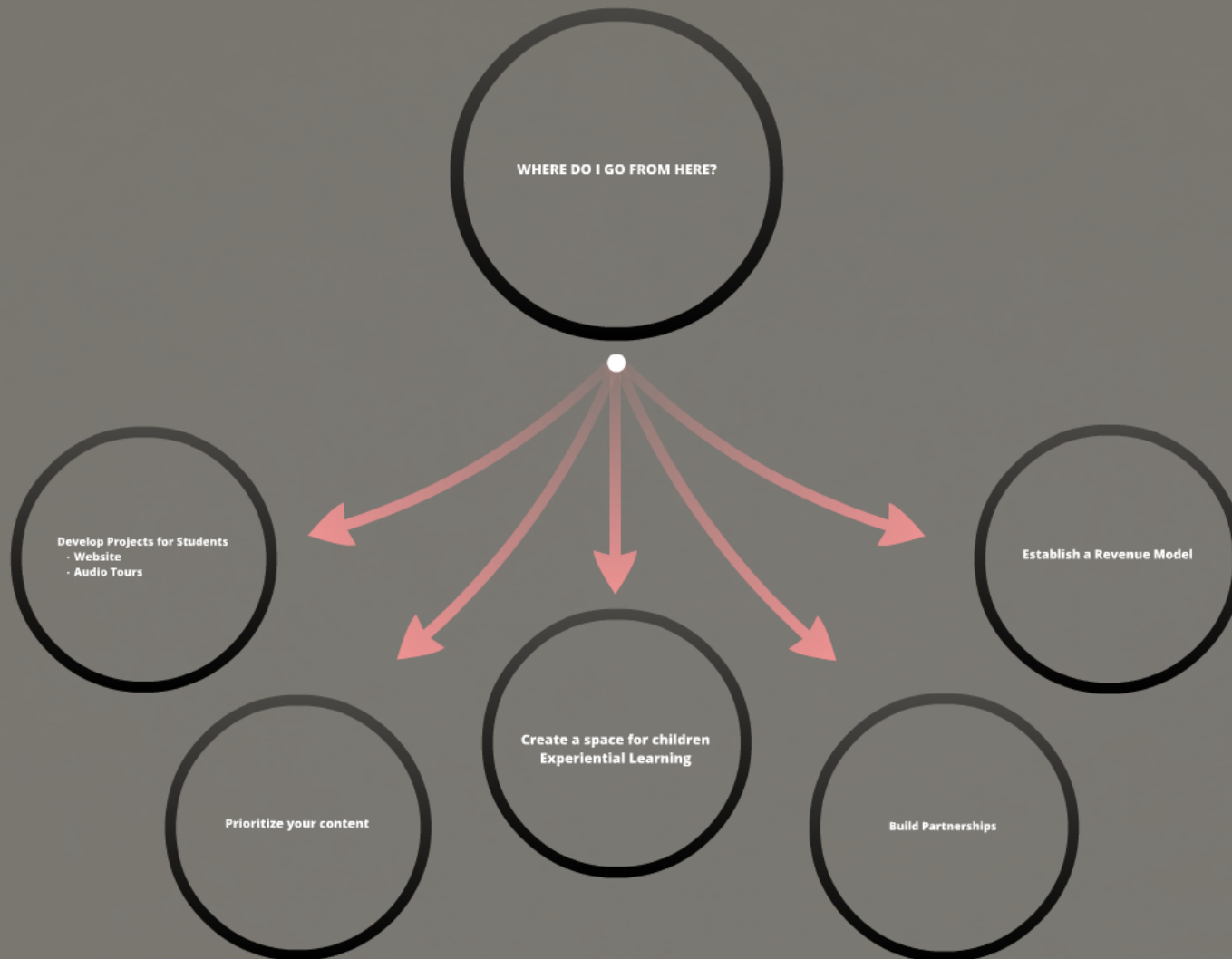


EXPERIENTIAL

Kids Love Trains

- A tourism product is what you buy while an experience is what you remember
- Great experience is available - Let's leverage it!
 - Hand Carts
 - Tractor Train
 - Interior Atmosphere
- Model Train
- Photo Cut-outs
- Train Ticket Admission
- Make it a memory
 - Including student experience





WHERE DO I GO FROM HERE?

Develop Projects for Students

- Website
- Audio Tours

Establish a Revenue Model

Prioritize your content

Create a space for children
Experiential Learning

Build Partnerships

WHERE DO I GO FROM HERE?



Develop Projects for Students

- **Website**
- **Audio Tours**

Prioritize your content



**Create a space for children
Experiential Learning**

Build Partnerships



Establish a Revenue Model

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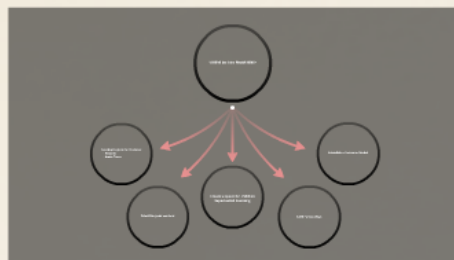
• First experience in the park is the museum

• The museum is the first experience in the park

Palmerston Railway Heritage Museum

• The museum is the first experience in the park

• The museum is the first experience in the park



REVENUE SOURCE

- You have Value
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- Grants
- Grants 150
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MARKETING

81 Things to do!

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- TripAdvisor
- Social Media
- Word of Mouth
- Checklist of Potential Marketing Material
- Brochure
- School Distribution
- Community Involvement
- Improved Event Marketing

WEBSITE

- Absolute search 100% score
- Needs overview page
- Where in the world is Palmerston?
- Train 101 guide and other fun
- High Impact Splash Screen
- Interactive Timeline

EXPERIENTIAL

Kids Love Trains

- A Museum product is what you buy when an experience is what you remember
- Create experience is available - Use it to leverage it
- Hand Cards
- Train 101
- Visitor Atmosphere
- Mobile Train
- Photo Cupcake
- Train Ticket Admission
- Make a Memory
- Including student experience



TARGET MARKET

We Want You!

FOCUS

- If you choose how often you will know them (cost)
- What, how often you see (train) and (to do)
- Create a story
- Create a feature
- Open Square
- Leverage Community and art

STRENGTHS

- Peoples and Connections
- Physical Assets
- Existing Product



WEAKNESSES

- Web Presence
- Struggles with younger generation
- Volunteer Fatigue
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CHALLENGES

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