

ENRICH: African American History Tour of Richland Co.

An Exploration of African American Landmarks and Legacies In Richland County, SC

Overview of Marketing Plan:

To effectively brand and package African American history assets throughout Richland County for tourism marketing and visitation. With collective and ongoing research, our teams will work to make improvements to existing sites, and seek potential development of new sites, giving way to opportunities for future tourism and marketing initiatives.

Target Audience & Locations (by way of Destination Analysts):

The objective is to promote Columbia as a historic destination, incorporating activities, and highlighting 'products' (tour) centered around African American History. We will strive to close the gap of noted 'unsure/unfamiliar with offerings' by promoting the tour clearly and effectively.

- 45% of respondents will prioritize experiences with historical significance in the next 12 months.
- 71% of respondents noted unique history & heritage as a motivator for visiting Columbia
- Historic sites are #3 of 13 desired Columbia activities

We will target travelers who are visiting African American Museums, particularly in the driveable Southeast. As well as those who are showing interest in historic sites and planning travel to Columbia. We will also prioritize and make direct links to the Charleston IIAAMC *.

Recap of Core Source Markets:

- Atlanta, GA 39%
- Charlotte-Gastonia-Rock Hill, NC-SC 17%
- Raleigh-Durham-Chapel Hill, NC 17%
- Charleston-North Charleston, SC 12% *
- Augusta-Aiken, GA-SC 7%
- + Greenville, SC

Tour Locations:

We've compiled a comprehensive starting list of 15 sites that are either currently available for visitation and managed by Historic Columbia, or 'undiscovered' sites which are not currently being managed/promoted but have potential for development and future use.

The following list runs geographically within Richland County - beginning West, running North, then South (towards Charleston)

- 1-Pine Grove Rosenwald School - 937 Piney Woods Rd (St. Andrews)
- 2-Monteith School - 6808 Main St (St. Andrews)
- 3-Bethel Baptist Church - McNulty Road (Blythewood)
- 4-Mann-Simons Cottage - 1403 Richland St. (Downtown)
- 5-Modjeska Monteith Simkins House - 2025 Marion St. (Downtown)

6-1898-1925-The Waverly Historic District (Waverly)
7-Allen University, Chappelle Building - 1530 Harden Street (Waverly)
8-Dr. Matilda A. Evans House - 2027 Evans Street (“for sale”) (Waverly)
9-Heidt-Russell House (Waverly)
10-Harriett Barber House - 116 Barberville Loop (Hopkins)
11-Horrell Hill Rd - Beulah Church / House #2204
... New Light Beulah Baptist Church - 1330 Congaree Road (Hopkins)
12-Siloam School - 1331 Congaree Rd (Hopkins)
13-Magnolia Plantation - 427 Adams Hayne Rd (Eastover)
14-Goodwill Plantation - North side of US Highway 378/Wateree Heritage Preserve (Eastover)
15-St. Phillip School - 4350 McCords Ferry Road (Eastover)

Google Map for reference:

<https://www.google.com/maps/@34.0041288,-81.6344401,9z/data=!3m1!4b1!4m3!11m2!2sfGTSwc64RtCU2zRc0l1XeA!3e3?entry=ttu>

Design | Brand Exploration:

The Brand Exploration presented aims to encompass a unified look, feel and messaging that can be carried out through advertising and marketing of the mentioned sites, across multiple platforms, and by multiple entities.

Impending (3) Phases for Marketing & Advertising in 2024:

Priorities for marketing & advertising are represented here in Phases 1,2, and 3, according to a specified timeline and budget line items.

PHASE 1 (January thru April)

1) TravelStory’s App, Audio + Driving Tour:

TravelStory’s offers carefully curated audio tours that uniquely delivers high-quality content and includes a user-friendly interactive map, a GPS-triggered (or beacon-triggered, for indoors) audio narration, and text/images/weblinks.

This content is accessible anywhere, on-site and remotely, and users travel at their own pace. Stories play automatically at exactly the right place, hands free. No data or cell service required once the tour is downloaded.

TravelStory’s audio, text, and virtual exhibit halls of images and links attract and orient visitors, inviting them to explore, stay longer, and support your mission.

TravelStory’s GPS produces the tour in their App with collaborative guidance, feedback, and approvals from HC, ECSC & PNB, to include: locating story sites; researching, writing, and

recording scripts; collecting images; including links; uploading content to the app; and in-house testing. We will test the tour with TravelStorysGPS guidance.

Tour Features:

One Tour Totaling 15 Geotags

Mode of Travel: Driving

Tour Types: Driving economic development and tourism

Geotags: 15 geolocated story sites with audio narration, images, and text

Audio: 15 authentic, place-based audio stories; up to 45 [15 geotags x 3] mins. audio, 3-minute story max.

Images: 3-5 per geotag

Text: Audio story scripts viewable on the tour

Overlays: Tour routes and colored geotag icons on the base map

Full Production: \$27,000

+ 15% Project Management Fee \$4,050

Upgrades:

Sound Effects: 5 sites -\$1,125

Point of Interest Flags: 3 sites -\$135

TravelStory's Website Plugin™ Facsimile Tour: 2 Websites -\$500

Digital Wayfinding: 3 sites -\$450

Yearly Subscription (Ongoing Yearly Subscription Fee Coverage) -\$5,400

Full Production with 15 Sites, + Project Management + Upgrades @ \$38,660

2) Website Landing Page (to include securing URL):

Choose URL and design/develop a web landing page to house relevant information about the tour, but most importantly a Call to Action to download the App. A link to this page will also live on all tourism sites IE ECSC, Historic Columbia, Etc.

-One 1 Page branded static landing page, with provided content/images

-Three (3) rounds of revisions

-Deliverable: Sketch file, JPG Mockup, PDF

-Full development of page (Wordpress Custom Build) - Admin access to be passed off to client upon completion

Design & Development begins @ \$8,000

3) Digital & Printed Materials:

Graphic Design

@ \$150 per hour

Printed Rack Cards
500 Quantity @ \$250

PHASE 2 (May - August)

1) Targeting Email | E-Blasts | Newsletters:

Email serves as an invaluable communication forum for engaging individuals who have demonstrated an interest in history, African American history, and history tourism, particularly when promoting Richland County history tours.

- By leveraging email, we can deliver tailored and relevant content directly to a receptive audience, ensuring that our messages align with their passion for historical exploration.
- This platform allows us to intricately weave the narrative of Richland County's history, highlighting its cultural significance and especially its ties to African American heritage.
- Through compelling storytelling and visual elements, we can provide a glimpse into the unique experiences offered by our history tours, fostering a sense of exclusivity and curiosity.

How it works ...

- We work with a data company to curate a list of people interested in history tourism.
- We curate several emails to tell the story and significance of our tours and include links to download the tourism app.
- The email design can be used to reach people on the Experience Columbia and Historic Columbia email lists (duplications will be omitted)
- Email is inexpensive, creates an opportunity for story telling, and is a passive medium. People can save the information for a rainy day.

Reach approximately 30,000 people begins @ \$1,400

*Budgets are dependent on how many people you want to reach, and how often

2) Video Production (applicable to Video Ads and CTV)

Begins @ \$5,000

3) Geofencing & Geotargeting - Digital Banner Ads | Video Ads (via Desktop & Mobile):

The heart of intent lies in location, especially when capturing the interest of potential tour participants. Location not only reflects their current mindset but also unveils valuable insights into their behavior. We can harness the power of proximity targeting to captivate history enthusiasts when they are in the vicinity of culturally significant landmarks, steering their immediate and future engagement.

A combination of Banner ads and :15 or :30 Video ads is ideal. Video to tell your story and Banner ads to take viewers directly to a link that would allow you to download the app.

How It Works ...

We establish a cultural perimeter around specific landmarks tied to African American history or points of interest. As individuals' step into these historically charged areas and connect to our

network, they become eligible to receive personalized invitations and compelling ads, both while on site and after leaving the location (retargeting).

- It is ideal to create the list and perimeters 4-6 weeks before outreach (fill the funnel to retarget these people)
- We can also geotarget to only retarget to people within a certain radius of Richland County. For example, we will target people who visited the International African American Museum in Charleston, but we want those receiving the ad to be able to visit the Richland tour. The radius retargeting allows us to omit the people who have traveled back to another far away state.
- It's ideal to have a list of 40+ Historical sites (addresses) that would have relevant visitors.

Display Banner ad entry point @ \$2,000/month

Video ads entry point @ \$3,500/month

*Campaigns should be at least 6 months and budget determines frequency

PHASE 3 (September thru December)

1) Informational Wayfinding Signs:

Interpretive Panels begin @ \$6,000 each

2) Digital Billboards:

We will want to target the 5 core markets, beginning with Charleston, choosing at least 1 board in each market start.

Tier 1 @ \$2,100/month

Charleston West LHR 10'6 x 36' 64.5K2
I 26 N/S, Nexton Pkwy

Greenville North RHR 10'6 x 36' 45.6K2
2798 S. 14 Highway

Tier 2 @ \$3,400/month

Charleston East LHR 14'0 x 48'0 321.5K2
I-26, 1 mi. W/O I-526

Charleston West RHR 14'0 x 48'0 330.0K2
I-26, 1 mi. W/O I-526

Charlotte North LHR 16'0 x 23'0 135.1K2
I-77 MM 5.5 at Exit 6, Billy Graham Pkwy

Charlotte South RHR 16'0 x 23'0 155.7K2
I-77 MM 5.5 at Exit 6, Billy Graham Pkwy

Tier 3 @ \$4,000/month

Greenville North LHR 14' x 48' 172.6K2
I 385 E/S, AT I 85

Greenville South RHR 14' x 48' 218.1K2
I 385 E/S, AT I 85

3) CTV (Connected/Streaming TV):

CTV allows you all the benefits of regular television: site, sound, storytelling, the evoking of emotion, with a new very important element - the layering of data.

How it works:

We work to build a behavioral profile of the perfect Richland County visitor. The profile is built by combining data from multiple companies that track where and how people spend their time, where they spend their money, and what they research online. In addition to the data, we can layer in age and location to deliver television only to the homes of people that are likely to engage in our tour.

- When buying TV programmatically we don't have to worry about which station we air on, or which streaming service we buy. The data profile is created and finds the perfect viewer where they are watching.
- The Programmatic TV provider has access to 75% of all tv screens in the country and delivers on Rokus, Apple TVs, Firesticks, Smart TV's, etc
- Delivery takes place on hundreds of platforms, like Sling, Hulu, LG, Peacock, Tubi, and hundreds of others.
- Ultimately you land in front of the right customer, in a highly engaged environment.
- CTV campaigns are built by looking at how long you need to consistently reach people and how many times you may need to reach them.

Begins @ \$3,000-\$9,000/month for a statewide campaign

\$18,000 nets approximately 375,000 impressions, in front of the custom built audience profile

*375,000 impressions equals approximately 2,200 viewing hours of a :30 second video