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A HOME

We will soon be inviting guests into this "home." It must be presentable from every standpoint. The present structure "as is" is devoid of one essential ingredient - that is ATMOSPHERE.

It is imperative we keep in mind this is an historical and educational display. Displays must avoid the bizarre and tawdry to prevent the cheapness of a carnival type presentation.

Scottsdale, Arizona is a good example of "Old West Atmosphere" done in a dignified way. Also Disneyland and Knott's Berry Farm. Exterior signs on the building could well be copied from Scottsdale type planning.

The Allied Arts Council (Bill Mays) may be helpful in both exterior murals and exterior decor.

Murals on front of building (windows) should be done on the inside of the building to prevent vandalism. As many artifacts as possible should be under glass. Frankly, glass showcases ARE NOT THE ANSWER.

EXAMPLE OF WHAT WE DO NOT WANT! - RED DOG SALOON - JUNEAU, ALASKA

A NAME

This baby should be christened right away. Without a NAME, promotional plans must be delayed.

The name should be short, descriptive and dignified. A contest has been suggested, for BOTH A NAME AND A SLOGAN. A contest will generate excellent publicity. Contest machinery should be set up NOW.

(EXAMPLE ONLY - ON CARD HEREWITH.)

Prior to contest a short history of wagons, artifacts, etc. should be prepared for contestants, we will not have a name so this can be inexpensively done.

A MOTHER

This infant enterprise will require the loving tender care of a dedicated parent.

Whether the "Mother" is called a curator or administrator is not important.

The individual must be totally "sold" on not just artifacts but wagons, etc.

All wagons should be numbered and a descriptive folder on these should be prepared. The individual cards on each wagon are also important. Check P.P. and L. to see if they have an expert on display lighting for interior presentation.

Policing the area to prevent theft will be important. Placing of exhibits should be so designed that maximum safety from theft and minimum policing required.

People LEAN ON GLASS showcased causing public liability. EVERYTHING SHOULD BE LABELED WITH AS COMPLETE A DESCRIPTION AS POSSIBLE.

PROMOTIONAL PLAN

Whether we like it or not - THIS IS SHOW BUSINESS! It is NOT a CARNIVAL.

Due to the temporary nature of the present "home" it may be wise to produce an inexpensive brochure at the beginning.

The official opening should have careful planning with every pioneer, historical, educational, church, professional group, etc. represented. Maybe started with a parade of the old wagons.

Dates should be set up for guided tours with special groups, schools, churches, civic organizations.

How about a poster contest for school children? When school reconvenes, of course.

Interior walls could be "stage scenery" props with murals done in water color depicting range land - strictly atmosphere - Allied Arts could help.

This Promotional Plan Committee should be permanent.

PROMOTIONAL PLANS

Information Bulletin in every hotel and motel.

Speakers for all Service Clubs, both Yakima and Valley Towns.

City-wide participation by merchants in a MUSEUM PROMOTION.

Set up a wagon (among the no-cost ones) where tourists can take pictures of families in pioneer wagon. This may require special lighting.

Lecture on wagons and artifacts every hour on the HALF HOUR.

Museum Hours: 10 to 2 2 to 5

Prepare lecture for all guides. They must memorize it!

To spare one person the boredom of constant repetition of the lecture - tape recordings could be used.

Special days for Valley Towns. Sunnyside Day, Toppenish Day, etc.

What about a "Wagon-Masters Club" \$5.00 Life Membership. Entitle purchaser lifetime admission - just card, space for member's name, stating he or she was original museum booster.

Player-piano background music - on tape. "Home on the Range," "Wagon-Wheels," etc. SUBDUED - NOT BLANTANT.

Book for tourists to sign name and addresses - also comments.