

**The American Revolutionary War
Living History Center & Experience**

Integrated Marketing Communications Report

Martin CJ Mongiello

The emotional and functional relationship that the American Revolutionary War Living History Center & Experience has with people can be a very deep one - based on our experience at the present, The Inn of the Patriots B & B. Many of the existing customers come to stay here to get away from the fast pace of life and for generalized rest and replenishment.

That is nothing new in the lodging industry.

However, a large number of guests come to get away to a unique experience that can often be linked to their ancestors and family mysteries that they are investigating. They often have the chance to look at our website and consider us to be an excellent authority to stay with - and talk with. This creates a sincere emotional relationship that is never offered at a local hotel, motel or resort – such as the Biltmore, Ballantyne or Grove Park Inn.

We're different.

Because we have strategically located a museum inside of our lodging facility we not only initiate an emotional relationship but initiate a functional relationship for those involved in genealogy studies. Many guests are also involved in historic appreciation or have a general appreciation for antiques and fun things that are old. Most all love our most precious commodity – platinum service. Service, service, service!!! Ring the bell on the table – we come smiling. It is likely that the 2009-2010 international award received for history is due to this.



The ARWLHC is a natural expansion of the successful, existing brand and will facilitate up to five times more rooms for lodging.

We're different in another way, also. Most humans eat three times a day and naturally adore food. A generalized trend in the United States began about ten years ago with the introduction of the Food TV network and endorsement of chefs. This trend escalated into popularity and has been unprecedented. Chefs and cooking TV shows have spread to numerous other networks as people in the United States embraced good eating, wine and good dining. The majority of **our** emotional relationships have been built around the fact that I am a highly successful chef and have cooked all over the world. The brand has resonated with the public in that regard, on a sincere emotive level – guests love to come and eat!

That is pretty simple to understand as to why it is so successful.



Guests love to eat and meet the chef!

This process will obviously be continued.

We also have two other chefs that work here who assist and facilitate in our family towards the success of the operation. These chefs are nothing to sneeze at as they have performed live on stage from coast to coast and produced mega-events for hundreds of people at high profile facilities such as Foxwoods Casino, The Clinton Center and Foundation, The Taste of St. Louis, The TODAY Show, The International Balloon Festival, The AARP Convention, The Race for the Cure and more.

People know this and have read about it – so are even more excited to meet us!

The customer base and target consumer base have responded very well to the creative themes and implementations of this brand over time. Our client base has expanded at explosive and disruptive levels including up to 120% gains on month to month comparative, year to year analysis. All boasts and legal claims are backed up with receipts of tax filings with the state of North Carolina Department of the Treasury.

The brand has a strong primary pull of colonial fervor and revolutionary war fonts and images.

One of the themes repeatedly used in advertising has been interplay on words associated with the logo in newspapers and magazines. It showcases; TOUR, DINE, SLEEP, PLAY and it also has utilized varying plays on these terms to incorporate other aspects of MASSAGE, MUSEUM, GIFT SHOP. Different advertising schemes have been utilized with the existing customer base as well as new target consumer bases that have been extremely successful.



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We've also been able to successfully reach tens of thousands of consumers through social media marketing which we target analyze to age, marital status, education level, geographic-digital nodes such as city, zip code or country and more. Advertising, marketing, promotion and publicity efforts are also changed up to facilitate a variety of costumed characters and unique schemes. Our continued market basket mix is weighted heavily on traditional print media, billboard, radio show appearances, TV show appearances and intense social media metric tracking across twenty social media platforms and Search Engine Optimization (SEO) strategies. Tactical, strategic, guerilla and combat analysis is refreshed on a live feed basis by our group of veterans.

The Inn of the Patriots
Bed & Breakfast
Home of the Presidential Culinary Museum

...a step back into time... leave the world behind and relax in yesteryear without the TV, computer, texting, ringing and mental bombardment... platinum service

www.theinnofthepatriots.com
704.937.2940

The Inn of the Patriots Bed & Breakfast
704-937-2940 www.theinnofthepatriots.com

Your hosts, Marti, Stormy, and I offer a personalized level of care that is reminiscent of a bygone era. Gracious attention to every detail, and yet unobtrusive. Truly, Chef Marti's many years of White House and highly personalized Presidential service - only serve to enhance your experience that much more!

Allan Miller
August 16, 2008

Allan Miller, C.H.M.
Former Director, Starkey International Institute for Household Management
Executive Board: International Association of Household Professionals (I.A.H.P.)

Multi-mix pattern spread

The Inn of the Patriots
Bed & Breakfast

Grover, NC
704-937-2940

Home of the Presidential Culinary Museum

Extended Stays Welcome
Corporate & Business

SPA PARTIES
Bachelorette Parties

Group Tour Friendly!

*Magical Colonial Weddings
with Patriot troops & horses & carriage*

Tours of the Mansion every Saturday at 1 p.m.

LIVING HISTORY DAY
SEPTEMBER 19TH!
www.theinnofthepatriots.com
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ARWLHC
www.revwarexperience.com

The Inn of the Patriots
Bed & Breakfast
Home of the Presidential Culinary Museum

DINE SLEEP TOUR
www.theinnofthepatriots.com
704-937-2940

The Inn of the Patriots
Bed & Breakfast
Home of the Presidential Culinary Museum

Newspaper spreads showcase differing promotional events and publicity mechanisms triggered

GIFT SHOP ♦ TOURS ♦ PARTIES ♦ WEDDINGS
www.theinnofthepatriots.com
704 937 2940



The Inn of the Patriots
Bed & Breakfast
Home of the Presidential Culinary Museum

HALLOWEEN COSTUME, DINNER & DESSERT PARTY
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Hilarious Games!
Music & Mayhem
B.Y.O.B. & Hot Food Served
Pumpkin Bowling!



The Inn of the Patriots
Bed & Breakfast
Home of the Presidential Culinary Museum

October 31, Saturday, 5 to midnight
\$24.95 ++ Reservations only

DINE ♦ SLEEP ♦ TOUR
www.theinnofthepatriots.com

704 937 2940



The Inn of the Patriots
Bed & Breakfast
Home of the Presidential Culinary Museum

Supporters of the arts, our culture, local history, performances, natural resources & our impact on the world when freedom struck at Kings Mountain...

ARWLHC



www.revwarexperience.com

ARWLHC



INVEST IN OUR OWN HISTORIC TOURISM

www.revwarexperience.com

I have completed a six month transitional phase with blending of the successful program and platform, The Inn of the Patriots Bed and Breakfast and the ARWLHC. In the final quarter of 2009 I began to strike out on independent, standalone advertising for the ARWLHC. At this point, moving into the year of 2010, I would like to analyze the classic four P's and build upon them.

Product: A superlative exotic product and experience in the year of 1780 when a small struggling group of Colonies is trying to become their own country in the middle of the flames of death and war. Attraction, resort and theme park. Fully costumed actors roam the property engaging in all types of fun activities.

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Price: The market analysis of the past two years has shown that our price points of \$110.00 per night will remain the same. No amount of Doctoral study or marketing teams out of New York and Los Angeles could begin to teach what we have lived and learned. Even at a billable raid of \$395.00 per hour – it's a complete waste of time. We know our guests and we know the market – that's why we get the international awards for best of the best in the world and they don't.

That being said, we will offer two superior suites at \$450.00 per night and one, "The General's Headquarters," at \$850.00 per night.

Place: We have narrowed down the selected sites to three specific properties in the region. Each has its own unique features and advantages as well as drawbacks. Some have lakes with hills while others offer rolling countryside for battles that tens of thousands of guests would enjoy watching! Our major event each year has 35,000 spectators. Some aspects of the, "place," will encompass a reverse logistics ploy on the current Cleveland County bus tour system. Our market coverage will initially be the fifteen county Charlotte Metropolina region with expansion rapidly into 30 country coverage and translation. This is been the difference in our success, translation, penetration, SEO – whenever many told us that our, "place," was wrong, offered nothing and was a horrific site selection.

Promotion: Our promotion strategies are considered to be outrageous, unique and unprecedented. While we do employ a traditional market mix and market basket – we have made great strides by embracing social media. We're recognized experts and masters in the technical stratagem of Facebook, Linkedin and Twitter. We're often called upon for beta testing and rollout of products that will not appear to the general world for another six months.

We're also a Nielsen household.

In the areas of promotion it is important to note that we do our own graphic design, web design, directing, production, music and jingles as well as video work.

The American Revolutionary War Living History Experience

The Colonel Hambrecht / Hambright Inn
Colonel Cleveland Museum & Phifer Corporate Meeting Hall

See LIVE battles unfold
Total Luxury Accomodations with Jacuzzi's & Waterfall pool
The Nature & Earth Underground Spa
Blue Moon Paint Horses Equestrian Center
John Adams Ale House Tavern & Restaurant
The Chapel by the Woods for Weddings

Meet Lord Cornwallis and endorse your support for the divine, seated King & Queen...
Walk among our nature trails... Take command of entire armies and make war
King size beds and jacuzzi rooms, gourmet breakfasts & candlelight dinners
Purchase a Log cabin for year round living or as vacation/rental income, on site
704-937-2940 The American Revolutionary War Living History Center (ARWLHC)

One of the greatest promotion success stories we have had is that is our costumed actors and friend reenactors who appear on the battlefield and at living history events. Many cities also call upon us to bring our actors to bear and showcase live cannon firing as well as all forms of other demonstrations.

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The next largest promotion that I'm going to initiate is actually a mobile platform much like the massive floats you see at parades. This huge float will be driven up and down the superhighways of the United States. It will have the typical appropriate signage with web address and phone number on it for the ARWLHC but will also have costumed reenactors in the open air, on the back of the float. Part of the float includes a bedroom with bed and people in bed on the float. This float can be driven through the downtown area of Manhattan as well as cities all over the United States. Its initial tour cycle will be six months long.

With our experience in the owning a Madison avenue strategic marketing company and interactive work with Momentum Worldwide (an IPG company) we are very familiar and used to conducting coast to coast tours.

A second promotion or creative strategy is our mobile war units that we already send out to nearby state events. They herald to fellow actors and reenactors of the ARWLHC and also hand out information and run a booth for spectators. Their goal is to drive traffic to the ARWLHC.

A third, unique promotion or creative strategy is our hosting of the Colonel Shelby Mountain Man games where we have a purse prize annually for the strongest, most cunning and smart mountain man. These games feature knife and tomahawk throwing, fire starting and shooting as well as horse play and riding. These games will spread to many states and drive traffic into Cleveland County, NC.

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The American Revolutionary War Living History Center (ARWLHC) & Experience. 29 Nov 2009 <http://www.arwlhc.com> and <http://www.revwarexperience.com>

The Inn of the Patriots B & B. 29 Nov 2009 <http://www.theinnofthepatriots.com>