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EXECUTIVE SUMMARY

The National Vietnam War Museum, Inc. (NVWM) is a non-profit 501 ©(3) organization that is expanding to create a more educationally inviting, permanent home which will encompass vast historical exhibits. Currently, the Vietnam Veterans of Central Florida, Inc. serves as caretaker and office/headquarters of the Museum. In an effort to make the Museum a success, the VVCF has documented its future ideas and intentions in the business plan. As further discussed, the plan concentrates on year one of new management operations, the strategic start-up of “Founding Circle”, and operating – via creative programming, marketing, product and services sales, and fund raising.

The VVCF is seeking funds as provided by the district commissioners’ office in previous years for initial start-up expenses. These expenses include those incurred from expansion, rent and other operational costs. The annual revenue will continue with a combination of memberships, admissions to programs, product and services sales, fund raising activities, and local government grants.

The following strategic alliances have been established with various organizations and businesses which have helped or currently help to make the Museum a success. During this new management stage of the Museum, the business goals can be categorized into five main categories:

1. Opening the extra space successfully.
2. Generating earned revenue service sales and additional fund raising.
3. Keeping gross profit margins high.
4. Raising substantial percentages of revenue from local, state grants.
5. Including outreach as a main goal to include various audiences.

The National Vietnam War Museum's mission is to provide a cultural alternative to the local community youth, and to celebrate and promote the military elements of the medium, and to foster and promote the art of discipline. Included in the mission will be special consideration for the cultural diversity of Orlando, Florida. The Museum will be a place to utilize, enjoy, learn, and discover. It will also be a workplace of inclusion and respect, with a focus on the development of creativity and ideas.

The products and services provided by the NVWM complement the main mission of the organization, which is to provide a cultural alternative to the local youth. The standards of quality of the merchandise and services presented are based on creativity and imagination, culminating in a unique experience for museum historians. The National Vietnam War Museum in Orlando will be different by providing such creative programming as "Food & Historic Film Night” and "The Young Marine Youth Center", combining the intriguing and sometimes provocative aspects of the diversified local culture and high quality leadership that serves as educational foundation for the youth of tomorrow.

The core market for the Museum encompasses those who appreciate the military and history, and who possess interested in an alternative to the typical commercial offerings of the military

experiences. This core market exists in all the categories of our main markets, as described in detail in the Market Analysis and Segmentation section.

There is no organization in Orlando that currently provides the services and emphasis that NVWM provides for Orlando. It is envisioned to be in cooperation with organizations such as Semper Fidelis America Inc. and the Orlando Devil Dogs Young Marines, filling an important gap in local community by helping disabled veterans and local youth by teaching good morals and discipline.

With a singular focus on the youth of tomorrow, the Museum is in a position to be a premiere source for military education in Orlando. Through the diverse range of programs, a fresh experience for frequent visitors will provide an ongoing development in the appreciation, enjoyment, and education that the Museum offers.

Key areas of the marketing strategy include membership development, development of the Founding Circle, the Museum Special Addition Newsletter, and other media.

VVCF has begun an extensive fund raising campaign to provide initial start-up costs for the Museum expansion. Each area of demand will be strategically matched with a potential donor, starting with construction costs and ending with festival grants. The areas of fundraising include grant development, fundraising events, hiring fundraising professionals, and sponsorship agreements, as well as research of potential music festival operations.

Although, run for years by a Director/President and Board of Directors, the expansion of the Museum will also expand the team to include other positions, and the Director will assume the position as he/she always has until the need arises to make it a paid position. As always, there will be volunteers in several capacities, and the volunteer Board will play a big part in organizing, each having a role managing an area of volunteered duties. As the NVWM expansion start date approaches, the NVWM Board of Directors will be in place, ready for the bigger project, with potential managers in line for paid positions as they are needed. The Board of Directors for the NVWM, also volunteers, will be elected and governed by the Director/President and Board of Directors of the VVCF to make available expert advice, donations of in-kind, and products and services.

VVCF President Dennis McKenzie is qualified to run this expansion project. Mr. McKenzie is a retired Marine of 23 years, with extensive experience in team leading. Mr. McKenzie currently provides leadership to the members of the VVCF, management of the museum operations and exhibits and security of the museum property. In addition, Mr. McKenzie provides extensive knowledge of the National Vietnam War Museum background and its exhibits.

1.0 MISSION STATEMENT

The National Vietnam War Museum's mission is to provide a cultural alternative to the local community youth, and to celebrate and promote the military elements of the medium, and to foster and promote a heightened awareness for our troops. The Museum will be the home of the VVCF, and will provide a historical and unique environment for the public to pursue the Museum's mission.

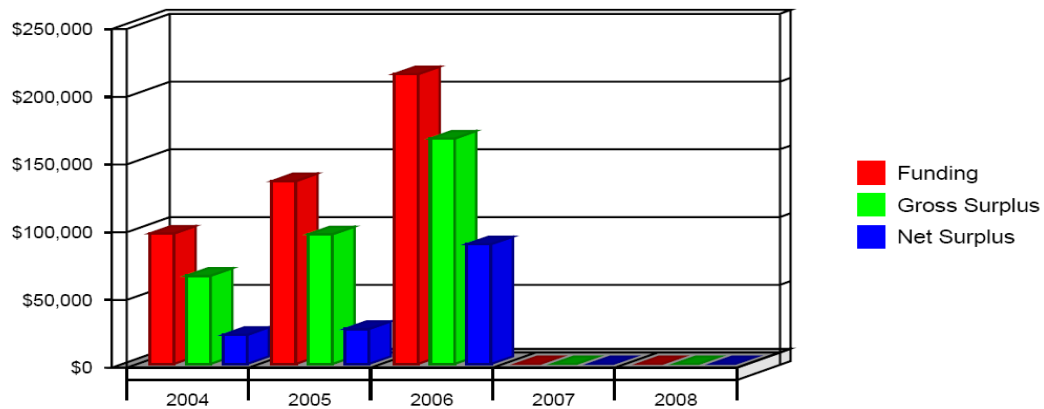
Included in the mission will be special consideration for the cultural diversity of Orlando, and the Museum will serve as a place for the promotion of the inclusion of military elements, with the ultimate display being our local youth center when built. The Museum will become the base for youth organizations such as the Young Marines and other military organizations for a wide spectrum of local cultural communities and visitors alike. It will be a place to utilize, enjoy, learn, and discover. It will also be a workplace of inclusion and respect, with a main focus on the development of creativity and ideas.

2.0 GOALS AND OBJECTIVES

During the first year of expansion the *business goals* for the Museum are:

1. To expand the space on 3400 N. Tanner Road with a basic build-out helped by the in-kind and monetary donations of appropriate partners, individuals, and businesses.
2. To generate over \$10,000 monthly in earned income by the end of the first year from a combination of ticket sales to various organizations, memberships, retail sales in several departments, outreach, meeting space fees and related services, Internet and telephone services, and additional fundraising.
3. To keep a strong gross profit margin of at least 60% from sales of products and services.
4. To receive at least \$10,000 in the first year from newly developed funding sources such as grants that will come over time depending on deadlines and qualifications.
5. To develop and maintain a strong membership base at different levels of sponsorship.
6. To develop an outreach program that includes new markets and opens the doors for the ultimate programming goals with five-year projection.

Highlights



3.0 ORGANIZATION SUMMARY

The National Vietnam War Museum, Inc., (NVWM) has been a non-profit 501(c)(3) organization in existence since 2000. The timing is finally right for the Museum to have a permanent home for the Young Marines, so the new focus will be the development of the museum expansion, which will provide a space for year-round programming and a working environment for the headquarters of the Museum.

NVWM has been presenting programming in unique ways for years in Orlando, combining shows with other important aspects of Orlando culture such as the utilization of the celebrated holidays (such as Veterans Day and Memorial Day). The strong military presence is unique and collaboration with other military organizations (such as Semper Fidelis America, Inc. and Orlando Devil Dogs Young Marines) make a big impact on helping disabled veterans and their families as well as developing the youth of tomorrow. VVCF have currently been participating in the Veterans Administration (VA) Convalescent Home cookouts, where the nonprofit organizations sponsor a free dinner to disabled veterans of the Orlando Convalescent Home in Baldwin Park. The VVCF will continue the services and expand on the idea, to include free films and shows in the convalescent home. This year the Young Marines participated in the dinner receiving great appreciation from the resident veterans.

The Museum will not only become a cultural "anchor" for these organizations, but also provide a better way of life for the local youths of the City of Orlando. Besides a presentation space unlike any other, there will be a "museum" aspect, concentrating specifically on the realm of expertise of the Museum. The aspect will complement the military organizations in the Orlando area, to form a well-rounded cultural network. The Museum will be the home of the Young Marines, one of the World's most complete and impressive young organizations spanning since 1958, which will be utilized for local youths, education, and promotion. An on-line tour of the Museum is up and running on the Museum website, and will help to define the areas of programming at the Museum and provide an entertaining and fascinating tool for people interested in furthering their knowledge of cinema history. Original programs from many countries, telling the story of American History and The Age of Military history along with many more contemporary genres and movements will be utilized for in-house exhibitions.

Below are examples of some of the exhibits:

- Orlando Wall, 167 Orlando residents Killed in Action (KIA) in Vietnam.
- Bell UH-1 (Huey) Medavac helicopter, 1968 USA/American.
- Douglas A-4B Skyhawk aircraft, Missions flown in Vietnam 1968.
- Patrol Boat River (PBR), also known as "River Rat", 35' boat with 50cal. machine guns.
- The Museum, numerous artifacts from Vietnam Era.

There are already strategic alliances established with various organizations and businesses which have helped or currently help to make the Museum a success. Other professionals "in the field" (not based in Orlando, but in other areas of Florida in the film industry) will be of tremendous importance to the development of sponsorship, programming, and alliances for the Museum. For example, the NVWM is currently filming a documentary that will air on local Channel 10

(Leased Access). Former Operations Manager Mick Robinson for the Deland Lighthouse Church and other film festival groups will be consulting in the editing and programming of this film.

3.1 Museum's Description

3.1.1 Background

The National Vietnam War Museum, Inc., established in 2000 is a Central Florida non-profit Museum owned and operated by the Vietnam Veterans of Central Florida, Inc., also a non-profit organization in Central Florida founded in 1982. This organization also assists the servicemen and women of all wars and branches of military service. While mainly an organization of Vietnam War Era members, the VVCF welcomes all that served with the Armed Forces of the United States.

Recognizing that the tragedy of the war in southeast Asia has become comfortably distant in the minds of many Americans, this organization has embarked on a very ambitious undertaking; building a war museum and Vietnam village that will bring the people and events of this bitter, divisive conflict to life, so that current and future generations of Americans remember the Vietnam Veterans legacy of service, sacrifice and valor. The museum is dedicated to future Americans, particularly JROTC Young Marine high schools students and mainly soldiers currently defending our great nation, in the hope that everyone passing through the gates will leave with a better understanding of past and present military conflicts.

The Museum includes the first dedicated monument to the Vietnam War Fallen in the state of Florida, with 167 names of men and women from Orange County, Florida. Exhibit restoration consists of a U.S. Navy PBR patrol boat, Douglas A-4B Skyhawk aircraft, and a Bell UH-1 Huey Dustoff helicopter. The existing museum center includes a room-size, to scale, firebase recreation that took approximately eleven years to complete, and currently under construction, an educational theater with enhanced audiovisual capabilities.

The museum is now open to the public on a limited basis. With the completion of the expansion, all school students and Americans will be able to experience specifically tailored educational tours and historical programs. With the progress shown in the past year and continued support from various assisting organizations and patrons, the VVCF marches confidently forward toward full operational status.

3.1.2 Programming

Programming at the Museum will be a varied collection of types of nights that serve a wide spectrum of local Orlando and visitor contingencies. It will also offer several workshops and



demonstrations that will continue the NVWM mission and allow a wider audience to participate in the Museum activities. Tuesday through Sunday will have regular nights of specialized programming, and there will be creative monthly special events such as "Music & Film" where local musicians provide a demo of their talents. Also a monthly karaoke night will concentrate on bringing local residents together by allowing them to meet museum directors and show their local talents.

Throughout the year, the Museum will also be available as a supplemental space for all the local festivals, as well as a hub and meeting place for information and activities such as panels, intimate screenings, and photography exhibitions related to the current festival.

Monthly Calendar

(Not including annual events such as festivals that would change this regular programming)

Mondays – “Dark night available for private and corporate meetings”

Tuesdays - 8:30pm “Music and Film”

Wednesdays – "Cafe Con Cinema" Spanish speaking Wednesday nights.

Thursdays - 8:30pm “Bingo Night”

Fridays - 8:30pm “Karaoke Night” Local talent competition

Saturdays – 9:00am to 5:00pm “Museum Tours”

Sundays - 11:00am -5:00pm “Museum Tours”

The Museum is now open to the general public on a limited basis. Hours of operations are subject to change due to restoration in progress. In 2006 all school students and Americans will be able to experience specifically tailored educational tours and historical programs. With the progress shown in the past and continued support from various assisting organizations and patrons, the VVCF marches confidently forward toward full operational status.

3.1.3 Facility

The Museum (Area encompasses approximately 1.42 acres of land) is located at 3400 N. Tanner Road Orlando, Florida 32826, just North of Lake Pickett road near State Road 50. The city of Orlando is restoring the area to include streetscape upgrades. The Museum will help change the cultural image of Tanner Road by becoming a major anchor for the historic street, and it will bring new light to an area that has been inactive for years. It will continue the original plans of expanding the museum to house a Young Marines facility.

Figure 1 below depicts a general aerial overview of the entire Museum.

Figure 1
The National Vietnam War Museum Aerial View



Source: USGS Map, June 4, 2002.

The Museum Gallery will also be within the main room, featuring ongoing exhibitions of world-class cutting edge photography, graphics, video art, and performance art. The Museum Archives and other collections will also appear as exhibitions.

The photographic gallery will have a strong alliance with the Department of Defense (DOD) gallery. The showcase is a collection of international photographers who will be given the opportunity to have month long exhibitions at the Museum and will form the base for a strong photographic presence.

The external stage area is a production entity that will be servicing the Museum on an on-going basis. The office/production room will be located within the Museum and the placement creates synergy and mutual benefits for in-house productions. This will allow the Museum to form a standard of quality and creativity for images and promotions on its screen.

3.1.4 Fundraising Strategy

NVWM has begun an extensive fundraising campaign to provide initial start-up funds for the Youth Center. Each area of demand will be strategically matched with a potential donor, starting with construction costs and ending with festival grants.

1. Start-up Donor Drive. Donor list development is the first step of the Start-Up Donor Drive and is already in motion, with development of a prospect list from our past and present supporters, and potential new ones, to match with the various levels of the Founding Circle and membership to assure a good match of donors with donor levels. Creation of special categories and targeted donations are being worked on for local businesses such as hotels, which will get a long-term deal with tie-ins to participation in NVWM. As members of the Founding Circle, they will be given special consideration when hotels are utilized for the larger festival. Specific In-Kind donation needs are being assembled as well, to match donors with needed items. Mailing of the Solicitation Letter will be done in stages as the lease is negotiated, because the letter for donations should be specific about location, and the revenue required for build-out is required to finalize the lease. The first letters will be limited to donors who will directly affect build-out commencement. **Figure 2** below depicts the letter.

Figure 2
Founding Circle Invitational letter

You are invited to help make a dream, reality!

The National Vietnam War Museum

Wants to build a new Young Marine Facility on North Tanner Road, Orlando!

**This will be the new facility for
The Orlando Devil Dogs Young Marines.**

**Become a member of "The Founding Circle" of the
National Vietnam War Museum.**

Source: NVWM, 2005.

Founding Premiere Sponsor \$25,000 and over - A custom designed package of benefits.

Founding Sponsor \$10,000 - Customized On-Screen Ad, 160 tickets to regular screenings.

Founding Premiere Patron \$5,000 - Customized six month signage, 75 tickets to regular screenings.

Founding Patron \$2,500 - Customized animated logo, customized one month signage, one day/night use of facilities, 35 tickets to regular screenings.

Founding Donor \$1,000 - Customized ad in program and newsletter, 20 tickets to regular screenings.

Founding Friend \$500 - Listings in program and newsletter, 10 tickets to regular screenings.

Premiere Member \$100 - Special offers from sponsors, MBFS T-shirt, membership benefits.

Member \$50 - 12.5% discount on tickets and subscription to NVWM Newsletter (Students and Seniors receive 25% discount).

Membership commences when Youth center opens. For more information call 407-273-0201.

Fundraising events - Such as Museum's Annual tradition of Christmas Party where Santa arrives either by Fire truck or helicopter. The local fire department participates to help raise funds for the Museum and Toys for Tots drive.

Operation Brotherhood video - This event is officially sanctioned by the VVCF, and will air on Channel 10 leased access (LEAC) sometime in April 2006. This TV series will be based on a then and now theme to show veterans involvement in their local communities.

Figure 3
Operation Brotherhood Poster



Source: NVWM, 2005.

Fundraising professionals will be hired from many areas that will help with an international selection of sponsorship revenue and in-kind donations.

Sponsorship agreements will provide exclusive sponsorship in a specific industry (such as airline alliances or electronics or automotive industry). This will create an on-going relationship with sponsors and develop ties that create bonds and pride in sponsorship.

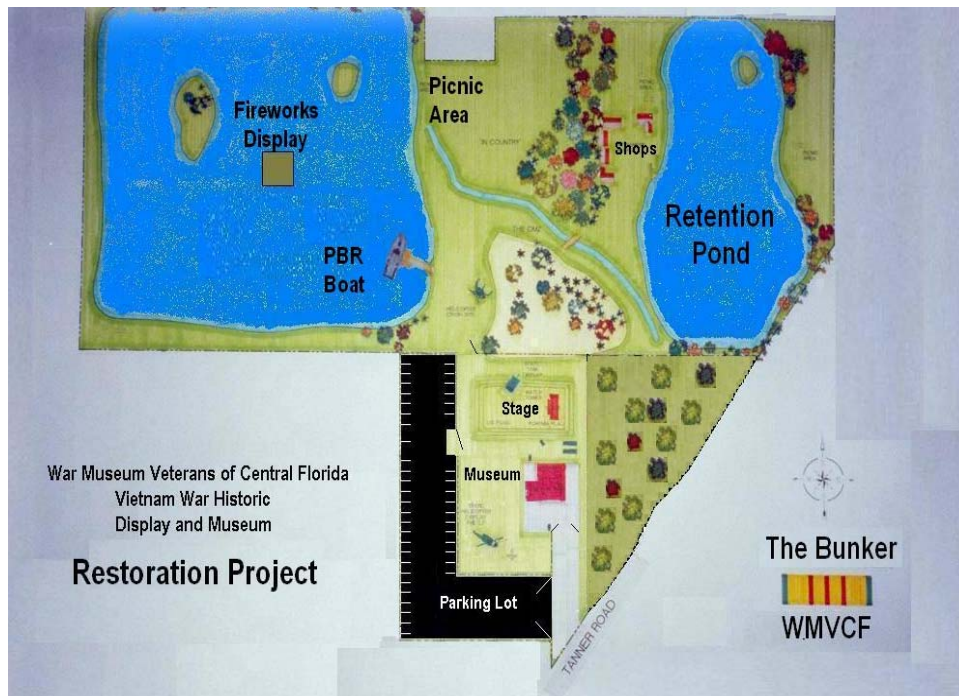
Research of other organizations that can help form a fundraising target market, which will provide valuable information.

3.1.5 Potential Development Plan

The current condition of the Museum is satisfactory. The management team is involved in improving the existing overall condition of the NVMW in order to attract public and collect donation and other sources of funding. The space at the facility is very limited thus, the potential development of expanding the Museum is needed. The recent completion of N. Tanner Road construction has increased the volume of visitors at the Museum. By not having a designated vehicle parking and appropriate bathrooms facilities, it is very difficult to accommodate the basic needs of visiting public.

The main purpose of expanding the Museum is to create the Young Marine Center, and to provide an area for more static exhibits. **Figure 4** below indicates how the surrounding area can be potentially developed.

Figure 4
Development Plan Option



Source: NVWM, 2005.

- Additional Parking spaces will be needed to accommodate a larger volume of visitors.
- Based on county approval an additional boat can be acquired then placed along side boat dock.
- Authenticated Vietnamese village with more displays and shops can be along trail to boat dock.
- Picnic area by lake with barbecue pits.
- Dock in middle of lake for 4th of July fireworks display.
- External restrooms outside of existing museum (building).

3.1.6 Management Team Qualification and Skills

Currently, the NVWM personnel consist of volunteers only. There are no paid positions at this time. The management team presented herein devoted their free time and skills to manage the entire aspect of operations at the Museum. This includes restoration, preservation and continuous maintenance of all exhibits and artifacts, as well as administration and special events. Each team member has an assigned duty for which he/she will be responsible. Other members are currently under review to best fit their skills and qualification for particular position.

The qualification and skills are not currently available for 1st Vice President and the Public Relations Officer.



Dennis L. McKenzie, *President*. Mr. McKenzie is a retired Marine of 23 years, with extensive experience in team leading. Mr. McKenzie currently provides leadership to the members of the VVCF, management of the museum operations and exhibits, and security of the museum property. His background includes a wide range of experience in restoration and remodeling. In addition, Mr. McKenzie provides extensive knowledge of the National Vietnam War Museum background and its exhibits. His hobbies include restoration, woodworking, and vehicle/structural repair.



Pawel R. Mankowski, *Director of Aviation Exhibits & Ground Planning*. Mr. Mankowski's background includes a wide range of experience in aviation planning and design. Additionally, he is skilled at coordinating public information programs and has made public presentations. In addition to his extensive aviation experience, Mr. Mankowski provides graphic design skills and is extremely proficient with the AutoCAD design program. His hobbies include historical research, traveling, sports and computer technology.



James T. Ballard, *Aviation Curator and Conservator*. Mr. Ballard's background includes extensive experience in aerospace and aviation industries, specializing in maintenance management, inspecting, technical consulting, and restoration. In addition, he has vast experience in presentation techniques and nationally publicized document composition. Mr. Ballard also possesses numerous certifications of the aerospace industry. Mr. Ballard has restored, into flying condition, an F-86 Saber fighter jet and two T-33 Lockheed trainer aircraft. His hobbies include aircraft restoration, fishing and water activities.



Gina McKenzie, *Culinary Chairman*. Mrs. McKenzie's background includes a wide range of experience in culinary organization and event planning. Additionally, she is skilled at coordinating dual fund raising opportunities and events with accompanying youth organizations. In addition to her culinary and fund raising coordinating, Mrs. McKenzie provides extensive support in matters of invitation distribution and membership database updating. Her hobbies include sewing, woodworking and traveling.



Fred A. Celi, IT Specialist. Mr. Celi's background includes a wide range of experience in communications engineering and design field for Cable TV. Mr. Celi is also skilled at designing video and audio presentations. In addition to his extensive engineering experience, Mr. Celi is an expert in website designs. Furthermore, Mr. Celi designed the Museum's website which he updates and maintains the site regularly. His hobbies include technology research, traveling and computer technology.

With future opening of the Youth Center, will also expand the team to include other positions, and the Director will assume the position as he/she always has until the need arises to make it a paid position. As always, there will be volunteers in several capacities, and the volunteer Board will play a big part in organizing, each having a role managing an area of volunteered duties. As the NVWM expansion start date approaches, the NVWM Board of Directors will be in place, ready for the bigger project, with potential managers in line for paid positions as they are needed. The Board of Directors for the NVWM, also volunteers, will be elected and governed by the Director/President and Board of Directors of the VVCF to make available expert advice, donations of in-kind, and products and services.

4.0 MARKET ANALYSIS AND SEGMENTATION

The markets are divided into four divisions to analyze the percentages of types of people who will come to the Museum.

The core market for the Museum is the type of person who appreciates military history in particular, and is interested in an alternative to the typical commercial offerings of the military experiences.

Below is a list of target market segments that the Museum will appeal to:

Orlando Locals "into the military scene". This is possibly the main market for the Museum. People who live here year-round and are yearning for this type of venue. This is mainly why the location on the west end of Tanner road was chosen. The area is becoming an "in place" for locals, with the help of the Museum.

Locals from other areas in Orlando. The types of people who go to art films in other areas such as Orlando and Tampa will go out of their way to come to see what's going on here. This group will include students from FIT, UM and FIU, arts supporters, and young people attracted to South Beach who are looking for something to do "before or after dinner and before late night clubs".

Older Generation Locals who have had few opportunities to participate in activities in Orlando areas that they can relate to. The nostalgia factor that will be a big part of the Museum will attract many older people of many ethnic origins. This group will include "baby boomers" and senior citizens.

Hispanic People who are looking for an alternative to a typical Orlando experience. Wednesday nights, "Cafe Con Cinema" with Spanish language films, will be devoted to this market since it is an important major market in Miami, but of course this market will also enjoy any night or day at the Museum.

Corporate Groups utilizing services such as film editing facilities and meeting facilities.

The Local Jewish Community who will find many of our programs to be of interest as the Museum will specialize in nitch programming to serve the needs of the audience constituency.

Upscale Tourists who are attracted to Orlando area for its military-style architecture and many veterans retired in Florida that would appreciate a cultural "military-style" alternative to a commercial movie theatre or touristy Ocean Drive "art gallery". This project helps to keep them coming to East Orlando.

National and International Visitors. This group is here on vacation so will always find time for leisure activities. It is a part of their culture to appreciate and understand the alternative offerings of a Military Historic Museum. With Wi-Fi on site they can go onto the Internet to check email, local news from their country, and other note worthy information this needs.

Film Industry Members seeking an interesting space for dailies and presentations for their films, and film festival attendees. This market will grow tremendously with the inclusion of NVWM into the programming.

4.1 Target Market Segment Strategy

Some examples of the strategy to bring in targeted markets are shown below:

Locals into the Arts Scene. Placement of our Museum is away from the typical "touristy" areas where locals rarely go. Programming of local filmmakers, video artists, and photographers. Strong connections with local newspapers and magazines.

Locals From Other Areas. Outreach to universities and other arts and film enthusiasts, by marketing directly to them, advertising in their publications, and sponsoring their events. Newspaper listings.

Older Generation Locals. Programming certain nights with them in mind, such as the nostalgic oriented brunch programming. Also special programming can be organized for the Orlando Senior Centers.

Hispanic Community. "Cafe Con Cinema" Spanish speaking Wednesday nights. Targeting Orlando Film Festival crowd, upscale events.

Corporate Groups. Solicit targeted businesses for meeting space, contact hotel group sales personnel.

Local Jewish Community. Program consideration and Cafe inclusion of Jewish specialties. Support other Jewish film events and provide additional venue for supplemental activities.

Upscale Tourists. Contact hotel concierge on a regular basis to keep flow of this market. Offer concierge incentive program. Chamber of Commerce, museums, upscale hotels brochure placement.

Filmmakers. Keep in constant communication with this market to provide a space they relate to. Provide written information on different war era, cost effective on-site shooting for realism (such as photo on the front cover) for low budgeted film companies.

4.2 Marketing Strategy-2

Through our diverse range of programs, a fresh experience for frequent visitors will provide an ongoing development in the appreciation, enjoyment, and education that the Museum offers. Key areas of our marketing strategy include the following:

Membership development and growth as a means to provide recurring revenue. Participation in the Museum will have many benefits, and by extending an impressive value proposition at all levels, we expect to quickly expand our membership to include a wide variety of people, and our retention and renewal level should remain high as a result of updating and perpetually adding new and exciting benefits.

The first stage of membership in the Museum will be the development of the Founding Circle.

This will be the group of corporations and individuals who participated in the ground floor construction phase of the Museum expansion, and will be acknowledged on a bronze plaque placed prominently on premise. Through either in-kind or cash donations or a combination of both, membership in the Founding Circle of the Museum will be achieved on several levels:

Founding Premiere Sponsor (\$25,000 and above). This level will receive a customized benefit package that individually suits the provider, with the most prominent presentation credit.

Founding Sponsor (\$10,000 and above). This level will also receive a customized benefit package that individually suits the provider, with second most prominent presentation credit, customized On-Screen Ad.

Founding Premiere Patron (\$5,000 and above). Customized signage within museum for six months.

Founding Patron (\$2,500). Customized animated logo for one month, customized signage for one month.

Founding Donor (\$1,000). Customized ad in programme and newsletter.

Founding Friend (\$500). Listing in programme and newsletter.

The levels of VVCF membership in the Museum are:

Charter Premiere Member (\$50). Special offers from corporate sponsors, NVWM T-shirt, plus membership benefits.

Charter Member (\$25). Subscription to the newsletter, invitations to special events and parties.

Annual membership starts the day the center opens, but Charter and Founding Members pay in advance, allowing those doors to open!

Regular ticket prices will be \$8 for "One Night Members", \$6 for Annual Members, and \$5 for Students and Senior Annual Members. Special events are priced separately, and don't apply to discounts unless stated.

Newsletter, the museum Email Newsletter and direct mailings will be our regular marketing platform for products, services, and events. It will also be a way to document the history of the museum and show new visitors what they will receive as a member.

On-site Marketing of museum products and services will be one of our most important ways to convey messages and direct people to revenue generating centers. There will be constant awareness of what one can see, do, and buy through a variety of imaginative graphic placement and "On-Screen Advertisements" and "teasers". With a captive audience of those who already made the effort to participate, we will be successful in spreading the word of all we have to offer, enjoying a word-of-mouth push that keeps people coming.

Targeted Advertisements will form a diversity of support for the Museum. Instead of concentrating on daily promotions of specific exhibits (which will also be included in the marketing budget but only when appropriate and sponsored), there will be marketing efforts for specific "areas" of programming, such as "Karaoke Night" aimed at the music lovers market for Wednesday Nights, "Views From the museum will always be to support our troops". The advertisements will heavily promote the telephone number as a way to know the details, by calling 1-800-STroops. (1-800-787-6677).

The Website will always be mentioned in advertisements as a place to buy advance tickets and other products. By selling advance tickets, the VVCF will know the capacities in advance and be able to judge when extra marketing is necessary. Once at the site, there will be constant direction to revenue generating centers, such as the merchandise page that is full of interesting things to purchase. The website will also be a base for our mission of education with the tour of the Museum Archive "The History of Museum Illustrated by Souvenir Programs". There will be a strategic placement of links to and from other websites.

Radio and PSAs will form a support group from a wider area, and we will participate in creative giveaways for awareness in targeted radio stations. The Museum will specialize in Alternative music (lounge, classical, jazz, and retro) and the markets that appreciate these under-available music styles will be contacted by radio with custom sound mixes made by volunteers.

Flyers, programs, and brochures will be an important source of information and education to convey the mission of the Museum. The Museum Archives will be a wealth of visual material for a rich tradition of graphic use.

The Database will be an ever changing animal, and like the website, it will require constant updating. There will be an expansion of the present database to the categories of Present Members (in all categories), Non members but on the mailing list, Potential Donors, Alliances, Vendors, Distributors and Producers, and Volunteers. By keeping good track of the customers, the VVCF will be better suited to market to them in certain ways. When they arrive with an advance purchase or a membership card that can be swiped for identification, we will always know who comes to what and how often they come.

Press Contacts will be expanded to include a local array of publications and journalists that are interested in the Museum and what it has to offer. Organized and well-timed press releases will be able to inform a variety of target markets of what is happening.

4.3 Milestones

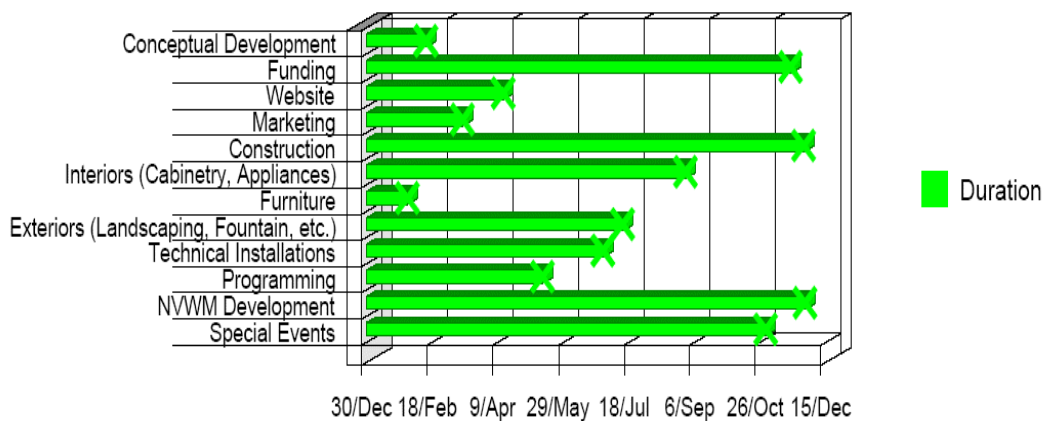
The following table lists important program milestones, with dates and managers in charge, and budgets for each.

The National Vietnam War Museum

Table: Milestones

Milestones					
Milestone	Start Date	End Date	Budget	Manager	Department
Conceptual Development	1/1/2005	2/15/2005	\$10,000	DM/FC/PM	Development
Funding	1/1/2005	11/20/2005	\$50,000	DM	Development
Website	1/1/2005	4/15/2005	\$500	FC	Web
Marketing	1/1/2005	3/15/2005	\$1,000	DS	Marketing
Construction	1/1/2005	11/30/2005	\$750,000	DM/HT	Construction
Interiors (Cabinetry, Appliances)	1/1/2005	9/1/2005	\$10,000	DM/GM	Interiors
Furniture	1/1/2005	2/1/2005	\$10,000	AL	Furniture
Exteriors (Landscaping, Fountain, etc.)	1/1/2005	7/15/2005	\$1,000	DM	Exteriors
Technical Installations	1/1/2005	6/30/2005	\$5,000	FC	Technical
Programming	1/1/2005	5/15/2005	\$1,000	AL	Programming
NVWM Development	1/1/2005	12/1/2005	\$5,000	DM/HT/FC/PM	Production
Special Events	1/1/2005	11/1/2005	\$20,000	DM/GM	Production
Totals			\$863,500		

Museum Projections 2006

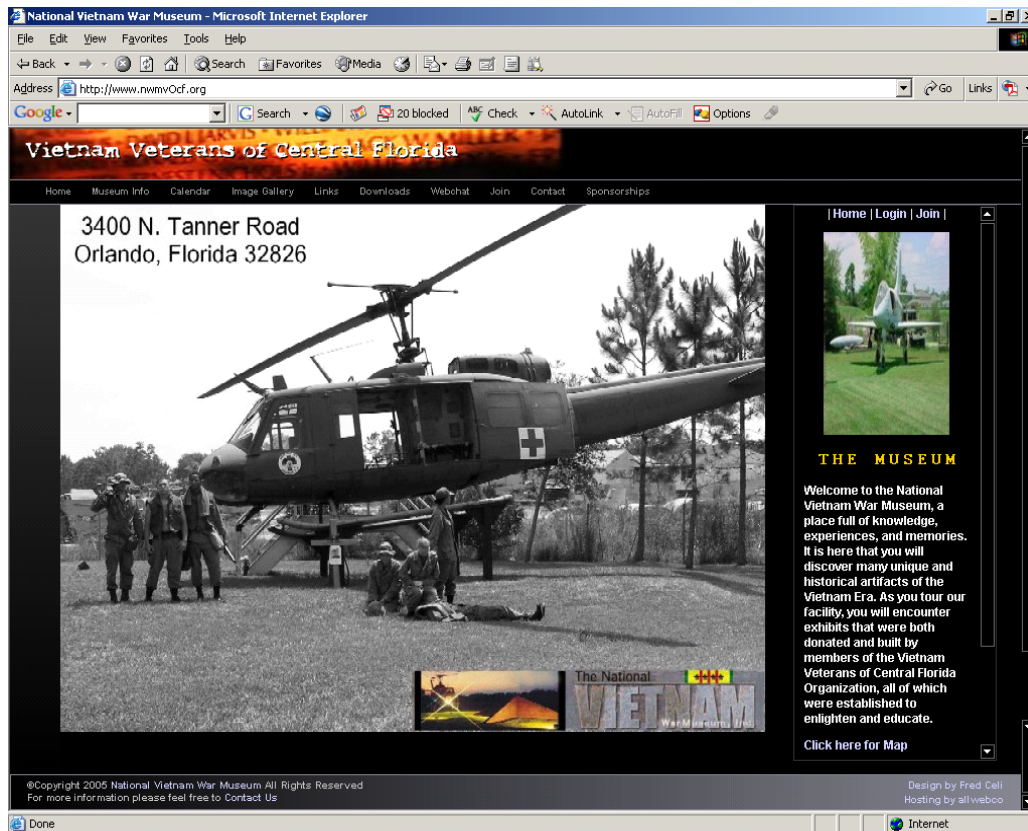


5.0 WEBSITE PLAN

The National Vietnam War Museum's website (<http://www.nwmvocf.org>) will act as an essential marketing tool. It will also be the virtual business card and portfolio for the Museum, as well as its online "home". The website will have strategic directional links at all pages to lead to sales, whether online or later on-site. The initial page is currently on the Web, with the other pages in development. The design aspects of the websites are currently in development with designing by Mr. Fred Celi. The website will be maintained and updated on regular bases.

The concept and design of the website will be representative of the quality of design seen at the Museum.

Figure 5
Museum's Official Website



Source: NVWM (<http://www.nwmvocf.org>), 2005.

The website will include links to other affiliate sites, such as the Semper Fidelis America Inc. site, <http://www.semperfidelisamerica.org/>, the group that supports disabled veterans, and the Orlando Devil Dogs Young Marines at <http://www.orlandoddym.org>, the organization that the VVCF will attempt to raise funds to build a community center.

Email, wminfo@nwmvocf.org, will be available as for correspondence related to the Museum and, <mailto:info@semperfidelisamerica.org>, for questions on the disabled veterans program. In order to find out the information about the Young Marine, John Gionet, <mailto:gionet@cfl.rr.com> should be contacted.

Online ticket sales and special program schedules will be available through the website, with paypal set up for that purpose.

Each page will have an option to link to a page that sells merchandise and services.

The Museum's website will also provide a schedule for upcoming events and will serve as a communication tool for the VVCF members.

National Vietnam War Museum Affiliate Links...

Tony Diana Productions/Internet Music Store to support our troops

- Headquarters for Tony Diana Productions "Picture of You"
- CD Pricing & Sales
- Email: <mailto:tony@tonydiana.com>
- Website: <http://www.tonydiana.com/>

Figure 6
Tony and Diana Productions Website



Source: NVWM (<http://www.tonydiana.com/>), 2005