



Three Proposals for the Opening of the Trustees' Garden Kehoe Metal Building

Introduction

The following contains three proposals that will help in the promotion of the opening of the Kehoe Metal Building by drawing attention to Trustees' Garden. They are intertwined and work together so some aspects are mentioned in multiple places.

Proposal One compares a strategy for generating interest in the opening of the building and suggests ideas for promotion. Other factors are considered as to how they play into the success of the opening, the future of the Garden and the financing of programs.

Proposal Two covers a promotion highlighting the opening of Kehoe's Metal Building along with a celebration of the bicentennial of the Sturges House and the connection that both locations have to the steamboat era. This will generate publicity and other benefits for both properties..., but only if someone exploits it.

Proposal Three covers our visit to the Masters Tournament last month. The experience gave insight to needs that must be addressed to generate the interest of corporations and individuals in a manner similar to that event. It discusses who and why people will want to support a program financially or to give their time during events that take place there.

Proposal One

Segment One: The opening of the Kehoe Metal Building.

We need to make the opening of the Kehoe Metal Building an event that news media feels is a "must cover." Correct promotion and solicitation of sponsors and community inclusion are important to the success of the event.

1. Include the Irish community highlighting Kehoe descendents. Perhaps have a special Kehoe descendent get-together and bring invite the press? Include others in the Irish community since many if not most of the workers at the foundry were of Irish extract and may have descendants who are still in Savannah or might be interested in visiting the city to celebrate that heritage.
2. Invite members of the African-American community since many of the residents and workers of Trustees' Garden worked in local foundries with some attending church at the First Morning Star Baptist Church.
2. Include children; Irish dancers, Roger Moss' children's choir....
3. Solicit donors to support, fund and highlight aspects of the opening.
 - a. Chatham Steel and the companies industrial and historical ties to the site may be a possible sponsor. Chatham Steel was started in 1915 by Samuel Tenenbaum as a scrap metal business. His descendent is Bert Tenenbaum the former president and current corporate director of Health and Welfare for the national firm. The latter position could tie into the Canyon Ranch Institute or to potential Trustees' Garden programs.
 - b. Savannah Gas headquarters were once located in the Kehoe Foundry building making Atlanta Gas a potential sponsor.
 - c. Savannah Little Theater started in the Kehoe building - Stratton Leopold was a member of the troupe as a teenager.

- d. Invite a water-filtration company to sponsor a display at the springs location. Perhaps they would build a small fountain or wading pool using filtered water in the location. This could be a summer spot for people to stop and cool their feet while visiting Trustees' Garden. It can be designed to cover when the stage of the amphitheater is used.
 - e. Palmer Johnson is a candidate to participate in the celebration of both the Sturges House and the SS Savannah since boat repair as was done by Kehoe's workers.
 - f. Bring in an Iris bagpiper to draw attention in the Garden vicinity. Piper Rick Buckley is part owner of Savannah Harley Davidson. Invite him to display a few motorcycles and encourage motorcycle owners to ride to the opening. (Kathy, Don Hodges' group is interested.)
4. Create a blog page to promote the event as well as Trustees' Garden's future events.
 5. Include re-enactor groups to emphasize the military history of the site.
 - a. Invite re-enactor groups to fire cannons
 - b. Encourage re-enactors to camp at the site.
 - c. Bring in blacksmith and period-dressed actors and re-enactors.
 - d. Consider talks on the railroad and ship repair industry of the nineteenth and early 20th century since Kehoe served those industries.
 - e. Kehoe made cane presses and boiling pans. Invite sugar-cane history enthusiast to participate by making cane syrup - it will be the season for doing so.
 6. Commemorate the 150th anniversary of Sherman's March to the Sea and the capture of Savannah by including civil war re-enactors.
 7. Début the interpretive plan for the site with a preliminary brochure and tour of historic features at Trustees' Garden.
 8. Hire a part-time social media specialist to create "buzz" about the celebrations and the events surrounding them. I suggest Sandy Traub who has the ability to draw attention. I have added her accomplishments in *Appendix 2*.
 9. Consider a creative name for the metal building, i.e. the Kehoe/Carnegie Building drawing on the idea that it is one of the last metal buildings built of Carnegie Steel. This will generate a national link to the building. Highlight the tie between the sale of Carnegie Steel and J. Pierpont Morgan and Morgan's tie to Savannah - J. Pierpont was Morgan's uncle and composer of the song, Jingle Bells.

Consider announcing the creation of a stage play based on the life of William Kehoe to be performed in a Kehoe Foundry building along with the possibility of other sponsored programs.

Segment Two:

200th – 201st Anniversary of the Oliver Sturges House and the opening of the Metal Building.

Consider creating a dual celebration of the bicentennial of the Oliver Sturges House and the opening of the Kehoe Metal Building. This will give extra emphasis in the generation of publicity and interest in the transition of Trustees' Garden.

The promotion would include media tours of the Sturges House.

1. Invite press to a walking tour of the interior of the building highlighting the conference room, the Stobart painting and the history of the room in which it is displayed.
2. Include a visual tour of the parking lot wall with its two hundred-year features.
3. Unveil a Morris-Multimedia-sponsored interpretive sign along the back sidewalk displaying the history of the house and wall and present it to the city. Suggest a trend for other businesses doing the same and create a History/Heritage Trail in the vein of Boston's Freedom Trail.

4. Consider a limited, one-time guided tour of the house on a selected weekend telling the story of Oliver Sturges and the family's ties to shipping and to the maritime industry.
5. Use the event to generate interest in the bicentennial of the SS Savannah that will include businesses from Ships of the Sea, along the waterfront and into Trustees' Garden providing another Sturges House/Trustees' Garden promotional point in the near future. Possible cooperative business and organizations are listed in *Appendix I*.

For this year's celebration we could team with the Ships of the Sea Museum to co-op and generate publicity. Their interest and models of the SS Savannah would link the Sturges House and the boat repair facilities associated with the Metal Building. In their garden some of the original Trustees' Garden plants are currently grown. The tie is noteworthy. Work with Joe Marinelli at the CVB and Jim Downs at the Waterfront Association to come on board and this could lead to a 2019 city-wide SS Savannah maritime celebration that highlights businesses from Ship of the Sea to River Street to Trustees' Garden. Now would be the time to start planning. The kick-off will be the Kehoe and Sturges connections.

Proposal Two

To study the possibility of creating a 501(c)3 educational institute to augment the Randolph Street Development LLC and perpetuate Trustees' Garden.

1. It will create a symbiotic relationship between Randolph Street Development LLC and events generated by an educational institute at Trustees' Garden.
 - a. The institute creates a tax deductible educational organization that can supply income to the LLC through educational events and programs.
 - b. The institute will allow tax deductions to individual, civic organizations and corporate sponsors for financing events and programs.
2. The LLC has latitude to promote and book events on its own in addition to the non-profit institute income.
3. Using the institute as a long-term tenant adds value to the LLC.
 - a. To perpetuate the use in the future through a steady, reliable tenant/owner relationship gives the institute long-term site availability while providing the LLC with long-term income flow.
 - b. The commercial value of the property is enhanced by the existence of a long-term tenant.
 - c. If a future land owner uses Trustees' Garden for other purposes, i.e. a hotel, the institute will be able to adapt and continue its educational capacity at a new location.
4. Create a motto for the institute. My suggestion is to incorporate the original Trustee's motto, Non Sibi Sed Aliis by adding the Latin word, "Salus" which incorporates the meanings; health, well being, safety, security, salvation, deliverance. The result is Salus Non Sibi Sed Aliis – Health and welfare, not for one but for all. This will tie the institute to the original intent of the Trustees. The institute's goal would be for the promotion of the physical, intellectual, spiritual and cultural welfare for all people in the manner of Canyon Ranch Institute. (Check with someone who actually speaks Latin before using my suggestion.)
5. Use the institute to promote excellence in education, business, in the arts and in the sciences that would contribute to well being. Make the search city and nation wide.
 - a. Create an award for innovative restaurant chefs and cooks who create cuisine that is healthy, tasty, with good presentation and yet low in cost for the average person. Use the new kitchen in the Kehoe complex to host an Iron

Chef styled cook off for dishes complying with the above requirements... Could there be a Food-Network-style TV show using that concept? Create a Restaurant of the Year and Chef of the Year award for innovation. Also, start a “seal of approval” for selected menu items at local restaurants.

- b. Create a journalism and literary award for excellence in news coverage and literature drawing on your experience and contacts in the field.
- c. Create an Excellence in Business award for business innovators whose work provides for the well being of people.
- d. Create an Award for Excellence in the Arts.
- e. Create an award for patrons and sponsors of the above classifications.

Proposal Three

A comparison of the future of Trustees’ Garden to Augusta National Golf Club and the Masters Tournament.

Based on the observed structure of the Augusta National club and volunteer participation at the Augusta National I have made a few assumptions about the operations. In contemplation of Trustees’ Garden and the Augusta National Golf Club I asked the question, “Why are people asked to join Augusta National and why, during the Masters Tournament, do people volunteer to stand in the sun all day to direct visitors from location to location?”

Membership is one of exclusivity with two ways of become a member.

1. People are asked to join Augusta National, not because they have money or have position, they are asked to join the club because they have accomplished something. They are among the best of their fields; business, government or whatever field it may be.
2. Golfers are inducted by winning. Only the champion, the best of the tournament, is awarded the green coat.

The answer to the above question is simple - prestige. People are members of Augusta National to be among the best of the best. People volunteer their time for the honor of being among the best of the best. Even if it is only for one day, standing in the sun. Prestige gives people a reason to volunteer and continue to volunteer.

The structure of the Masters volunteer system is not unique in form but differs in participants’ initiatives and desires for social association. Therefore, to structure a volunteer system for Trustees’ Garden based on the system at Augusta we must create a climate of prestige. That may come from awards presented by the Educational Institute as mentioned in Proposal 2 or it may be through creating a Trustees’ Garden Patron core that is exclusive and makes members want to be among the best of the best.

1. A patron’s group would create a platform for sponsors and corporate and individual donations to projects at the Garden. You must be invited to join.
2. By inducting winners of the awards and others of high esteem into the group the link will connect those winners with the patrons creating a similar “best of the best” interaction as found at Augusta.

Appendices

Appendix 1: A list of Potential stakeholders in the promotion of the Kehoe Metal Building opening and the bicentennial of the Oliver Sturges House.

Here is a list of a few business and organizations that could also benefit from a Sturges/SS Savannah bicentennial celebration and Kehoe Metal Building opening.

- Ships of the Sea Museum – Tony Pizzo, Director.
- Savannah Waterfront Association – Jim Downs, Executive Director, Carrie Bligh, Senior Director of Operations.
- Tourism Leadership Council – Michael Owens, President and CEO.
- CCCVB – Joe Marinelli. Savannah Chamber invested in the SS Savannah.
- The Marriott – Lamar Wharf and the Bulloch Wharf, investors in the SS Savannah.
- The Shrimp Factory – Located on the Andrew Low Wharf, an investor.
- Vics’ On the River Restaurant, River Street Riverboat Company and the Olympic Café – A. Minis Co. Wharf.
- Juliette Gordon Low Birthplace – inherited the wharf from Andrew and Willie Low.
- Old Town Trolley Tours and its River Street shop, Simply Savannah – Andrew Low Wharf.
- Spanky’s Restaurant – Andrew Low Wharf.
- Gallery 209 and Fabulous Finds – Located on the Sturges Wharf.
- Chart House Restaurant – Location of the wharf from which the SS Savannah sailed.

Appendix 2:

Information on Sandy Traub.

I highly recommend consulting with Sandy Traub for the dissemination of information needed for efficient promoting the opening of the Metal Building. Her slogan is, “Strategy then design & buzz.” She was and is instrumental in the promotion of the Weddings For Warriors Project by generating buzz on twitter and other social media. Through her efforts W4W went from several years of generating only local coverage to being featured on CNN and Fox News. Also through her work we were approached by producers for the Discovery Channel with interest in creating a reality show for that and other networks.

Sandy is largely responsible for the PR success of the Johnny Mercer Centennial. The celebration was initiated by Mayor Otis Johnson and was held in 2009 where she helped to land international acclaim for the celebration as well as bringing visitors to Savannah.

Currently she is the media-connections guru for the Mackey House and the twitter-voice of Romantic Inns of Savannah, The Thunderbird Motel and other business in Savannah. She has attracted national attention through her PR and twitter campaigns.

Her use of social media has attracted national media to Savannah. Recently National Geographic contacted her for information for a book on dog-friendly accommodations in the city after seeing her tweets on the subject. She was quick to provide information on several hotels, motels, B&Bs and restaurants that would accommodate National Geographic book readers and their pets. Her social media work has help land clients Presidents’ Quarters Inn, Green Palm Inn and the Zeigler House Inn mentions on the game show, Wheel of Fortune on different dates.

Part of her strategy is to create media buzz leading up to the event date while continuing posts during the day of operation. Her excellent photo and video assets and media lists help in the branding of events and businesses that use her service.

Photos and short video clips from the day are sent out as the day progresses. In those tweets are informational bits that she calls “sneak peaks of background scenes” that can also be published on YouTube to stimulate interest. Clips from Brian Williams’ video team could be grabbed during the day and used during the celebration.