SWOT Analysis

Strengths:

* Affiliated with Metroparks Toledo
* Free daily tours
* Tour guides are very passionate about the history and preservation of the house
* “Holidays in the Manor House” is a unique offering which is a family tradition for many patrons
* Free photography opportunities

Weaknesses:

* No linens, catering, etc. for rentals
* Grounds near gazebo are in poor shape for public events like Noon Tunes
* Tours are only available one day a week during first quarter.
* Rentals are limited during holidays
* House has no standard protocol for cleaning and maintenance

Opportunities:

* Change the way we use the internet to interact with current patrons

*Ex. Yelp , Google My Business and Facebook*

* Work with event vendors exclusively (piggyback marketing)
* Expand service offerings
* Reach out to travel/history enthusiasts to promote tours
* Use house for public events other than tea

Threats:

* Weather
* Competitor facility capacity
* Competitor marketing

Competitor Analysis

**Direct Competitors**

*Edsel and Eleanor Ford House (Grosse Point Shores, MI):*
Social Media /Review Sites: Facebook, Twitter, Instagram, YouTube, **Yelp**
Purpose of Facility: Tours, Indoor/Outdoor Rentals, Public Events
Rental Pricing: Visitor Center: Gallery-$250, ½ Gallery-$175, Café-$300
 Garden Terrace-$300
Additional Services Provided to Renter: AV, portable bars, linens, mandatory caterer,$1/car if using 2nd parking lot,$7/person for tour during event.
\*Wedding ceremonies may not be scheduled at the Ford House and receptions may not be scheduled at the visitor center. Few outdoor receptions are allowed on Grounds for $25,000plus linens, catering, etc.

*Felt Mansion:*

Social Media/Review Sites: Facebook, Pinterest, **The Knot**
Purpose of Facility: Tours, Indoor/Outdoor Rentals, Public Events
Rental Pricing: Higher, details in appendix
Additional Services Provided to Renter: lodging, cocktail tables, sound system

*Weller’s Carriage House (Ann Arbor):*
Social Media /Review Sites: **Facebook, Yelp,** The Knot
Purpose of Facility: Indoor/Outdoor Ceremony and Reception Site
Rental Pricing:
**Raisin Room**: $800/room, $400/ceremony, $27.95/meal on Fridays; $1,000/room, $600/ceremony, $34.75/meal on Saturdays
**Carriage House:** $1,950/room, $500 ceremony, $27.95/meal on Fridays, $2,450/rental, $600/ceremony, $34.75/meal on Saturdays
Additional Services Provided to Renter: Catering and bartenders, $1.50/chair rental, A/V equipment rental, linen rental
\*Fees for outside vendors that require power or tables

*Mansion View Inn (Toledo,* Closed Jan. 2015)

Social Media/Review Sites: **Facebook**, Yelp, Project Wedding
Purpose of Facility: Bed and Breakfast, Wedding Ceremony and Reception Site, Special Events, Business Meetings, Tours per request
Rental Pricing: Cannot be determined
Additional Services Provided to Renter: Catering

*Casey-Pomeroy House (Toledo)*

Social Media/Review Sites: Facebook, Yelp, **Wedding Wire,** TripAdvisor
Purpose of Facility: Bed and Breakfast, Wedding Ceremony and Reception Site, Special Events, Kitchen Rental, Public Events
Rental Pricing: Emailed 11/5
Additional Services Provided to Renter: House Blend Granola,

**Indirect Competitors**

*Toledo Zoo:*
Social Media /Review Sites: Facebook, Twitter, YouTube, Pinterest, Instagram, **Yelp,** Wedding Wire, The Knot
Purpose of Facility: Indoor/Outdoor Weddings, Showers, Holiday Parties, Corporate Events
Rental Pricing: Balcony-$300, Lodge- $750, Party Room- $150, Nairobi Pavilion-$500, Captain’s Room-$300
Additional Services Provided to Renter:, Catering, Linens/Dishes, On-site wedding coordinator, A/V
\* Chairs included in Ceremony Package, Ceremony Package only available with Reception Package

*Toledo Museum of Art:*

Social Media/Review Sites: Facebook, Twitter, Instagram, YouTube, Pinterest, Tumblr, Google+, Yelp, Wedding Wire, The Knot
Purpose of Facility: Indoor/Outdoor Weddings, Recitals, Holiday Parties, Corporate Events
Rental Pricing: Ceremony-$5,000, reception-$7,000 ,package- $10,000
Additional Services Provided to Renter: Catering

*Parkway Place:*
Social Media /Review Sites: Facebook, Google+, **Yelp**, Wedding Wire, The Knot
Purpose of Facility: Indoor Ceremony and Reception Site, Holiday Parties, Fundraiser Dinners

Rental Pricing:
Main Hall-$50/room
Mount Vernon Room- $400/room
Additional Services Provided to Renter: Catering, Linens/Dishes, In-house DJ, Coordinator, A/V
\*Also own Parkway Florist and Formal Wear
\*\*Chairs $4-5.50/per person

*Toledo Club:*

Social Media/Review Sites: Facebook, Twitter, **Yelp**, The Knot, Wedding Wire
Purpose of Facility: Receptions, Special Events including fundraisers
Rental Pricing:
Non-member w/o Club Sponsor: Red Room- $750, Centennial- $750, Belvedere- $1,000, Main Dining- $1,500
Non-member w/Club Sponsor: Red Room- $375, Centennial-$375, Belvedere- $500, Main Dining-$750
Additional Services Provided to Renter: Catering, Linens/Flatware, Equipment Rental,

*Brandywine Country Club:*
Social Media /Review Sites: Facebook, **Google+**, **Yelp (multiple listings)**, Wedding Wire, The Knot
Purpose of Facility: Indoor/Outdoor Ceremony Site, Indoor Reception Site, Public Events, Holiday Parties, Corporate Events
Rental Pricing: Ceremony and Rehearsal: $750,or $1,000 for refreshments , $39.95/person for reception (includes catering)
Additional Services Provided to Renter: Catering; linens, flatware, centerpieces and candles available for no charge

Goals/Objectives

* To increase traffic and engagement on social media networks/review sites
* To establish social media as a storytelling outlet for Manor House
* To increase awareness for Manor House rentals and tours

Tactics

Social Media:
Content Categories for Manor House only-

* Events- includes teas, public rentals, other Metropark events held at Wildwood, holiday greetings
* Third-party content- includes blogs about Manor House or Stranahan’s, wedding/special event photos if given permission, news articles
* History- includes archived photos, current photos, fun facts, videos, patron/employee stories
* Promote social media channels through fliers (Alabama State Parks), website, and all marketing collateral
* Update Yelp and Google+ to reflect all historic places,  and rental facilities

Community Outreach:

* Contact local travel or history bloggers about tours. Could be a private tour/open house
* Work with secondary schools for field trips

Special Events:

* We need to re-evaluate programs being held inside the house. Currently monthly teas and Holidays in the Manor House are the biggest draw.
* Some new ideas include:

-Valentine’s Day Dinner: A dinner for two for around $45, including salad, dinner and dessert, accompanied by music.  Similar to Tea

-Masters Tournament Party:  A viewing party for the first day of the Masters. Place TVs in LR, Solarium and Library, serve various snacks like chips and dip from Dining Room

-Pool Party at the Stranahan’s:  A family friendly event in the Garden Patio yard with food and possibly kiddie pools

-Halloween Trick or Treating: Set up stations around oval and invite children to collect candy form employees or community organizations