

# The Historic Tea Plantation at Caw Caw

## PUBLIC AWARENESS & MARKETING STRATEGIES

### REPORT GOALS

South Carolina brings in close to \$833 million dollars in heritage tourism every year. That number resulted from over 17.2 million visitor days and excludes almost all local or residential visitors. Caw Caw Interpretive Center has a unique span of history that includes many different chapters in South Carolina's Agricultural history. The goal of this examination of the public awareness and marketing strategies is to increase knowledge and responsible visitation of Caw Caw's early 20th c. historic tea plantation. The plantation now constitutes a quiet & peaceful historic resource that is unknown to many park visitors for various reasons. This portion of the report intends to provide ideas to the staff at Caw Caw which will stimulate interest in the area.

### PARTNERSHIPS & OUTREACH

Caw Caw should have deeply rooted relationships with local, city, and region authorities in order to insure that future programming has the support of the surrounding community.

- Schedule annual meetings with local & city councils to increase awareness about park goals and programs.
- Maintain a list of stakeholders in Caw Caw and send out a bi-annual mailer and press releases about programs at the park. These can be used as one way to announce new information about the expansion of programs related to the tea plantation.

**Volunteerism promotes committed interest, camaraderie, and a relationship to the place.**

- Design and implement a productive volunteer program. This program should provide opportunities for positions with both interpretation positions as well as trails maintenance positions that involve the tea plantation.
- Tailor volunteer programs to different age groups: Adults, Teens, Parent/Child teams.
- Connect the groups associated with work on the tea plantation to other volunteer teams at Caw Caw and the surrounding park systems in order gain support for the formation of these new groups.
- Appoint supervisory assistance to guide the financial and programmatic needs of these groups.



### EDUCATION & INTERPRETATION

Visitors gain appreciation of space through education and learned knowledge. Interpretation at the tea plantation at Caw Caw is particularly important because the space does not have obvious visual cues to its historic use that would be acknowledged by the casual visitor.

- The Caw Caw Interpretive Center map and guide should be updated to include a map and history for the tea plantation.
- School-age educational programs should be developed with interpretation of the tea plantation.
- More thorough, yet conspicuous in order to maintain the integrity of the site, interpretive signs should be designed and installed within the tea plantation. A volunteer program could be developed to help install these new signs, helping both with public knowledge of the new information and with the costs of the project.
- Consider the possibility of archeological digs that can both bring in visitors and volunteers as well as gain valuable information on the history of the tea plantation at Caw Caw.
- Caw Caw has over 6 miles of trails within the park. Fitness programs are on the rise in todays culture. Consider forming a brochure or a participant program that incorporate distances, times, and history information as a way to market the park and the tea plantation to an active community.
- Infrequent programs already exist that allow a group of visitors to go and pick tea leaves with a guide and then return to the main center to drink tea that has been made with Caw Caw leaves. This program should be expanded to include more historic interpretive information as well as information on how to make your own tea from personal tea plants. This will then be able to motivate sales of tea plants being sold from propogations. Volunteer programs to pick the initial leaves from which to make the tea that will be served during these presentations can also bring more people to the center and the tea plantation.

### MARKETING

Develop a marketing policy for the park that includes the tea plantation as an integral part of the interpretation of the Caw Caw that maintains a consistent theme, message, and design.

- One of the top five factors affecting heritage tourism is the ability to access reliable information through the internet. Essential to the success of the introduction of the tea plantation to interpretive media is the inclusion of this information on the website for the park. Regular updates and improvement of the current website to include more information about the tea plantation as well as Caw Caw in general is necessary.
- Brochures should be designed to coordinate with these web and print changes.
- Work with local tourist bureaus to have this marketing package distributed to incoming tourist groups and individuals.
- Charleston's cultural events are often highlighted in newspapers and magazines to promote interest. Local publications such as the Charleston City Paper, Charleston Magazine, Skirt Magazine, the Post and Courier should be targeted for press releases on the tea plantation as well as for inclusion on their events calendars.
- Sponsorship and involvement in local events where the Caw Caw name could be displayed provide an opportunity to announce the expansion of interpretive programs on the tea plantation.
- Signs within the park should be updated to give better direction and emphasis to the tea plantation.
- Opportunities for anniversaries of historic events, designated public history days/holidays, environmental days should all be looked upon as opportunities to hold special events that will showcase the tea plantation. These are also opportunities to strengthen and build relationships between the volunteer workforce and the tea plantation and Caw Caw.
- Design and sale of tea-related merchandise should also be considered. Propogations of tea plants could also be sold in conjunction with interpretive programs where tea leaves are picked.

### The Historic Tea Plantation at Caw Caw Interpretive Center



### Come volunteer with us!

At the Historic Tea Plantation at Caw Caw Interpretive Center

**What is Camellia Sinensis?**  
Camellia sinensis is the scientific name for the tea plant. It is actually a form of camellia and bloom a small white flower in September or October.

**How old are the plants on Caw Caw?**  
The plants on Caw Caw are remaining from a historical commercial tea farm that began in 1903 and lasted until 1907. The plants are just over one hundred years old.

**What types of volunteer opportunities exist with the historic tea plantation at Caw Caw Interpretive Center?**

There are numerous ways in which individuals or groups can volunteer to assist with the tea plantation at Caw Caw Interpretive Center. Needs of the center change with the seasons of the year but some activities include:

- Trail maintenance
- Tea harvesting/Processing leaves
- Interpretive guides
- Fundraising
- Gardening of propogated plants
- Historic research

### How do I get involved?

Please feel free to call the Caw Caw Interpretive Center at the contact information on the back of this brochure or fill out a Volunteer Information Card with your information and return it to the desk at the Main Center. A Caw Caw employee will contact you about volunteer opportunities available within a week of its submittal.

Looking for a way to spend time in the outdoors?

Interested in helping others learn more about our local historic resources?

Would you like to learn more about historic tea growth in the Lowcountry?

### Come volunteer with us!



### The Historic Tea Plantation at Caw Caw VOLUNTEER INFORMATION CARD

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Age: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Hours you can be reached: \_\_\_\_\_

Activities in which you are interested: (please check all that apply)

- Trail maintenance       Tea harvesting/Processing leaves  
 Interpretive guides       Fundraising  
 Gardening of propogated plants       Historic research



The above volunteer interest board is just one example of a simple marketing tool that could be used to gain more volunteers, expand visitation, and increase awareness of the historic tea plantation at Caw Caw Interpretive Center.