



V.E.E.P.
Visitor Experience
Enhancement Program

May, 2019

1 What is V.E.E.P.?

- Identification and prioritization of the visitor experiences most supporting brand positioning and distinction
- Provide recommendations on enhancement of existing visitor experiences supporting brand positioning and distinction (i.e. experience itself, costing, packaging based on visitor insights)
- Ideation and prioritization of new visitor experiences fulfilling brand distinction (by impact vs. cost matrix)



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New Visitor Experiences



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2 At the Museum

- Cultural flags / banners-poles, etc
- Greeting by PBCI in historic regalia
- Traditional Village Center grounds with a traditional dwelling, everyday living experience stations / demonstrations (cooking, firepit, tanning, canoe hulling, beading, weaving, pottery)



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- Portrait prints for sale
- Scheduled small events with recipe demonstration, storytelling, small games, language interpretations, traditional design chalk rubbings, face painting, rub on tattoos
- Traditional cooking / recipes / annual competitions



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Visit Church, School, Cattle Ranch, Pow Wow grounds,
drop off at Magnolia Branch



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3a - Welcome Center

- **Orientation at welcome center:** Tribal history, flora / fauna, birds. Expand upon the wall map illustration of flora / fauna species with facts/stories
- **Educational:** Rubbings of alphabet, symbols, coloring books, games with species
- Creek Guide Orientation to the "*Original homelands of the Poarch Creek, then/now*"
- Big row of rocking chairs on the poarch
- Canteen/Outpost with snacks/supplies,



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3b - Guided Tours/Experiences:

- Birding
- Eco flora / fauna
- Geology
- Meditation / yoga
- Natural Fitness Program- in Co-op with
- Photography
- Canoeing experience, the story of the canoe, how it's made, it's uses, then paddle one

3c - Bonfire

- Traditional song, dance, and storytelling around the bonfire



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3d - Children Engagement:

- Tattoos, face painting, make their bandolier

3e – Children's Camp:

- VCENV (Cedar)



3f - Cairn therapy/competition:

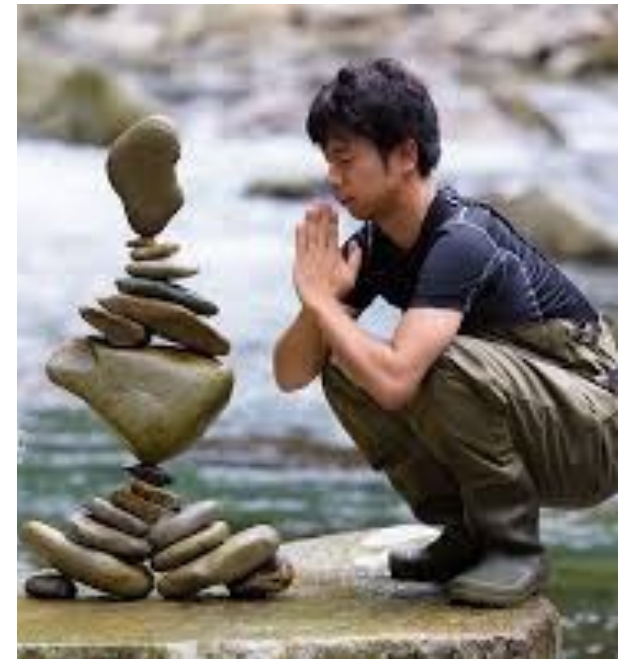
- The art of balancing stones

3g – Ropes Course

3h – Picknicing

3i - Traditional Outdoor living / skills programs for various age groups:

- Fire building, knot tying, trapping, fishing, sharpening, archery technique, edible plants, equestrian education, camping techniques, lean too building, stickball field, walking stick carving



3j - Dance/Talent competitions at campground:

- Turtle/pow wow/stomp dances
- Host youth traditional dance lessons/competitions



3k - A 10,000 year Walk in Muscogee Creek moccasins

<https://www.britannica.com/topic/Creek-people>

- The Mound Period
- The Woodlands
- European/DeSoto encounter 90% population loss small pox
- Aplacha wars
- Indian slave trade
- The American Revolution
- The Red Stick War
- The Removal
- Today



- The Story of row crops: squash, corn, sugar cane





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The Hunt in On

Go on a Poarch Creek Indian guided hunt on original Tribal lands. Your 1-5 day hunt begins with a history lesson about the Poarch Creek Indian traditional hunting grounds, techniques, cooking recipes, flora and fauna.

The hunt includes:

- Your group's personal guide
- Meals
- Equipment
- Maps
- Immersion into the hunt
- Taxidermy



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