

**The Firefighters Museum of Réunion
and the Indian Ocean**



LE MUSÉE DES POMPIERS

de La Réunion et de l'océan Indien

Présentation & Business plan

**A non-profit project for a
permanent exhibition on the
profession of firefighter in
Réunion and the Indian
Ocean.**

English Version



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I. EXECUTIVE SUMMARY

A. PROJECT OVERVIEW

The project aims to establish the Firefighters Museum of Réunion and the Indian Ocean within a municipality of Réunion. This museum's mission is to preserve and enhance the rich cultural and historical heritage of firefighters in the Indian Ocean area. It will also serve as a platform to promote the region's natural heritage, with a particular focus on forest preservation. The vision is to create an intergenerational space, fostering the exchange of knowledge and skills between active firefighters, retirees, the local population, students, and tourists. At the heart of this space, the museum will house a key piece of our collection: the Laffly vehicle from the 1940s, showcasing the history and evolution of Réunion's firefighters.

***Museum's Masterpiece:
The Laffly First Aid Vehicle***



First Aid Laffly

B. KEY OBJECTIVES

- I. Ensure the preservation and exhibition of the Laffly vehicle, starting with temporary exhibitions in existing museums if possible.
- II. Establish a museum to present the history and contemporary achievements of Réunion and Indian Ocean firefighters.
- III. Promote academic research related to rescue and firefighting.
- IV. Raise public awareness about the preservation of natural heritage, especially forests, through exhibitions and educational activities.
- V. Collaborate with national and international entities to enrich the museum's collections and expand its influence.

C. REQUIRED INVESTMENT

Significant investments are necessary to successfully implement this project, including:

- Acquisition and transportation costs for decommissioned vehicles: €1,800.00
- Vehicle fitting and transportation costs: €20,000.00



- Architectural fees for museum space layout: €52,893.75
- Interior museum fitting works: €352,625.00
- Grants for university research and on-site studies: €75,000.00
- Other administrative, personnel, and management costs: Estimated at approximately €120,000.00 annually.

These costs will be covered by a mix of public funding, private patronage, partnerships with local and international institutions, and fundraising initiatives led by the Friends of the Réunion Firefighters Museum Association. Additionally, the association hopes to rely on the logistical support of the Réunion Departmental Fire and Rescue Service.



II. MUSEUM DESCRIPTION

A. CONCEPT:

The Firefighters Museum of Réunion and the Indian Ocean is intended to be a celebration of the cultural and historical heritage of the region's firefighters. It aims to immortalize the impact and contribution of firefighters not only in the field of rescue and emergencies but also in preserving the natural and cultural heritage of the Indian Ocean area.

The museum will offer a journey through time, from historical firefighting methods to modern approaches and techniques. The historical space will allow visitors to discover equipment and vehicles that have marked different eras, while the contemporary space will present modern equipment and vehicles used today. An archive space, in collaboration with the departmental archives, will provide a detailed overview of the region's firefighting history.

The museum will also be home to the iconic 1940 Laffly vehicle, a central element highlighting the rich heritage of firefighters.

The Laffly Vehicle

A Historical Treasure at the Heart of our Collection

B. LOCATION

The desired location would ideally combine touristic and forest aspects. This choice is strategic for several reasons. By combining not only a key tourist site but also a natural forest environment, we aim to remind of the importance of firefighters in preserving natural heritage, particularly against forest fires. Additionally, the site's accessibility aims to attract both locals and tourists, ensuring regular attendance.

C. OFFERS AND SERVICES

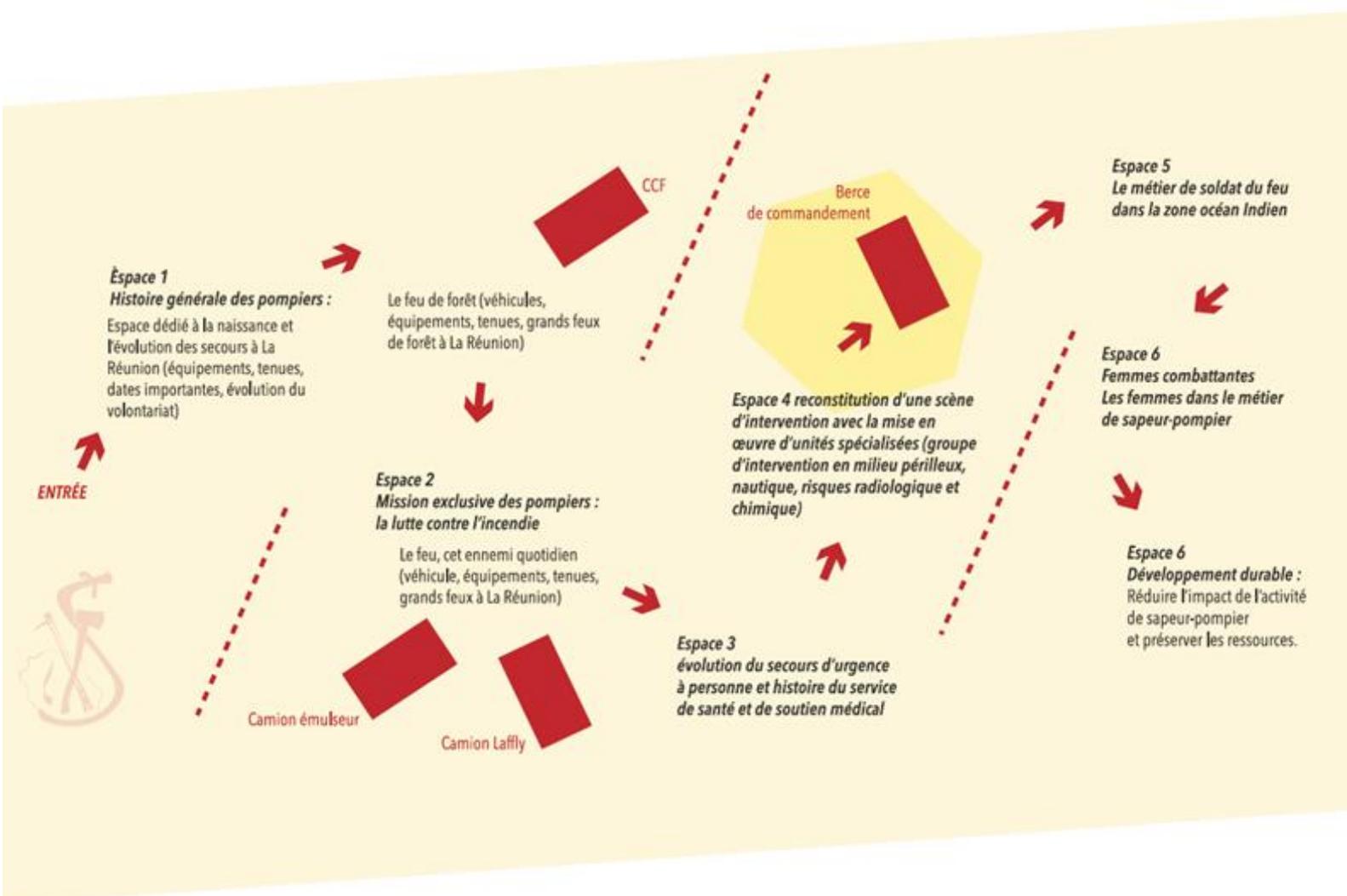
The museum will offer a variety of experiences to visitors:

- I. **Exhibition Areas:** These will include the historical space, the contemporary space, and a section dedicated to Indian Ocean firefighters, offering visitors a panoramic view of the role of firefighters over time and across the region.
- II. **Archive Space:** A reserved area for research, where archives related to firefighters will be stored and made available to the public, especially for researchers and students.
- III. **Commercial Space:** A zone where visitors can purchase books, documentaries, souvenirs, and other items related to the history and culture of firefighters. This area will also help generate revenue for the museum.
- IV. **Educational Programs:** In collaboration with the Rectorate of the Réunion Academy, the museum will offer educational programs for schools and school groups, raising awareness among young people about the importance of fire prevention, life-saving actions, and heritage preservation.



- V. **University Collaborations:** With the participation of various universities, the museum will also be a center for academic research, encouraging studies and research on the history of firefighters and risk management.

With the support of various local and international partners, the museum promises to be a major attraction for the region, while serving as an educational institution and research center.





III. MARKET ANALYSIS

A. TARGET AUDIENCE

The target clientele for the Réunion and Indian Ocean Firefighters Museum is diverse and presents significant potential:

- **Firefighters:** This group will naturally be interested in the museum, eager to learn more about the history of their profession in the region. Family visits are also expected.
- **School Groups:** In collaboration with the Rectorate of the Réunion Academy, schools in the region will be encouraged to organize educational outings to the museum to raise awareness among young people about the importance of firefighters and heritage preservation.
- **University Students:** Especially those studying history or risk management. Partnerships with various universities will facilitate academic research in the field.
- **Local Population:** A strong awareness campaign will promote the museum to Réunion's inhabitants, focusing on safety and natural heritage preservation.
- **Tourists:** A communication strategy will be developed to attract tourists visiting Réunion, offering a unique and educational experience.

B. COMPETITION

In the region, there are several museums and cultural attractions that could compete with the firefighters' museum in terms of public attention. However, this museum will have a distinct advantage as the first and only of its kind to focus exclusively on the history of Indian Ocean firefighters. Other museums may offer historical and cultural elements, but none will cover the specific niche of fire protection and emergency rescue.

C. OPPORTUNITIES AND THREATS

1) Opportunities

- **Collaborations:** The numerous potential partnerships and collaborations will offer immense opportunities for the museum, from acquiring exhibitions to organizing special events and educational workshops.
- **Promotion of Academic Research:** With several university partners, the museum can become a center of excellence for research on firefighters and heritage preservation in the region.
- **Public and Governmental Support:** The importance of firefighters' role in society and their contribution to preserving cultural and natural heritage ensures substantial public and local authority support.



2) Threats

- **Economic Changes:** Like all tourist attractions, the museum could be affected by economic slowdowns or crises that reduce the number of tourists or local visitors.
- **Competition for Funding:** Although the museum has a specific niche, it could still face competition from other cultural or educational projects for funding or grants.
- **Natural Disasters:** Given the geographical location, events such as cyclones could affect the museum directly or indirectly by impacting attendance or infrastructure.

In conclusion, the Réunion and Indian Ocean Firefighters Museum has significant potential to become an education and awareness center for residents and tourists. With proper management, effective collaboration with partners, and a solid marketing strategy, it is well-positioned for success and to become a major attraction in the region.



IV. MARKETING AND COMMUNICATION PLAN

A. POSITIONING:

The Firefighters Museum of Réunion and the Indian Ocean positions itself as a unique establishment, offering an unprecedented dive into the cultural, historical, and current heritage of the region's firefighters. While many museums focus on the historical aspect, this one offers both a retrospective and contemporary vision, highlighting the contribution of firefighters to preserving natural and cultural heritage. Its location would ideally offer not only an immersive experience but also a direct link to forest heritage preservation, a topic of great importance for the region.

*Travel through time with the Laffly,
a symbol of the heritage of
Réunion's firefighters.*

B. PROMOTION STRATEGIES:

- **Collaboration with the Regional Tourism Institute:** Close collaboration with the Regional Tourism Institute will actively promote the museum to visitors of Réunion and the Indian Ocean. This could include brochures, advertisements in tourist guides, promotional packages, etc.
- **Online Campaigns:** The museum will develop a strong online presence through an interactive website, active social media, and targeted digital marketing campaigns. Videos, testimonials, and virtual tours will be used to generate interest and encourage physical visits.
- **Special Events:** The museum will regularly organize special events, workshops, and conferences to attract different demographic groups, including schools, universities, and professional groups related to heritage preservation and safety.

C. PARTNERSHIPS:

- **Existing Collaborations:** The Friends of the Réunion Firefighters Museum Association is the main project bearer, with logistical support from the Réunion Departmental Fire and Rescue Service.
- **Potential Collaborations:** Agreements are currently being drafted with several universities, including the University of Réunion and others internationally, thus strengthening the museum's academic research dimension. Additionally, partnerships with the Rectorate of the Réunion Academy aim to promote the museum to young audiences. Entities like the National Forestry Office are also being considered to strengthen the link with natural heritage preservation. Discussions are also underway with the Regional Tourism Institute and several other international entities to extend the museum's reach and impact.



Combining a unique positioning, well-thought-out promotion strategies, and strategic partnerships, the Firefighters Museum of Réunion and the Indian Ocean is well-placed to become a major attraction for residents and visitors to the region.



V. OPERATIONAL PLAN

A. IMPLEMENTATION SCHEDULE:

January - March 2024:

- Finalizing negotiations for the museum site.
- Establishing international partnerships, particularly with Indian Ocean area rescue services.
- Partnership agreement with the University of Réunion and the Rectorate of the Réunion Academy.

April - June 2024:

- Acquisition of decommissioned vehicles from the Réunion Departmental Fire and Rescue Service.
- Transport and repair of vehicles to the museum site.

July - December 2024:

- Working with architects to determine the museum layout.
- Beginning of museum space fitting works.

January - December 2025:

- Finalizing fitting works.
- Installation of permanent exhibitions and preparation for the inauguration.
- Production of video reports and testimonials.
- Preparation of publications.

January 2026:

- Official inauguration of the museum.
- Beginning of museum operations, welcoming the public, and launching scheduled activities.

B. RESOURCE MANAGEMENT:

1) Resource Acquisition

The association will rely on existing partnerships, particularly with the Réunion Departmental Fire and Rescue Service, for acquiring vehicles and equipment. Collaborations with universities and other entities will provide access to research, archives, and other relevant information.



2) *Transport and Installation*

Acquired vehicles will be transported to the museum, some requiring repairs before installation. A budget has been allocated for this transport and repairs. The arrangement and staging of exhibitions will be supervised by an architectural firm to ensure optimal presentation.

C. PERSONNEL

1) *Recruitment:*

Initially, the museum will rely on volunteer staff, particularly retired members of the association. As the museum gains momentum, jobs will be created in partnership with the host municipality.

2) *Training:*

Staff will be trained to offer an enriching experience to visitors, with in-depth knowledge of the history of Réunion and Indian Ocean firefighters. Regular training sessions will be organized to update staff knowledge on new exhibitions and associated academic research.

3) *Personnel Management:*

Regular monitoring will be conducted to ensure staff satisfaction with their working conditions and their ability to provide quality service. The association will use an application developed by its president to manage works and objects.

This operational plan is designed to ensure that the Réunion and Indian Ocean Firefighters Museum becomes a successful reality, offering a rich and educational experience to all its visitors.



VI. FINANCIAL PLAN

A. START-UP BUDGET

The initial budget will consist of the necessary expenses to launch the Réunion and Indian Ocean Firefighters Museum:

- **Securing and Renovating the Site**
 - o Costs related to securing and renovating the chosen site: Estimate not provided, but these costs can vary significantly depending on the current state of the site and necessary adjustments.
 - **Design**
 - o Layout costs by the architectural firm: €52,893.75
 - o Interior fitting works: €352,625.00
 - **Acquisitions**
 - o Vehicles from the SDIS: €1,800.00
 - o Transport and repair of vehicles: €20,000.00
 - **Administrative**
 - o Accountant and auditor fees: €20,000.00/year
 - **Other Initial Expenses**
 - o Video report studies: €35,000.00
 - o Inauguration: €1,000.00
- The total start-up budget is estimated at approximately €483,318.75 (excluding the costs of securing and renovating the site, which need to be defined).

B. FINANCIAL FORECASTS

For the first years of operation:

1) Revenues:

- Ticket sales for visitors.
- Sales of items and merchandise in the museum's commercial space.
- Patronage and grants.

2) Expenses:

- Salaries: €57,600.00/year for two employees.
- Maintenance and upkeep of the site.
- Management and administrative fees.



C. BREAK-EVEN POINT

The break-even point will be reached when revenues cover all expenses, including the non-recurring expenses of the start-up budget. Based solely on employee salaries and not considering other operating costs, the museum would need to generate at least €57,600.00/year to cover these costs. However, the actual threshold will likely be higher when including all other expenses.

D. SCENARIOS:

- **Optimistic:** The museum attracts a large number of visitors from its opening, thus generating significant revenues through ticket sales, merchandise sales, and partnerships. Operational costs are controlled, and grants or donations increase.
- **Realistic:** The museum attracts a moderate number of visitors, revenues are stable and cover operational costs. Partnerships develop gradually, and grants remain constant.
- **Pessimistic:** The number of visitors is low, generating insufficient revenues to cover operational costs. Grants and donations decrease, requiring budget adjustments or the search for new funding sources.

In conclusion, the Réunion and Indian Ocean Firefighters Museum project has significant potential to valorize and preserve the cultural and historical heritage of the region. Rigorous financial management, combined with effective marketing and partnership strategies, will be essential to ensure its long-term financial and operational success.



VII. RISK MANAGEMENT

A. RISK IDENTIFICATION

Complex coordination among multiple partners: The multitude of participating entities (international and regional) can lead to difficulties in coordination, communication, and harmonization of approaches.

Delays in implementation: Given the diversity of planned actions and reliance on agreements, delays may occur in the project's realization.

Financial difficulties: Dependence on external funding can lead to difficulties if these funds are not obtained in time or if costs increase beyond initial forecasts.

Insufficient engagement of partners: Some partners might not be as committed or might not provide the promised resources.

Site-related risks: The chosen site might require additional works or present unforeseen problems related to its location.

B. MITIGATION STRATEGIES

Establish a coordination committee: Create a working group composed of representatives from each partner entity to facilitate communication, coordination, and decision-making.

Proactive planning: Establish a detailed project schedule with clear deadlines and regular checkpoints. Allow for margins in the schedule to anticipate potential delays.

Diversification of funding sources: Seek other potential funding sources to reduce reliance on a single source and plan for a contingency fund for unforeseen events.

Clear contracts and regular follow-ups: Ensure that all partnerships are supported by clearly defined written agreements, and conduct regular reviews to assess and ensure the commitment of partners.

Thorough site evaluation: Before any major implementation, ensure a detailed evaluation of the site to identify any potential problems and develop a plan to address them.

In conclusion, although the project presents risks, meticulous planning, transparent communication, and proactive management can help minimize these risks and ensure the success of the Réunion and Indian Ocean Firefighters Museum.



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