St. Augustine

Historic Area Strategic Plan

STAKEHOLDERS PRESENTATION | OCTOBER 30, 2008

AGENDA

I. **Welcome and Introductions**

II. **Review Meeting Report of October 6, 2008**

III. **Strategic Plan Update**

IV. **Other Business**

V. **Public Comment**

VI. **Closing Comments and Adjourn**

STRATEGIC PLAN COMPONENTS

Mission and Vision

Exhibit and Educational Plan

Physical Plan

Marketing Plan

Implementation Plan

St. Augustine
Historic Area Strategic Plan

Mission and Vision

Mission and Vision

MISSION STATEMENT

"To ensure long-term preservation and interpretation of state-owned historic properties in St. Augustine while facilitating an educational program at the University of Florida that will be responsive to the state's needs for professionals in history, historic preservation, archaeology, cultural resource management, cultural tourism, and museum administration and will help meet needs of St. Augustine and the state through educational internships and practicums."

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Mission and Vision

VISION *The historic resources in St. Augustine shall provide a visitor and educational experience that enhances the St. Augustine community, meets the needs of the State of Florida, and garners worldwide acclaim by preserving St. Augustine's history as a valuable National Treasure.*

Mission and Vision

GUIDING PRINCIPLES

- Educational Collaboration
- Physical Cohesiveness
- Economic Development
- Partnership Finance
- Effective Administration

Mission and Vision
Exhibit and Educational Plan
Physical Plan
Marketing Plan
Implementation Plan

Focus of Today's Stakeholder Meeting

STRATEGIC PLAN COMPONENTS

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St. Augustine
Historic Area Strategic Plan

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Stakeholder Meeting Goals

BUILD CONSENSUS ON 3 KEY ITEMS

- Identification of "Layers of History" as the Framework for Organizing the Visitor Experience for both State Owned Assets and other Community Assets
- Identification of an Interpretive Orientation Center, including Priority and Alternative Locations, as the focal point for visitor access to State Owned Assets
- Criteria for Prioritization of Assets in Developing Implementation Plan

Exhibit and Educational Plan

Visitor Experience Strategy

MAJOR CONSIDERATIONS

- Visitor Experience
- Audience
- Delivery Methods
- Content
- Context

Visitor Experience Strategy

INTRODUCTION Gallagher and Associates

- Gretchen Coss
- Cybelle Jones

Visitor Experience Strategy

HISTORIC AREA

The overarching goal of this project is to create an authentic heritage tourism experience utilizing the state owned assets. This experience will not only create a unique destination within St. Augustine, it will also increase overall area visitorship, extend the average stay and capture more of the visitor revenue .

Visitor Experience Strategy

RELATED PROJECTS

An economic impact study of Jamestown's 400th anniversary shows the commemoration not only made history, it made dollars and cents.

The study showed that the anniversary of America's first permanent English settlement created nearly 21,000 jobs in Virginia, generated $1.2 billion in sales for state businesses, produced more than $28 million in state and local tax revenues, and increased awareness of Jamestown through more than 12 billion U.S. media impressions.

"I have confidence that infrastructure improvements made in preparation for the anniversary and the Commonwealth's increased visibility as a result of the commemoration will benefit Virginians for years to come." (State Senator Thomas K. Norment, Jr.)

Visitor Experience Strategy

RELATED PROJECTS

Paid visitation at both Jamestown Settlement and Yorktown Victory Center surpassed the one million mark in the commemorative year , totaling 1,020,783! This represents a 44% increase in 2006 visitation figures.

Visitor Experience Strategy

RELATED PROJECTS

The International Spy Museum opened in 2002 during very tough economic times. The following quote was made by the Director of the DC Business Improvement District:

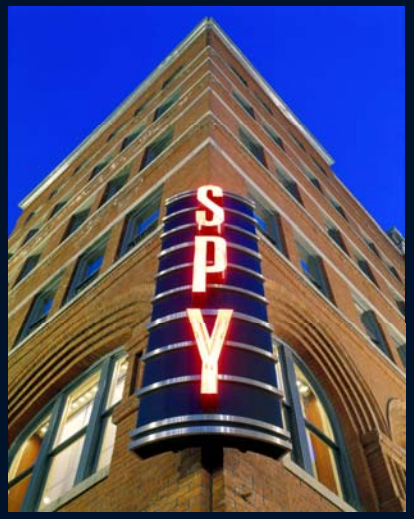
"Partnerships with organizations like the International Spy Museum serve as an economic engine for growth in a downtown area, helping us provide stability to developers and investors in the marketplace.

After opening to national acclaim, this blockbuster museum continues to help transform the downtown area into the heart of DC."

Visitor Experience Strategy

RELATED PROJECTS

The Spy Museum's positive influence on the local tourism and business community has been sited as "a magnet drawing people to downtown." It was recognized by the Washington Business Journal's 2003 Best Retail Deal as "leading the resurgence of F Street."



GETTYSBURG NATIONAL MILITARY PARK & VISITOR CENTER | GETTYSBURG, PA

NATIONAL WWII MUSEUM | NEW ORLEANS, LA

Visitor Experience Strategy

KEY IDEAS

First European Settlement in 1565

Multi-Cultural/Multi-Layered

Discovering History – Always something new to discover

Authentic – it happened here!

Lens to View American History

Relevant Today –

Archeology, Architecture, Preservation

Visitor Experience Strategy

KEY INTERPRETIVE ORIENTATIONS

Interpretive Orientation Center Description

At the Interpretive Orientation Center, the objective is to **orient** and **excite** visitors to the rich, layered history of St. Augustine through media, interactives (high and low tech), immersive experiences and authentic objects and interpretation.

Suspend visitor's disbelief so that when they journey to multiple venues, their curiosity is peaked and they are ready to explore.

Exceed visitor expectations with a "world class" Interpretive Center experience with scholarship of UF to create a "buzz" and extended/repeated visits.

Visitor Experience Strategy

KEY INTERPRETIVE ORIENTATIONS

Interpretive Tour Program

The Objective is to create interpretive threads that can guide visitors to their areas of interest throughout the city and facilities of UF, NPS and other institutions.

These could be accessed pre and post visit for teachers and tourists alike.

Meet real individuals – connect to UF – be it researchers, educators, interpreters or performers.

But their riches were their

Welcome

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62
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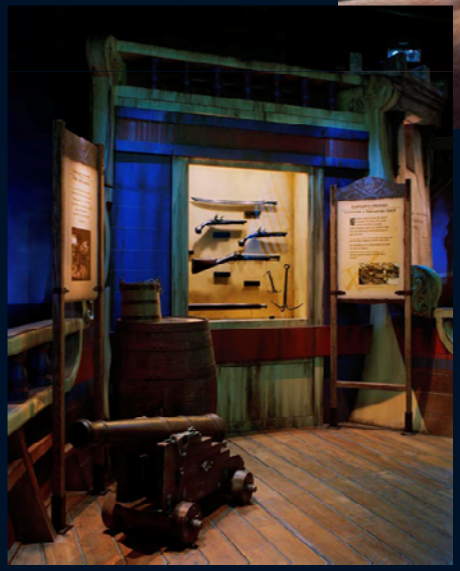


Visitor Experience Strategy

INTERPRETIVE OPPORTUNITIES FOR MULTI-LAYERED EXPERIENCE

COMPREHENSIVE OVERVIEW
Interpretive Orientation Center

HERITAGE EXPERIENCE & INTERPRETIVE VENUES
Living History Exhibits
Spanish Quarter Exhibits

WALKING TOURS (UF assets)
Historic Home Tour
Freedom Trail
Other Tours

RELATED VENUES
Castillo de San Marcos
Flagler College
Lightner Museum
Excelsior African American Cultural Museum
Historic Homes and Churches
Historic Lighthouse

Visitor Experience Strategy

INTERPRETIVE OPPORTUNITIES FOR MULTI-LAYERED EXPERIENCE

EDUCATIONAL PROGRAMMING AND LECTURE SERIES
Government House
Other Programs / Locations

WEB/PODCAST/AUDIO TOURS
Multiple languages and Themes (Targeted)

SPECIAL EVENTS/FESTIVALS/ CULTURAL EVENTS
Cultural – Spanish Days, Archeological Tours, Golden Era
Music – connect with amphitheater
Ethnic foods/local architecture
Local artists, architectural tours, etc.
After hours events for families

VISITOR TAKE HOME
Photo Opportunities
Brochures and Books
Souvenirs – high quality/authentic

Layer 1

SETTLEMENT ORIGINS

To imagine the first colonial settlement as interpreted through living history, architectural venues, archeological and historical sites. To experience a bit of Europe in America. To see, touch, smell (eat) – through the eyes of America's earliest European settlers.

TARGET AUDIENCE
Weekend tourists
Heritage tourists
Hispanic tourists
Families with children
School groups - state history
College students

St. Augustine
Historic Area Strategic Plan

Layer 2

COLONIAL AND TERRITORIAL PERIODS

Builds off of Spanish and British periods. Highlight drama of military history and what happens to families, individuals when multiple cultures are living together (competing visions). Long standing heritage of Minorcans in Florida and St. Augustine.

TARGET AUDIENCE
Weekend tourists
Military history buffs
Heritage tourists
Minorcan descendants
Religious tourists
Families with children
School groups - state/military history/statehood - major draw

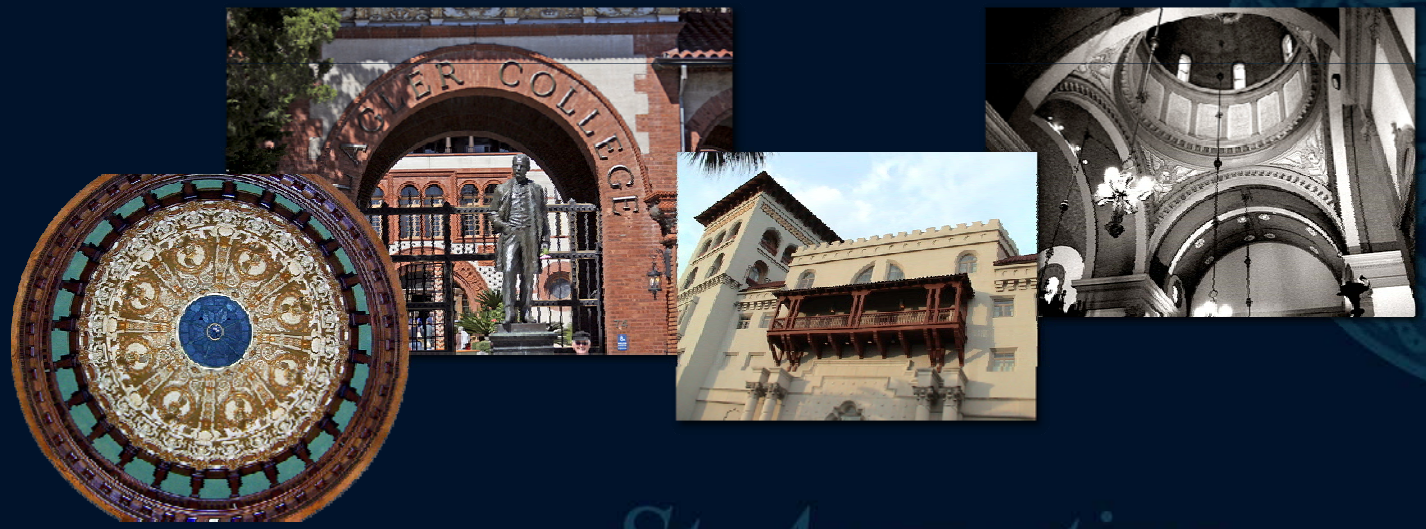
Layer 3

FLAGLER ERA

BOOM TO PRESENT

Experience the Gilded Age of Railroads and Flagler's vision to bring tourism to Florida as a winter retreat for the wealthy, with luxury hotels and some quirky ones as well. Celebrate the art and architecture that distinguish St. Augustine from any other city in the country.

TARGET AUDIENCE
Weekend tourists (Adult couples)
Heritage tourists
Cultural tourists - particular interests in art and architecture/historic homes
Families with children
College students



Layer 4

CIVIL RIGHTS

Visitors can learn about the history of the struggle for equality during the Civil Rights era and see key sites such as the St. Mary's Missionary Baptist Church where Dr. Martin Luther King spoke. Heritage programming can link sites and current educational curricula to connect local history.

TARGET AUDIENCE
Weekend tourists
(Adult couples)
Heritage tourists
Freedom Trail tourists
Families with children
College students

Layer 5

PRESERVATION

See how we discover, learn and record history – interacting real time with archeologists, historians, architects, interpreters and preservationists.

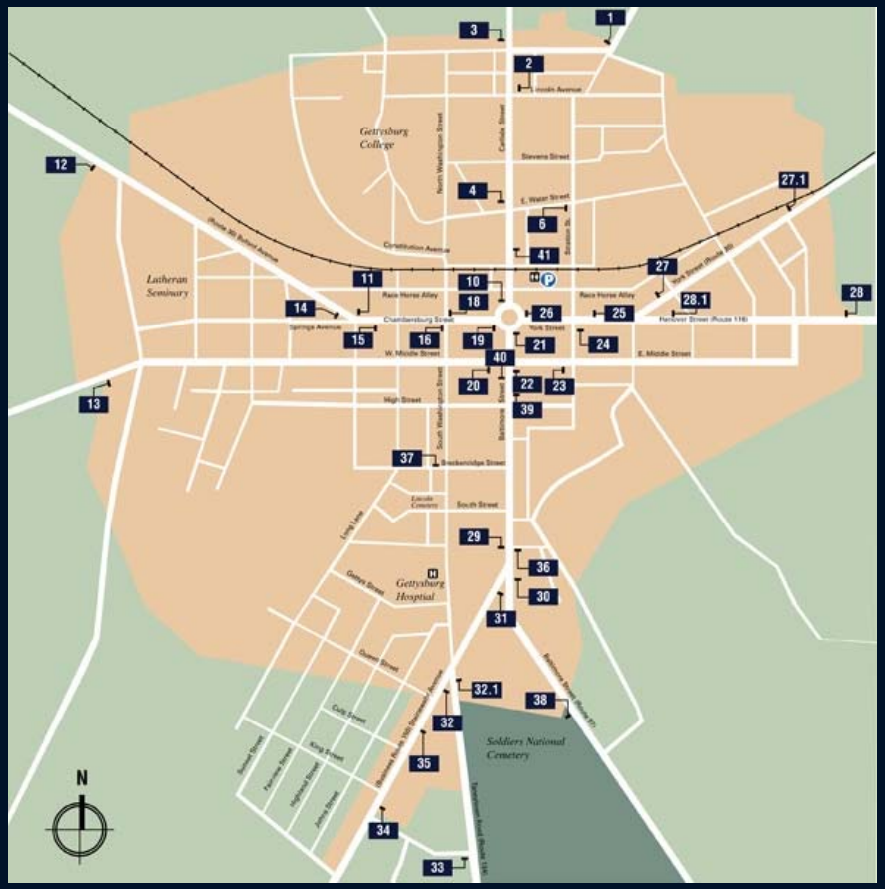
Make the experience of visiting St. Augustine relevant to today. It is recommended that we highlight the new visualization technologies that can take the research to-date from UF and other resources and bring them to life for the audiences –

Virtual walkthroughs and mappings of different periods of St. Augustine's history

TARGET AUDIENCE
Weekend tourists
(Adult couples)
Heritage tourists
Cultural tourists
Middle school, high school, college students

Visitor Experience Strategy

WAYFINDING Sample Projects



Project Arrow

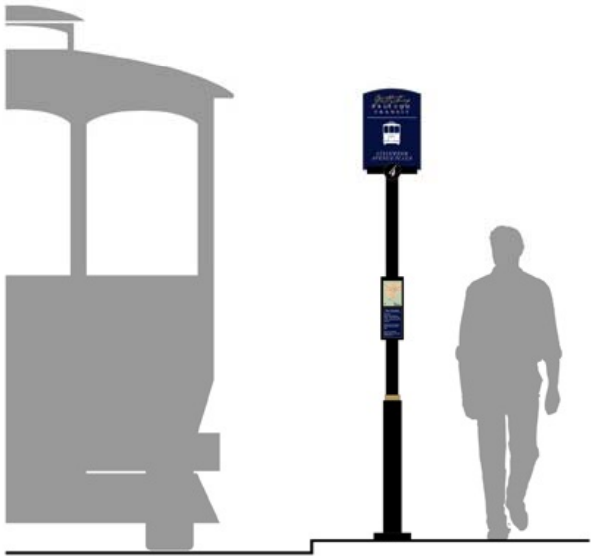
Parking Identification

NPS Logo

Borough of Gettysburg Logo

Gettysburg Logotype

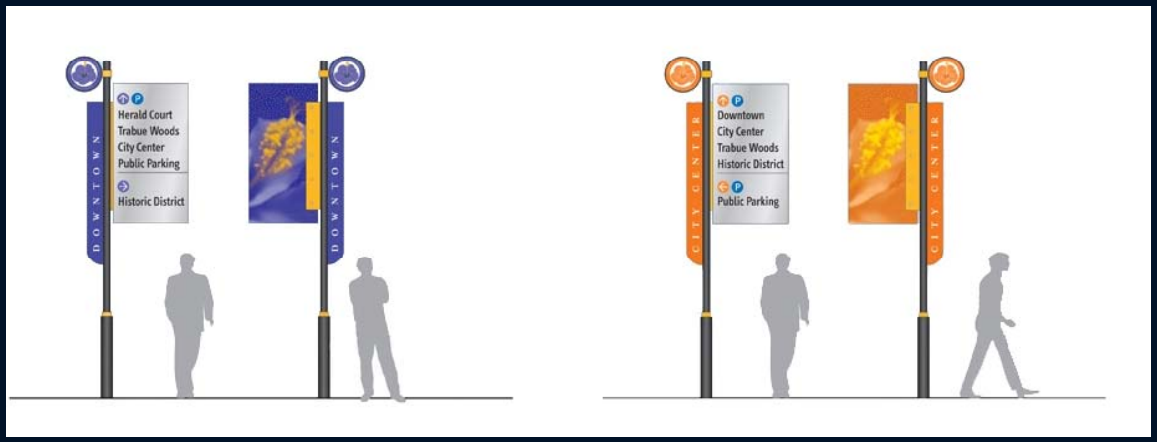
Information
Historic Gettysburg Train Station
Public Parking
Historic Downtown
Information
Historic Gettysburg Train Station
Gettysburg National Military Park Visitor Center
Information
Historic Gettysburg Train Station
Gettysburg College
WEST
30
EAST
116
EAST
30



1 BUS STOP IDENTIFCATION
FRONT ELEVATION

2 BUS STOP IDENTIFCATION
PANEL DETAIL, FRONT ELEVATION

3 BUS STOP ROUTE SIGN
DETAIL, FRONT ELEVATION


DOWNTOWN
Herald Court
Trabue Woods
City Center
Public Parking
Historic District
DOWNTOWN
CITY CENTER
Downtown
City Center
Trabue Woods
Historic District
Public Parking
CITY CENTER
TRABUE WOODS
Cooper St.
Rec Center
Sth. County Park
Hospital
Blanchard
House
TRABUE WOODS
HISTORIC DISTRICT
Gilchrist Park
Fisherman's
Village
HISTORIC DISTRICT

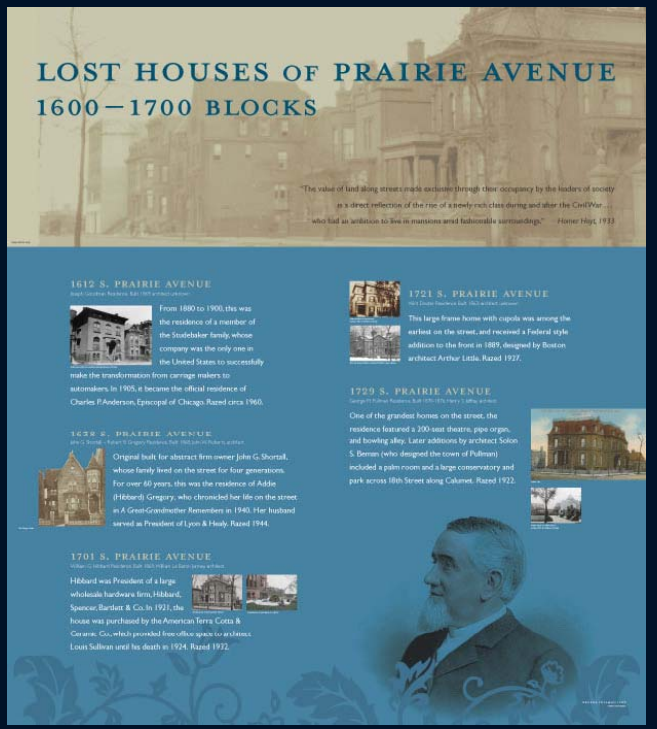
N
W
E
S
KEY
Punta Gorda
Historic District
Punta Gorda
City Center
Downtown
Punta Gorda
Trabue Woods
Neighborhood
Primary Destinations
Public Parking
Parking Rt. Southbound
Parking Rt. Northbound
Laishley Park
& Marina
Charlotte
County
Courthouse
Charlotte
County
Memorial
Auditorium
Blanchard
House
Museum
Old Courthouse
City Hall
Gilchrist Riverfront Park
YMCA Bay Front
PG Boat
Club
Fisherman's
Village
History Park
Paw Park
PATTY AVE
RETTA ESPLANADE
TAYLOR AV
HENRY ST
WILLIAM ST
MCKENZIE ST
ANN ST
GRACE ST
CHARLOTTE AV

DOWNTOWN
THE CITY OF PUNTA GORDA

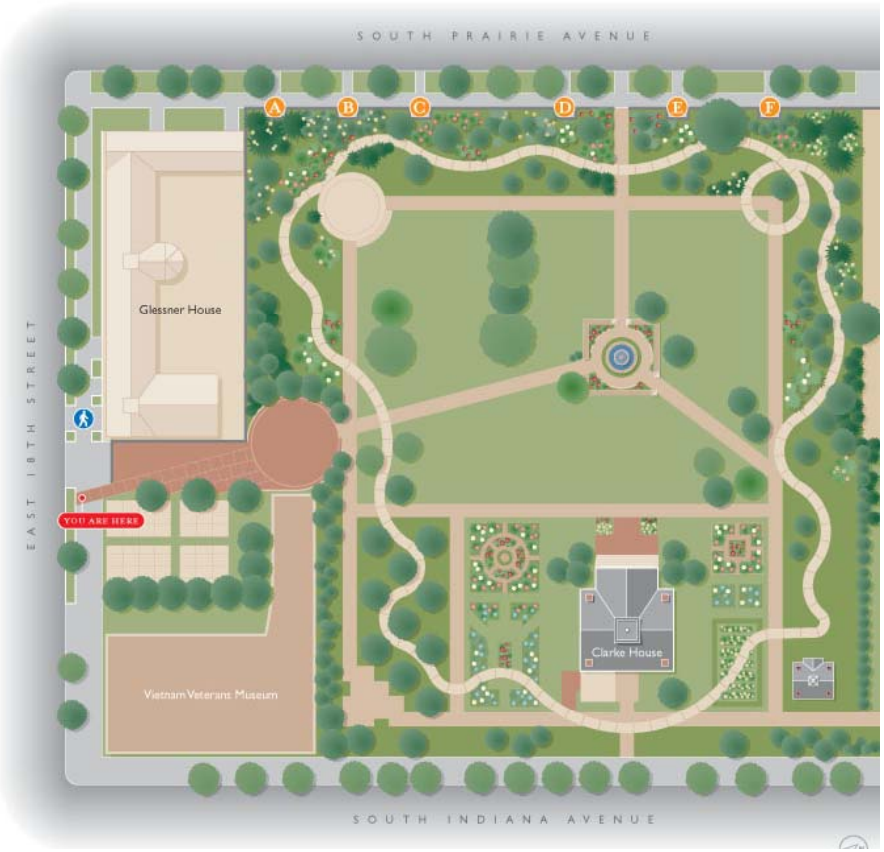
DOWNTOWN
4'-2"
6'-7"
1'-10"

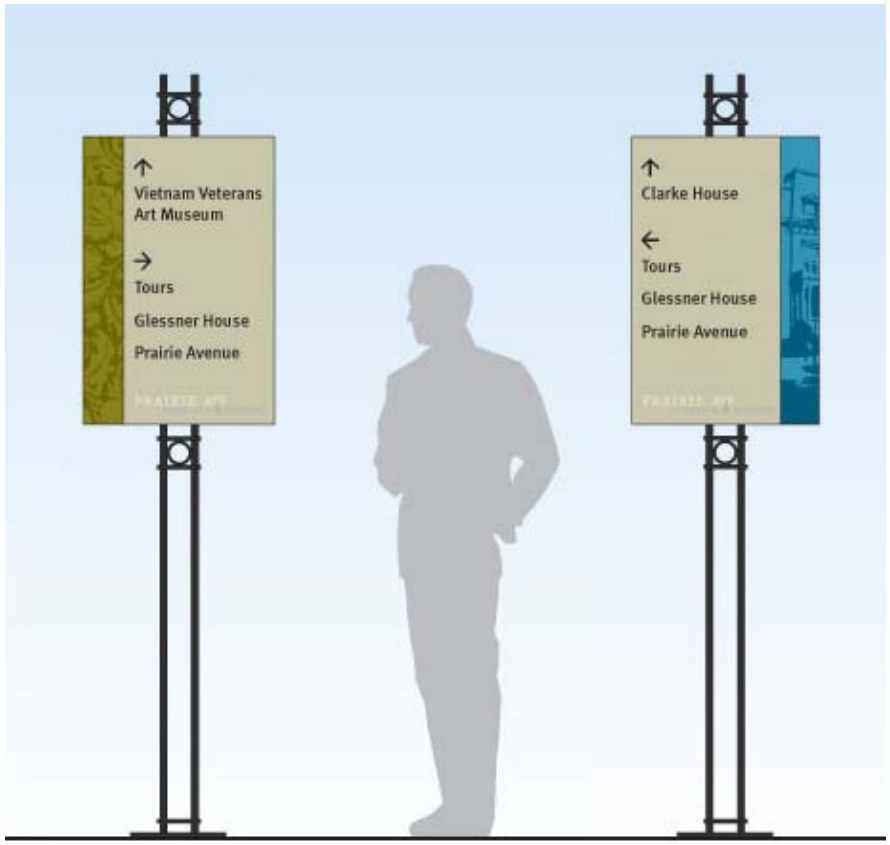
DOWNTOWN
Herald Court
Trabue Woods
City Center
Public Parking
Historic District
DOWNTOWN

WATERFRONT
Herald Court
Trabue Woods
City Center
Public Parking
Historic District



PRAIRIE AVENUE MUSEUMS & GARDENS | CHICAGO, IL


SOUTH PRAIRIE AVENUE
EAST 18TH STREET
A
B
C
D
E
F
Glessner House
YOU ARE HERE
Clarke House
Vietnam Veterans Museum
SOUTH INDIANA AVENUE


Vietnam Veterans Art Museum
Tours
Glessner House
Prairie Avenue
Clarke House
Tours
Glessner House
Prairie Avenue

PRAIRIE AVENUE MUSEUMS & GARDENS | CHICAGO, IL

PRAIRIE AVE museums & gardens
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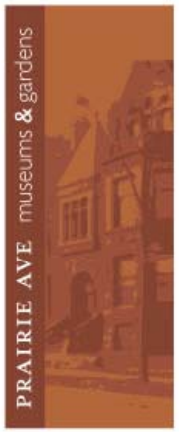
PRAIRIE AVE museums & gardens


PRAIRIE AVE museums & gardens

St. Augustine Related Venues

CASTILLO DE SAN MARCOS

OLDEST HOUSE/TOVAR HOUSE

PLAZA DE LA CONSTITUCION

CATHEDRAL – BASILICA OF ST. AUGUSTINE

OLD CITY GATE

BRIDGE OF LIONS

FLAGLER COLLEGE (PONCE DE LEON HOTEL)

DOW MUSEUM OF HISTORIC HOUSES

AVERO HOUSE

XIMENEZ-FATIO HOUSE

TOLOMATO CEMETERY

ST. FRANCIS BARRACKS / NATIONAL CEMETERY

FERNANDEZ-LLAMBIAS HOUSE

FORT MOSE

LINCOLNVILLE FREEDOM TRAIL

LIGHTHOUSE MUSEUM

NOMBRE DE DIOS MISSION

PEÑA PECK HOUSE

Mission and Vision
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Stakeholder Meeting Goals

BUILD CONSENSUS ON 3 KEY ITEMS

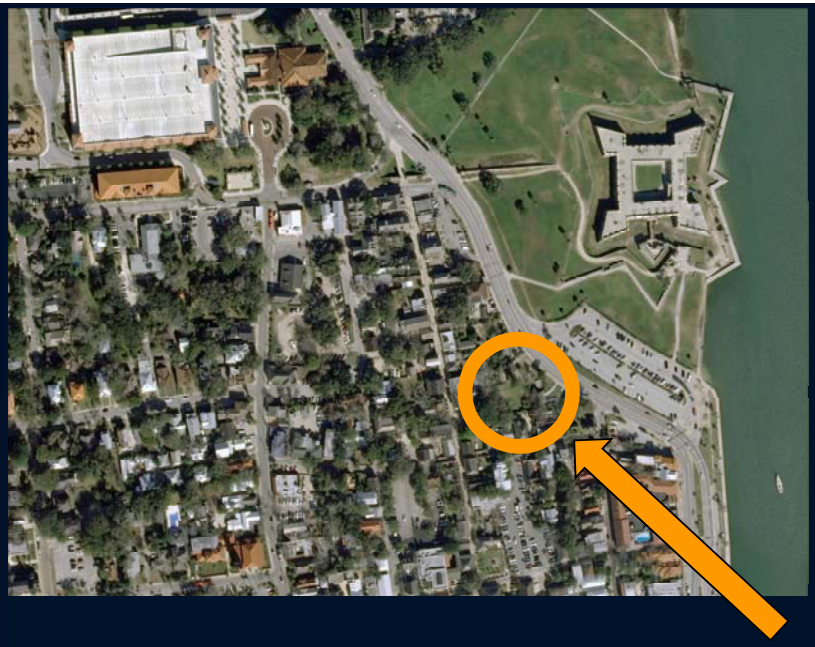
- Identification of "Layers of History" as the Framework for Organizing the Visitor Experience for both State Owned Assets and other Community Assets
- Identification of an Interpretive Orientation Center, including Priority and Alternative Locations, as the focal point for visitor access to State Owned Assets
- Criteria for Prioritization of Assets in Developing Implementation Plan

Physical Plan

Interpretive Orientation Center

EVALUATION CRITERIA

- Square Footage
- Proximity and Accessibility to State Owned Assets
- Economics of Tourism
  - Ticketing
  - Through Capacity

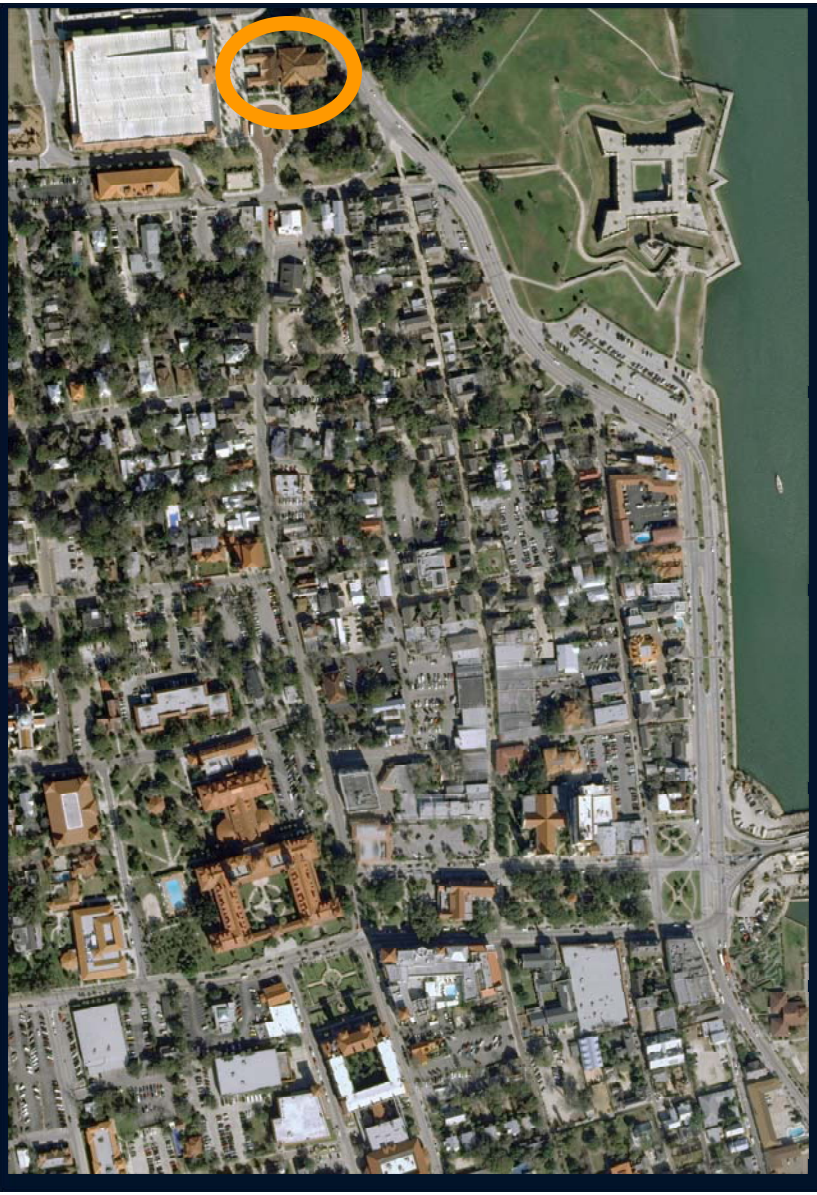


Interpretive Orientation Center

PRIORITY LOCATION

Coordination with the National Park Service in developing a combined Interpretive Orientation Center located on Mary Peck property(owned by the City of St. Augustine) and state owned assets

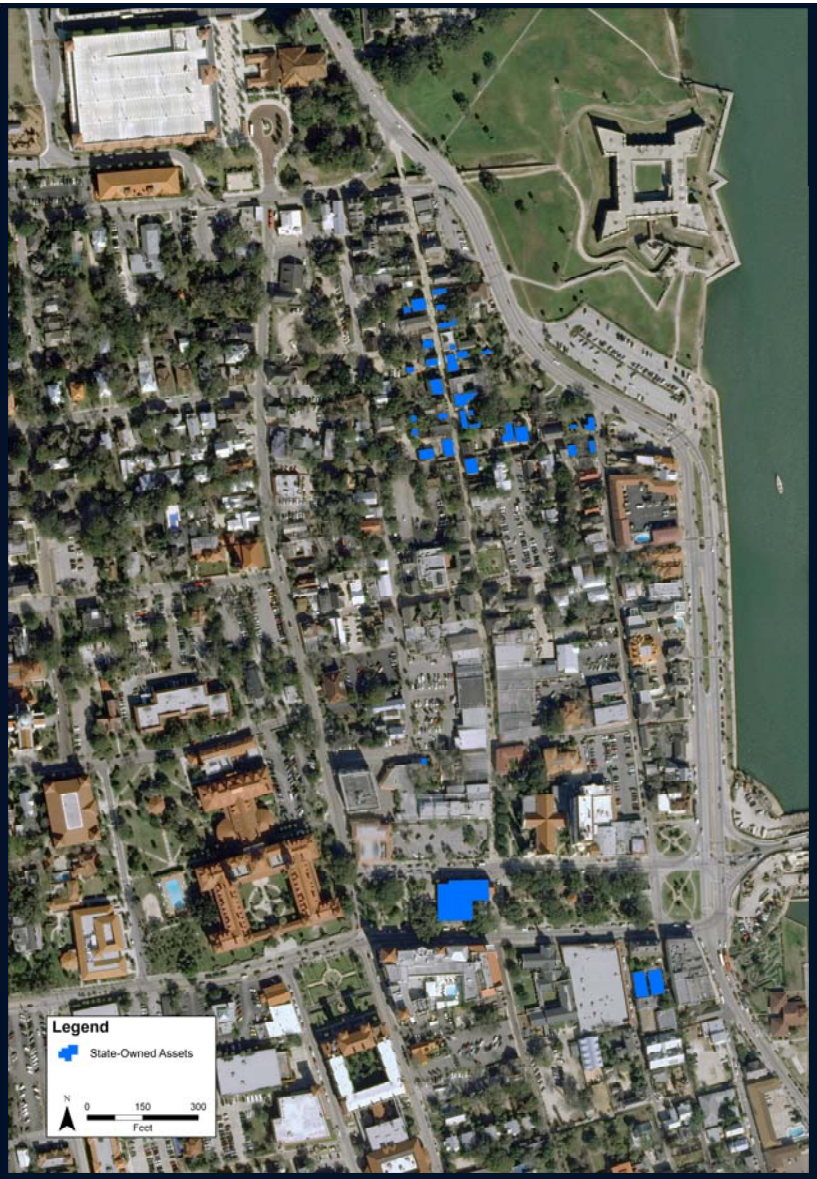
This location for the Interpretive Orientation Center serves as a link between the historic military life associated with the fort and the civilian life associated with the state owned assets



Interpretive Orientation Center

ALTERNATIVE LOCATIONS

1. Interpretive elements within the St. Augustine Visitor Information Center



Interpretive Orientation Center

ALTERNATIVE LOCATIONS

1. Interpretive elements within the St. Augustine Visitor Information Center

2. State Owned Asset that would best serve as Interpretive Orientation Center

Interpretive Orientation Center

Mission and Vision
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ALTERNATIVE LOCATIONS

1. Interpretive elements within the St. Augustine Visitor Information Center

2. State Owned Asset that would best serve as Interpretive Orientation Center

3. A new Interpretive Orientation Center on state owned property

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Implementation Plan

Implementation Plan

IMPLEMENTATION

- Interpretive Orientation Center as Focal Point
- Sensitivity to 450th Anniversary Celebration
- Prioritization of Assets
  - Establish Funding Priority
  - Phasing of Repair / Preservation

Implementation Plan

PRIORITIZATION

- Historical and / or Program Significance
- Square Foot Cost of Repair / Preservation
- Building Stabilization
- Economic Factors Identified in Marketing Plan

Next Steps

Next Steps

STRATEGIC PLAN COMPONENTS

Mission and Vision

Exhibit and Educational Plan

Physical Plan

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Implementation Plan

<u>Major Considerations</u>

- Integration
- Signature Facilities
- Public Infrastructure
- UF Physical Presence

Next Steps

STRATEGIC PLAN COMPONENTS

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<u>Major Considerations</u>

- Partnership and Regionalism
- Commerce
- Economic Viability

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Next Steps

STRATEGIC PLAN COMPONENTS

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<u>Major Considerations</u>

- Focal Point
- Asset Prioritization
- Way-finding / Signage
- Project Phasing

Questions?

St. Augustine

Historic Area Strategic Plan

STAKEHOLDERS PRESENTATION | OCTOBER 30, 2008

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Layers of History

Layer 1: **Settlement Origins**

Layer 2: **Colonial and Territorial Periods**

Layer 3: **Flagler Era Boom to Present**

Layer 4: **Civil Rights**

Layer 5: **Preservation**

Layer 1

SETTLEMENT ORIGINS

To imagine the first colonial settlement as interpreted through living history, architectural venues, archeological and historical sites. To experience a bit of Europe in America. To see, touch, smell (eat) – through the eyes of America's earliest European settlers.

TARGET AUDIENCE
Weekend tourists
Heritage tourists
Hispanic tourists
Families with children
School groups - state history
College students

St. Augustine
Historic Area Strategic Plan

Layer 2

COLONIAL AND TERRITORIAL PERIODS

Builds off of Spanish and British periods. Highlight drama of military history and what happens to families, individuals when multiple cultures are living together (competing visions). Long standing heritage of Minorcans in Florida and St. Augustine.

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Religious tourists
Families with children
School groups - state/military history/statehood - major draw

Layer 3

FLAGLER ERA

BOOM TO PRESENT

Experience the Gilded Age of Railroads and Flagler's vision to bring tourism to Florida as a winter retreat for the wealthy, with luxury hotels and some quirky ones as well. Celebrate the art and architecture that distinguish St. Augustine from any other city in the country.

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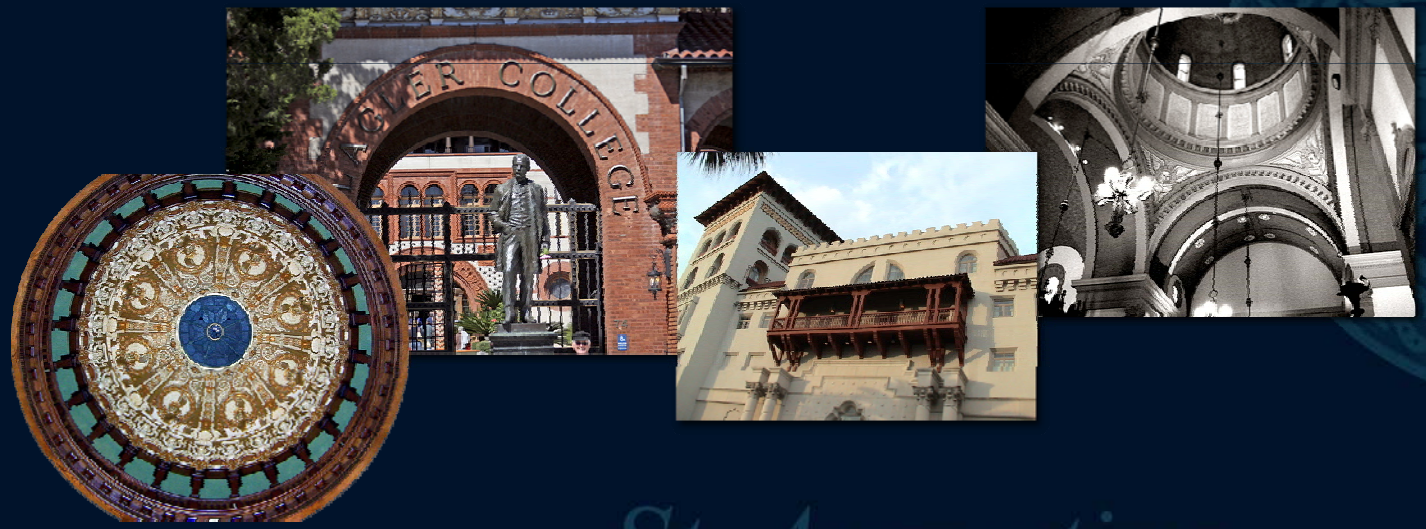

Layer 4

CIVIL RIGHTS

Visitors can learn about the history of the struggle for equality during the Civil Rights era and see key sites such as the St. Mary's Missionary Baptist Church where Dr. Martin Luther King spoke. Heritage programming can link sites and current educational curricula to connect local history.

TARGET AUDIENCE
Weekend tourists
(Adult couples)
Heritage tourists
Freedom Trail tourists
Families with children
College students

Layer 5

PRESERVATION

See how we discover, learn and record history – interacting real time with archeologists, historians, architects, interpreters and preservationists.

Make the experience of visiting St. Augustine relevant to today. It is recommended that we highlight the new visualization technologies that can take the research to-date from UF and other resources and bring them to life for the audiences –

Virtual walkthroughs and mappings of different periods of St. Augustine's history

TARGET AUDIENCE
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(Adult couples)
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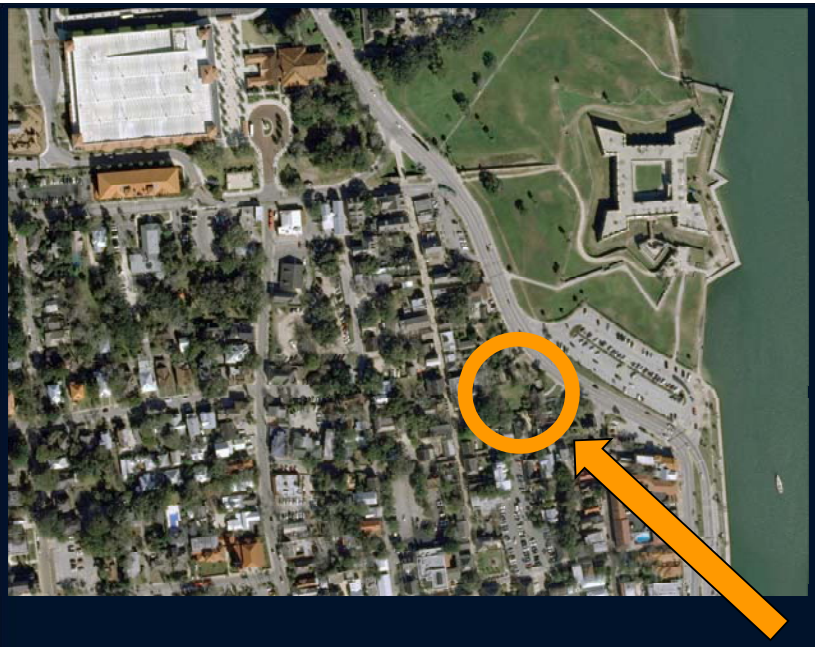
Cultural tourists
Middle school, high school, college students



Interpretive Orientation Center

PRIORITY LOCATION

Coordination with the National Park Service in developing a combined Interpretive Orientation Center located on Mary Peck property(owned by the City of St. Augustine) and state owned properties

This entry point for the Interpretive Orientation Center will link the military life of the fort to the civilian life of the state owned assets.

Implementation Plan

PRIORITIZATION

- Historical and / or Program Significance
- Square Foot Cost of Repair / Preservation
- Building Stabilization
- Economic Factors Identified in Marketing Plan