

*City of St. Petersburg*  
*Community Planning & Preservation Commission*

# **HERITAGE TOURISM STUDY**

**DRAFT**

**DECEMBER 2016**

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# Heritage Tourism Study

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**St. Petersburg  
Community Planning & Preservation Commission**

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The St. Petersburg Community Planning & Preservation Commission (CPPC) has identified the growth of Heritage Tourism as important to the future of the city. This study reviews the state of Heritage Tourism in St. Petersburg and makes recommendations.

Heritage Tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation defines Heritage Tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past," and "heritage tourism can include cultural, historic and natural resources." Heritage Tourism is also known as Cultural Heritage Tourism. Heritage Tourism in this study primarily addresses visiting historic sites and places, including museums, and participating in community activities that celebrate the diverse heritage of our city's people.

**Economic Impact of Tourism**

Tourism in Florida and in Pinellas County and St. Petersburg is at an all-time high. There were 105 million tourists in Florida in 2015, a 29% increase since 2009. Tourism in Florida reached a record of 85 million visitors in the first nine months of 2016. This represented a (5.5% increase over previous year. (Tampa Bay Times 11/22/16; 12/10/16) In 2015 there were 6,197,500 visitors to Pinellas County. St. Petersburg was named one of the top 52 Destinations to Visit by the *New York Times* in 2014.

Tourism is critical to both the state and local economies. Tourism/Recreation Taxable Sales in Florida reached a record high in the first six months of 2016. They accounted for \$48.8 billion, an increase of 5.9% compared to the first six months of 2015. In 2015 Tourism/Recreation Sales accounted for \$89.1 billion. (Visit Florida) Tourist-related jobs in Florida set a record in the third quarter of 2016—1.24 million people, up 4% from previous quarter. (Tampa Bay Times 11/22/16)

Pinellas County is the leading destination on the Gulf Coast, drawing some 15 million visitors in 2014, including some 5.8 million overnight guests. (Pinellas CVB) In 2015 the number of overnight visitors had increased to 6,197,500. They spent approximately \$4.7 billion and had a total economic impact on the local economy of \$9.3 billion. They spent an average of \$856 per person per trip (Research Data Services, Inc., "Annual 2015 Visitor Profile," Prepared for Visit St. Petersburg/Clearwater). Between 2004 and 2014 Pinellas County collected \$258M in tourist (bed) taxes. In March 2016 Pinellas County collected \$7 million in bed taxes for the first time. The county is on pace to collect \$50 million by year's end. This compares with \$40 million collected in 2015 (Tampa

Bay Times 11/22/16). Approximately One-third of the sales tax collected in Pinellas County is paid by tourists, including the Penny for Pinellas (Tampa Bay Times 12/7/16). Tourism remains Pinellas County's number one employer (Visit St. Pete/Clearwater Annual Plan 2016).

### **Benefits of Heritage Tourism**

While tourism in general is of great economic importance to Pinellas County and St. Petersburg, Heritage Tourism in particular has powerful economic benefit. U.S. cultural travelers spend 60% more than those who do not participate in cultural or heritage attractions. The total amount spent by the heritage tourist in 2013 was \$1,319, an increase of 32% over the average spent in 2009. Some 60% of travelers say they are likely to take a cultural/heritage trip, up from 51% in 2009 (Mandala Research 2013). Nationally, Historic sites are now more important than recreational asset as a tourist draw (*Forum Journal*, "Selling America's Heritage Without Selling Out"). Heritage visitors spend more per day, stay longer, and visit more places than tourists in general (National Trust for Historic Preservation). Compared to the average trip in the U. S., historic/cultural trips are more likely to be seven nights or longer and include air travel, a rental car, and a hotel stay. Historic/cultural travelers are also more likely to further extend their stay to experience history and culture at their destination. Four in ten added extra time to their trip specifically because of a historic/cultural activity (Travel Industry Association of America). Heritage Tourism data related specifically to Florida is as follows:

- ❖ 47% of US Tourists Visit a Historic Site in Florida. Heritage tourists to Florida in 2007 spent an estimated \$4.13 billion, and 46.7% of all U. S. visitors to Florida reported visiting an historical site during their stay. (Center for Government Responsibility, University of Florida, "Economic Impacts of Historic Preservation in Florida" (Updated 2010).
- ❖ In 2008, 13 million people visited a history museum in Florida. (Center for Government Responsibility, University of Florida, "Economic Impacts of Historic Preservation in Florida" (Updated 2010).
- ❖ Six in ten tourists in Florida participate in some history-based activities. (Visit Florida/Florida Department of State)

A recent survey of 32 nonprofit museums, theaters and other centers of artistic endeavor, including heritage institutions, in St. Petersburg counted 1.6 million out-of-town customers and \$32 million in receipts. Food and lodging expenditures by these tourists boosted that dollar infusion several times over, according to "The Economic Impact of Arts and Culture in St. Petersburg 2015," commissioned by the St. Petersburg Arts Alliance and underwritten by the Bank of America.

For additional information on the benefits of Heritage Tourism see U. S. Department of Commerce and the President's Committee on the Arts and Humanities, "Cultural and Heritage Tourism in the United States" 2005.

## St. Petersburg's Primary Historic Assets

Heritage Tourism is built upon a community's historic assets. These can range from small town historic main streets and period architecture to cities such as St. Augustine, which centers their tourist marketing around their rich historic resources such as Aviles Street and nearby Ft. Matanzas. St. Petersburg's prime historic assets are listed below. Logically, a program of Heritage Tourism marketing would focus upon and highlight these places, sites, and events.

### *Developed Historic Destinations:*

- **Historic Downtown Waterfront Parks.** One of the largest and oldest waterfront parks in the United States, dating from 1910. Effectively, St. Petersburg's "Town Square."
- **Architecture.** Distinctive Mediterranean Revival and Craftsman Style architecture, including three locally designated Historic Districts (Roser Park, Granada Terrace, and Lang's Bungalow Court) and five National Historic Districts (Downtown St. Petersburg Historic District, Kenwood Historic District, North Shore Historic District, Roser Park Historic District, and Round Lake Historic District).
- **Historic Hotels.** Vinoy Hotel, Jungle Hotel (now Admiral Farragut), Rolyat Hotel (now Stetson Law School), and nearby Don CeSar Hotel. Also the Princess Martha (now a retirement home), Suwanee (now county government offices), Ponce de Leon, Sunset (now Crystal Bay health residence), and Williams Park Hotel. Many of these hotels or former hotels are city landmarks.
- **Ft. De Soto and Egmont Key.** Perhaps the most visited sites in the St. Petersburg Area, Ft. De Soto and Egmont Key are most known for their beaches and bird life. Yet these sites are also rich in local history and present an opportunity to engage the recreational and ecological tourist in local history and heritage activities.
- **Indian Mounds.** Rare complexes of Native American Indian Mounds at Maximo Park, Boca Ciega Bay, and Weedon Island Preserve. Weedon Island is well developed with a major visitors center and gallery, and is included in the statewide guide to visiting Florida's Indian Heritage Sites known as the Trail of Florida's Indian Heritage. The Anderson-Narvaez Mound at Jungle Prada in Mound Park abutting Boca Ciega Bay and the Safety Harbor Mound at Philippe Park in nearby Safety Harbor are also included in the guide. Maximo Park and Boca Ciega Bay require further development. Weedon has a well-developed archaeological educational program (Archaeology Academy). The Mounds at Maximo are accessible to the public while those at Weedon Island are not. Abercrombie Park, also on Boca Ciega Bay, is another Indian Mound site. The City recently purchased additional property adjacent to the park with the intention exhibiting Indian artifacts on the site at some future date.
- **Midtown.** Vibrant African American main street historic district (22<sup>nd</sup> Street and 9<sup>th</sup> Avenue South) with African American Heritage Trail.
- **Museums and Related Sites.** Historic museums and sites include the St. Petersburg Museum of History; Carter G. Woodson African American Museum; Holocaust Museum; Pioneer Park; Pinellas Pioneer Settlement at Boyd Hill Nature Preserve; Sunken Gardens ("St. Petersburg's Oldest Living Museum"); Weedon Island Preserve Cultural & Natural History Center; Ted Williams Museum & Hitters Hall of Fame at Tropicana Field. Also within the Greater St. Petersburg Area are the Armed

Forces Museum; the Tampa Bay Automobile Museum, and Heritage Village at Largo. Soon to be built will be the Museum of The American Arts and Crafts Movement.

#### Historic Destinations Requiring Development:

- **Narvaez Expedition.** Boca Ciega Bay is the site of the start of the first Spanish (Narvaez) expedition into the interior of North America (1528). At or near the landing site is Jungle Prada de Narvaez Park and adjacent private property owned by the Anderson family (also referred to as the Anderson-Narvaez Mound at Jungle Prada Mound Park). The Narvaez “Entrada” was the first Spanish expedition into the interior of Southeast United States, and as such has international and national as well as local significance. The site could potentially become an important cultural center with its own visitor’s facility.
- **Babe Ruth’s Longest Home Run.** Site of the longest home run in major league pitching hit by Babe Ruth in 1934 (now Al Lang Stadium).
- **Birthplace of the World’s First Airline (1914).** The St. Petersburg Museum of History has a gallery designated to the First Airline. Plans are underway to replace the present modest historic marker on the Pier Approach with a new world-class destination First Airline Monument.
- **First Block (Central & Second Street).** This is the site of the oldest remaining major building in what was originally St. Petersburg, the Detroit Hotel dating to 1888. The Detroit is designated as a local city landmark. The block also contains the Binnie-Bishop Hotel (1912-21), also a local landmark. This block remains faithful to the city’s first decades of development (1888-1925) and is the oldest, most intact example of pioneer commercial development of contiguous buildings in the city. There are in total 16 buildings, all but one considered historic. Aside from the block’s historic importance, the block is also ideally situated in the heart of the downtown to tell much about the city’s early history and architecture.
- **1920s Pier Bait House.** The 1920s Pier Bait House was saved from the recent Pier demolition and will be incorporated into the pending Pier and Approach planning.
- **The Schooner Lynx.** Discussions are now underway to bring the *Lynx*, a replica of an 1812 Baltimore Clipper schooner to the Pier. The original *Lynx* took part in the War of 1812. The replica is a floating museum offering educational programs. While the *Lynx* has no direct association with St. Petersburg history, it is representative of the early sailing vessels that sprinkled the Downtown Waterfront and contributed to St. Petersburg’s early economy and Sense of Place, and a touch of national history.

#### **Areas of Strategic Focus for Promotion of Heritage Tourism**

How can Heritage Tourism be better promoted and marketed? The following recommendations address strategic areas for focus, promotional literature, websites and social media. Much has already been accomplished and set in place to appeal to the Heritage Tourist. Generally, the approach taken here is to build upon the foundation for Heritage Tourism already put in place by area stakeholders. These stakeholders include governmental agencies such as the City of St. Petersburg (particularly the Historic Preservation Division and the Marketing Department) and Pinellas County Visit St.

Pete/Clearwater (also known as the Convention and Visitors Bureau), the St. Petersburg Chamber, the St. Petersburg Downtown Partnership, heritage groups such as St. Petersburg Preservation, the St. Petersburg Folk Festival Society, the Florida Aviation Historical Society, and the Tony Jannus Distinguished Aviation Society, the Arts Alliance, and museums such as the St. Petersburg Museum of History, the Carter G. Woodson African American Museum, and the Florida Holocaust Museum. Also, such government staffed locations as the Weedon Island Preserve, Heritage Village, and Ft. De Soto and Egmont Key should be directly involved.

Strategic considerations for enhancing Heritage Tourism include 1) focusing on local residents first; 2) interesting recreational and eco tourists in Heritage Tourism; and 3) targeting tourists at key gateways. Some 44% of Pinellas overnight tourists stay with family or friends. What these tourists visit is heavily influenced by their hosts. Generally, a strategic approach to growing Heritage Tourism is to first increase awareness among local residents regarding local historic resources. Residents then in turn will influence their guests to visit historic sites and activities. Another strategic approach is to convert the recreational and eco tourist into also being heritage tourists. And thirdly, gateways should be identified where potential heritage tourists can be easily accessed and where they would be most receptive to Heritage Tourism information.

A focus on tourists staying with families or friends is not to say that significant efforts to attract potential Heritage Tourists staying in motels and hotels should be diminished. It is important to continue to connect with these potential tourists as well, and the power of advertising has a major role. Visit St. Pete/Clearwater previously employed creative video advertising showing a Spanish conquistador. It is this type of approach that may go far in attracting the Heritage Tourist, or creating them.

### **Recommendations/Ideas**

- **Vigorously Protect Our Historic Assets.** Vigorously protect, nourish, and further develop St. Petersburg's historic assets. These are the core of Historic Tourism as well as fundamental to our city's Sense of Place and Keeping St. Pete Special.
- **Convert Recreational Tourists to Also Be Heritage Tourists.** Given that heritage tourists stay longer, a strategic objective would be to convert the recreational tourist to also be a heritage tourist, and seek to convenience the tourist to spend additional time in the St. Petersburg area by adding history and heritage attractions to their visit. If 25% of tourists spent even one additional day this would result in a direct economic impact of \$234 million. One measure which could be taken to achieve this is to assure that information about nearby heritage sites is readily available at prime recreational and eco tourist sites.

One such site is Ft. De Soto. While Ft. De Soto is a county park not within the city limits of St. Petersburg, it is generally perceived as being a part of St. Petersburg and within the Greater St. Pete Area. Ft. De Soto has been ranked as No. 1 U. S. Beach by both Dr. Beach and TripAdvisor. Ft. De Soto was among the top four tourist attractions in 2015 for Pinellas overnight visitors. Presumably most were visiting as recreational or possibly eco tourists but many of these also visited the historic fort with its Quartermaster Museum. Possibly those doing so could be redirected through promotional information to other heritage sites beginning with nearby Egmont Key and possibly Maximo Park. Ranking sixth in visitation was the Dali

Museum. Again, possibly the Dali could be evaluated as a central point from which to redirect art visitors to city heritage sites and activities.

- **Focus First on Local Residents.** Some 44% of Pinellas tourists stay with family or friends. What these tourists visit is heavily influenced by their hosts. A strategic approach to growing Heritage Tourism is to increase awareness among local residents regarding local historic resources. Residents then in turn will influence their guests to visit historic sites and activities. Consideration should be given to development of incentives for residents to direct their visiting friends to historic sites. An example could be “Two-For” admissions where city residents receive a free admission when accompanied by an out-of-area guest.
- **Focus on Tourist Gateways.** Focus on tourist gateways or points of entrance to the St. Petersburg area, particularly area airports. Tampa International Airport handled nearly 19 million passengers (both arriving & departing) in 2015, making it the 31st busiest airport by passenger movements in North America. Nearly 70% of Pinellas tourists arrived by plane in 2015, and 68% of those arriving by plane used Tampa International Airport. Some 12% used St. Petersburg/Clearwater International (Research Data Services). Collateral heritage information especially should be disseminated at such gateways.
- **Focus on Out of Area Baseball Fans.** Focus on out of area Rays game attendees (approximately 450,000 annually). Seek to extend attendees stay by one day by creating a local baseball heritage tour designed especially for out of area Rays fans to include the Rays own Ted Williams Museum and Hitters Hall of Fame, Schrader’s Little Cooperstown world’s largest collection of autographed baseballs at the St. Petersburg Museum of History, perhaps Historic James Oliver Field at Campbell Park, Kids and Kubs Game, Babe Ruth site tour including Longest Home Run Site near Al Lang Stadium, Hall of Fame Walk on Central Avenue, etc.
- **Maximo Park.** Proceed as a priority with designation of Maximo Park as a National Historic Site and seek to add Maximo and the nearby Pinellas Point mound to the Trail of Florida’s Indian Heritage.
- **First Block**—Provide markers noting the historic significance of the block as a whole in addition to markers for each landmark and other historic building.
- **New First Airline Monument**—Efforts are underway led by the “Flight 2014” Coalition to erect a new First Airline destination Monument near the site of the original airline hangar on the Approach to the Pier.
- **Markers or Memorials.** Use of markers or plaques is an effective way to educate the public regarding historic sites and to promote Heritage Tourism. Current markers in St. Petersburg include various State of Florida markers, City markers, and markers provided by Saint Petersburg Preservation for the National Downtown Historic District. The City and Saint Petersburg

Preservation collaborated via a grant to place markers at some downtown landmark sites and the City and the African American Heritage Association developed the African American Heritage Trail in Midtown. History panels chronicling the history of the Downtown Piers have been erected near the History Museum. Some subjects for new markers would include the historic buildings on First Block and the 55-year Sister City partnership with Takamatsu, Japan. (A listing of markers may be found at [lat34north.com/HistoricMarkersFl/County](http://lat34north.com/HistoricMarkersFl/County).)

- **Heritage Tours.** Current heritage tours include Downtown, Waterfront, and select neighborhood and special (for example Babe Ruth sites and Mid-Century Architecture) tours sponsored by Saint Petersburg Preservation. Ghost Tours are also held downtown presenting real city history mixed with entertainment. Saint Petersburg Preservation recently published, in association with Southern Roots Realty) a Downtown and Waterfront Walking Tour Guide, and the African American Heritage Trail markers constitute a self-guided walking tour. Tours, including self-guided tours may be incorporated with suggested brochures (See Appendix--City Art, Historic Restaurants, etc.).
- **Historic Murals.** In order to continue to position St. Petersburg as an international arts destination, St. Petersburg, in partnership with the Suncoasters, hosted the first SPF – St. Petersburg Festival of the Arts. As part of SPF, the city hosted and funded “Shine”: St. Petersburg Mural Festival which resulted in more than a dozen murals by local, national and international artists to complement existing murals throughout downtown, Grand Central and the Warehouse Arts District. Tours of these murals have become a notable tourist attraction. Also the City has worked with students to design art work for some of the concrete bunkers found along the Pinellas Trail.

The City and Shine should consider integrating the existing collection of murals with a series of murals celebrating our city’s history. One resource for this could be a group of artists known as “The Walldogs.” The Walldogs are a group of highly skilled sign painters and mural artists from all over the globe that specialize in historic murals. The WEDU Arts Plus Program recently featured the work of the Walldogs in Delavan, Wisconsin. Information about the Walldogs may be found at [thewalldogs.com](http://thewalldogs.com). A launch date or month for painting the murals might be June 8<sup>th</sup>. It was on June 8, 1888, that the Orange Belt Railway delivered its first train to the new city of St. Petersburg. It was on that date St. Petersburg was effectively founded, although it was not formally incorporated as a Town until 1892. Some suggested content for historic murals is included in the appendix.

There are a few historic murals currently, notably Carrie Jadus’ “A Glimpse Through the Mangroves” (at Weedon Island). (Note: There does not appear to be a self-guided mural walking tour giving a complete listing of murals with addresses available on-line or in print. There are interactive maps, but these are difficult to navigate and use to plan a self-guided tour. Guided tours are available once weekly. See <http://www.floridacraftart.org/events/walking-mural-tours-in-the-central-arts-district/>)

- **Heritage & History Annual Major Event.** Consider creating an annual “Heritage & History” event, possibly on the Downtown Waterfront Parks. Saint Petersburg Preservation, the Chamber, the City, and possibly the St. Petersburg International Folk Festival Society (SPIFFS) could partner together as sponsors. The event could build-on and expand the annual SPIFFS heritage festival. Activities might include period costumes; tours of historic sites in the downtown; history and heritage cuisine at downtown restaurants; free admission for the day at

participating museums; flag-raising ceremony; an airboat fly-over (World's First Airline); reenactment of Union gunboat attack at Pinellas Village; etc.

- **Consider Specialty Collaterals.** Promotional materials should speak directly to the heritage tourist (and potential heritage tourist) along with the recreational and eco tourists. Attention should be given to social media as well as websites. Some ideas regarding possible brochures and enhancements of other collaterals may be found in the appendix.
- **Websites.** Some 94% of Pinellas Tourists used the internet to obtain travel information for their trip in 2015. 80% booked reservations for the trip on-line (Research Data Services). One of the best website models for Heritage Tourism is VisitPensacola.com. Like St. Petersburg, Pensacola also is a major Beach Destination and this rightfully receives prime focus. However, significant emphasis is also given to "History & Heritage." Navigation is easy: "Things To Do" leads directly to this tab. History and Heritage contains a brief overview statement and is then subdivided into Archaeology, Family Fun, Forts & Historic Sites, Multicultural Heritage, Museums, and Parks and Trails with brief overviews of Pensacola historic information. Information relevant to those interested in Heritage Tourism is pulled together in one place. Some information is repeated as it fits more than one category, but this facilitates navigation. The Pensacola website may serve as a template against which to test the websites of St. Petersburg Area stakeholders. Suggested content for the six subtabs and other website content may be found in the appendix.
- **Grant Programs.** Stakeholders should be alert to grant opportunities to promote Heritage Tourism. For example the African American Trail in Midtown was accomplished with grant funding as was the recent Saint Petersburg Preservation Downtown & Waterfront Walking Tour Guide.
- **Media Support.** Seek to obtain greater media coverage of local heritage and history activities with the goal of increasing heritage tourism. As an example, the Tampa Bay Times might run regular features promoting Heritage Tourism and possibly a Heritage Tourism supplement.
- **Coordination of Heritage Tourism Promotion.** It is recommended that Heritage Tourism stakeholders coordinate their efforts in promoting Heritage Tourism. It is suggested Saint Petersburg Preservation take the lead in forming a steering committee of interested stakeholders. One goal could be prioritizing recommendations from this report with the intent of implementing two or three a year. Such an effort might eventually lead to the formation of a St. Petersburg Heritage Tourism Association composed of government (Ft. De Soto Park, Boyd Hill Preserve, Weedon Island Preserve, etc.), non-profits (Saint Petersburg Preservation, museums, etc.), and businesses relating to the heritage tourist (historic hotels, restaurants in historic buildings, for-profit tour companies, etc.). An example of a successful Heritage Tourism Association is in San Juan Capistrano, California (<http://www.missionsjc.com/volunteers-partners/heritage-tourism-association/>).

## APPENDIXES

### Appendix A

#### Top Countries for International Tourism in Florida (Tampa Bay Times 3/3/16)

1. Canada, 4 Million
2. United Kingdom, 1.6 Million
3. Brazil, 1.6 Million
4. Argentina, 720,000
5. Columbia, 594,000
6. Venezuela, 490,000
7. Germany, 448,000
8. Mexico, 430,000
9. Australia, 320,000
10. France, 313,000
11. China, 271,000

Note: British tourists spend more per capita than Canadian tourists. In 2015 British tourists spent \$1.5 Billion, more than Germany, Mexico, Australia, China and Indian combined. The average British length of stay is 13.3 days compared to 4.9 days for U. S. visitors. (Tampa Bay Times 12/10/09)

### Appendix B

#### Place of Visitor Origin For Pinellas County Overnight Tourists (Annual Visitor Profile 2015)

Midwest	1,803,370
Europe	1,146,672
Northeast	1,421,525
Florida	707,996
Southeast	407,093
Markets of Opportunity	196,493
Latin America	178,600

## Appendix C

### Number of Visitors to Select St. Petersburg Area Venues

Morean Arts Center	816,779*
Museum of Fine Arts	666,762*
Dali Museum	400,000
Florida Holocaust Museum	250,641*
Weedon Island Preserve	100,000
Great Explorations Children's Museum	96,728
St. Petersburg Museum of History	45,173*
Armed Forces Museum	25,000
Museum Carter G. Woodson of African American History	3,185*
Saint Petersburg Preservation	2,535*

#### Notes and Sources:

\* It is estimated that 32% of stated arts venue visitors are from outside the St. Petersburg area (St. Petersburg Arts Alliance, "The Economic Impact of Arts in St. Petersburg 2015.")

Figures for Great Explorations do not include Off-Site Attendance of 82,760. Figures for Weedon Island include 14,000 persons visiting the Cultural & Natural History Center. Armed Forces Museum data is from the Tampa Bay Times 12/1/16.

Ft. De Soto has the Spanish-American dated fortifications that are visited by tourists, most going for the beaches, camping, and fishing. Annual park attendance is more than million visitors. No count is made of those specifically visiting the fortifications. The 12-inch mortar batteries, located at the fort for which the park was named, was listed in the National Register of Historic Places in 1977. Adding to the historical interest at Fort De Soto, two British breech-loading, rapid-fire rifles of 1890 vintage were installed in 1982. These were originally at nearby Ft. Dade on Egmont Key. Markers show the original building locations and a Quartermaster Storehouse Museum.

Nearby is Egmont Key State Park. While the Park is primarily a wildlife refuge, it has a rich history including association with Spanish and English explorers, Seminole Wars, and Civil War. The lighthouse dates to 1847 (rebuilt in 1858). Remnants of the Spanish-American Ft. Date may also be visited. The County and Florida State Park websites are excellent.

## Appendix D

### Top Attractions/Theme Parks Visited by Pinellas Overnight Tourists in 2015

Orlando Theme Parks	18.2%
Bush Gardens	12.6%
Clearwater Marine Aquarium	12.5%
Fort De Soto	9.1%
Tarpon Springs	7.7%
Dali Museum	7.1%

Source: Research Data Services, Inc., "Annual 2015 Visitor Profile."

## Appendix E

### USA Today 10 Best Museums in St. Petersburg/Clearwater

1. Florida Holocaust Museum
2. Dali Museum
3. Museum of Fine Art
4. Armed Forces Museum
5. St. Petersburg Museum of History
6. Tampa Bay Automobile Museum
7. Great Explorations Children's Museum
8. Lee Ratner Museum of Art
9. Dunedin Historical Museum
10. Gulf Beaches Historical Museum

## Appendix F

### Trip Advisor Top Things To Do in St. Petersburg (Selected from 123 Venues)

- 1 Dali Museum
- 6 Vinoy Park
- 8 Holocaust Museum
- 9 Museum of Fine Arts
- 11 Sunken Gardens
- 13 Weedon Island Preserve
- 20 Boyd Hill Nature Preserve (Pioneer Settlement)
- 26 Great Explorations Childrens Museum
- 30 North Straub Park
- 34 Demens Landing Park
- 35 Ted Williams Museum & Hitters Ball of Fame
- 36 St. Petersburg Museum of History
- 44 Maximo Park (Local Landmark)
- 45 Al Lang Stadium
- 48 Palladium (Landmark Building)
- 51 Historic Kenwood (National Historic District)
- 56 Pioneer Park
- 59 South Straub Park
- 75 Historical & Heritage Tours
- 81 Narvaez Site
- 82 Carter G. Woodson African American Museum
- 86 North Shore Historic District (National Historic District)
- 90 Jungle Prada de Narvaez Park
- 96 Historic YMCA (Landmark building)
- 106 Williams Park

## Appendix G

### Brochure & Other Collaterals Ideas

- Possible Brochure—“Heritage Tourism in Greater St. Petersburg” (Highlighting major area heritage tourism sites and activities)
- Possible Brochure—“Things to Do at Historic Buildings”
- Possible Brochure—“City Public Art”
- Possible Brochure—“Places to Eat in Historic Buildings”
- Possible Brochure—“Historic Hotels”
- Possible brochure—“Historic Markers and Monuments”
- Creole Café highlights the inspiration of Mary Brayboy Jones, long-time resident, in creating this Midtown restaurant.
- The Hangar Restaurant—Develop brochure about the history of the Albert Whitted Airport.
- The Birchwood Restaurant —Develop brochure regarding its designation as a local landmark.
- Official Trolley Map of PSTA—Add information about 5-10 historic sites along on the trolley route.
- Discover Pinellas Trails & Bicycle Lanes Guide (Pinellas County Metropolitan Planning Organization)—Has good timeline of the history of the trail; possibly add listing of historic landmarks and sites near the trails (does include Weedon Island Preserve Cultural & Natural History Center)
- Downtown St. Petersburg & The Gulf Beaches Visitors Map (Downtown Segway)—Add information regarding historic sites.
- Downtown Guide & Map (Discover Downtown) —Includes “Attractions & Points of Interest” section that addresses historic resources to some extent; but recommend further development; maybe have its own section.
- St. Petersburg’s Visitor Guide (Chamber) — in 2014 the Chamber mailed 31,809 tourist guides to prospective visitors. While this is an excellent guide it should be reviewed for opportunities to add information regarding historic sites and attractions. (See recommended website template regarding content).
- The VisitFlorida/Florida Attractions Association (Florida Suncoast Tourism Promotions, Inc.) “Attractions Map” only includes the Tampa Bay Automobile Museum among the various heritage tourism sites discussed in this study. Consideration should be given for additional venues.

## Appendix H

### Suggested Content for Historic Murals

- Tocobaga Indian life and Indian Mounds.
- The Narvaez Expedition.
- The Union Gunboat Attack on Abel Miranda's fish rancho in the Driftwood area.
- City founders John C. Williams, Sarah Williams, and Peter Demens in association with the Orange Belt Railway, the first train station, and the Detroit Hotel.
- Tony Jannus, Thomas Benoist, Percy Fansler, and Mayor Abe Pheil and the first take-off of the World's First Airline.
- The Manhattan Casino with Elder Jordan, George Grogan and performers.
- Babe Ruth hitting his longest home run at Waterfront Park Field.
- James Oliver playing in the Negro Leagues and his baseball star son Nate.
- The Kids and Kubs three-quarter century baseball club.
- The Waterfront Parks, Piers, and William Straub.
- Civil Rights leaders Ralph Wimbish, Fred Alsop, James Sanderlin, Joe Savage, and Mayor Don Jones.
- Doc Webb and the World's Most Unusual Drugstore.
- Sister City Takamatsu, Mayor Herman Goldner, and Mayor Teruta Kunito.

## Appendix I

### Suggested Content for Website Subtabs (Based on VisitPensacola)

#### Part 1

##### Archaeology:

- Emphasize visitation of the Maximo Park Indian Mounds in the Skyway Marina District and the 3700 acre Weedon Island Preserve in North St. Pete. While the mounds at Weedon Island are not public accessible there is a major interpretation facility, the Cultural and Natural History Center, which includes exhibit of a unique one-thousand year old 40 foot canoe discovered at the Preserve.
- Also narrate the ill-fated expedition of the Spanish Conquistador Panfilo de Narvaez (and other Spanish influences in the St. Petersburg area). This was the first of the Spanish expeditions to explore the interior of Florida and the Gulf Coast states. Hopefully the approximate site of the beginning of the expedition on Boca Ciega Bay will be developed in the future as a major heritage site having local, state, and national interest. The approximate site, known as the Anderson-Narvaez Mound at Jungle Prada Mound Park, is included in the Trail of Florida's Indian Heritage.

##### **Family Fun:** *The emphasis of this section is on fun things to do while appreciating local history.*

- Again a visit to the Weedon Island Preserve with its unique combination of Cultural and Natural History Center, fishing pier, kayak and canoe paddling trails, and hiking trails is a great way to combine history, ecology, and recreation. The Center and nearby Indian mounds tell the story of the Weedon Island Culture dating back 1800 years. Also the colorful more recent Weedon history of airports, speakeasies, and Hollywood movies.
- In nearby Largo is Heritage Village, a collection of over 30 historic structures moved from various parts of the county including St. Petersburg (Harris School, H. C. Smith Store, and replica of

Williams Parks Bandstand). This assembly of historic structures also is presented with lots to do including such major yearly events as a weaving demonstration; "Jubilee" (Flea Market), Farm Day, and Holliday Village.

- St. Petersburg has its own Heritage Village, called the Pioneer Settlement, located at the Boyd Hill Nature Preserve. It contains seven historic structures including the Brantley House (1888) and the Endicott House (1898). It is only open for special events, including children's day camps. Perhaps in the future it can evolve into a tourist site that can be visited daily.
- Museums also serve as places for fun, often with exhibits that are interactive. These include the St. Petersburg Museum of History with its First Airline, World-Class Baseball, and St. Petersburg History Exhibits; The Holocaust Museum; The Ted Williams Museum & Hitters Hall of Fame at Tropicana Field; and Armed Forces History Museum in nearby Largo. Also, not to be forgotten is Haslam's Book Store operating since 1933 has perhaps the best local offering of books on local history and culture and other Florida ("Florida's Greatest Rainy-Day Attraction").

**Forts & Historic Sites:** *While Pensacola's historic forts are more elaborate than those in the St. Petersburg area St. Petersburg does have Ft. De Soto and Ft. Dade and other sites which are engaging to visit.*

- Ft. De Soto dates to the Spanish-American War and many elements of its fortifications remain and may be visited (including the last four 12-inch M 1890-MI mortars remaining in North America). Pinellas County Government and the Friends of Ft. De Soto provide excellent information, including a self-guided walking tour brochure, at its website [pinellascounty.org](http://pinellascounty.org). (also available in hard copy at the entrance to the Park). Visit St. Pete/Clearwater has an excellent on-line video regarding Ft. De Soto.
- Also of great interest is nearby Egmont Key, site of Ft. Dade and the lighthouse dating to 1848. Again the Pinellas County website provides excellent information. Also, Friends of Weedon Island at <http://friendsofweedonisland.org/>.
- Historic Hotels include the storied 1920s era Vinoy Renaissance and Don CeSar Hotels with their distinctive Mediterranean Revival style architecture. The Don CeSar Hotel was named the "Best Historic Hotel" in its category in 2015 by the Historic Hotels of America organization (part of the National Trust for Historic Preservation (*Tampa Bay Times*, 10/16/15). A former hotel, previously the Rolyat, is Stetson Law School. This is also an excellent example of well-preserved Mediterranean Revival architecture, and is also the site where Babe Ruth signed his 1932 \$75,000 contract with the Yankees.
- Historic and architecturally significant sites in Downtown St. Petersburg may be visited via tours conducted by Saint Petersburg Preservation. Saint Petersburg Preservation also recently published (in cooperation with Southern Roots Realty) an excellent "Downtown & Waterfront Walking Tour Guide" for those unable to take a guided tour. The Guide should be made available on stakeholder websites and social media. Tours are also conducted in Gulfport and there is a "Westward Ho" tour conducted in the Kenwood Bungalow Neighborhood. A special site is the Seaboard Coastline Railroad Station on 22<sup>nd</sup> St. South dating from 1926, now occupied by the Creative Clay Company providing studios to ceramic artists and a retail gallery.
- The Coliseum Complex includes the historic 1920s Coliseum building and adjacent shuffleboard and lawn bowling courts and chess club situated at picturesque Mirror Lake. Many city events are held at the Coliseum, but the Shuffle Board Courts ("The Oldest & Largest in the World") have really taken off in recent years, and are open to the public daily. VisitSt.Pete/Clearwater has an excellent promotional video on its website.

- The African American Heritage Trails. There are two walking trails that provide a small glimpse into the varied culture of the Midtown part of the city. The 22nd Street South (popularly known as “The Deuces”) trail is titled "Community, Culture, and Commerce" and focuses on the rich cultural heritage of the neighborhood, community leaders, landmark businesses, and the evolution from the Jim Crow era to desegregation and the Civil Rights Movement. The 9th Avenue South trail is titled "Faith, Family, and Education" and delves into the more personal aspects of life in the community, highlighting the local schools, housing stock, community organizations, and churches that enriched the social fabric of the neighborhood.
- Historic sites previously mentioned also fit this category: Weedon Island Preserve and Maximo Park. Also Sunken Gardens, while considered mainly a botanical center, has a rich history, and is located adjacent to the popular Great Explorations Children’s Museum. (The Children’s Museum also includes a history-related exhibit entitled “I Spy St. Pete.”)

**Multicultural Heritage:** *Pensacola has a diverse population including Native American, African, Latin, European, and Asian—many with deep historical roots in the city. This section briefly summarizes the historical narrative of these cultural groups and describes a few multi-cultural locations for tourists to visit.*

St. Petersburg also has a multi-cultural heritage. Our first inhabitants were of course Native Americans. These were followed by the Spanish. Famed early settler Able Miranda was of Minorcan heritage. During the Civil War diarist Robert Watson wrote about Confederates in the Tampa Bay area as “truly cosmopolitan” including not just Southern whites but also “Yankees, Crackers, Conchs, Englishmen, Spaniards, Germans, Frenchmen, Italians, Poles, Irishmen, Swedes, Chinese, Portuguese, Brazilians,” and “half Indians.” Canadians such as Sarah Williams and Henry Sweetapple were instrumental in founding the city along with the Russian Peter Demens. A significant number of African Americans worked for the Orange Belt Railway and permanently located in St. Petersburg. Many early settlers were British bringing with them their Anglican Church. Over the years numerous ethnic groups made St. Pete their home, assimilating into the community but yet maintaining their distinctive traditions. In 1975 many of these groups came together under the umbrella of the St. Petersburg International Folk Fair Society.

- St. Petersburg International Folk Fair Society (SPIFFS). SPIFFS is composed of approximately 35 ethnic group members and has held an annual multi-cultural festival for over 40 years. SPIFFS and member groups hold a variety of heritage activities throughout the year. SPIFFS is the only independent multiethnic organization of its kind in the United States and has been named as a local legacy by the Library of Congress.
- St. Petersburg’s 55 year + Sister City relationship with Takamatsu, Japan. A range of cultural activities have been held over the past 55 years including student, teacher, and government staff exchanges, and baseball exhibit games. It is suggested that the mayors discuss what might be done to further increase tourism between the two cities.
- Carter G. Woodson African American Museum. The mission of the Dr. Carter G. Woodson African American Museum is two-fold: 1) to preserve, present, and interpret African American history and to engage a broad and diverse audience through these activities. 2) To promote an understanding among various groups that make up the St. Petersburg community in order to enhance our ability as a society to respect and value diversity and foster equal rights and social justice. In addition to the museum’s memorialization of the city’s African American history it also functions as an important cultural center.

**Parks & Trails:** *The Parks and trails tab first includes summaries of parks and plazas that have historic connections (noting the association), followed by listings of all parks (with photos). Parallel construction for websites in St. Petersburg would include the historic Waterfront Parks, Weedon Island Preserve, Maximo Park, Ft. De Soto, Egmont Key, etc. Both City of St. Petersburg and Pinellas County websites have well developed listings of parks and preserves generally.*

## Appendix J

### Draft Heritage Tourism Website Template Part II

#### Heritage & History (Short Background Statement)

- Archaeology
- Family Fun
- Forts & Historic Sites
- Multicultural
- Museums
- Parks & Trails

#### Museums of History

- St. Petersburg Museum of History ([link](#))
- Carter G. Woodson African American Museum ([link](#))
- Florida Holocaust Museum ([link](#))
- Boyd Hill Pioneer Settlement ([link](#))
- Weedon Island Preserve Cultural & Natural History Center ([link](#))
- Ted Williams Museum & Hitters Hall of Fame at Tropicana Field ([link](#))
- Armed Forces History Museum ([link](#))
- Heritage Village ([link](#))
- Tampa Bay Automobile Museum ([link](#))

#### Major Historic Destinations (Other Than Museums)

- Downtown Waterfront Parks & Pier
- Weedon Island Preserve
- Ft. Desoto and Egmont Key
- Maximo & Pinellas Point Indian Mounds
- African American Heritage Trail (“The Duces”)
- Coliseum (Events & Shuffleboard)
- Sunken Gardens
- Seaboard Coastline Railroad Station (Creative Clay)
- Historic Districts
  - First Block
  - Roser Park
  - Granada Terrace
  - Lang’s Bungalow Court
  - Downtown
  - Kenwood
  - North Shore (Old Northeast)
  - Round Lake

## Major Historic Architectural Venues (Examples)

- Snell Arcade (Mediterranean Revival)
- Open-Air Post Office (Renaissance)
- Detroit Hotel (Victoria/Vernacular)
- Studebaker Building
- St. Mary's Catholic Church (Roman)
- State Theater (Beaux Arts)
- Williams Park Band shell (International)
- St. Peter's Cathedral (Florida Gothic)
- Carnegie Library (Beaux Arts)
- Veillard House (Queen Anne)
- Coliseum Complex (Shuffle Board, Lawn Bowling, Chess Club)
- Bethel A. M. E. Church (Gothic Revival/Romanesque Revival)
- Vinoy Park Hotel (Mediterranean)
- Jungle Prado
- C. Perry Snell's 3<sup>rd</sup> Residence (Brightwaters)
- Jordan Elementary
- Bahama Shores Ferdon-Designed Residence
- Sunset Hotel
- Admiral Farragut (Jungle Hotel)
- Stetson Law School (Rolyat Hotel)
- Don Cesar Hotel (Mediterranean Revival)
- Roser Park Bradshaw Home (Colonial Revival)
- Vinoy Renaissance Golf Club/Sunset Golf & Country Club (Romantic Revival)

## Walking Tours

- Saint Petersburg Preservation Sponsored Tours
  - Downtown
  - Waterfront Parks
  - North Shore
  - Kenwood
  - Gulfport
- African American Heritage Trail
- Vinoy Renaissance Hotel Tours
- Segway Tours (Doo's Amazing Tours) ([gyroglides.com](http://gyroglides.com))
- Ghost Tours
- Skyway Historical Tours
- [StPeteMuralTour.com](http://StPeteMuralTour.com) (partnered with [Florida CraftArt](#))
- [Link to Self-Guided Walking Tour Brochure](#)

## Restaurants in Historic Buildings

- Hofbrauhaus (Tramor Cafeteria Landmark)

- 1100 Block Central (Green Bench, Ricky P, Bodega, Mercado)
- The Hideaway
- Burg Bar & Grill
- Alesia
- Enigma
- Ceviche Tapas Bar & Restaurant
- Craftsman House
- Rococo Steak
- Hollander
- Birchwood
- Vinoy
- Bombay Grill
- McDinton's Irish Pub & Restaurant
- Mirror Lake Lyceum
- Mastry's Bar & Grill

#### Historic Hotels/ Bed & Breakfasts

- Vinoy Renaissance (Landmark)
- Don CeSar
- Hollander
- Williams Park
- Indigo
- Birchwood (Landmark)
- Cordova (Landmark)
- Dickens House
- La Veranda
- Beach Drive Inn
- Larelle House
- Sunset Inn (Landmark)

#### Baseball

- Babe Ruth Associated Sites
  - Princess Martha
  - Miller-Huggins—Stengel Park
  - Waterfront Park/Al Lang
  - Admiral Farragut (Jungle Hotel)
  - Stetson Law School (Rolyat Hotel)
  - Waterfront Park/Al Lang
  - Flori-de-Leon Apartments
  - Snell Apartments

#### **Additional Notes Regarding Websites**

- Have a "Historicstpete" website or major tab at the chamber, history museums, city, SPP, Visit St. Pete/Clearwater. (See Pensacola example)

- Pinellas County Website ([www.pinellascounty.org](http://www.pinellascounty.org)) Visit tab leads to Visit St. Pete/Clearwater; Cultural Arts and Events; Heritage Village; and Weedon Island Preserve.
- The Weedon Island Preserve tab is excellent, serving as a model, and includes videos featuring historical information about all aspects of the Preserve.
- The Fort De Soto tab is also excellent including history and a self-guide to the historic fort area and a history of nearby Egmont Key (Ft. Dade and historic 1848 lighthouse).
- Note: Visit St. Pete/Clearwater site lacks information about the Carter G. Woodson African American Museum.
- County, City of St. Pete, VisitSt.Pete/Clearwater, and St. Pete Chamber websites should be reviewed in light of core historic preservation landmarks and venues in St. Petersburg; and promotion of heritage-related tours.
- No website appears to include a self-guided walking tour or more general listing with map of “Historic Sites of Note to Visit”

Social Media would parallel the above.

## **Appendix K**

### **Organizational Mission Statements**

#### **St. Petersburg City Marketing & Communications Department**

The mission of the St. Petersburg City Marketing & Communications Department is to provide citizens, businesses, and visitors of the city information to enhance their lives, opportunities, and experiences through the promotion of the city's services, programs, diverse communities, and cultural events and organizations. Services provided include Editorial and Promotion; TV; Administration; Website; Graphic Support and Departmental Communications, and Marketing Outreach.

#### **Visit St. Petersburg/Clearwater (Pinellas County Convention & Visitor’s Bureau)**

Visit St. Petersburg/Clearwater Area Convention and Visitors Bureau is a department of Pinellas County Government and is the official tourism marketing and management organization for the St. Petersburg/Clearwater Area. The CVB is charged with enhancing the county’s economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. The organization works domestically and internationally to develop and enhance sustainable tourism for the St. Petersburg/Clearwater area in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities. The CVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in development of new attractions and redevelopment of others.

## **St. Petersburg Area Chamber of Commerce**

The St. Petersburg Area Chamber of Commerce shall be the preeminent leader of business in order to ensure the economic growth and vitality of our community.

### **Resources (Persons Interviewed)**

Appreciation is extended to the following persons for their participation in this study.

Rui Farias, St. Petersburg Museum of History  
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John Collins, St. Petersburg Arts Alliance  
Brian Neimann, Weedon Island Preserve