

Research Findings and Action Plan:

**Establishing St. Petersburg
as an
International Cultural Heritage Destination**

*If you want to travel quickly, go alone.
If you want to travel far, go together.*
African Proverb



The History Council

Preserving and Promoting Cultural Heritage

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What is The History Council?

The History Council, a 501(c)3 nonprofit, is dedicated to positioning St. Petersburg and the Florida Suncoast region as a place of historic and cultural significance. Membership includes individuals and organizations that support the preservation, protection, and enhancement of knowledge of general or specific historic and cultural assets.

The History Council Mission

- To define St. Petersburg and surrounding communities of the Suncoast region as historic and cultural heritage destinations.
- To identify and enhance awareness of lesser-known historic and cultural assets, and incorporate these with better-known assets, to create a large and more-encompassing picture of historic/cultural resources and attractions.
- To provide significant print and online resources to educators, educational institutions, and those interested in drawing a new cohort of visitors to St. Petersburg and surrounding municipalities.

Tactics for Achieving Mission

The History Council funds original research; creates and publishes books, articles, and brochures; maintains a website with information about member organizations; coalesces the broad array of local resources into one marketable overview; and seeks support from cities, the county, and state and federal government agencies to contribute to the creation of markers, memorials, and educational resources, as well as to provide significant promotion of the array of the St. Petersburg area historic, and cultural attractions nationally and internationally.

Responsible Stewardship

The careful stewardship of contributions to The History Council is an important element in the attainment of its mission. THC employs a full-time Executive Director and retains individuals or companies on a project-specific "as required" basis, thus limiting fixed and burdensome overhead expenses. It benefits from the extensive engagement by unpaid members of its Board of Advisors, volunteers, interns from local universities, and by working with other organizations that have personnel and budgets to support elements of our overall objectives.

Executive Summary

St. Petersburg and its Environs Require Better International Recognition

During the past five years there has been an enormous investment made in the city of St. Petersburg in the construction of new condos, apartment buildings, shops, restaurants, hotels, and cultural attractions. More than \$150 million has been invested in four new museums, and \$70 million in developing a new downtown pier and pier approach. This has not been accompanied by concomitant success in publicizing the historic and cultural attractions that make St. Petersburg an increasingly attractive draw to visitors on the international and national stage. Simply put, a doubling of the museums, cultural attractions, shops, restaurants, and hotels, requires at least a doubling of visitors to the city and the surrounding area.

An examination of the paid attendance at existing museums (using publicly available sources), showed that, with the notable exception of the Dalí Museum and the Morean Arts Center/Chihuly Collection, many are relatively lightly attended in paid admissions and rely heavily on philanthropic support. As the number of museums has doubled, this will put additional pressure on each of them to draw paid admissions sufficient to assure their success. The lack of significant paid attendance revenues from visitors at many museums can be attributed to the fact that there is little recognition of St. Petersburg as a place of historic and cultural significance, “worth a stay.” It was noted that virtually no comprehensive portrayal of St. Petersburg’s many cultural and historic assets was being presented, and that two historic events of international significance were not recognized or heralded by the city in order to draw recognition to itself on the world stage.

Recognizing Events of International Historic Significance

In 2015, an effort began to determine events of international significance that had taken place in this area. One of these events, the Narváez Expedition, was the first documented inland exploration of North America. It was not recognized by a monument or memorial. Initial research showed that few knew of the significance of the Narváez Expedition of 1528, and that those who did thought that it was perhaps more of a legend than a fact. It was determined that insufficient documentation that St. Petersburg was the landing site of an event of international importance had been established. Research was undertaken to determine if such documentation was available or could be compiled.

In the course of the research to determine the Narváez landing site, it was recognized that another significant historic event had occurred in St. Petersburg when the first scheduled airline flight in world history took place on January 1, 1914, departing from the downtown waterfront. The facts concerning the first commercial flight were well documented and widely accepted. Yet it, too, was unmarked by a significant memorial or monument. It was learned that the City of St. Petersburg had agreed to provide a site for a proposed monument on the new Pier approach, and efforts to raise private funds for its construction had been underway since 2015.

The Impact of Monuments as a Tourism Draw

In most places where historic events have occurred, monuments have been constructed nearby, serving as a draw to visitors and as a place from which the story of these historic events could be told. Numerous examples were identified including the Plymouth Rock, drawing 1,000,000 visitors a year; and the Wright Brothers First Flight Monument, drawing 500,000 visitors a year. Even the out-of-the-way De Soto Expedition Memorial in Bradenton, Florida, draws 150,000+ visitors a year. Each monument or memorial “tells a story”, places that event on the national and international stage, and draws the visitors that are critical to the development and support of cultural, economic and tourism infrastructure near where they are located.

The most glaring omission of a potentially huge tourism draw in St. Petersburg was the absence of recognition of the Narvaez Expedition and the trans-continental journey of its four survivors. A year-long research effort commenced, resulting in the publication of a book, *The Pánfilo de Narváez Expedition of 1528*, firmly establishing that the landing site was in present-day St. Petersburg, and acknowledged by scholars as a definitive work on the subject. A design for a monument was commissioned and presented to City officials with a request that a site be designated for a monument. The City has this request under consideration.

Although a monument and plaza commemorating the first commercial airline in the world has been approved by the City, adequate funds have not yet been raised for the commencement of the project.

The History Council has determined that it must be a high priority to support the construction of both monuments, as they represent internationally-significant tourism draws, and that the telling of the accompanying stories was vital to the preservation and communication of the knowledge of these important historic events. Approval and funding must be sought in order establish these historical

markers as soon as possible, as they are significant and unique events in history, and can garner international attention for St. Petersburg.

The Importance of Museums

Museums represent the telling of history by combining art, artifacts, and narrative to describe important events of the past, including the evolution of particular people, cultures, or art forms. They represent the way that historical heritage is best displayed, whether the subject matter is ancient or relatively-recent, and whether it represents works of a single person or small group, or of entire cultures or movements.

St. Petersburg has a large concentration of museums, representing a significant array of cultural assets. While one or two museums in a particular place might not be especially noteworthy, there is no doubt that an array of eleven museums in a walkable waterfront parkland environment represents what makes St. Petersburg unique, and that these resources should be widely publicized and promoted.

Defining St. Petersburg and Environs as a Historic and Cultural Destination

By early 2017, it had become apparent that although St. Petersburg could and should be recognized as a “cultural heritage” destination, each entity within the city was working on its own to publicize their own existence. No organization existed to unite the efforts of parties within the city seeking to educate the public and to preserve and present history by various means...museums, monuments, historical markers, publications, and events.

The History Council, a 501(c)3 non-profit, was formed in February 2017 in order to represent the interests of organizations, corporations, governments, and individuals, united by a common purpose: to identify St. Petersburg and Pinellas County on the national and international stage as a place worthy of a stay by travelers seeking a combination of leisure, historic and cultural attractions. In essence, defining St. Petersburg and environs as a “cultural heritage” destination.

Huge Economic Impact of Cultural Heritage Tourism

Unknown to The History Council at the time that it was formed, was that a report was being prepared by the City of St. Petersburg Community Planning and Preservation Commission, entitled, *Heritage Tourism Study and Recommendations*, which was presented in April 2017. The report contained compelling data

demonstrating that the “heritage tourism” traveler stays longer and spends more. According to the study, “some 60% of travelers report that they are likely to take a cultural heritage trip”; that “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”; and that “nationally, historic sites are now more important than recreational assets as a tourist draw.”

Among the startling revelations contained in the report was the conclusion that if 25% of St. Petersburg’s area tourists extended their stay by just one day, this would result in a direct economic impact of \$234 million a year. It also concluded that since 44% of visitors stay with family or friends, it is residents of this area that direct their guests to places of historic/cultural interest, and that promoting St. Petersburg’s cultural and historic assets should begin with an effort to educate local citizenry about the entire range of attractions in St. Petersburg and its environs. The report highlighted the need for “stakeholders to coordinate their respective efforts in promoting Heritage Tourism”. It became an important guide in forming The History Council mission. (The entire Heritage Tourism Study is attached as an Appendix to this report, with thanks to the Community Planning and Preservation Commission).

Drawing Visitors

As the History Council proceeded to build a coalition of organizations, individuals, government agencies and businesses, supported by the recent study concluding that the formation of a coalition was “highly important to the future of the city”, it simultaneously undertook research to determine how St. Petersburg and its environs is currently represented by tourism development agencies and in print and online tourist guides. It was learned that St. Petersburg and its environs are a virtual non-entity in tourism promotions or in travel guides, this in spite of the fact that it has a huge array of leisure and cultural heritage resources.

Using publicly available information, it was learned that paid attendance at many St. Petersburg museums are at levels below those needed for their survival and prosperity. Estimates based on public filings indicate that St. Petersburg’s museums drew approximately 450,000-500,000 paid visitors in 2017, of which the most successful drew 400,000 and the least about 8,000. Since then, three new museums opened, and another will open in 2019. Many, if not most, of these museums rely on philanthropical resources to remain afloat. The growth in the number of museums, from four to eleven in the last decade, has resulted in more museums seeking support from a relatively fixed number of philanthropical supporters. There are additionally a large number of historic/cultural organizations that depend for their support on

businesses, philanthropists and visitors: the Florida Orchestra, the St. Petersburg Opera, four dramatic arts companies, and the Morean Arts Center, to name a few.

It became clear that paid attendance at museums and other cultural/historic places and events must increase dramatically over current levels in order to produce operating revenues to make up for a diminishing share of philanthropic support, and that businesses and governments, who rely on tourism for their own success, must be engaged to support a unified effort to place the St. Petersburg area more prominently on the world stage.

A significant and unified effort must be undertaken to publicize St. Petersburg and its environs as a destination that combines great weather, waterfront locations, and a multitude of leisure activities, with historic and cultural attractions worthy of a stay by national and international “destination travelers”.

When presented as a combined array of resources, St. Petersburg and the south Pinellas coastal beaches are unique in that they represent the entire spectrum of desirable tourist destinations...world-class beaches and a full range of historic and cultural attractions.

Developing a Plan of Action to Package Leisure, Historic and Cultural Assets

The next mission of The History Council was to consolidate information on the entire array of leisure, historic and cultural resources, so that these assets could be presented holistically. In order to accumulate this information and to assure its accuracy, an advisory board was formed of distinguished academicians, historians, museum directors, and authors, each an expert in their respective fields.

There are few other places in the United States that can present such a rich variety of entertainment, leisure, and cultural resources, combining internationally-renown climate and beaches with historic places, world-class museums, and numerous hotels, restaurants, shops, and galleries, all located on a walkable waterfront parkland. While other areas along the Florida coast have some of these resources, only the St. Petersburg and south Pinellas County area has them all.

These attractive features of the city and the area around it, must become better-known in order to draw “destination travelers”. An important by-product of an effort to draw more visitors to this area is that it will aid in the promotion of St. Petersburg and its environs as a desirable location to attend college, seek employment, start a business, relocate a business, and to draw those who wish to enjoy the unmatched

lifestyle of living in a community with significant leisure, entertainment, historic and cultural resources.

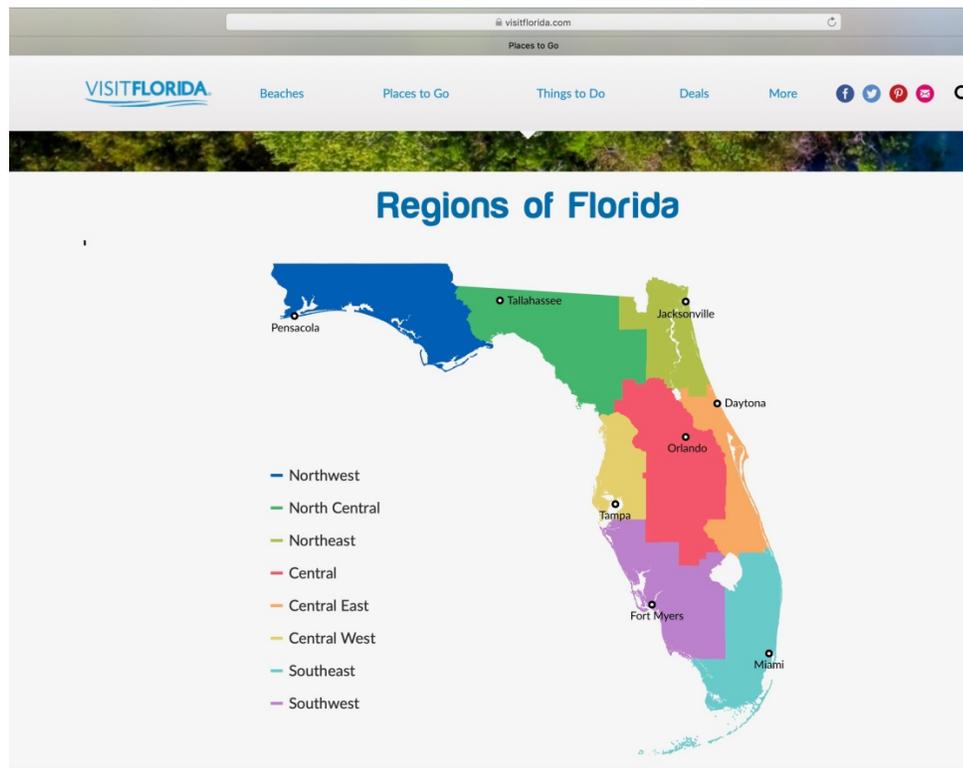
A ten-step plan of action for 2019 was prepared, intending to achieve a major impact in the process of establishing the St. Petersburg area as a cultural heritage destination. It is summarized in Section X of this report and will rely on the support of the community, and a public/private partnership with local and regional governments, in order to achieve success.

The History Council has determined that this mission is vital to the prosperity of St. Petersburg and its environs and that absent this effort, it is unlikely that the cultural and business establishments in and around the city will draw the number of visitors necessary to ensure their survival and prosperity. St. Petersburg and the surrounding area must become internationally known as an historic and cultural heritage destination.

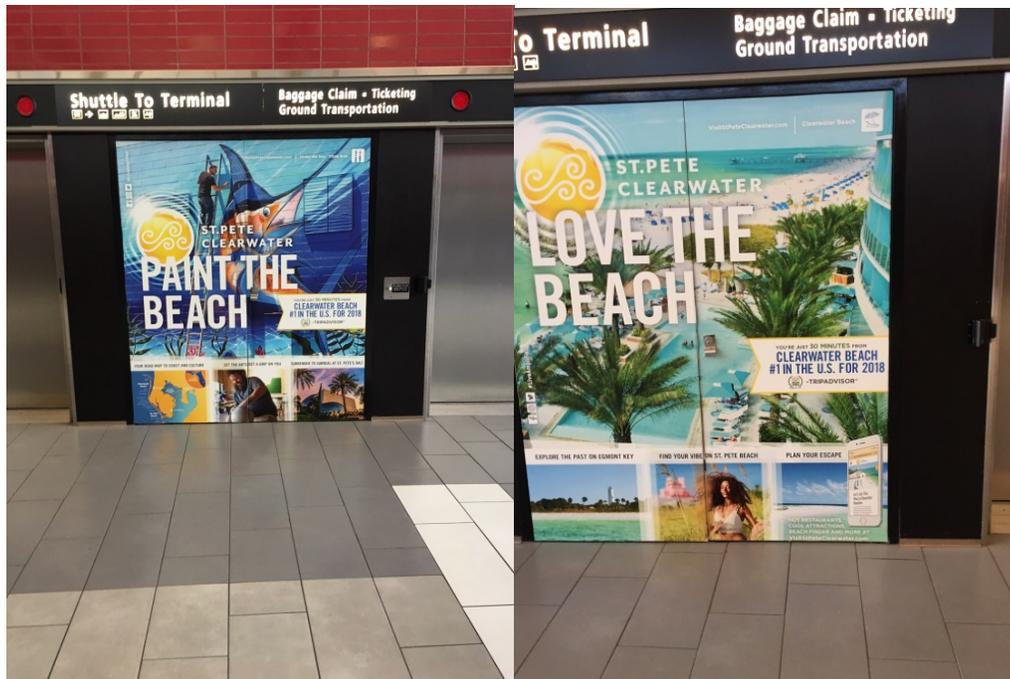
I. How is the St. Petersburg Area Currently Promoted?

Research was conducted by The History Council in order to identify historic and cultural heritage assets in and near St. Petersburg, and to determine how these assets are promoted. It was determined that very little recognition or promotion of St. Petersburg's historic and cultural assets exists.

- a. The State of Florida "Visit Florida" website opens with a map of Florida. Eight cities are shown. St. Petersburg is not one of them.



- b. On the "Visit Florida" website, when "Tampa Bay" is selected, one is automatically linked to "Visit Tampa Bay", the Tampa and Hillsborough CVB website, which promotes only Hillsborough County attractions.
- c. At Tampa International Airport, the "Visit St. Pete/Clearwater" signage features primarily the beaches of Pinellas County.



Signage on Trams at Tampa International Airport

- d. On a children's book about Florida, *Adventures Through Florida*, widely disseminated by first lady Ann Scott, St. Petersburg is not mentioned. Tampa has a two-page spread showing that Tampa has Fort De Soto, the first *landing* of the first airline, the home of baseball spring training (which actually occurred in St. Petersburg in 1914), and Egmont Key. Fifteen cities are categorized, but not St. Petersburg – Florida's fifth largest city.
- e. The Michelin Guide no longer produces hard copy English-language guides to Florida. Their online guide features Orlando, St. Augustine, Miami, Key West, Miami Beach, Jacksonville, Pensacola, Tampa and Ft. Lauderdale. No listing for St. Petersburg is shown. Under the Tampa designation, seven Tampa attractions are identified, and no Pinellas county attractions are highlighted. Of the sixteen Florida Three-Star attractions (worth a voyage) shown on the Michelin website, only the Dalí Museum is shown in the entire Tampa Bay region. Eight sites in Orlando (all theme parks) are shown, as are Key West, St. Augustine, Everglades National Park, The Vizcaya Museum and Gardens in Miami, and Miami Beach.
- f. Numerous other guides exist, but none fully describe the rich array of historic and cultural attractions of St. Petersburg and environs.

II. Museums and Historic/Cultural Resources of St. Petersburg

Several museums of national and international significance, The Dalí Museum, the Imagine Museum, and the Museum of the American Arts and Crafts Movement (opening in 2019) represent the world's most comprehensive collections of their respective subjects. Additionally, the Chihuly Collection, the St. Petersburg Museum of History, and the James Museum of Western and Wildlife Art represent uniquely American works, unlikely to be found in their homelands by international visitors. Combined, these museums could easily capture the interest of the national and international cultural heritage tourist. A long list of complementary museums, historic places, arts venues, performances, and frequent arts and cultural events add to the attraction of the cultural heritage destination visitors, including:

- St. Petersburg's beautiful downtown waterfront, the third largest waterfront park system in North America, extending seven miles.
- The new \$70 million Pier and Pier approach, opening in late 2019, will combine waterfront views, parklands, public art, and the first Commercial Airline Flight Plaza and Monument, with the proximity to St. Petersburg's numerous museums and a broad range of leisure activities and dining establishments nearby. It will be highlighted by a Janet Echelman sculpture, the largest and most significant public art installation in the city.
- St. Petersburg's "outdoor museum" of more than 500 murals painted by many noted artists from around the world.
- The St. Petersburg Museum of Fine Arts.
- The Morean Arts Center.
- The Holocaust Museum.
- The St. Petersburg Opera Company.
- The Mahaffey Theater.
- The Palladium Theater.
- The Florida Orchestra.

- Four dramatic arts/theater companies.
- The 2nd largest concentration of clay works studios in the United States.
- Five arts districts with studios and galleries covering three square miles.
- The Ted Williams Museum and Hitters Hall of Fame.
- The Carter Woodson African American Museum (technically a cultural center).
- A burgeoning “Studio Glass” district of museums, workshops, and galleries.
- Sunken Gardens - St. Petersburg’s oldest “living museum” with plants 100 years old.
- The Weedon Island Preserve Cultural and Natural History Center – a 3,200-acre archaeological site and wildlife preserve.
- The Gizella Kopsick Palm Arboretum - A two-acre downtown waterfront showcase of 500 palms, representing 150 different species.
- Native American shell mounds and Middens dating back 2,000 years, on Pinellas Point and in parks along Boca Ciega Bay.
- The Downtown St. Petersburg National Historic District, preserving an array of architecturally distinct landmarks dating from the city’s founding.
- Historic Kenwood- a National Historic Site consisting of 345 acres with a concentration of various styles of bungalows built between 1912 and 1945.
- The Roser Park Historic Neighborhood, a 270-acre district that contains 146 historic buildings.
- Significant events: The St. Petersburg Grand Prix, The St. Anthony’s Triathlon, the Sunscreen Film Festival, the month-long “Celebration of the Arts”, and the upcoming meeting of the international Arts Glass Society (March 2019), draw national and international attention.

IV. Establishing a Cultural Heritage Destination

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.” It can include cultural, historic, and natural resources. It is a blend of education, entertainment, and preservation.

The Suncoast of Florida has a large and varied array of historic and cultural attractions that are generally not marketed as “worth a visit.” Scant attention has been paid to recognizing and identifying, in a significant way, the historic and cultural assets, or of aggregating them so that they represent a package of points of interest. Historic middens and shell mounds that are more than 1,000 years old exist in out-of-the-way places, and places and events of historic significance are marked by small plaques or roadside signs, unlikely to be seen or pointed out to visitors to the region.

“Heritage Tourism” can become a significant draw to domestic and international tourists if the broad historic and cultural assets of this area are combined and marketed to those who are looking for something other than, or in addition to, beaches and recreation. The visitors who do come here have an enormous impact on the Florida economy - the largest revenue generator in the state. But St. Petersburg and its environs has a lot more to offer and can draw millions of additional visitors who have interests other than, or in addition to, our beaches.

The majority of tourists travel to see and experience new and different places of historic and cultural significance. To fully-develop “Heritage Tourism”, a group that stays longer and spends more, all of the significant historic and cultural attractions of the area must be aggregated and presented holistically, and combined with beaches, leisure activities and events, while developing additional monuments and markers of historic events that will provide a reason for a visitor to choose this area as their destination.

When promoted properly, St. Petersburg will draw a new kind of tourist and visitor - one who is likely wealthier and culturally inquisitive. To do so, St. Petersburg must create a “sense of place”. An important part of establishing a sense of place is by recognizing and celebrating significant historic events by erecting appropriate markers and monuments.

V. Monuments as a Tourism Draw

Humans have an innate desire to go to places of importance in history and cultural development. For reasons not fully explained, there is a strong human desire to want to be at a place where an historic event occurred.

There are myriads of examples of places sought by tourists and visitors who want to visit a site of historic importance. They will visit the Liberty Bell in Philadelphia, Bunker Hill in Boston, The USS Arizona in Honolulu, the monuments in Washington, D.C., or “Ground Zero” in Manhattan. Although photos and videos are readily available, people want to go these places and see them for themselves. They will travel hundreds of miles to actually *be* in a place recognized as important in history.

An example is Little Bighorn Battlefield National Monument in Montana. It requires an excursion of 100 miles from the northernmost corner of Yellowstone National Park. The Little Bighorn battle lasted only two days and was only one of many that occurred between the Army and the Native Americans, but it is the best known because it is recognized with a monument and visitor’s center. It draws 300,000 visitors a year despite its remote location.

The same is true of “the Plymouth Rock”. It is a rock that cannot be proven to be the place the Pilgrims landed, or even that they saw when landing, and its inscription “1620” was not carved into it until 260 years after the event occurred. Yet the rock draws 1,000,000 visitors a year.

Still another is the “First Flight” monument in Kitty Hawk, NC. Located in generally out-of-the way place, it draws 500,000 visitors annually.

Each monument represents a “sense of place”, drawing visitors, and serving as a place from which the larger story can be told. Importantly, each is supported by local, state and federal funding, resources that have not yet been tapped to aid St. Petersburg in heralding its own sites of historic significance.



Marker at Little Bighorn Battlefield National Monument, Montana



The Plymouth Rock, Plymouth, Mass



Wright Brothers First Flight Monument- Kitty Hawk, NC

With few exceptions, and unlike other states, Florida has lacked the initiative to create a “sense of place” of structures, locations, and events that are extremely significant in American history. With the exception of the recognition of St. Augustine as the first permanent settlement in 1565, few locations in Florida have been heralded in any significant way that will draw attention and visitors to places and events of historic importance.

It is important historical significance that gains notice on the world stage, and monuments of two signal events in world history can and should be utilized to draw international attention to St. Petersburg.

VI. Proposed Monument: The First Documented Inland Exploration of North America

A year-long research effort led to the publication of a book, *The Pánfilo de Narváez Expedition of 1528*, documenting the fact that the expedition landed in present-day St. Petersburg. It was acknowledged by academicians as a definitive work on the subject. The Narváez Expedition was an extraordinary event, leading to travels and exploration of Florida, the Gulf Coast, and to the American West by four survivors, one of whom was an African slave who later likely became the first non-Native American to enter what are now the states of Arizona and New Mexico.

The expedition resulted in the first book published about inland North America by an expedition survivor, Alvar Núñez Cabeza de Vaca, in his *Relacion* published in 1542. It was the first book to describe the peoples, geography, flora, fauna and wildlife of inland North America. The journey of the four survivors has been described as “one of the greatest survival epics in the history of American exploration”.

The trans-continental crossing by the four survivors has been the subject of more than 100 books by scholars over a period of more than 300 years, yet the average resident of the area, and visitors to the area, have never heard of it, as no significant memorial, or “sense of place” exists, from which the greater story can be told. The Narváez Expedition is recognized only by a small inaccurate sign in a residential neighborhood, unlikely to be discovered by visitors.



Existing Marker at Jungle Prada site on Park Street, St. Petersburg

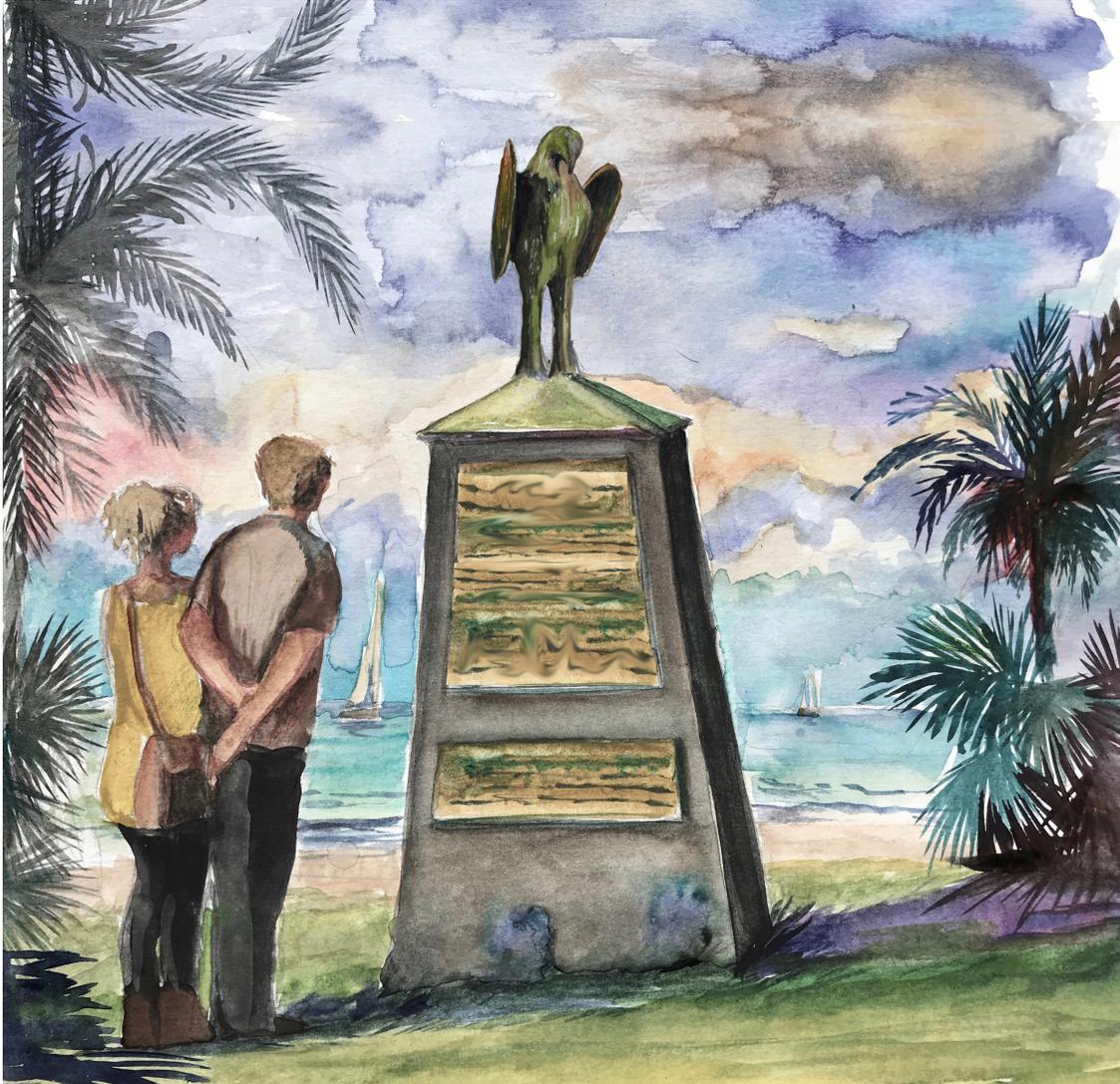
It is proposed that a substantial monument be placed on the St. Petersburg waterfront, commemorating the historic Narváez Expedition.



The History Council proposed monument commemorating the Narváez Expedition. Featuring Ucita, the chief of the Tocobaga; Narváez, the expedition's leader; Estevanico, the first black explorer of North America; and Cabeza de Vaca, who published the first book about inland North America.

A smaller marker would be established at the “Jungle Prada” site on Boca Ciega Bay. It would be a representation of an American Indian totem dating to about 800 AD that was found in Florida. It would give testimony to the fact that the original inhabitants had been in Florida for more than 10,000 years. The “Sacred Lands” shell mound is on the adjoining property.

The Native Americans who were here at the time of the first encounters with Europeans were decimated by the diseases brought unknowingly by the Europeans. Unlike the Native American tribes elsewhere, no local descendants remain to tell their story. We must tell their story for them and establish markers and memorials for those who cannot speak for themselves.



"Jungle Prada" Site Proposed Monument

Bronze tablets would tell the story of the 10,000+ year history of the Native Americans who met the Narváez expedition at Boca Ciega Bay in 1528.

VII. Proposed Monument: The Birth of Commercial Aviation

On January 1, 1914, commercial aviation was born in St. Petersburg when the first regularly scheduled airline flight took place, flying from St. Petersburg to Tampa. The St. Petersburg-Tampa Airboat Line was started by Percival Elliott Fansler and Tony Benoist. Fansler had conceived the idea of a commercial airline and presented the idea to the City of Jacksonville, where he lived, seeking their financial support. They declined. He next tried to interest the City of Tampa in subsidizing his new operation, but they, too, declined.

Fansler found support from the Board of Trade (the forerunner of today's Chamber of Commerce) and City of St. Petersburg, who agreed to subsidize his operations, providing funding, a hangar and a defined and cleared take-off and landing place. The route was over water, using a Benoist flying boat, from St. Petersburg to Tampa, cutting travel time between the cities from two hours by boat, or five to twelve hours by train, to twenty minutes by air.

The first flight was on January 1, 1914, with 3,000 St. Petersburg residents and American icon, Will Rogers, attending the takeoff ceremonies. The first paid passenger was former St. Petersburg Mayor Abram Pheil, and the following day, Mae Peabody became the first female passenger in history to travel on a scheduled airline. In 1938, the City of St. Petersburg established a small marker and a small bronze plaque, commemorating the historic event. The small marker was in a place rarely discovered by locals or tourists and has been removed for pier construction.



Original recognition of the birth of commercial aviation, erected in 1938, since removed.

The first flight was piloted by Tony Jannus, the first federally-licensed pilot in U.S. history. In 1964, on the 50th anniversary of the flight, the Tony Jannus Award was first presented, becoming an annual event honoring those who have made significant contributions to aviation. Recipients have included Eddie Rickenbacker, Jimmy Doolittle, Frank Bormann, Chuck Yeager, Sir Richard Branson, and a host of other historic figures in aviation. The small marker, since removed, was poor recognition of an event that is extraordinarily significant in city, state, national, and world history.



BENOIST CENTENNIAL PLAZA AERIAL PERSPECTIVE

Proposed Monument and Plaza Concept Commemorating the Birth of Commercial Aviation

The plaza and monument, to be placed at the actual site of the first commercial airline flight, have been approved by the City and efforts to raise funds for its construction are underway.

VIII. Promoting St. Petersburg's Museums

Museums are about history, and St. Petersburg, Pinellas County, and the west central Gulf Coast of Florida is replete with museums. St. Petersburg is believed to have more museums per capita than any other place in the world. One can actually walk from the Dalí Museum, to the Museum of History, to the James Museum of Western and Wildlife Art, to the Museum of Fine Arts, to the Museum of the American Arts and Crafts Movement, to the Holocaust Museum, to the Chihuly Collection and to the Imagine Museum, featuring American glass artwork from the birth of the worldwide studio glass movement in 1962 to the present. A short drive takes you to the Carter Woodson African American Museum, also in St. Petersburg, and a short trip can take one to the Weedon Island Preserve Cultural and Natural History Center, Heritage Village in Largo, and 12 other museums in Sarasota, Tarpon Springs, and Tampa.

Many local museums share common challenges: The lack of promotion of the museums as a consolidated array of attractions, the need for additional parking and better signage, and overcoming the isolation caused at times by large downtown events. The History Council will meet with museums individually and collectively and arrange meetings with elected officials and work with them to seek implementation of solutions to the parking, signage, and traffic congestion that affects them all. It will also seek county and state funding that will serve the common good, uniting the efforts of individual museums into a larger and more significant force.

The identification of St. Petersburg, Pinellas County, and west central Florida, as a place of international cultural significance can re-define the region, not just as a place with great beaches, but of a place of significant interest to millions of other travelers. The History Council will present the museums holistically, as a collection of attractions, and individually on THC website, via social media, and by production of print and online guides to “The Museums of St. Petersburg”. It will seek support from the federal government to support historic places, and from state, county, and local governments, non-profits, and businesses who share a common interest - drawing more visitors to this area. It will support and work with all other organizations with a similar mission.

Until the Narvaez Expedition, the Native American tribute, and Birth of Commercial Aviation monuments are constructed, those events cannot be used as cultural heritage draws, as there is, at present, little tangible recognition that can be used to draw visitors. Efforts to create monuments recognizing these events are well

underway, and The History Council will continue to work to speed the process of establishing memorials, and in supporting the recognition of these internationally-significant historical events.

The History Council will promote the museums as the major cultural heritage “draw”. It begins by recognizing that 44% of visitors stay with local hosts, and that these hosts are those that must be educated as to the various museums. Additionally, visitors staying at local or Pinellas beach hotels must be presented with attractive and compelling publications that would cause them to visit St. Petersburg. An attractive brochure, “The Museums of St. Petersburg” must be prepared and made easily available to all city residents and area hotel guests, and events must occur frequently to draw local attention to the museums by hotel concierges and city and area residents, so that they can see for themselves the reason they should encourage their guests to visit.

IX. The History Council Accomplishments to Date

- Published a book bringing national acceptance and recognition of St. Petersburg as the site of the first documented inland exploration of North America.
- Commissioned the design of two monuments for the Narváez Expedition and the Pre-Columbian inhabitants of this area.
- Gifted two 16th century Spanish helmets and a bronze sculpture of Estevanico to the St. Petersburg Museum of History for use in exhibits of pre-Columbian and early European contact in this area.
- Produced a three-day symposium of renowned experts, all professors in their fields, presenting and discussing the pre-Columbian and first contact periods of west central Florida.
- Worked to achieve support from and recognition by the City, that St. Petersburg can lay claim to two events of international historic significance, and that it should establish monuments or memorials of these events in order to draw attention to St. Petersburg as a historic place. We have sought, and will continue to seek, support for these initiatives from the county, the state, and the federal government, as they have done with the recognition and financial support of similar historic events in other places.
- Formed a coalition of historic and cultural organizations and formed a nationally-prominent advisory board of historians, scholars, anthropologists, archaeologists, executive directors of museums, and award-winning authors.
- Met with the Mayor and City Council members; Pinellas CVB; Pinellas Department of Education; several Pinellas County Commissioners; The St. Petersburg Chamber of Commerce; the Economic Development Council; the Florida Humanities Council; the University of South Florida-Florida Studies Program; the St. Petersburg Downtown Partnership; the executive directors of most museums; and numerous business and community leaders and elected officials in order to obtain consensus and support for our efforts.
- Created a website, currently being enhanced, featuring cultural and historic assets of St. Petersburg and the Suncoast region, including links to organizations, publications, and educational resources.

- Co-underwrote production of “Webb’s City: The Musical”, a history of a local businessman and the store that he built, known as the “world’s most unusual drugstore”, covering ten city blocks.
- Garnered publicity and support for our efforts via features in Tampa Magazine, the Northeast Journal, in numerous blogs, on social media outlets, and referenced in just-published book published by the University of New Mexico Press, “Esteban”, citing St. Petersburg as the Narváez landing site. Was also the subject of a major feature in the “Floridian” section of Tampa Bay Times on Sunday, October 21, 2018, presenting the concept of Narvaez Expedition Memorial monument.
- Developed an achievable plan of action to consolidate and coordinate efforts of numerous parties, and to take concrete and demonstrable steps toward the promotion of the St. Petersburg area as an international leisure and historic/cultural destination, worth a visit, and worth a stay.

X. Plan of Action

The History Council, representing the interests of a broad coalition of historic and cultural organizations, has established a plan of action for 2019 with defined goals and benchmarks.

1. Support fundraising efforts to enable commencement of the construction of the Birth of Commercial Aviation Monument by 12-31-19.
2. Continue to work with the City of St. Petersburg to obtain dedicated sites for the locations of the waterfront Narváez Memorial Monument and for the Jungle Prada monument to Pre-Columbian Native Americans.
3. Meet with museum executives and board members, individually and collectively, to determine common needs and to present them to appropriate government agencies. A particular need is signage on I-275, which will require working with the Florida Department of Transportation, and improved signage within the city. Presented as common needs of historic and cultural organizations, the impact will be far greater than that achieved by individual organizations pursuing individual needs.
4. Create a hard-copy and online publication, “The Museums of St. Petersburg”, with a forward referencing the local waterfront parklands, leisure activities, shops and restaurants and disseminate as widely as funding for publication permits.
5. Obtain identification on the “Visit Florida” website of St. Petersburg and south Pinellas beaches on the Florida map, and links to its historic and cultural websites.
6. Bolster the efforts of the Pinellas CVB (Visit St.Pete/Clearwater) by providing photos and information to be utilized in promoting the St. Petersburg area, and press to assure that such promotion occurs frequently and significantly. Work with them, and independently, to obtain more promotion of the historic and cultural assets of the St. Petersburg area, including:
 - a. Provide print and online travel guides including Michelin, Frommer’s, and Lonely Planet, as well as airlines and cruise ship operators, with information about, and photos of, St. Petersburg’s museums and historic places and its proximity to world-class beaches.

- b. Provide information and photos of St. Petersburg museums and historic places to news publications and travel writers in international and national gateway cities. (London, Frankfurt, Zurich, Panama, Amsterdam, Reykjavik, New York, Chicago, Dallas, Los Angeles, San Francisco.) Include specifically-targeted cities and countries where a heightened interest in St. Petersburg can be created:
 - c. Spain - The combination of the Dali Museum and the Narvaez Expedition landing site, as well as the proximity to the De Soto National Monument and Fort DeSoto park provide a strong potential draw.
 - d. St. Petersburg, Russia - Promote “The Other St. Petersburg”, a city founded by a Russian who brought the first railroad to St. Petersburg, gave it its name, and created an American boom town.
 - e. Central and South America - Promote the shared Spanish heritage of the entire region.
 - f. Europe and South America- Promote that St. Petersburg can be reached via a one-stop flight from virtually every major city in Europe and South America via “gateway” cities in London, Frankfurt, Zurich, Panama, Amsterdam and Reykjavik.
 - g. The U.S. -Target cities with direct flights to TPA, including New York, Los Angeles, San Francisco, Chicago, Denver, and many more.
7. Use social media to call attention to museums, events, historic people and places, in and around St. Petersburg. As funding permits, purchase Google and social media ad-words to draw attention to The History Council’s “Historic and Cultural Resources of St. Petersburg” website with links to museums and cultural organizations.
 8. The History Council will identify sources and seek grants and other means of support from the federal, state, and county governments for the benefit of historic/cultural resources in the City of St Petersburg and its environs.
 9. The History Council will seek support from individuals and businesses who share a common interest: drawing more visitors to this area. We will support and work with all other organizations with a similar mission.

10. Large events, and professional sports franchises, the Rays and the Rowdies, bring tens of thousands of visitors to the city. The History Council will work to engage with these organizations and events in order to convert these single-event visitors to those who stay overnight, or for longer periods, in order to enjoy the other rich leisure, dining, historic and cultural resources that the St. Petersburg area has to offer.

The short-term goal is to harvest more visits to St. Petersburg by the 6,000,000 annual visitors to Pinellas Gulf beaches and to local hotels and B&B's, and to work with south Pinellas beach attractions to combine our efforts to draw visitors to south Pinellas county.

We will initially aim our efforts to educate local residents, as they influence the 44% of visitors who stay as their guests, and to extend the stay by those who visit for single events. We will accomplish this with publications, social media, and obtaining additional local press coverage, and a renewed effort to engage visitors staying at city or beach hotels and resorts and/or attending large downtown events or baseball or soccer games.

Short-term goals will be supplemented by ongoing efforts to establish the Narváez and First Commercial Flight monuments; obtaining inclusion in print and online travel guides, and in producing publications that draw attention to significant historic occurrences in this area.

The benefits of increasing cultural heritage tourism to St. Petersburg accrue to virtually all business and non-profit establishments in the area. It is from new visitors that support for museums, cultural organizations, hotels, shops and restaurants are found. It is also the source of buyers of homes and condos, college and university students, business start-ups, business relocations, and the large-scale national and international investor.

History and culture, when united with a full range of recreational, educational, and leisure activities and world-renown beaches and climate, will serve as a compelling draw only if represented completely and holistically on the national and international stage.

“A rising tide lifts all boats”, and The History Council will represent the interests of all historic and cultural organizations in defining St. Petersburg and its environs as an international cultural heritage destination...worthy of a visit in its own right.

XI. Financial Support for The History Council

Since 2015, the efforts to define the St. Petersburg area as a historic and cultural destination have been underwritten entirely by one philanthropical supporter. With the creation of a 501(c)3 non-profit organization came the requirement that it be publicly- supported. Such support has not been sought until it could be demonstrated that The History Council is capable of accomplishing the important mission of defining this area as a national and international historic/cultural heritage destination.

By accomplishing the important objectives of preserving and promoting internationally-significant historic events via the establishments of monuments, as well as the presentation of all of the St. Petersburg historic and cultural resources in a holistic manner, the city and the area around it will be identified on the national and international stage as a place of historic and cultural importance.

The History Council's objectives for 2019 will be the beginning of a concerted and ongoing process that will dramatically increase the number of visitors and their length of stay in this area. These benefits accrue to virtually all historic/cultural assets, as well as to the governments and businesses that rely on tourism for their survival and prosperity.

The depth and breadth of The History Council's impact, and the speed with which its plans are executed, relies on the investment of individuals, businesses and organizations who support the mission of defining St. Petersburg as an internationally recognized cultural heritage destination, whether to visit, live, work, or invest. We have established contribution levels for individuals, foundations, or businesses, each of which will be recognized on The History Council website:

Platinum Sponsor -	\$ 100,000*
Gold Sponsor-	\$ 50,000
Silver Sponsor-	\$ 25,000
Bronze Sponsor-	\$ 10,000
Organization Member-	\$ 5,000
Individual Member-	Any contribution of comfort to the giver.

**Includes back cover, the only ad, in "Museums of St. Petersburg."*

Your investment in the efforts of The History Council will benefit St. Petersburg for generations to come. Thank you!



The History Council is a 501(c)3 Non-profit Organization

CONTRIBUTION FORM

Donor Information

Individual or Company Name: _____

City, State, Zip: _____

Phone: _____ Email: _____

Contribution

\$100,000 ___ \$50,000 ___ \$25,000 ___ \$10,000 ___ \$5,000 ___ \$2,500 ___ \$1,000 ___ Other _____

If paying by check, please make payable and send to:

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St. Petersburg, FL 33713*

If paying by credit card:

Credit Card Number _____ Exp. Date: _____

Authorized Signature: _____

Gift will be matched by my Company/Foundation: Yes _____ No _____

Acknowledgment Information

Please use the following name(s) in all acknowledgements:

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

HERITAGE TOURISM STUDY & RECOMMENDATIONS

**Accepted by the
Community Planning & Preservation Commission
April 11, 2017**

Prepared by:

**Will Michaels, Ph. D.
Commissioner**

Heritage Tourism Study

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

HERITAGE TOURISM STUDY & RECOMMENDATIONS

Summary

The City of St. Petersburg's Community Planning & Preservation Commission (CPPC) has identified the growth of Heritage Tourism as a significant opportunity to increase tourism, enhance economic development and conserve our historic assets. This study reviews the state of Heritage Tourism in the St. Petersburg area and makes recommendations for strengthening Heritage Tourism. This study primarily addresses historic sites, museums, and community events that engage residents and tourists in learning about and celebrating the diverse and rich heritage of our City.

Strategic considerations for enhancing Heritage Tourism include:

- *Focus first on local residents – 44% of Pinellas overnight tourists stay with family or friends; tourist activities are heavily influenced by hosts;*
- *Engage recreational and eco tourists in Heritage Tourism;*
- *Target tourists at key gateways; and*
- *Focus on out of area baseball fans.*

This study makes 14 recommendations to enhance Heritage Tourism. Of these the Community Planning and Preservation Commission has identified the following actions as first, fundamental steps. We believe these actions can have immediate impact:

- *Coordination of Heritage Tourism promotion;*
- *Installation of historic murals in cooperation with the existing mural program and annual SHINE mural festival;*
- *Identification of and application to relevant grant programs to support recommended actions.*

Introduction

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

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). St. Petersburg was named one of the top 52 Destinations in the world 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 out-of-state visitors to Florida spent \$108.8 billion. In 2016 out-of-state tourism in Florida generated \$11.3 billion in state and local taxes (Visit Florida 100316 and 020717). 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). Tourism is Florida's No. 1 industry (Visit Florida 020717).

Pinellas County is the leading tourist 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 average heritage tourist in 2013 was \$1,319, an increase of 32% over the average spent in 2009. Some 60% of travelers report 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 assets 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, and “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, and “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 its tourist marketing on 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. There is also an example of an outstanding platform mound at Pinellas Point. 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 community which includes "The Duces," (22nd Street South), a Florida Main Street, the African American Heritage Trail, and twelve buildings with historic designations.
- **Museums and Related Sites.** Historic museums and sites include the St. Petersburg Museum of History; Dr. 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; the St. Petersburg Clay Company at the historic 1926 Seaboard Coastline Train Station; 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).** Plans are underway to replace the present modest historic marker on the Pier Approach with a new world-class destination First Airline

Monument. St. Petersburg's fame as the birthplace of global commercial aviation is of international significance. The First Airline's chief pilot has been designated a "Great Floridian" by the State of Florida. Jannus, First Airline creator Percival E. Fansler, and first airliner manufacturer and operator Thomas Benoist are members of the Florida Aviation Hall of Fame. The American Institute of Aeronautics and Astronautics (AIAA) has designated the Central Yacht Basin where the airline was based as a Historic Aerospace Site. The St. Petersburg Museum of History has a gallery designated to the First Airline.

- **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***. The Schooner *Lynx* is a replica of an 1812 Baltimore Clipper schooner. 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. The *Lynx* has committed to make St. Petersburg its winter home for the next 5 years. Planning is underway to designate a permanent dock for the *Lynx* near the New Pier. Also, additional opportunities for bringing Tall Ships to St. Petersburg should be pursued.

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 Dr. Carter G. Woodson African American Museum, and the Florida Holocaust Museum. Also, such local 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

Strategic Approaches

- **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 overnight 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 The 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.

Fundamentals

- **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.
- **Coordination of Heritage Tourism Promotion.** It is recommended that Heritage Tourism stakeholders coordinate their respective efforts in promoting Heritage Tourism. It is suggested Saint Petersburg Preservation, in partnership with the Chamber of Commerce, take the lead in forming a steering committee of interested stakeholders. One goal could be further 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/>).
- **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.

New Projects

- **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.
- **Development of 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. A number of historic murals may be found along “The Duces” (22nd Street South), a Florida Main Street. 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 downtown 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. A launch date or month for painting the murals might be June 8th. 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.

While there are a number of historic murals along The Duces, there are few historic murals currently in the downtown and Grand Central, notably Carrie Judus’ “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 online 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/>)

- **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. St. Petersburg’s status as the birthplace of global commercial aviation is of great significance in terms of national and international as well as local history. The mayor and the city council have enthusiastically endorsed this project. See www.airlinecentennial.org.
- **Obtain National Historic Designation for 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.
- **Historic Destinations Requiring Further Development.** As discussed above, in addition to the First Airline and Maximo sites, planning should be continued or commenced to address the Narvaez, Babe Ruth, Schooner Lynx, and Pier Bait House destinations.

Expanding Current Activities

- **Expand 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; the 55-year Sister City partnership with Takamatsu, Japan; and historic Methodist Town. (A listing of markers may be found at lat34north.com/HistoricMarkersFl/County.)
- **Further Develop Heritage Tours.** Current heritage tours include Downtown, Waterfront, and select neighborhood and special tours (for example Babe Ruth sites and Mid-Century Architecture) 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 provide an opportunity for both guided and self-guided tours. City Preservation Staff are currently working with Saint Petersburg Preservation to enhance the downtown heritage tourist experience. Tours, including self-guided tours may be incorporated with suggested brochures (See Appendix--City Art, Historic Restaurants, etc.). The related efforts of the Sunshine Street Team are also noted. Team volunteers mobilize in the Downtown Waterfront Parks and along Beach Drive and Central Avenue every Friday, Saturday, and Sunday during November-May to provide directional entertainment and cultural center guidance to city visitors.
- **Implement 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. The event could be tied to a benchmark date in the city’s history such as the agreement between John C. Williams and Peter Demens to bring Demens’ railroad to the present site of St. Petersburg to found a new city (January 24, 1887), or formal incorporation of St. Petersburg as a town (February 29, 1892).

Informational Recommendations

- **Further Develop Websites and Other Platform Media.** Some 94% of Pinellas Tourists used the internet to obtain travel information for their trip in 2015. 80% booked reservations for the trip online (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.

- **Consider Additional Heritage Tourism Specialty Collaterals** (brochures, etc.). 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.
- **Further Develop 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.

Priority Recommendations

Of the above recommendations it is recommended that priority attention be given the following:

- **Coordination of Heritage Tourism Promotion.**
- **Development of Historic Murals.**
- **Grant Programs.**

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

Dali Museum	400,000
Morean Arts Center (includes Chihuly)	137,159*
Museum of Fine Arts	124,609*
Weedon Island Preserve	100,000
Great Explorations Children’s Museum	96,728
St. Petersburg Museum of History	21,000*
Armed Forces Museum	25,000
Florida Holocaust Museum	16,021*
Saint Petersburg Preservation	13,000*
Dr. Carter G. Woodson of African American History	1,700*

Notes and Sources:

Museum of Fine Arts, “2016 Annual Report;” St. Petersburg Museum of History, Figure for 2016; Morean figure includes Arts Center, Chihuly Collection, Center for Clay, and Glass Studio and Hot Shop and is for period October 2015 through September 2016; Florida Holocaust Museum 2016 Admissions, does not include extensive educational programming with students (Kristen Wright); St. Petersburg Preservation, includes tours, educational programs, “Porch Parties,” and Movies in the Park (Allison Sterling); Dr. Carter G. Woodson African American Museum, includes visitors, does not include special events (Terri Lipsey Scott).

* 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, were 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, Civil War, and Spanish-American War. The lighthouse dates to 1847 (rebuilt in 1858). Remnants of the Spanish-American Ft. Dade 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 Children's Museum
- 30 North Straub Park
- 34 Demens Landing Park
- 35 Ted Williams Museum & The 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	Dr. 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

Listed below are ideas for possible heritage-related brochures and collaterals. While stakeholders will necessarily need to be selective in terms of published material due to cost, all of the ideas listed lend themselves to less-costly, and more accessible, digital options.

- 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”
- Possible brochure of the 12 buildings with historic designation in the Midtown community.
- 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; possibly 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.
- The excellent African American Heritage Trail brochure is noted.

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.
- Champions in the cause of civil rights and social justice such as Ralph Wimbish, Fred Alsup, James Sanderlin, Joe Savage, Mayor Don Jones, Rev. Enoch Davis, Morris Milton, Robert Swain, Ike Williams, and Jennie Hall.
- 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. Also of note is the Pinellas Point mound. 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 Weeden 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 in can evolve into a tourist site that can be visited daily.
- The Annual Black Arts and Film Festival held the last weekend in February.
- 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. (also available in hard copy at the entrance to the Park). Visit St. Pete/Clearwater has an excellent online 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 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 22nd St. South dating from 1926, now occupied by the Creative Clay Company providing studios to ceramic artists and a retail galley.
- 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 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.
- Dr. 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](#))
- Dr. 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” Florida Main Street
- Gibbs High School (historic African American school opened in 1927)
- 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 3rd 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, Segway, & Bicycle 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)
- "Tour St. Pete"
- Ghost Tours
- Skyway Historical Tours
- StPeteMuralTour.com (partnered with [Florida CraftArt](http://FloridaCraftArt.com))

- [Link to Self-Guided Walking Tour Brochure](#)

Restaurants in Historic Buildings

- Chief's Creole Café (901 22nd Street South)
- 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) 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 Dr. 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 & Holly Rush, Weedon Island Preserve
Patrick Harrison, Visit Tampa Bay