



Questions and Answer in response to the St. Johns County Black Heritage Trail RFP

April 16, 2024

Q: Has the Cultural Council worked with any of the Black community on this project in determining locations or the project in general?

A: Yes, we've consulted with the following:

- Lincolnville Museum and Cultural Center
- The ACCORD Museum and Freedom Trail
- Thomas Jackson, long-time St. Augustine resident and president of the St. Augustine Historical Society and Board member and past president of the Fort Mose historical society
- SEA Community Help Resource Center (Armstrong/Gullah Geechee)

We will of course share contacts and details with the entity awarded the contract.

Q: Why/how were locations identified? Were there locations considered that didn't make the list and why?

Locations were identified based on how well they were managed and what information was already available at the site. Sites that are more passively managed and don't already have information or have outdated signage related to the site's Black heritage were the priority.

None come to mind that were considered but didn't make the list. Of course, many more locations will be included in the publication.

Q: Some proposed locations note more than one sign. Why is there an interest in having more than one sign in certain locations? Do you have an idea about the type of sign and content already prepared?

The only idea we have about the type of sign would be something that can hold up for a long time outside and would be a larger format than the Freedom Trail (ACCORD) signs - more the size of outdoor interpretive signs at state and national parks. We have discussed using ceramic material that we have used for an exhibit going on the St. Augustine Beach Hotel because it looks great and will hold up.

More than one sign at a location was determined based on space available and amount of information to convey.

There is some flexibility with sign locations and numbers.

Q: What about locations that already have a sign - ex: the oceanfront hotel has an existing Accord trail sign? How do you envision collaboration with existing sign programs or people involved with those sign programs?

I can see the Beach Hotel sign potentially not being needed once we install the exhibition panels going on the recently rebuilt columns on the north side of the building (facing the splash park). Additionally, our signs will include information about the entire St. Johns County Black Heritage Trail.

We intend to replace signs along the rail trail near Armstrong, in coordination with the Florida Park Service, who manages the rail trail. We also plan to have a sign at Armstrong Park, in cooperation with St. Johns County Parks and Recreation.

Q: When would you like to have the exhibits in place?

The signs would be installed late 2024 or early 2025

Q: Is the production and installation of the 7-10 exterior graphics included in the exhibit budget?

Yes, the outdoor signs are the only exhibition that is included in the project.

Q: Do you have approximate sizes of the exterior panels?

This is somewhat flexible, but larger format signs of approximately 3ft wide x 2ft tall were the general idea, similar to outdoor signs at state and national parks.

Q: Is the website a standalone site and are you expecting the firm to create this website or is the goal just to make the publication available online, on an existing website, for example as an interactive pdf?

A little bit of all of that. It would be the publications with additional information, such as videos, etc.

Q: If website development is required, where will the site be hosted?

We typically use GoDaddy but are open to ideas.

Q: Will the content developer/researcher be responsible for organizing and conducting the oral histories mentioned in the RFP?

Yes

Q: How many new oral histories does the St. Johns County Cultural Council want to conduct?

This is not set because we have access to some already and want to get a few more. A guesstimate is 5 or so, and definitely no more than 10.

Q: How much research has been gathered already for this project?

Much of the basic information is readily available, and the main overview will be written by a Black heritage leader in St. Johns County. There will be a few topics that we want to include that will need some research, such as small communities around the County that are not talked about most anywhere else.

Q: Do you expect the content developer/researcher to be local, or is it alright to work remotely but plan visits to spend time with experts and in archives?

It can be if there are visits planned.

Q: To what extent do you see public involvement in open forum community settings in developing this project?

There will be small group meetings that we assist with organizing. We have done a good bit of this already. I don't see there being open forum community discussion related to this project.

Q: How many interviews in groups and individually with subject matter experts should the consultant anticipate?

We already have quite a few available, and I anticipate an additional 5 or so, 10 maximum.

Q: Has a trail route through the neighborhoods been determined, or will the consultant decipher, based on the histories, which heritage route would be the most effective and beneficial from a heritage tourism perspective?

This isn't necessarily a physical trail a person will walk. It will have locations throughout the county to learn about and visit.

Q: Has a short list of possible candidates for oral history recording been determined?

Yes, though it is not final.

Q: How many video recordings should the consultant anticipate?

5 - 10

Q: Are the interview recordings for publishing only on the new website?

Yes, and they likely will also go to state or other museum archives (or will have a link to our site) for researchers to access.