



## CITY OF ST. PETERSBURG

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September 26, 2014

Dear Michael Labruyere:

The purpose of this letter is to formally commend you for your extraordinary work on the City of St. Petersburg's first heritage trail, the African American Heritage Trail ("Trail"). The Trail is an invaluable local resource and exceeds many of the finest examples of black heritage trails nationwide. Your creative design solutions and the social importance of this project to the City of St. Petersburg makes the Trail a signature achievement of your young career in marketing communications.

The Trail is a comprehensive presentation of the various individuals and organizations who, through their perseverance and selfless contributions, contributed to the rich history of their segregated neighborhoods. The importance of this heritage trail in honoring their accomplishments and preserving their legacy cannot be overstated. Your careful attention to detail, creative design and visual presentation of their stories and photographs captures the essence of this historic community and helps translate those early experiences into meaningful lessons.

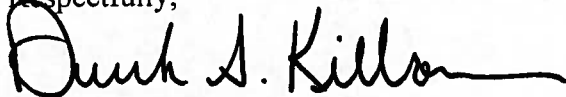
Key highlights of your successful contributions include:

- Support for an advisory committee of local residents by visually realizing their conceptual ideas;
- Shared execution of a \$50,000 grant provided by the National Park Service, U.S. Department of Interior, and administered through the Bureau of Historic Preservation, Division of Historic Resources, Florida Department of State. Execution included direct coordination with the City of St. Petersburg's Urban Planning and Historic Preservation Division, Purchasing, and Finance Departments;
- Coordination with Kim Hinder and Aimee Angel, Historic Preservationists, Urban Planning and Historic Preservation Division, City of St. Petersburg, to develop the project aesthetic and branding theme. This creative output became the foundation for all sign templates, brochure, website and other marketing materials;

- Coordination with Ms. Hinder and Ms. Angel to organize, layout and design the visual presentation of all written and photo content on 20 interpretive signs. Each interpretive sign includes a collection of personal stories, historic facts and photographs. Work also included the layout and design of a static impression to be located with the interpretive sign at each featured location. The static impression includes template language and a visually-pleasing map showing the complete heritage trail and individual marker locations;
- Coordination with Pannier Graphics, the nation's leading manufacturer of outdoor signs and interpretive panels, to ensure that layout and design proposals were compatible with manufacturing and framing requirements;
- Coordination with Creative Sign Designs pertaining to design modifications, sign permitting and installation;
- Coordination with the City of St. Petersburg's Marketing Department to support development of an official hard copy brochure and interactive website with mobile device adaptation;
- Coordination with the Mayor's office to develop invitation cards for the official unveiling event. The event was attended by descendants of featured family members, current and former City Mayors, City Council Members, County Commissioners, and a State Legislator. The event was widely covered in the local press and picked-up nationally in the Miami and Washington D.C. media markets.

In closing, we believe that you should be congratulated for deliverables that exceed all original expectations. The City of St. Petersburg appreciates your exemplary efforts to preserve a portion of its history by giving new life to the historic figures and rich heritage of these historically black neighborhoods. Thank you!

Respectfully,



Derek S. Kilborn, Manager  
*Urban Planning and Historic Preservation Division  
 Planning and Economic Development Department  
 City of St. Petersburg, Florida*

CC: Aimee Angel, Historic Preservationist  
 Kimberly Hinder, Historic Preservationist

**CITY OF ST. PETERSBURG**  
**AFRICAN AMERICAN HERITAGE TRAIL**

In 2013, the City of St. Petersburg's Urban Planning and Historic Preservation Division, in partnership with the African American Heritage Association of St. Petersburg, received a grant to create educational materials for use by the public along the 22<sup>nd</sup> Street South and 9<sup>th</sup> Avenue South corridors within the City of St. Petersburg, Pinellas County, Florida. The purpose of the African American Heritage Trail was to identify sites, buildings, traditional cultural places, people, and districts which are significant to African-American history in St. Petersburg and to create products that will allow the public to learn about and explore the role of African Americans in the City and State.

As part of the project, 20 interpretive markers identifying two (2) separate trails have been installed along 22<sup>nd</sup> Street South and 9<sup>th</sup> Avenue South. The 22<sup>nd</sup> Street South corridor focuses on *Community, Culture, and Commerce*, while the 9<sup>th</sup> Avenue South corridor highlights *Faith, Family, and Education*. The project also included the preparation of a color walking tour brochure and a website. Led by co-presidents Gwendolyn Reese and Jon Wilson, the Association, which is comprised of local African American historians and community leaders, formed to be a resource and guide to the City on this project. This project has been financed in part with historic preservation grant assistance provided by the National Park Service, U.S. Department of the Interior, administered through the Bureau of Historic Preservation, Division of Historical Resources, Florida Department of State, assisted by the Florida Historical Commission.