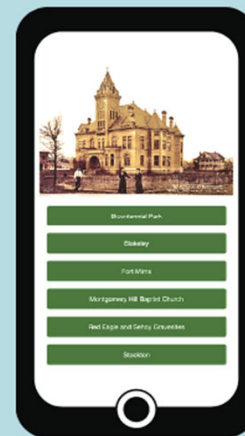


BALDWIN HISTORIC TOURS APP



BALDWIN COUNTY,
ALABAMA

BALDWIN COUNTY HISTORIC TOURS APP



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In 2019, The Baldwin County Commission consented to accept a grant in the amount of \$5,000.00 from Gulf Coast Resource Conservation & Development Council to assist in the creation and implementation of a public information program about historic resources in North Baldwin County. The program involved the creation of a historic driving and walking tour App.



THE PURPOSE OF THE APP IS FOR EDUCATIONAL OUTREACH AS WELL AS
ECONOMIC DEVELOPMENT AND TOURISM.

THE INITIAL PHASE OF THE APP FEATURES SITES IN NORTH BALDWIN COUNTY.
BECAUSE THE FIRST PHASE OF THE APP WAS SUCCESSFUL, THE PROJECT WAS
EXPANDED TO ENCOMPASS OTHER AREAS OF THE COUNTY.

Primary Goal of the Project

To allow for self-guided learning to accommodate a variety of educational and physical capabilities and to foster greater understanding of Baldwin County's rich history. Baldwin County is rich in agriculture and natural resources. This app also offers the ability to gain a better understand of buildings and sites that are important to the County's history and of the value of the County's historic preservation efforts.



In short, through this app, we are connecting people, places and telling Baldwin County's Story!

Primary Functions of the App:



The Baldwin Tours App opens a door to the past! With background on key historic sites, you can explore on foot or by car as you listen to exclusive audio about historic sites with a rich past spanning many years. Other app features includes maps of the historic site to help visitors explore the venue and tell its story.



GPS to create a custom experience for visitors depending on their location.



Photos, videos, audio, text, interactive images and other opportunities to interact with the exhibits.



The app is a way for visitors to engage interpretive content through their own mobile devices.



App Menu

The app has changed from the original form in Phase I and is restructured into four regions.

North Baldwin Tour (Bicentennial Park, Fort Mims, Montgomery Hill Baptist Church, Red Eagle and Sehoy Gravesites and Historic Stockton)

Eastern Shore Tour

Blakeley

Spanish Fort - Revolutionary War Battlefield & Burial Ground (Video/audio, text photos)

Fairhope/Point Clear

Fairhope Founding (video/audio, text, photos)

White Avenue Historic District (audio, text, photos)

The Grand Hotel (audio, text, photos)

Confederate Rest Cemetery (audio, text, photos)

American Legion Post 199 (audio, text photos)

Lebanon Chapel AME Church (audio, text, photos)

Stedman's Landing - Montrose (video/audio, text, photos)

Central Baldwin Tour

Marlow Ferry Historic Site/Farragut's Basin (Video/audio, text, photos)

More to Come

South Baldwin Tour – Coming Soon



Outreach

The Archives Department requested the public's input on potential sites and/or historical information.

The app will be an educational program with the advantage of tourism marketing. The tourism aspect of the app will allow for heavy promotion from Baldwin County's Chambers of Commerce and visitors bureaus with information that can easily be replicated for Mobile and Escambia agencies.

The directors at the Fort Morgan Historic Site and the Director of the Historic Blakeley State park has committed to partnering with Baldwin County for the development and promotion of the app. Local municipalities has committed to assist in promotion of the app as well on their social media, website, electronic billboard and newsletters.

The Baldwin County Commission has its own avenues for promotion, including press releases, information at the county offices and promotion on the county's television airing of the Commission meetings. The app will be fully promoted via all available avenues.

Community Development

As a community development tool, this app will enhance the tourism offerings in Baldwin County, which leads to further economic development of the County.

This app will offer students, residents and visitors alike a user friendly, customizable and affordable way to take advantage of the County's natural resources as they gain a better insight into its history.

Support Value Added

The Baldwin County Commission is the lead agency on the project, with multiple departments and external sources working on the app.

The Archives Department compiled the historic data and work on the narration portion and verified photographs.

The CIS department and the Public Information Officer worked on the technical side of the app development, including the mapping and geo-referencing of the sites.

Portman Creative – worked on the development and coordination of app content for the historic sites to include editing of content, project management and audio supervision.

Soundworks Inc. - Audio production

Southeast Sky – Drone Video and editing for the App

In addition to the staff time involved in the project, the Commission is invested monetarily as well. The grant request for the project is \$5,000 with the total cost of the app development estimated at approximately \$11,000, with the Commission for the remaining \$6,000.00



THANK YOU

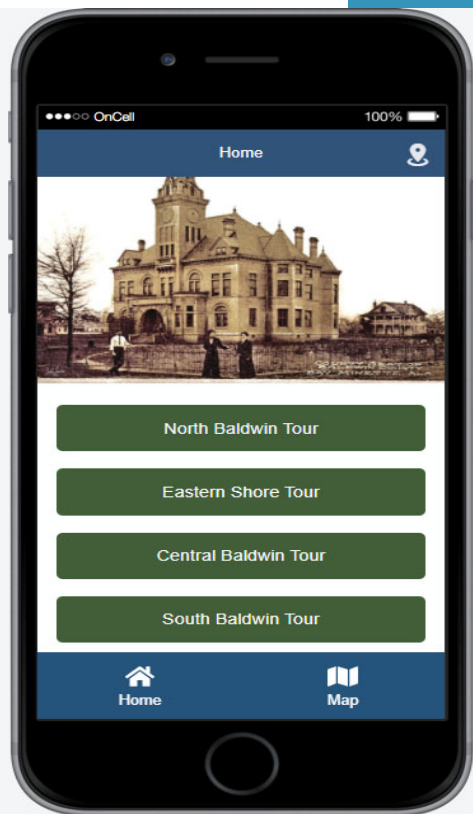
Wayne Dyess, County Administrator for giving me the opportunity to work on such an innovative project. Your support and advice have helped us reach this point. Your support pushes me to honor your belief in me by giving my absolute 100% and do great work!

This Commission – You are the best! Baldwin County is blessed to have the four of you at the helm!

Blaine Chestang and Rickey Fields - Gulf Coast Resource Conservation & Development Council (GCRC&D) for your continued contributions and support of this project.

Jennifer Foutch - As we continue to expand the app, we want to acknowledge Ms. Foutch. She is from Baldwin Realtors. They are recent contributors to this project via the National Realtors Diversity and Inclusion grant fund. This grant will allow us to add more sites to the App.

CIS Department, Administration and the Archives and History Team!



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Guest remarks

Gulf Coast Resource Conservation &
Development

- Blaine Chestang
- Rickey Fields

ALABAMA ASSOCIATION OF



Baldwin Realtors

- Jennifer Foutch



