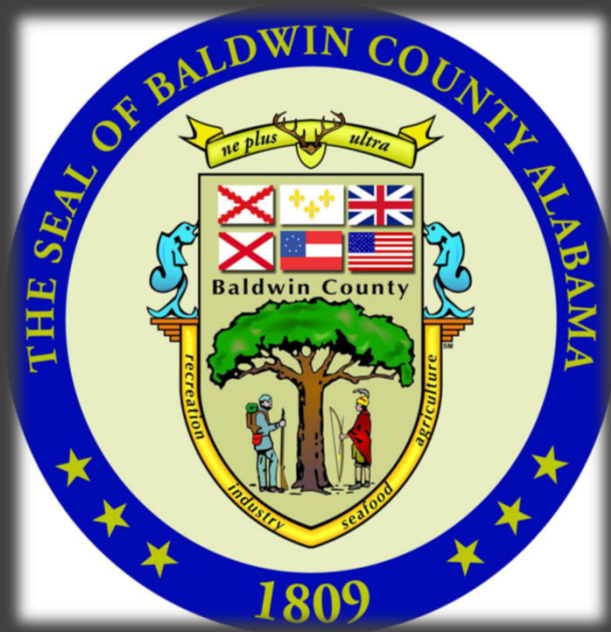


Baldwin Historic Tours App Phase II



BALDWIN COUNTY,
ALABAMA



On November 4, 2019, the Chairman of the Baldwin County Commission signed documents 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 project focused on historic resources in North Baldwin County. The program involved the creation of a historic driving and walking tour app.

Sites Selected Phase I North Baldwin

- Historic Fort Mims
- Stockton Historic District
- The Stockton Heritage Museum
- Red Hill Springs
- Montgomery Hill Baptist Church
- William Weatherford & Sehoy Gravesites



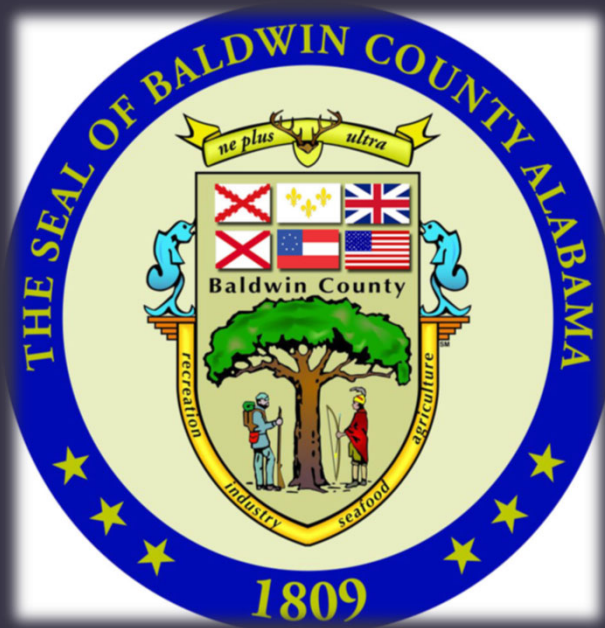
Phase I of the App was successful

App Launch Date – July 2020

BALDWIN COUNTY HISTORIC TOURS APP



DOWNLOAD
THE FREE APP
BY SCANNING
HERE



On December 2, 2020, The Chairman of the Baldwin County Commission signed documents to accept a 2nd grant in the amount of \$5,000.00 from Gulf Coast Resource Conservation & Development Council for Phase II of the Historic Driving and Walking Tour App to encompass other areas of the county.

Site Selections - Phase II

- Eastern Shore
 - Historic Blakeley State Park
- Spanish Fort –
 - Revolutionary War Battlefield & Burial Ground
- Fairhope/Point Clear
 - The Grand Hotel
 - Confederate Rest Cemetery
 - Fairhope Founding
 - American Legion Post 199
 - White Avenue Historic District
 - Lebanon Chapel AME
 - Stedman's Landing
- South Baldwin –
 - Marlow Ferry Historic Site/Farragut's Basin
 - More to Come*
- Central Baldwin –
 - Coming Soon*



The remainder of this presentation will give an overview of the work conducted and provide information on the degree to which the project will result in improvements for Baldwin County!



As an educational program for students and local residents, the app will allow for self-guided learning to accommodate a variety of educational and physical capabilities. This app will also teach users to appreciate and better care for the natural resources available in Baldwin County.

The tourism aspect of the app allows 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 director of the Fort Mims Historic Site, the director of the Fort Morgan Historic Site and the Director of the Historic Blakeley State park committed to partnering with Baldwin County for the development and promotion of the app. Local municipalities has committed to assist in the 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.



PUBLIC BENEFIT

What Geographic area will be served by this project? This app will eventually encompass all areas of Baldwin County, and as mentioned earlier, have a county-wide impact. There is an option for everyone of any ability to enjoy. With this app, Users can visit sites and listen to the guided tour at their own pace while still receiving the same in-depth experience as everyone else. Users can choose their own topic of interest. Visitors can follow along from their vehicles-which will allow for the County's senior population to access the various historic sites as well. The tour is available to the public from the actual sites or virtually.

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 Director of Public and Government Affairs 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

The Project

The project is a GPS enabled user-friendly self-guided tour app for mobile phones or tablets. The project is a way for us to enhance the stories of our county through text, audio, georeferenced interactive maps, images, and video.



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, Visitors can explore on foot or by car as they listen to exclusive audio about historic sites with a rich past spanning many decades. Other app features includes interactive 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.

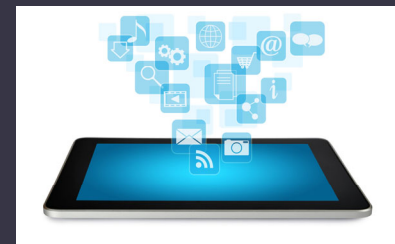


Photos, videos, audio, text, interactive images and other opportunities to interact with the exhibits.



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

The App will be marketed to visitors looking for a day trip to explore the County's rich history and culture, but it will also be promoted as an educational opportunity for local residents and students looking to better understand the significant historic sites in Baldwin County.





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.

This Commission –Baldwin County is blessed to have the four of you at the helm! Thank you for your continued support.

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.

The citizens of Baldwin County for utilizing the app, CIS Department, Administration, County Departments and the Archives and History Team!



Landing Page

The landing page has changed from its original form in Phase I and is restructured by District.

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)

South Baldwin Tour

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

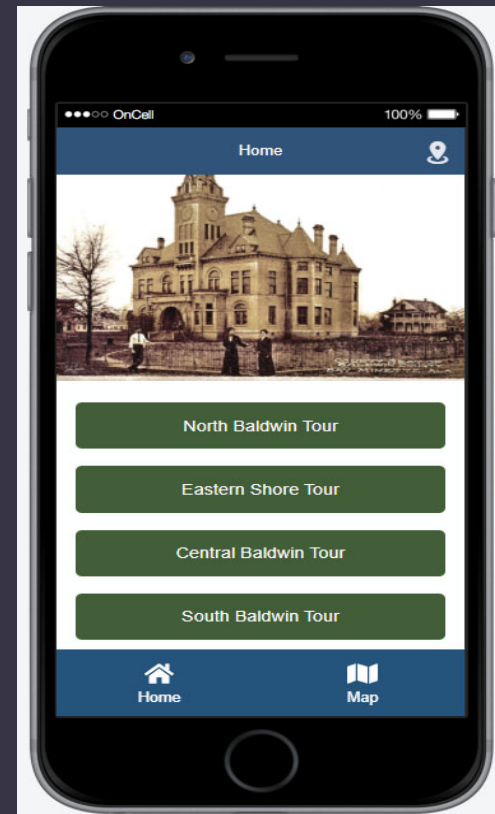
More to Come

Central Baldwin Tour - *Coming Soon*

Previous Landing Page



Current Landing Page



<https://baldwincounty.ocell.com/en/index.html>

Guest Remarks

Gulf Coast Resource Conservation & Development

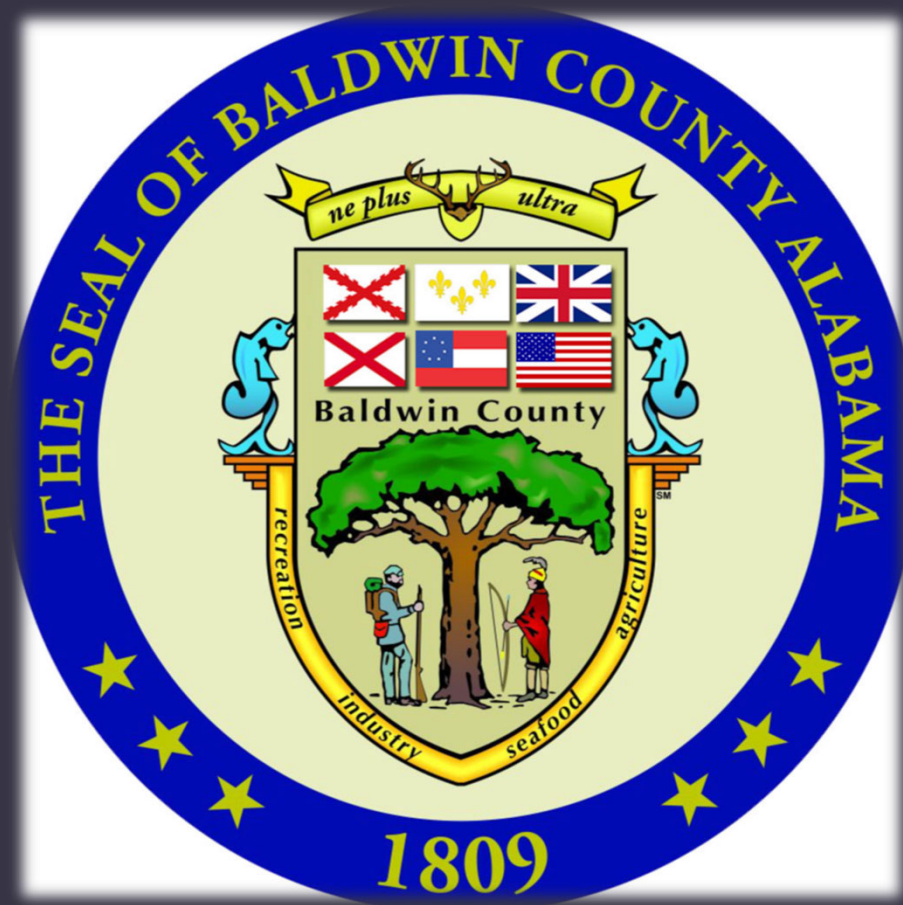
- Blaine Chestang
- Rickey Fields



Baldwin Realtors

- Jennifer Foutch –Contributor to the historic tours app via the National Realtors Diversity and Inclusion grant fund.





Baldwin County Commission

