



Baldwin County Commission

Legislation Text

File #: 20-0117, **Version:** 1

Meeting Type: BCC Regular Meeting
Meeting Date: 11/5/2019
Item Status: New
From: Felisha Anderson, Archives Director
Wayne Dyess, County Administrator
Submitted by: Felisha Anderson, Archives Director

ITEM TITLE

Gulf Coast Resource Conservation & Development Grant for Historic Sites in North Baldwin County for Educational Outreach and Economic Development and Tourism

STAFF RECOMMENDATION

Take the following actions:

- 1) Authorize the Commission to accept the Grant in the amount of \$5,000.00 from Gulf Coast Resource Conservation & Development to assist in the implementation of the Baldwin County Historic Driving Tour & Park Walking App; and
- 2) Authorize the Chairman to execute the Cooperative Agreement between Gulf Coast Resource Conservation & Development and the Baldwin County Commission and any other documents as related to this grant. This agreement shall become effective October 1, 2019 and may be revised upon mutual consent of both parties.

BACKGROUND INFORMATION

Previous Commission action/date: N/A

Background: Staff will work to develop a Historic Driving and Walking Tour App for historic sites in North Baldwin County for educational outreach as well as economic development and tourism. The app would be marketed to visitors looking for a day trip to explore the County's 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 of Baldwin County.

This app will address all three of the Gulf Coast Resource Conservation & Development (GCRCD) focus areas. 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. Baldwin County's history is rich in agriculture and natural resources. This app will offer the ability to gain a deeper understanding of how the county's agricultural and forestry industries have progressed through time. The goal is to teach users to appreciate and better care for the natural resources available in Baldwin

County.

This initial app will be a pilot project focused on the historic sites in North Baldwin County such as Fort Mims or Bicentennial Park. If successful, it will be expanded to encompass other areas and have a county-wide impact on tourism and historic education. As an electronic driving and walking tour, there will be an option for everyone of any ability to enjoy. Typical guided tours are normally in groups, at specific times and can be expensive. They require the person to stay with the group and guide without allowing for further exploration. With this app, users can visit the 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 and get an immersive walking tour, rain or shine, or they can follow along from their vehicles - which can allow some of the County's senior population to access various historic sites from comfort of their air-conditioned vehicle.

As a community development tool, this app will enhance the tourism offerings in North Baldwin County, which leads to further economic development of the County. If the app is successful, it will be expanded to include other areas of the County.

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

The Baldwin County Commission will be the lead agency on the project, with multiple departments working to complete the app. The Archives Department will compile the historic data and work on the narration portion. The CIS and GIS Department will work with KEET Consulting on the technical side of the app development, including the mapping and geo-referencing of the sites. The Commission Administration will assist with the County's promotion of the app. The North Baldwin Chamber of Commerce will also assist with the marketing and promotion of the program through their Discover North Baldwin Campaign, social media and information at the Chamber office. The City of Bay Minette will assist with promoting the app through their social media outlets, website, electronic billboard and quarterly City newsletter. The Commission has also received letters of partnership and support from the Fort Mims Restoration Association and the Chairman of the Baldwin County Historic Development Commission.

In addition to the staff time involved in the project, the Commission is invested financially as well. The grant received for the project is \$5,000 with the total cost of the app development estimated at \$20,000.00. The Commission is responsible for the remaining \$15,000. A total of \$10,000 was budgeted Fiscal Year 2020.

FINANCIAL IMPACT

Total cost of recommendation: \$15,000.00

Budget line item(s) to be used: 51906-5150

If this is not a budgeted expenditure, does the recommendation create a need for funding? N/A

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?

No

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Archives Director submit all required documents and quarterly reports as requested by the Council.

Action required (list contact persons/addresses if documents are to be mailed or emailed): Fully
Executed Cooperative Agreement mailed within 30 days to:

Charles D. Ramsey, Executive Director
Gulf Coast Resource
Conservation & Development
309 East Ridgeley Street
Atmore, Alabama 36502

Additional instructions/notes: N/A