

ZORA NEALE HURSTON DUST TRACKS HERITAGE TRAIL

TRAIL RESTORATION PROJECT



TRAIL OVERVIEW

- **2003** - Florida Humanities Council Grant Award – St. Lucie County Library System
 - **Trail Collaborations** - City of Fort Pierce, St. Lucie County School District, Board of County Commissioners, Historical Commission, the Cultural Affairs Department and the St. Lucie Historical Society.
- **2004** - Roy F. Kenzie Award by the Florida Redevelopment Association, “Outstanding Cultural Enhancement” for the year.



TRAIL OVERVIEW

- **June 2015** – City of Fort Pierce and St. Lucie County Interlocal Agreement – Promotion, Marketing, Administration, Funding, Operations and Maintenance of Trail kiosks and markers.
- **July 2015** – New Zora Trail Informational Website and Brochure.
- **August/September, 2015** – Trail marker frame refurbishment; new landscaping around Trail markers.
- **Nov-May, 2017 and Nov-May, 2018** – Fort Pierce Tourism TV Commercial featuring Zora and Highwaymen Trails.
- **November, 2017 – Ongoing** – Cross Promotion of Zora with Eatonville, Florida
- **May, 2018** – Zora’s Book Release – *Barracoon, the unpublished story of Cudjoe Lewis, a survivor of the transatlantic slave trade.*
- **June, 2018** – Collaborative conversations with St. Lucie Regional History Center to move Zora exhibit from Agape Center to History Center.
- **July, 2018** – New TV Commercial featuring Zora and Highwaymen Trails, Backus Museum, Sunrise Theater, Pineapple Playhouse to run July-November, 2018.



GUIDED TRAIL TOURS – ZORA EVENTS - 2017-2018

- **January 29, 2017** – Trail Tour - 30 Broward County Teachers and Students.
- **February 9, 2017** – Trail Tour - 25 Leadership St. Lucie participants
- **March 24, 2017** - Zora Presentation - IRSC Professors Steve Knapp, April VanCamp, and Wendy Dwyer – followed by Trail Tour
- **April 7, 2017** – Trail Tour - Amy Dickinson, Author / Teacher from the New York area and 35 IRSC professors, students
- **April 8, 2017** – Trail Tour - Hobe Sound Book Club
- **April 27, 2017** – Trail Tour - Jan Bridgeford-Smith, tourism writer / cousin to Amy Dickinson
- **July 14 & July 21, 2017** – 2 Trail Tours - 40 teachers each tour. Organized by Florida Humanities Council.
- **August 11, 2017** – Trail Tour - 3 Teachers from Fort Lauderdale.
- **August 16, 2017** – Trail Tour - The St. Lucie County Chamber of Commerce.



GUIDED TRAIL TOURS – ZORA EVENTS – 2017-2018

- **January, 2018** – Trail Tour – 60 Teachers and Students - Broward County School District
- **February, 2018** – Trail Tour 25 Teachers and Students – St. Lucie County School District
- **February, 2018** – Trail Tour - 15 Leadership St. Lucie Participants
- **March, 2018** – Trail Tour - 25 Teachers and Students - Okeechobee School District
- **April, 2018**– Trail Tour - 25 Students - IRSC Pruitt Campus
- **June, 2018** – Celebration of Release of *Barracoon* – Hurston Library



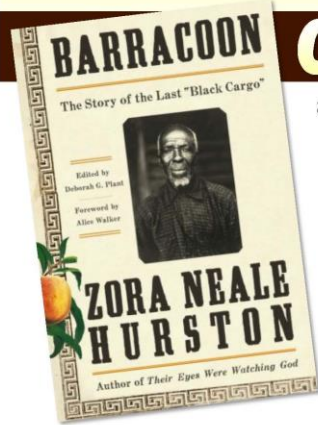
NATIONAL EXPOSURE FOR FORT PIERCE

- Grand Bahamas – Sister City with City of Fort Pierce
- Collaborations and Cross- Promotion
- May 10 – Bahamian Consulate Visit (5 visitors)
- Zora Trail – Major Highlight of Visit



NATIONAL EXPOSURE FOR FORT PIERCE

- Major Literary Event
- HarperCollins New York Times Bestseller
- Publicist is coming to Fort Pierce for the Lecture Event on June 28
- This will create a buzz regarding Zora's life and work in Fort Pierce.
 - "A profound impact on Hurston's literary legacy."- *New York Times*
 - "*Barracoon* and its long path to print is a testament to Zora's singular vision amid so many competing pressures that continue to put us at war with ourselves."- *Huffington Post*
 - "An invaluable addition to American social, cultural, and political history."- *Publishers Weekly (starred review)*




CELEBRATE!


an event honoring the release of Zora Neale Hurston's **BARRACOON** the unpublished story of Cudjo Lewis, a survivor of the transatlantic slave trade.

**Saturday
June 30th
2:00 PM**

To discuss the book, Hurston's legacy and the "Unheard Voices of America," the Library welcomes Zora scholar Professor Marvin Hobson (IRSC).



Zora Neale Hurston's books, including *Barracoon*, will be sold at the event by the Friends of the St. Lucie County Library.



HURSTON BRANCH
3008 Avenue D, Fort Pierce
772-462-2154 - flynnk@stlucieco.org
All library programs are free and open to the public.

2018

TRAIL MARKERS - CURRENT CONDITION



ZORA TRAIL MARKERS - REPLACEMENT COSTS

Qty	Product ID	Color	Description	Unit Price	Total Price
10	Custom		Flush Face Custom Design 36"H x 24"W at the Top & 18.5"W at the Bottom x 2" D. Painted any of the fifteen standard colors with Series Posts 2"x2"x10'. Post will attach to the sign near the top. Includes Custom Radius Top & Bottom	1,772.93	17,731.30
10	CHPL Panels		36"H x 24"W 1/8" Exterior Panel Single Sided Cutting Option: Special Cut/ Panel Shape Finishing Options: Ice finish	279.72	2,797.20
3	325P7P		Series 325 Panel unit 46.5" H x 56 5/8" W x 3 1/4 "D with 2 Series 325 post 3 1/4"x10' Painted a standard color with custom radius Top & Bottom	2,062.29	6,186.87
3	CHPL Panels 1/8" XT		46.5"H x 56.625"W: 1/8" Exterior Panel Double Sided Finishing Options : Ice Finish- Exterior	1,232.62	3,697.86
13	DESIGN SUP		Design Setup	75.00	975.00

Subtotal	31,386.23
Sales Tax	
Shipping	
Total	31,388.23

TOTAL PROJECT COST	\$31,388.23
Fort Pierce Cash Contribution	- \$11,388.23
TDC GRANT REQUEST	\$20,000.00

ZORA TRAIL MARKERS - REPLACEMENT COSTS

City of Fort Pierce

- \$11,388.23 – Cash Match
- Project coordination with sign designer/manufacturer
- Marker design and layout
- Installation of Markers
- New Landscaping, as needed
- Ribbon Cutting Event
- Ongoing Marketing/Promotion of Trail



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Questions ?
