

# Historic Consulting Services Proposal

Fifth Avenue & Pleasant Street Historic Heritage Trail

---



# Table of Contents

AHRA

Research

Budget

Our Team

Community Involvement

Vision

Project Overview

Implementation

Qualifications

Timeline

---

# Archival and Historical Research Association (AHRA)



# AHRA

## **Archival and Historical Research Association:**

Established in 2009, the AHRA is a historical research organization dedicated to assisting small businesses and cultural entities complete detailed, academic research and operate their businesses in a more productive and efficient manner through a greater ability to organize themselves.

AHRA is a rising leader in bridging the gap between academic history and public history.



# AHRA's Work History

Since its inception in 2009, AHRA has consulted with:

- Approximately 20 African-American historic sites, museums, and libraries throughout the state of Florida
- 3 out of 4 of the Historically Black Colleges Universities (HBCUs) in the state
- Museums and libraries in various states such as the B.B. King Museum and Blues Interpretive Center in Mississippi and the Jack Hadley Museum in Georgia





# Who We Are



Dr. Anthony Dixon  
Project Director

Shardé Goodloe  
Research Associate / Workshop  
& Intern Coordinator

Nathaniel Courtney, Jr.  
Research Associate/  
Community Coordinator

---

# Team

## **Dr. Anthony Dixon**

### **Project Director/Lead Researcher**

Anthony E. Dixon, PhD is a native of Fort Valley, Georgia. In 1994, he received a Bachelor of Science degree in History with a minor in African American Studies from Florida A&M University. In 2001, he received a Master's of Applied Social Science from Florida A&M University with a concentration in History. In 2007, he received his Ph.D. from Indiana University's History Department where he majored in the African Diaspora. His studies included African American History, and African History, with a minor in Library Science/Special Collections and Archives. In 2019 he received his M.I.S. (Master's of Information Science) from Florida State University.

Currently, he is the Founder and President of Archival and Historical Research Associates.

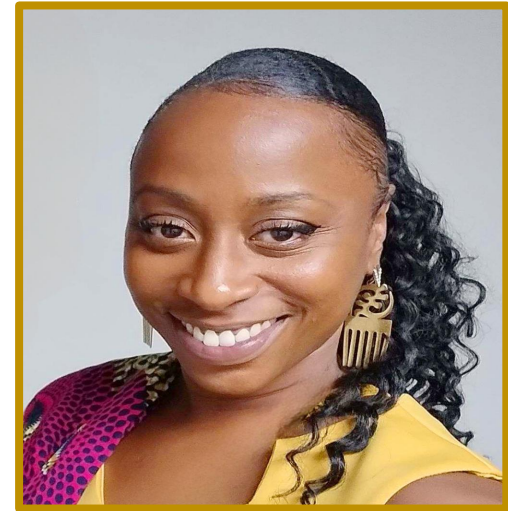


# Team

**Shardé Goodloe, M.A.S.S.**

**Research Associate and Workshop and Intern Coordinator**

Shardé Goodloe is a long-time educator, community activist, and the current Director of Community Engagement at Nathan Ross, Inc., a community non-profit organization whose mission is to promote and preserve the rich heritage of African American history and culture through the arts and community events. Her work includes involvement in education, public history, and public programming. Specifically, Ms. Goodloe has been an instructor of African-American History for almost a decade and has also taught in K-12 schools for the last 5 years. She has also worked in museums dedicated to African-American history through archival and exhibition projects.





---

# Team

**Nathaniel Courtney, Jr., M.A.S.S., MS.Ed.**

**Research Associate/Community Coordinator**

Nathaniel S. Courtney, Jr., is an educator, artist, community organizer, entrepreneur, and coach from Gainesville, Florida. He is a co-founder and the Executive Director of Nathan Ross, Inc., a community non-profit organization whose mission is to promote and preserve the rich legacy and heritage of African American history and culture through the arts, education, and entertainment. Mr. Courtney received his B.S. and Master's of Applied Social Sciences in history from Florida A&M University and his MS.Ed. from Long Island University-Brooklyn. Mr. Courtney has been in the field of education for nearly fifteen years. He currently works and resides in Gainesville, FL.



# Qualifications

## Research

### Current Projects

1

#### **Florida Black Historical Research Project: The 185-Year Seminole Maroon Family Reunion and Conference (2022-2023)**

The AHRA assisted in the development of the community programming, research identification, and identification of guest lecturers to discuss their research concerning the Seminole Maroons.

2

#### **Langston Hughes Archival and Special Collection Assessment, Lincoln University (2023)**

AHRA conducted a full archival assessment of the library's Archives and Special Collection. including preservation, research capabilities, archival research procedures, collection policy, exhibit creation, preservation, and the creation of a comprehensive finding aid.

3

#### **Development of the African American Research Library (2023, currently ongoing)**

The AARLCC of Palm Beach County has hired AHRA to conduct an archival assessment (July 3, 2023) and assist in collection development, public programming and workshops, the development of an archival policy and a museum policy, and garnering general interest/ support.



# Qualifications

## Research

### Experience with State and Local Entities

1

#### **State of Florida Museum 2013-2015: Civil Rights in the Sunshine State Exhibit and Program**

AHRA was the lead historian and consultant to this exhibit and program. In this capacity, AHRA oversaw the accuracy of the information provided in the exhibition. During the programming portion, Dr. Dixon conducted a live oral history interview with Dr. Hayling, a civil rights leader and pioneer in the St. Augustine area as well as the state. This interview was streamed live.

2

#### **City of Jacksonville 2011-2014: The Ritz Museum Archival and Exhibit Development Project**

AHRA was the lead consultant in the processing and cataloging of the Ritz Museum, a museum dedicated to the history and culture of African Americans in Jacksonville. AHRA created the finding aid for the entire archives as well as assisted in the creation of future exhibits and coinciding programs.

# Project Overview

---



# Project Overview

In order to achieve the goal of creating a heritage trail, AHRA begins with a review and synthesis of the historical information in the process of providing the most pertinent and accurate information.

For example, this includes ensuring that historical documents coincide with oral histories for accuracy and human accountability.

The ability to take this pertinent information and transform it into public use through the narratives used in an array of signage is a key aspect to the work involved.



# Project Overview

---

## Project Objectives:

- Assist the GCRA in completing the trail content, programming, and layout.
- Stakeholders Relationship
- Community Relationship



# Project Overview

---

There are four major components to completing this project:

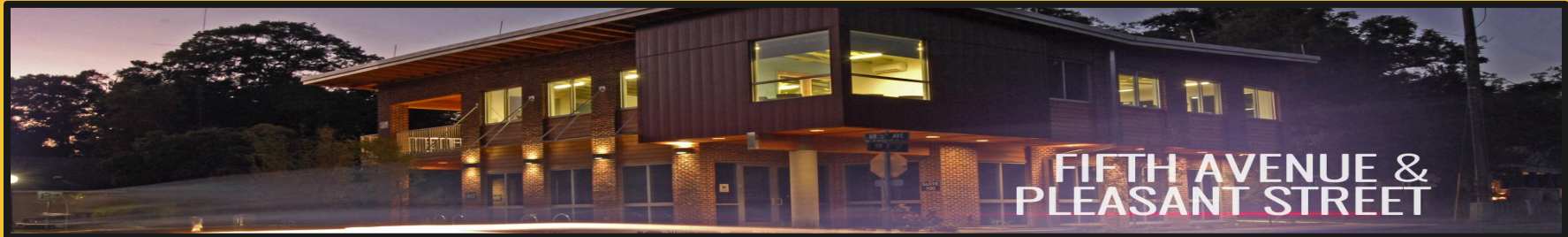
- A. Research
- B. Stakeholders Relationship
- C. Community Relationship
- D. Signage / Trail Creation



# Qualifications

## Specific to this Project

1. Research
2. Community Involvement
3. Implementation





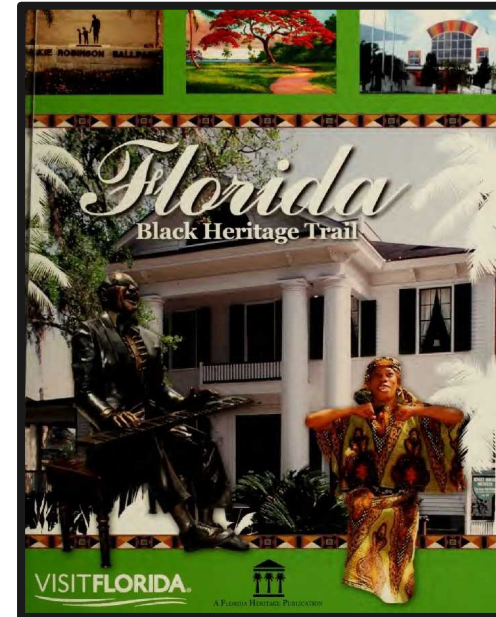
# Qualifications

Dr. Dixon began working as a historian (2010) with the Florida African American Heritage Preservation Network's Black History Trail.

By 2014-2016, he worked in the capacity of Field Director and oversaw the revamping of the Florida African American History Trail which included upgrades to site information as well as upgrading the sites to more user-friendly formats. In doing so, historic site's information signage were updated to include QR codes that made the sites more user friendly and socially interactive.

In 2013, Dr. Dixon conducted a heritage trail assessment on Andros Island. This is the largest island in the Bahamas which is dedicated to agriculture. As a result, this island has many African Diasporic cultural traits that are still intact due to the rural nature of the island and minimal outside influence. Therefore an overall assessment was conducted under the guise of possibly creating a historic trail to increase tourism on the island.

## Research



# Qualifications

## Community Involvement

### Stakeholders Relationship

#### Working with Already Vested Partners

Gainesville Community  
Reinvestment Area (GCRA)

#### Identifying New Stakeholders

-Robust marketing plan  
including materials to  
explicitly solicit input from  
new stakeholders

#### Key Stakeholders

1. City of Gainesville/ GCRA
2. Gainesville Historic Preservation Board
3. Pleasant Street Historic Society
4. Nonprofit Groups
5. Private Sector Businesses
6. The Local Community

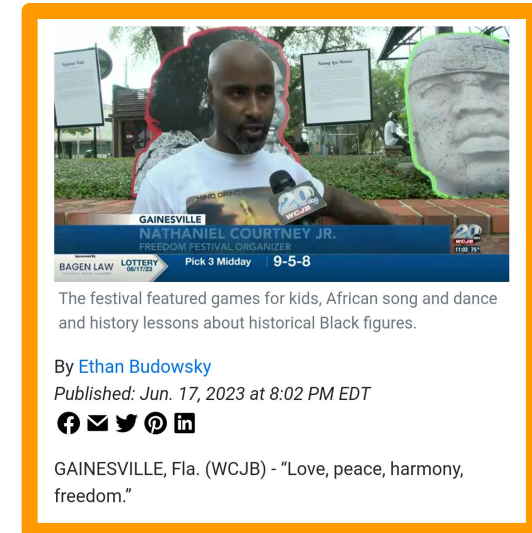


## Qualifications

## Community Involvement

# Building Community Relationships

- Established Relationships
- Past Work with Community



# Qualifications

## Community Involvement

# Community Engagement

Community engagement and collaboration is at the forefront of this project.

## Community Workshops

- Our Purpose
- Our Goals
  - Historical Accuracy
  - Community-Led Stories



# Qualifications

## Implementation

### Steps Towards Implementation

1. Review of Previous Efforts and Existing Information
2. Analysis of Information
3. Research and Information Verification
4. Strategizing, Organizing and Prioritizing Research for Exhibit Purposes
5. Exhibit Creation
6. Creation / Implementation of Trail
7. Post-Completion Plan

# Project Timeline

---

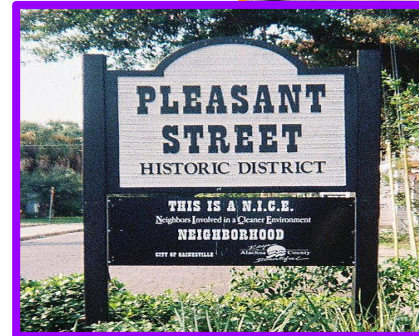
—



# Project Timeline

Our projected timeline focuses on the following main objectives:

- 01 | Engagement with Historic Preservation Board
- 02 | Setting an Agenda
- 03 | Heritage Trail Research
- 04 | Community Outreach
- 05 | Community Workshops
- 06 | Implementation of Heritage Trail



# Project Timeline

## October 2023:

### Task One – Review and Recommendations

Review of the Heritage Trail's mission and vision statements, story-lines, interpretive approaches, and the trails layout; interview stakeholders; and begin analysis of historical narrative work.

## February 2024:

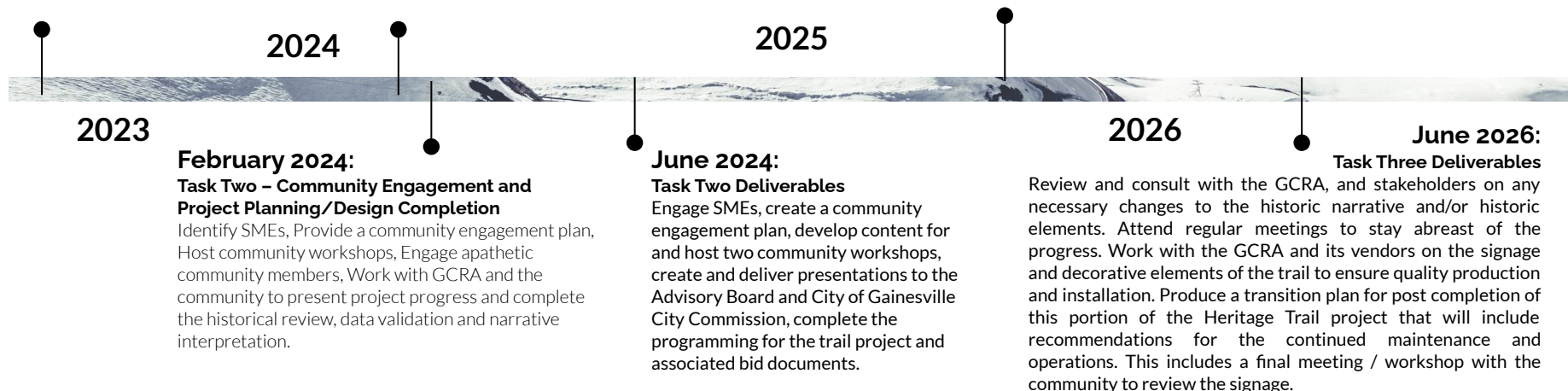
### Task One Deliverables

Written analysis and summary of recommendations via memorandum and corresponding PowerPoint presentation for GCRA Advisory Board and City of Gainesville City Commission.

## February 2025:

### Task Three – Review and Recommendations

Assure the authenticity and accuracy of the project. Provide recommendations for the continued maintenance and operation of the methods used in the delivery of the historic narrative once the Project transitions to the relevant City department.







# Project Budget

The total cost of this project is \$90,000.000

Project Director

45K

The Project Director will work at a base \$15,000.00 per year for three years totalling \$45,000.00 without any restrictions on required time.

Research Associate /  
Community Coordinator

15K

Duties responsible for this will entail 100 hours of work at a cost of \$5000.00 per year x 3 years totaling \$15,000.

Research Associate/  
Workshop, Intern Coordinator

15K

Duties responsible for this position will also entail 100 hours of work at a cost of \$5000.00 per x 3 years totaling \$15,000.00



# Project Budget

The total cost of this project is \$90,000.000

## Workshop and Programming

11K

This includes refreshments, videotaping, and informational literature as well as meeting costs: 5 workshops/programs @\$800.00 per workshop totaling \$4,000.00, Marketing costs \$7,000.00

## Internships

3K

Four interns utilized over the three year period. During this time they will be given a flat stipend of \$250.00

## Supplies

1K

Includes materials necessary and miscellaneous items needed over the three year period



“The Heritage Trail will celebrate the people, places, and events of the historic African American Fifth Avenue and Pleasant Street community.”

Fifth Avenue | Pleasant Street



**HERITAGE TRAIL**



Project Director

Dr. Anthony Dixon



Research Associate/  
Community Coordinator

Nathaniel Courtney



Research Associate / Workshop  
& Intern Coordinator

Shardé Goodloe