

Thames Maritime Heritage Park Implementation Plan

FINAL COPY

STRATEGIC COMPONENTS

named in my files

- Interpretation/Visitor Center
- Collaborations
- Attractions
- Management
- Transportation
- Tourism Promotion and Marketing

Presentation by
QL CONSULTING, INC
and
The Office of Thomas J. Martin

For the Thames Maritime Heritage Park Advisory Board
July 1993

Interpretive Strategy

Flesh out Theme/Period Matrix

Convene Resources to confirm/refine themes

Visitor Center Strategy

**Overall design should fit the architectural context for heritage:
a reflection of New London's historic fabric.**

**Secure consensus on the physical and design attributes as soon
as possible.**

Move ahead on the Visitor Center

Get final architectural schematics ready

Secure DPW approval

Proceed with Exhibit Design aspects

Religious
Education
etc.

Alternative INTERPRETIVE APPROACH 18th Cent. THEME/PERIOD MATRIX

URBAN
RIVALRY

38
HURRICANE

OCEAN
Beach

Period Theme	The Land Pre-European	17th Century	Revolution	Early Republic	Civil War	Brown Decades Industrial	Early 20th Century	WWII	Post War/Technology
Social	Native Settlement	Hempsted House	Burning of New London			Immigration	Immigration		
Economic	Wampum	OLD TOWN Mill	Burning of New London	Whaling Custom House	Whaling	Whaling Textiles	Textiles ELECTRIC BOAT	Boat/Ship/Sub Building	Boat/Ship/Sub Bldg Pharmaceuticals Underwater Technology
Military		Pequot War	Privateers CT Navy Ft. Griswold	BRITISH Blockade	Ft. Trumbull	Navy	COAST GUARD	Sub Base	Sub Base NUSC NUWC
People	Pequots	ADRIAN Block	Nathan Hale Benedict Arnold	LYMAN Allyn			EUGENE O'NEILL		
Transportation			↑↑↑↑↑			STEAMBOATS	Union Depot		

UNCAS
John Winthrop

18th
TRIANGULAR TRADE
PIRATES

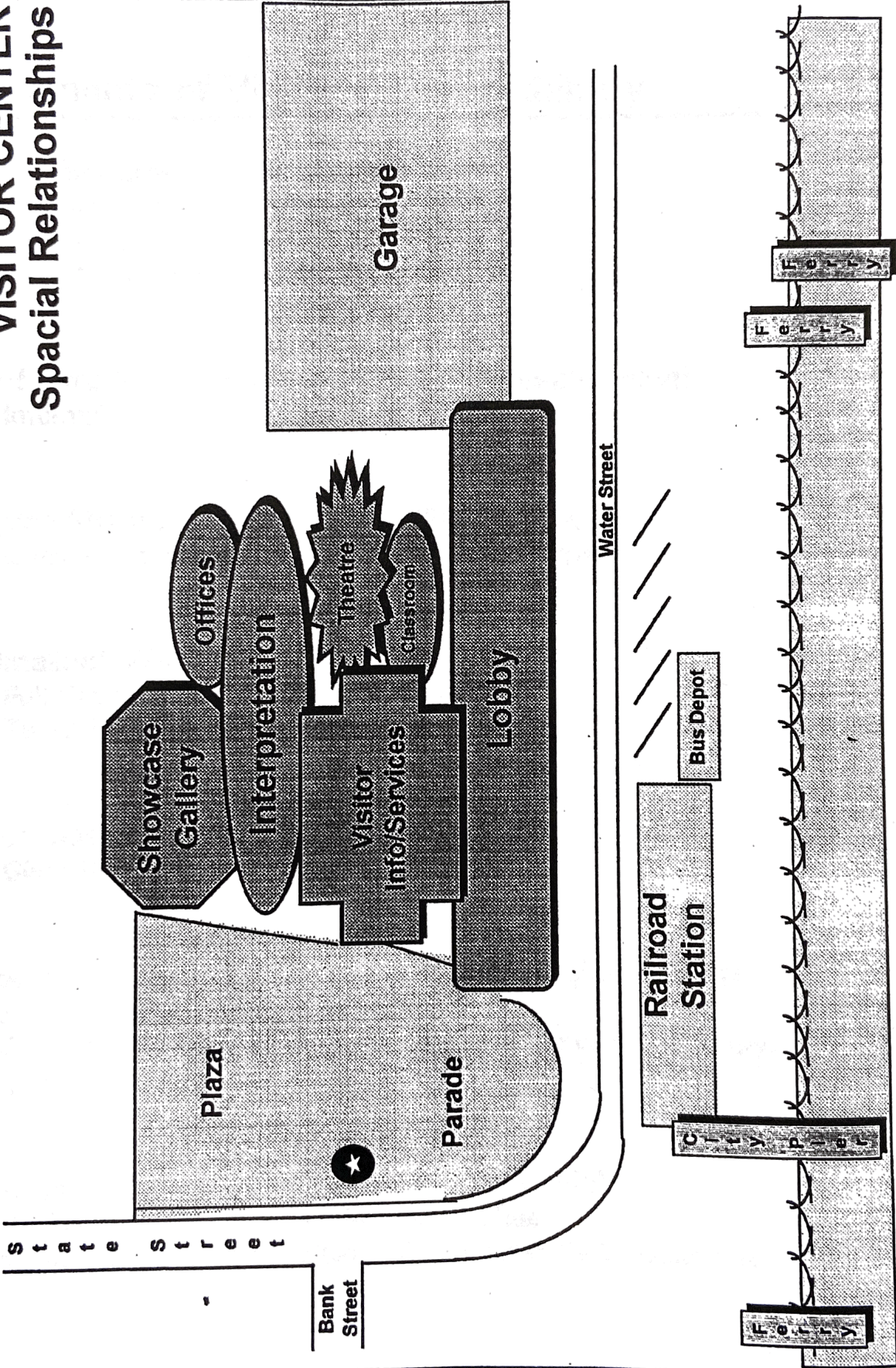
BATTLE OF
Coston Heights

RAILROAD
FEVER

"SAVANNAH" - 1st
Steamship across
Atlantic

Shipbuilding
FISHING

VISITOR CENTER Spatial Relationships



THAMES ESTUARY MARITIME HERITAGE PARK IMPLEMENTATION PLAN. Prepared by QL CONSULTING, INC. and The Office of Thomas J. Martin 1993.

Components of Visitor Center Exhibitry

Place Museum

**Adirondack Museum (NY)
Desert Museum (AZ)
City of London (England)**

**Brief introductory welcoming video (non-changing)
Informal open seating area**

**Topical/thematic Film "Series" (20 minutes each)
Changes so repeat visitors will have fresh experience**

**"Timeline" Wall
Full size matrix of themes and time periods
Textual and graphical/pictorial**

**Floor Inset Model of the Estuary
Glass floor walkover**

**Interpretive Space (permanent, non-changing exhibit)
Addresses selected themes in "bundles"
E.g. whaling, shipbuilding, economy, commerce and industry,
people, etc.**

**Showcase Gallery (quarterly changing exhibit)
Mounted by one or more "designated sites"
Mechanism to promote sites and showcase their collections**

Components of Collaborations

Concept of "Designated Participants"

Collaborators: Highest level of Participation

Affiliated sites: Passive participation

Criteria for designation

Relationship to theme

Appropriate cultural resources

Programming capability (exhibits, education)

Visitation capacity

Organizational Stability

Inputs from collaborators

Exhibits in Showcase Gallery

Volunteer resources

Staff expertise

**Commitment to improve quality, expand capacity,
work for the whole, etc.**

Benefits to collaborators

Shared staff

**Increased visitation (on the maps and trails -- signage,
markers, etc.)**

Potential revenue (grants, gate, membership, donors)

**Expanded collections/conservation/preservation
opportunities**

Shared programming

Space to show

Public Relations

Collaborations Strategy

Finalize the Park's interpretive orientation and Visitor Center program.

Reconstitute Advisory Board Programming Committee to "Collaborations Committee"

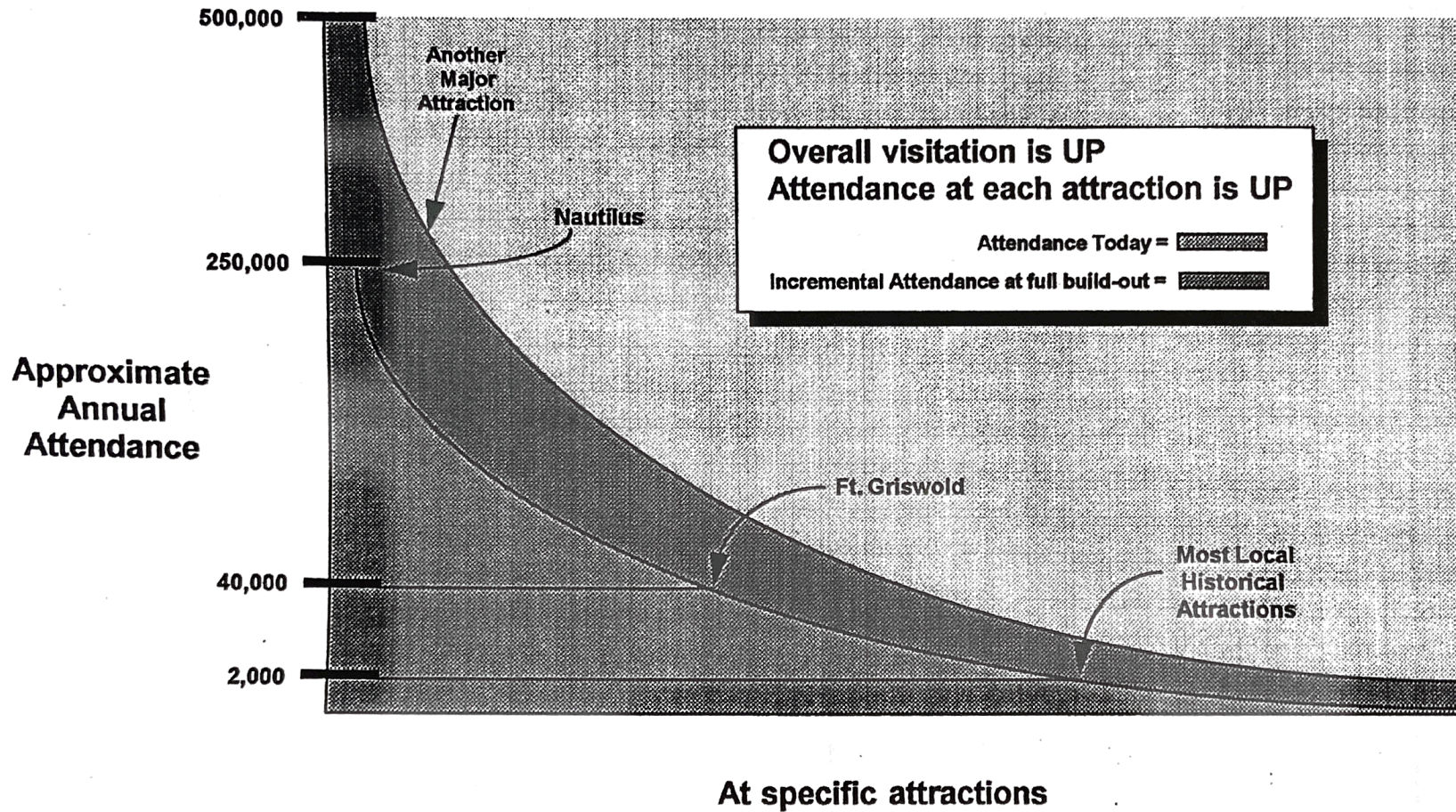
Identify key collaborators and convene in a discussion of possibilities and opportunities.

Identify potential opportunities (funding and otherwise) for shared staff position(s)

Convene an Exhibit Committee to program the Visitor Center Showcase Gallery (focus on the grand opening show)

Create an Education Committee to steward educational programming and materials.

Impact Goal of Overall Attractions Strategy



Overall Attractions Strategy

Major Attraction Options

(draws over 250,000 annually)

Expand Existing Site(s)
New Attractions
NPS designation
Visitor Center Plus

Most likely Candidates for Development

Visitor Center "Plus" --

Current plan and add one or more of:

OMNI/IMAX Theater
Tall Ship
High-tech Interactive Exhibitory
Large scale development of City Pier

Major Federal Presence

National Park Service (Heritage Partnership Program)
Department of Defense (Office of Economic Adjustment)
Navy (Legacy Program)
Department of Commerce (Coast Guard)

Others to Monitor

Ocean World Feasibility
Nautilus Expansion
Coast Guard Academy Master Plan
Availability of Fort Trumbull

Components of the Management Strategy

Source Documentation

- Legislation
- Organizational Plan
- Articles of Incorporation/By-Laws

Organizational Options

- Public
- Private
- Public/Private

Key Players

- State Agencies
- Local Public, Private Business, and Private Civic
- Tourism (Attractions Marketing, Hospitality, etc.)

Roles, Responsibilities, and Relationships

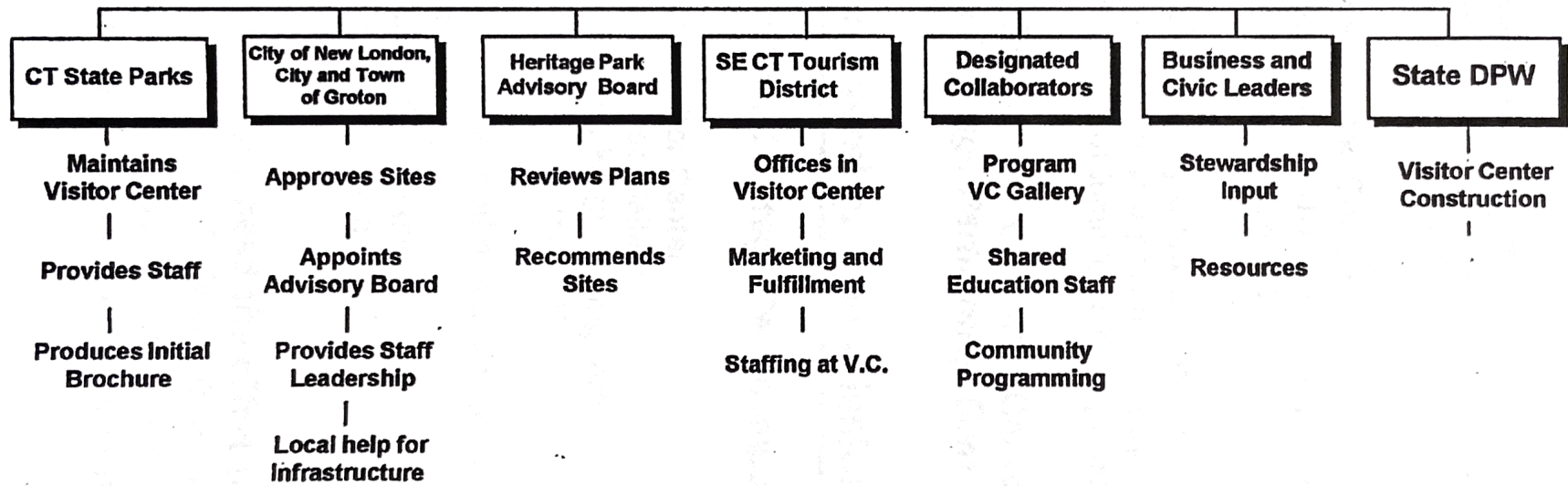
- State - Local
- Tourism - Heritage
- Local Intergovernmental
- Business and Industry < > Civic Development

Staff and Administration

Volunteer Capacity

- Operations
- Auxiliary Services
- "Friends of..." Support System

**THAMES MARITIME HERITAGE PARK
PLAYERS, ROLES, RESPONSIBILITIES**



Management Strategy: Stage 1

Proceed forthwith to build Visitor Center

State Parks Operates Visitor Center

SE CT Tourism District and Advisory Board provide initial supplemental staff/volunteer support

Advisory Board develops long term organizational plan

Identifies make up of successor governing body

Orchestrates recruitment of local leaders to participate

Use Grand Opening Celebration of Visitor Center to announce creation of "*Thames Heritage Partnership Commission*".

"Thames Heritage Partnership Commission"

New entity to steward the Heritage Park components that cross lines

Community uses for Visitor Center

Programming the Showcase Gallery

Collaborations (Education, Programming, etc.)

Community events/activities relating to

Visitor Center and Sites

Designation of collaborators and participating affiliates

Marketing the Park

Transportation System development

Signage, markers, trails, maps, etc.

Outside concession approvals

It *could* be the vehicle to spearhead the effort to bring in major federal resources (Park Service, Defense Department, Department of Commerce, Navy, Coast Guard, etc.) for additional heritage park attractions development, financial resources, etc.

Components of the Visitor Transportation System

Auto, Self-Guided

- Signage (informational and directional)
- Interpretive Map
- Parking along route
- "Entry Pass" to visit multiple sites for one charge

Pedestrian "Trails"

- Signage
- Interpretive Map
- "Entry Pass" to visit multiple sites for one charge

Surface, Mass Transit

- Demand responsive
- Scheduled

Water, Mass Transit

- Demand Responsive
- Scheduled

Fee Structure

Ownership

Management

Transportation Strategy: Stage 1

Utilize existing major intercept points

- Nautilus, Ft. Griswold, New London Visitor Center

Marked auto route

- Encompasses full project area of the Park

No scheduled visitor bus transportation

Private Bus Tours

- On demand

Walking / Water tours

Walking Trails (limited Park sites)

- New London downtown
- Groton Bank / Thames Street

Cross-River Water Taxi (seasonal and events)

- New London City Pier < > Groton Thames St. landing

Private Tour Boats (seasonal and events)

- New London and Groton

Transportation Strategy: Stage 2

Expanded intercept points

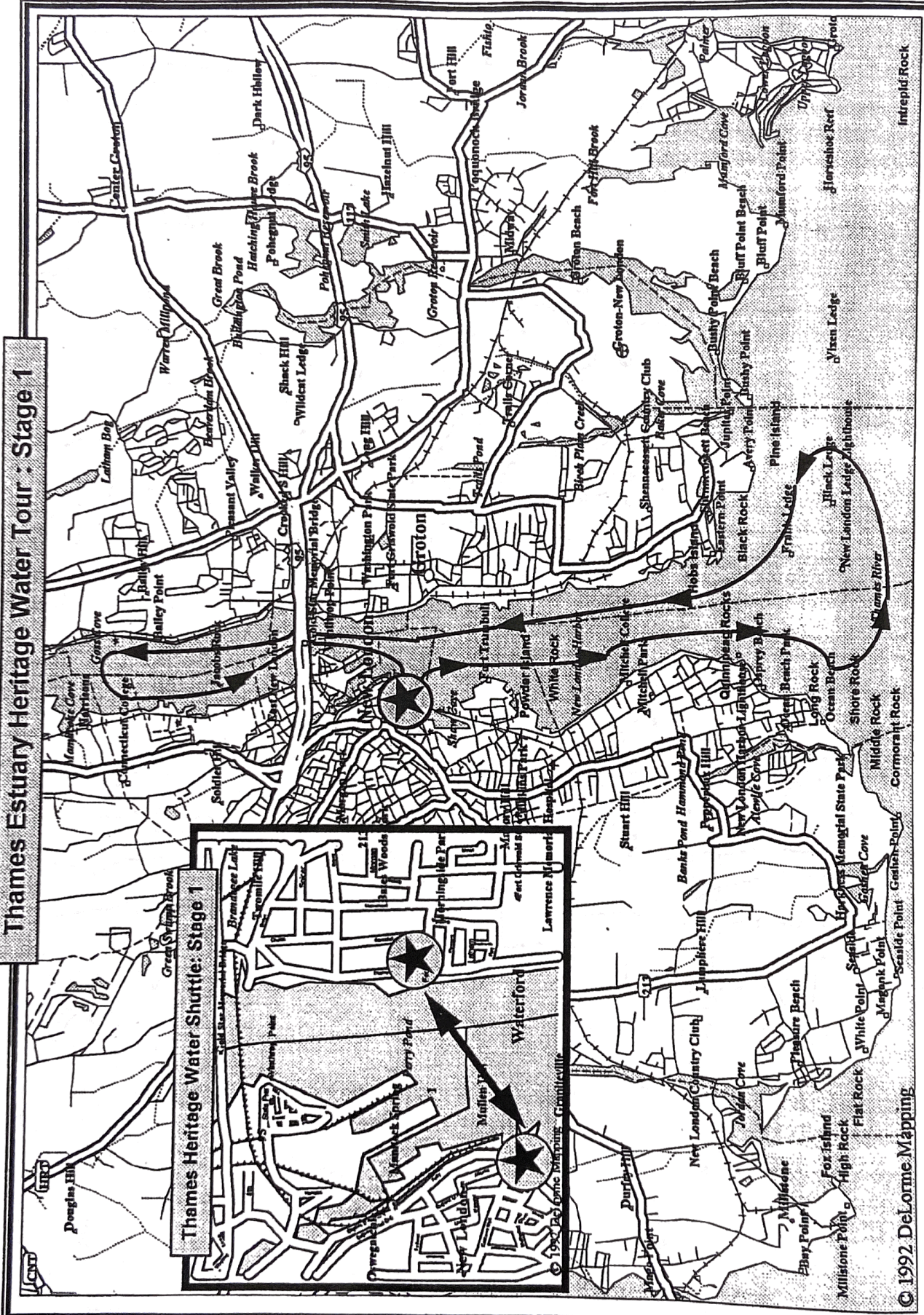
Scheduled visitor bus transportation in summer months as visitor volume grows.

TECHCONN Demonstration Project

Additional landings for water transportation system

Thames Estuary Heritage Water Tour : Stage 1

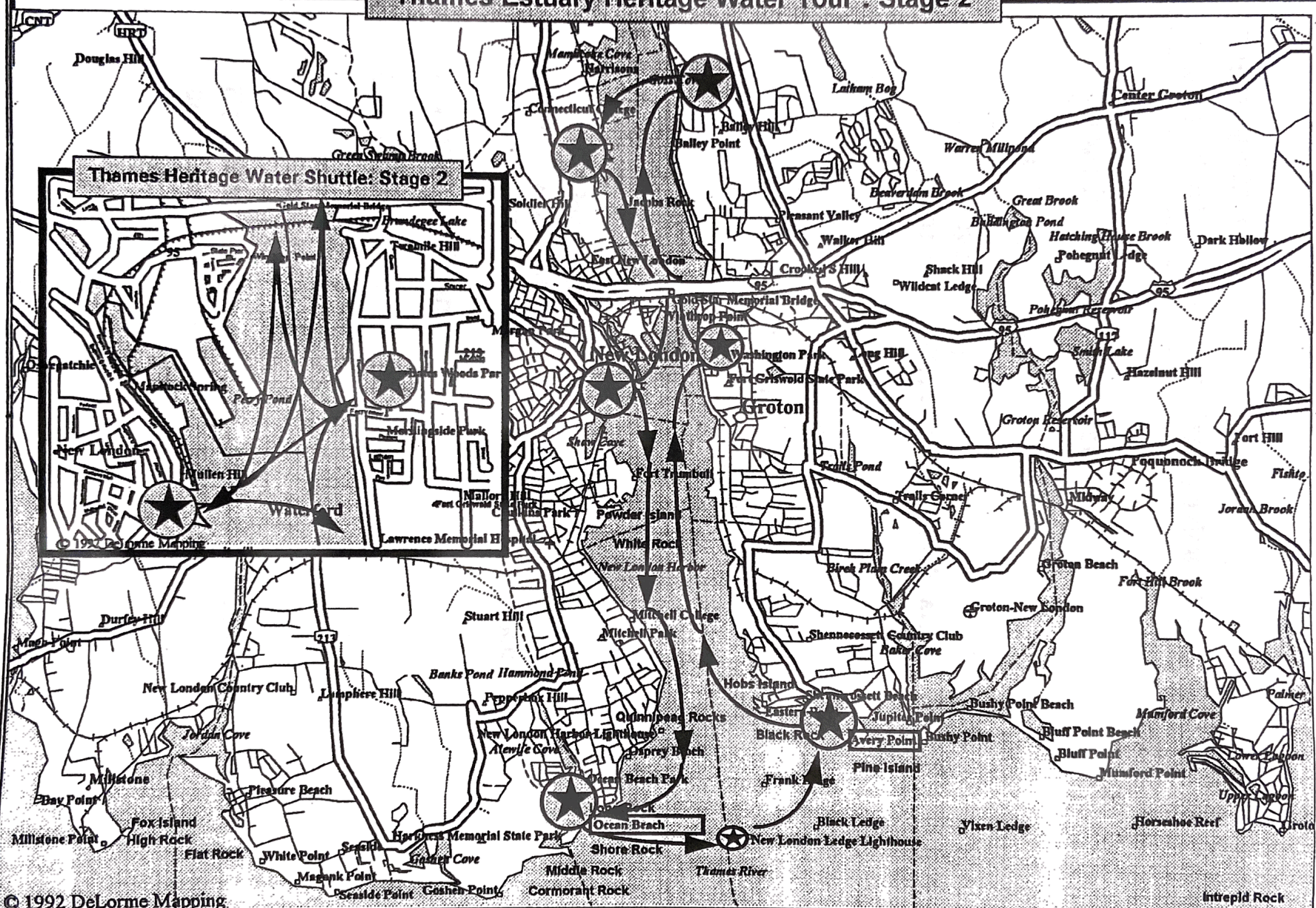
Thames Heritage Water Shuttle: Stage 1



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Thames Estuary Heritage Water Tour : Stage 2



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Components of Tourism Marketing and Promotion Strategy

Printed Brochure (State Parks)

Comprehensive Map

- Auto tour
- Walking Trails
- Area Hospitality, Services, Retail, etc.

Signage

- Interpretive Information
- Directions
- Consistent Design
- Focus on "Designated Sites"

Visitor Center On-Site

- Personal contact with Rangers
- SE CT Tourism District offices
- Printed Media
- A&T Interactive Kiosk
- Interpretive displays (e.g. Estuary Model)

Distribution Channels

Special Promotions

- Packaged programs
- Events-based (festivals, holiday-time, etc.)
- Cross-selling attractions

Relationship to other local, regional and state tourism agencies

Tourism Promotion and Marketing Strategy

Print Media (Brochure) at all sites within the Heritage Park

Utilize existing fulfillment / distribution channels:

- SE CT Tourism District
- Mystic Coast & Country
- State Visitor Centers
- Other State Parks in CT
- Regional/Local Tourism Agencies and Chambers

Explore more active marketing relationship with the SE CT Tourism District

- SECTD Offices will be at the Heritage Park Visitor Center