

# UWF Historic Trust BY THE NUMBERS

## HISTORIC DOWNTOWN CAMPUS

Schoolchildren & Birthday Parties	9,890
Birthday Parties Attendees	1,294
Special Programs Attendees	11,102
Private Tour Attendees	649
Special Event Attendees	98,309
Admissions	30,628
<b>Total Visitors</b>	<b>151,872</b>

## ARCADIA MILL

Educational Tour Attendees	1,410
Special Programs Attendees	1,505
Site Visitors	11,796
<b>Total Visitors</b>	<b>15,388</b>

## PENSACOLA MUSEUM OF ART

Schoolchildren & Birthday Parties Attendees	1,410
Special Programs Attendees	1,505
Site Visitors	11,796
<b>Total Visitors</b>	<b>15,388</b>

<b>Total Visitors</b>	<b>181,211</b>
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Arcadia Mill: 15,388  
Pensacola Museum of Art: 20,951  
Historic Downtown Campus: 151,872

Total Volunteer Hours: 6,870

Arcadia Mill: 247  
Pensacola Museum of Art: 1,803  
Historic Downtown Campus: 4,820

UWF HISTORIC TRUST | ANNUAL REPORT 2018-19

## BOARD OF GOVERNORS

Mrs. Nora Bailey	Dr. William B. Lees
Dr. Elizabeth Benchley	Mr. Carter B. Quina
Mr. Rusty Branch	Mrs. Lucy Rentz
Mr. Ellis W. Bullock III	Mr. Mark Robertson
Mr. Bradley "Beej" Davis, Jr.	Mr. Reid Rushing
Mrs. Nancy Fetterman	The Honorable Brian K. Spencer
Mr. M. Hill Goodspeed	Mrs. Margo Stringfield
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Mr. Steve Hayes	
Mr. Jon Russell Hill	

## BOARD OF DIRECTORS

Mr. Collier Merrill, Chairman
Mr. Scott Barrow, Vice Chair
Mr. Charlie Switzer, Treasurer
Dr. Amy Mitchell-Cook, Secretary and Historian
Ms. Teri Levin
Mrs. Suzanne Lewis
Mr. David C. Luttrell
Mr. John Peacock
Mrs. Pam Schwartz
Dr. Della Scott-Iretton
Mr. Edward Tisdale

## 1559 SOCIETY

SILVER	Teri Levin
Campbell and Ethlyn Caldwell	Mort and Nancy O'Sullivan
Brian and Crystal Spencer	Dennis and Betty Gail Peters
	Harry and Pamela Schwartz
BRONZE	Edward Tisdale and Cory Wilkinson
Elizabeth Benchley	
DAG Architects	Visit Pensacola, Inc.



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## UNIVERSITY of WEST FLORIDA HISTORIC TRUST ANNUAL REPORT 2018-19

A Direct Support Organization of the University of West Florida

# Message from HISTORIC TRUST LEADERSHIP



Howard J. Reddy  
Vice President, University Advancement  
President, UWF Foundation  
CEO, UWF Historic Trust



Rob Overton  
Executive Director, UWF Historic Trust

IT WAS AN OUTSTANDING YEAR FOR THE UNIVERSITY OF WEST FLORIDA HISTORIC TRUST. IT WAS A YEAR OF CHANGE AND GROWTH, WITH NEW AND EXCITING DEVELOPMENTS THROUGHOUT OUR SITE.

In February, we celebrated the grand opening of Museum Plaza, a new multi-use and educational community space in the heart of the city. It is a space where recreation, history, art and culture blend together for the daily use and enjoyment of our community. The space has been wholeheartedly welcomed by the city, acting as a landscape for various community events.

In March of 2019, we opened the Arcadia Homestead at the Arcadia Mill Archaeological Site in Milton. The homestead sprawls nearly seven acres and includes a farm and the Simpson House, which was constructed in 1935 after the original Antebellum house burned down. The Simpson House was a gift from John Ripley

and Suzanne Kranc, in honor of their mother, Suzanne Fisher. The homestead acts as a learning lab and history exhibit for visitors to enjoy.

We also had a record year with our exhibitions, visitorship and gifts—14 exhibits opened, 188,211 visitors and major gifts to the Historic Trust from Robert Rosasco, Teri Levin, West and Evelyn Caldwell, Charlie Switzer, the Bear Family Foundation and others.

All of these milestones could not have been achieved without the dedicated work of our staff, boards and volunteers. They are the ones who work day-in and day-out to provide memorable experiences, enriching exhibitions and innovative programming for our visitors.

While we live in a world of change, it is our job to preserve the staid and unique history of our local community for future generations. Moving forward, we will continue to honor our past while keeping our eyes set on the future.

# EXHIBITS DURING 2018-19

THE UWF HISTORIC TRUST PROVIDES A ROTATING CALENDAR OF EXHIBITS TO SHOWCASE NORTHWEST FLORIDA'S RICH CULTURE AND HISTORY.

## JULY

Punksacola  
T.T. Wentworth Jr. Florida State Museum

## AUGUST

Everything That Sounds in the Forest:  
Contemporary Art of the Peruvian Amazon  
Pensacola Museum of Art

## SEPTEMBER

Stones Throw: On Borders, Boundaries,  
and the Beyond  
Pensacola Museum of Art

## OCTOBER

Living on an Infinite Spectrum  
Pensacola Museum of Art

In Focus: The Gerald Swetsky Collection  
Pensacola Museum of Art

## NOVEMBER

Cubed Luminous  
Museum Plaza

DocuFlorida II, Projections and Print  
T.T. Wentworth Jr. Florida State Museum

## DECEMBER

Gesche Wurfel: What Remains of the Day—  
Memories of World War II  
Pensacola Museum of Art

## JANUARY

Jewish Federation History  
T.T. Wentworth Jr. Florida State Museum

## FEBRUARY

Selections from the Escambia County History Fair  
T.T. Wentworth Jr. Florida State Museum  
Space Oddities  
T.T. Wentworth Jr. Florida State Museum

## MARCH

Aesthetic Decadence:  
The Prints of Aubrey Beardsley  
Pensacola Museum of Art

## MAY

Worn In / Worn Out: Soul of the Shoe  
Pensacola Museum of Art

## JUNE

Political Candor  
T.T. Wentworth Jr. Florida State Museum

# THE CROWNING JEWEL OF THE INTERPRETIVE MASTER PLAN COMES TO LIFE IN HISTORIC PENSACOLA

IN 2015, THE UNIVERSITY OF WEST FLORIDA HISTORIC TRUST UNVEILED ITS INTERPRETIVE MASTER PLAN, WHICH REVEALED OUR VISION FOR THE FUTURE OF HISTORIC PENSACOLA. THIS PLAN DEMONSTRATED THE TYPE OF COMMUNITY CENTERED AND EDUCATIONAL HAVEN WE WANTED TO CREATE IN OUR CITY AND HOW WE COULD BRING IT TO LIFE.

"What we were really lacking was a cohesive vision for how to take this site to the next level," said Rob Overton, UWF Historic Trust Executive Director. "This became a playbook by which we could wrap our arms around our entire history and share it."

The plan, developed with the assistance of Haley Sharpe Design, built upon the rich historical and archeological assets of our 9-acre, 32-property complex and outlined the next chapters for our organization and the steps we could take to become an essential cultural destination in our community.

Many of our supporters saw the incredible impact and potential for this plan. "Pensacola's history can be more than just a reflection of the past; it can be an economic generator for the future. We have an opportunity to impact this region in a positive way through the UWF Historic Trust," said Jerry Maygarden, former Historic Board of Directors Chair.

The crowning jewel of the plan included the creation of Museum Plaza—a multi-purpose, cultural activity plaza to serve as a central connection point between the T.T. Wentworth, Jr. Florida State Museum, Pensacola Children's Museum, Voices of Pensacola

multicultural center and the Historic Pensacola Village, while doubling as an outdoor educational space that helps the public better understand the historic landscape.

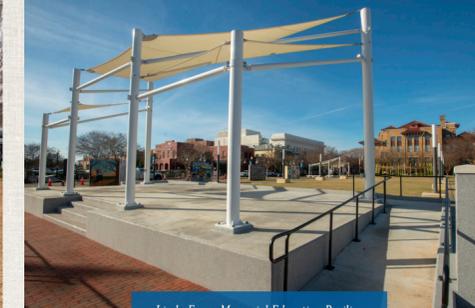
Once the plans were in place, UWF Historic Trust staff hit the ground running to plan out this unique and transformative space in the center of our city. We enlisted the help of architects Marquis, Latimer & Halback, Inc and contractor Wescon Corp to help us create our new space. We also received invaluable help from the UWF Archaeology Institute to ensure that we preserved the archaeological integrity of the site.

From the start, many community members were on board and showed their support of the new space, offering financial support and named spaces on the plaza. Quint and Rishy Studer gave \$150,000 to the project in support of its alignment with the Studer Community Institute's efforts to make Pensacola the country's first Early Learning City. Their gift provided funding for the Early Learning Playground, which later was named Discovery Square. David and Emily Walby gave \$100,000 to support the creation and construction of the Linda Evans Memorial Education Pavilion in memory of Linda Carol Evans, a UWF alumna and charter class member who devoted her life to teaching elementary school students.

On a cold day in 2017, we broke ground on Museum Plaza and shared our slated plans for the plaza. Featuring a covered pavilion stage, children's play area, outdoor historical exhibits and the Commanding Officers' Compound, the plaza served as the intersection of educational, community, historical and cultural interactions in downtown Pensacola.



Discovery Square: An Early Learning Playground



Linda Evans Memorial Education Pavilion

"This is a groundbreaking both literally and figuratively—we will actually be moving dirt today, while celebrating through this symbolic gesture the evolution of new things to come, new assets for the region, and a new cultural activity center for the enjoyment of the public," said UWF President Martha D. Saunders.

With excitement buzzing in the air about the new green space being created in our downtown, more community members stepped up to the plate to provide additional funding to our project.

The Fiesta of Five Flags Foundation provided a major gift to the Trust, providing the lighting of the T.T. Wentworth Jr. Florida State Museum, creating a dramatic and inviting facade of the historical building which bookends the plaza with Tarragona Street.

A generous IMPACT 100 grant funded the storytelling circle which is the stage for various historical figures and lectures throughout the year. The state Division of Cultural Affairs provided a grant for the work done on the Commanding Officers' Compound.

After two years of construction, on February 8, 2019, the UWF Historic Trust hosted the grand opening of museum plaza, inviting all of the members, staff, community leaders and donors who supported our project along the way.

"Without the invaluable support of donors and community partners, this would not have been possible," said Howard J. Reddy, UWF Vice President for University Advancement and CEO of the UWF Historic Trust. "We have created a dynamic community space in the heart of our historic city that preserves and interprets our archaeological treasures and provides a unique platform for learning and engagement."

Since its opening, Museum Plaza has exploded with life. The space has served as host to Pensacola Opera after Dark, a UWF Alumni Block Party, multiple weddings and concerts, a pitch for Historic Trust staff soccer games and a quiet lunch spot for local community workers and friends.

If the weather is nice, you can be sure to see someone viewing the educational exhibits, kids playing in the Discovery Square play yard or passerbys enjoying the painted cubes from the CUBED exhibit at the Pensacola Museum of Art.

In May of 2019, the Historic Trust was recognized at the Florida Trust for Historic Preservation's 41st Annual Preservation Awards Ceremony for Outstanding Achievement Award in the infill design division to the UWF Historic Trust Museum Plaza for the master site plan and elements of Museum Plaza which preserve Pensacola's historic downtown and tell the city's story.

This space is a reflection of us all—of who we are and where we are going. It blends modern art and new technologies with the archeological and historical remnants of our past.

It is a space for all community members—young, old, active and still—to meet and enjoy a beautiful quiet respite in our bustling downtown. Whether they visit the plaza for a concert, enjoy the space while walking through our museums or just come to eat lunch one day, each and every community member who crosses the space shares in a singular experience, in a space traveled by so many in history—from British troops, to Spanish conquistadors, to the Pensacola citizens of today.

# GIVING OF YOUR TIME, TALENTS, TREASURE...and Shoes.

RECOGNIZED AS A PHILANTHROPIC PILLAR IN THE PENSACOLA COMMUNITY, TERI LEVIN ISN'T SHY ABOUT ADVOCATING FOR LOCAL COMMUNITY ORGANIZATIONS. TERI HAS MENTORED NONPROFIT DIRECTORS, SERVED AS A CHARITY SPOKESPERSON, CHAIRED CAPITAL CAMPAIGNS AND ASSISTED A MULTITUDE OF LOCAL ORGANIZATIONS. HER EFFORTS INCLUDE WORK WITH THE GULF COAST KID'S HOUSE, PENSACOLA SYMPHONY, BALLET PENSACOLA, AUTISM PENSACOLA AND MANY OTHER WORTHY ORGANIZATIONS. BUT SOMETHING ABOUT THE PENSACOLA MUSEUM OF ART HAS ALWAYS BEEN CLOSE TO HER HEART.

"I believe the arts are crucial in the world, especially today," said Levin. "They bring order, compassion, stimulation and all forms of emotions—they feed our soul."

More than 10 years ago, Levin became a Pensacola Museum of Art member and quickly grew to be one of the most ardent supporters of the museum. "Initially I was drawn to the PMA because my son Evan is an artist. I have always been of a more artistic mind and I wanted to support Evan and all artists by supporting the PMA."

Teri served on the Pensacola Museum of Art board and later on the Historic Trust board once the Historic Trust acquired the PMA. "I was thrilled when the PMA became part of the UWF Historic Trust," Levin said. "These organizations are vitally important to our community and are one of the main reasons that tourists visit our area. We are becoming discovered because of our rich history and because of the arts."

While Teri has donated, volunteered and held board positions for the Trust in previous years, last year she gave her biggest donation yet—her shoe collection.

Teri worked closely with previous PMA Director and Chief Curator, Amy Bowman-McElhone, to provide objects for the *Worn In/Worn Out: Soul of the Shoe* exhibition at the PMA this last summer.

Many visitors to the museum asked "are shoes art?" Bowen-McElhone explored the topic and shared her thoughts on the exhibition and shoes as art.

"We're trying to break these essentialist binary categories of applied art and fine art," Bowen-McElhone said. "Look at shoes as visual culture and look at how they cross these boundaries of high culture and low culture, street culture and high design, private spaces and public spaces. Throughout history, of all the things we wear, we always wear shoes."

Thankfully, Levin was more than willing to share her love of shoes and her vast collection with the museum. Teri has always seen



Teri Levin attends the UWF 50th Anniversary Celebration Gala.

shoes as a unique wearable object which connects style, memories and a connection to the outside world. "I have had a shoe fetish ever since I can remember," Levin said. "I love the fact that our shoes tell so many stories—that they actually have a sole and a soul. I like to think of everyday items, such as shoes, as art. Beyond the aesthetic appeal, they have a much deeper meaning, which I hope visitors thought and felt in the exhibit."

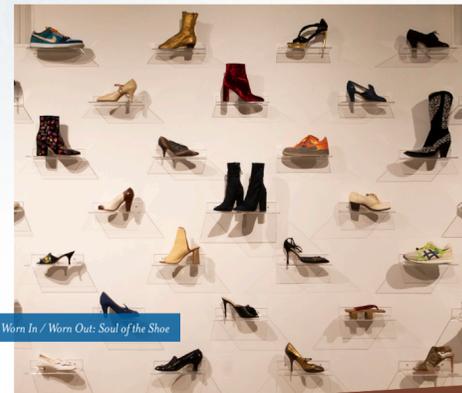
*Worn In/ Worn Out* received overwhelming praise from the community and allowed many different groups to come together and appreciate a shared human experience—the joy of wearing a great pair of shoes. After donating over 100 pairs of shoes to the PMA for an exhibit, what is next for Teri Levin and the UWF Historic Trust? She says a lot.

Teri is adamant that it is now more important than ever for the local community to support the future of the UWF Historic Trust and the Pensacola Museum of Art.

"The presence of UWF downtown has had and will continue to have a huge impact on this community. Pensacola is a true gem—we have history, the arts, a beautiful place to work, live and play downtown and some of the most incredible beaches anywhere in the world," she said. "I see the history of Pensacola becoming a future for not only tourism, but for so much more—for educating so many about our history which dictates our future. I think it is the foundation for our city to move forward on."



The Sole of the Shoe Exhibit featuring shoes from Levin's personal collection.



Worn In / Worn Out: Soul of the Shoe



Cubed Luminous

*"Pensacola's history can be more than just a reflection of the past; it can be an economic generator for the future."*

—Jerry Maygarden, former Historic Board of Directors Chair.