

Old Town San Diego State Historic Park
Educational and Interpretive Programming

Mission Statement

The mission of Old Town San Diego State Historic Park is to present the opportunity to experience the history of early San Diego by providing a connection to the past.

Programs

- **Strategic Plan for Interpretation** – a comprehensive approach for implementation of park programs, including interpretive, operational, educational, and facilities. Used to guide decisions on all interpretive and educational programs and projects in the park.
- **Historic Trade and Craft Guild Program – Special Interest Groups:**
 - Blacksmith Guild: Almost every Saturday, Tues-Thurs
 - Carpentry Guild: Most Saturdays
 - Print Shop: Wednesdays and some Saturdays
 - Actor's Workshops: Coordinates with performance tours or interpretive performances.
 - Adobe Making
 - Story Telling Guild
 - Historic Photography
 - Calligraphy/Signwriters Guild (under development)
 - Californios: 2nd Saturdays
 - Quilting Guild: Wednesdays & 3rd Saturdays
 - Fiber Arts Guild: 3rd Saturdays
 - Mormon Battalion: 3rd Saturdays
 - Rendezvous & Mountain Men: 4th Saturdays
 - Soap Maker's Guild: 4th Saturdays
- **Ongoing Living History Programs** – Wednesdays & Saturdays, some Thursdays-Fridays
 - Cartomancy
 - Dancing (Los Bailadores)
 - Foodways at the Commercial Restaurant
 - Mary Chase Walker vignette
 - McCoy Vignettes (w/ interns-Spring/Summer)
 - Merchant Activity
 - Music
 - Period Gambling
 - Political Rallies
 - Seeley Stable vignette
 - Silhouettes
 - Suffrage Vignette
- **Overview Tours:** free tours offered at 11:00 am and 2:00 pm daily. Over 7,000 visitors took these tours in 2010.
- **Educational & Special Focus Tours:** provided by park staff and volunteers. Expanded opportunities to schools, groups, and organizations. Fees go to support the interpretation and education programs.
- **Blacksmith:** Continuing popularity in the park, with support of the cooperating association. One of the few active demonstration working blacksmiths in the County. Sale of products through park store.
- **Woodshop:** With support of the cooperating association, new volunteers and staff, the woodshop has reopened. Donation of antique tools. Future plans include the production of props, tools, and period correct objects for use in the park. Also looking into maintenance and restoration work on wagons in the park. Sale of products possible. Hope to attract wheelwright to participate on regular basis.
- **Print Shop:** With the assistance of the president of the San Diego Book Arts, the Washington Press is now fully operational. California Jobber still needs some work. Kelsey Excelsior Press has been added to the shop. Demonstrations on printing and type setting are being given. Plans to reorganize layout of museum so that it functions more efficiently for demonstrations and limited press runs. Graphic Interns have developed designs for a series of letter press cards that will be produced for sale in the park store.
- **Adobe Manufacture:** Potential for continued success. The manufacture of adobe bricks turned out a product superior to the commercially obtained adobes the park had previously purchased. These have been used in the rehabilitation of the Cosmopolitan. Sale of products possible. A new location for the adobe pit will be constructed as part of an area that will be development based on the Cultural Landscape Plan.

- **Signage:** As part of the Sign Master Plan that is being developed for the park, a new park logo has been developed and is being used. New monument signs are in place, museum identification signs, new regulatory signs, wayfinding signage, building information signs, and parking lot banners have been installed. Improvements have been made to a number of concessionaires signs based on the *Draft Guidelines for Signs for Old Town San Diego SHP. Guidelines and Sign Plan* are going through the review process. Looking for sponsorships for seasonal/special event banners for the parking lots that are in the design process. Also need sponsor(s) for replacing Transit Lot stairway flags.
- **Period Attire:**
 - Hired and setup park seamstress.
 - Back room of 1st floor of Robinson Rose has been reorganized for a period attire workroom and expanded period attire storage.
 - Period Attire Policy: final drafted. Resource binder being developed. Review process began March 2010.
 - Ongoing culling of period attire bank to remove unnecessary/inappropriate items.
 - List of period attire items was developed that will be fabricated by Sewing Committee and seamstress for sale through the park store.
 - Recommended vendor list posted on website.
 - Period Attire Approval and Reimbursement forms have been revised.
 - Approval and reimbursement process have been improved.
 - Grants: Looking to solicit grants for an expansion of the period attire bank.
- **Special Events:** currently 'A Day with the Ladies of Old Town', Stagecoach Days enhanced living history, 4th of July, Fiestas Patrias, Halloween, Dia de los Muertos, Battle of San Pasqual, Holiday in the Park. Partner with Write Out Loud for annual TwainFest event. Events subject to volunteer, staff, and fiscal support.
- **Intern Program:** This program provides the park with over 2,000 hours a year of volunteer support for interpretive programs. Includes:
 - San Diego State University students from the history and graphic communication departments
 - Art Institute students in graphic design and related disciplines
 - Mesa College fashion/costume design students
 - University of California, Riverside public history program
- **Research:** Staff with historical research skills, enabling OTSDSHP to put on programs and temporary exhibits that are well founded on historical accuracy and interpretive principles.
- **Descendants Committee:**
 - New agreement signed for use of a portion of the Machado-Silvas Adobe
 - New committee organization hopes to re-inspire current and new generations
 - Collaboration with Woman's History Museum established
 - Developing oral histories into interpretive presentations
 - Work with Descendants Committee and Woman's History Museum to enhance exhibits
- **Support of park store:**
 - Proceeds go to the Boosters of Old Town cooperating association
 - Continue to make product recommendations
 - Assist with coordination of paid staffing and/or volunteers
 - Continue to make recommendations for strengthening revenue from store, including creating consignment agreement with concessionaire(s) for sales of higher priced guild produced products.
- **Volunteer Program:**
 - Orientation offered quarterly
 - Training being restructured and will include some structured/self-directed training
 - Volunteer Meetings include at least one hour of refresher/enrichment training
 - Historical Trades and Craft Guilds and special interest groups have been established. Roughly based on historic guild system and former mentoring program.
 - Under the direction of the volunteer coordinator and Interpretation & Education Manager, staff and/or fully vetted volunteers are leads for craft and trade guilds and special focus groups.

- Working on improvements to recruitment. Guild leads will continue their recruitment efforts. Social media campaign planned for early 2012.
- Crafters and Sewing Committee continue to produce items for the park store. Working on expanding production.
- **Communication:** OTSDSHP has increased its ability to inform the public through:
 - Webpage: www.parks.ca.gov/oldtownsandiego. Events, history, park information.
 - Twitter: www.twitter.com/oldtownsandiego
 - Facebook – www.facebook.com/oldtownsandiego, linked on park website.
 - Poppy Paper (BOOT newsletter) now in pdf format on their website linked on park website.
 - Press Releases, expanded public relations, in partnership with Fiesta de Reyes and J.Simms Agency
- **Historic Gardens:** also part of living history, volunteers, interpretive messages.
 - *Cultural Landscape Plan* completed and is being implemented, including Waterman design at Estudillo.
 - Current areas being maintained by volunteers: McCoy, Machado-Stewart, Machado-Silvas, Estudillo.
 - Plan being developed for “ravine area” behind buildings on San Diego Avenue going from Garden Street to Mason Street.
 - Partnerships – Heritage Roses, California Native Plant Society, San Diego River Park, SLOW Food Urban San Diego.
 - Demonstration working garden incorporated into Cosmopolitan Hotel & Restaurant.
- **Animal Program:**
 - Donkeys - enhanced corral and procedures; seasonal staff hired to work with them daily
 - Partnerships with Escaramusas Golondrinas, and other equestrian groups.
 - Concession for Wagon rides on busy park days.
- **Interpretive Performances:** Popular and growing revenue stream. Three year cycle of performances created through 2010, 2011, 2012. Cycle will begin repeat in 2013. May need to be adjusted depending on staffing.
 - Staff salaries to be partially funded by fee based events, grants, new partnerships, fundraising, etc.
 - Summer performance tours. New title and script created 2011.
 - Ghost Tours - October: third season, performances were sold out last year. Return to tour format this year with Ghost Trial. Increased ticket price and selling through Brown Paper Tickets online.
 - Winter program – Victorian Tea
- **Assisting concessions on expanding interpretive opportunities.**
 - Enhanced park Fall decorations and added Victorian Parlor exhibit in McCoy – reference document created and distributed to concessions.
 - Enhanced park Winter decorations - – reference document created and distributed to concessions.
 - Working with concessionaires on pumpkin carving contest
 - Working with concessionaires on door decoration contest for winter holidays
 - Working with concessionaires to encourage the creation of gingerbread houses for Holiday in the Park.
- **Refurbishing exhibits for Casa de Estudillo**
 - Interpretive plan being developed for exhibits in building
 - Exhibit plan created for exterior exhibits on Hazel Waterman restoration, myth marketing, and Helen Hunt Jackson. Exhibits to be installed by March 2012
- **DAR/SAR Plaques reinstalled at Casa de Bandini/Cosmopolitan Hotel**
- **Redesign of interpretive flyers for museums.** Illustrations done by graphic intern student.
- **Revised *Brief History & Walking Tour Guide*:** continues to be printed by BOOT and sold in park store and Seeley Stables and Le Casa de Estudillo.
- **Exhibit Security improvements.**
- **Repurpose former Dental Exhibit building**
 - Multiuse space for interpretive activities

- Inappropriate exhibit removed
- Furnish in part with surplus furniture
- **Ongoing exhibit repairs and enhancements**
- **Interpretive Storage** has been consolidated into storage units in “bone yard.” Shed behind Robinson Rose for inventory and supplies storage for park store. Maintained by BOOT.
- **Reopening of the Seeley Stable Yard.** Developing educational/interpretive programs for windmill.
- **Park Lighting Improvement:** New light fixtures that are more period appropriate have been selected to replace plaza fixtures. Additional reproduction fixtures have been added to the fronts of buildings.
- **Accessibility:** Projects are being done throughout the park to improve visitor experience.