**Frederick Douglass Park on the Tuckahoe Kiosk**

**Purpose:** Talbot County Tourism wishes to provide a visitor experience at the new Frederick Douglass Park on the Tuckahoe by constructing and installing an orientation an interpretive kiosk on site, overlooking the Tuckahoe River, which will be unveiled on Frederick Douglass Day, September 22nd. The Maryland Office of Tourism will provide technical assistance.

**Background:** The promotion of the Frederick Douglass Bicentennial and the Year of Frederick Douglass has resulted in significant interest and visitation at the new Frederick Douglass Park on the Tuckahoe, which opened in February 2018. The park is located near his birthplace at Tappers Corner. However, no place-based interpretation currently exists on site. Visitors to the new Frederick Douglass Park on the Tuckahoe are seeking information and orientation to the Douglass life story and want to know about the significance of this site. Visitors also want opportunities to visit other sites associated with Frederick Douglass.

Talbot County Tourism recently launched a new website, www.FrederickDouglassBirthplace.org, which describes sites within Talbot County where Douglass lived and worked and where his significant life events took place. The website also promotes several mobile driving tours that visit sites associated with Douglass’s life events in the county. In conjunction with the new park, website and Talbot County driving tours, Maryland Office of Tourism developed the Following in His Footsteps: Maryland’s Frederick Douglass Driving Tour, which promotes travel to Frederick Douglass-related sites in Talbot County, Baltimore, Annapolis, College Park and the Washington, D.C. area. The driving tour is promoted on the [www.visitmaryland.org](http://www.visitmaryland.org) website.

Talbot County Tourism will contract with a consultant who will develop a site plan and design a 3-sided kiosk that will be installed at the Frederick Douglass Park on the Tuckahoe, located in Hillsboro, MD. The purpose of the kiosk is to orient visitors and provide an overview of the Frederick Douglass story at this location near Douglass’s birthplace, to introduce visitors to the Frederick Douglass Driving Tour of Talbot County, to promote visitation at other Douglass sites throughout the county, and to introduce visitors to the story of Douglas’s life at other sites throughout Maryland and in the Washington, D.C. capital region.

**Situational Analysis:** The Frederick Douglass Park on the Tuckahoe needs a visitor experience to attract guests and interpret the site’s significance. Visitors to the new Frederick Douglass Park on the Tuckahoe are seeking engaging information about Douglass and orientation to the Douglass life story. The Frederick Douglass Park on the Tuckahoe is located near the property where Douglass was born and lived for the first six years of his life. It is considered his homeland.

**Goals of the project:** Attract visitors to this site of his birthplace, by providing a visitor experience, tell the story of Frederick Douglass’s connection to Maryland, orient visitors to other Frederick Douglass sites throughout Maryland and encourage visitation and economic impact at Frederick Douglass sites.

**Success measurement:** Installation and delivery of the new kiosk in time for unveiling on Frederick Douglass Day, September 22nd. Media attendance at the kiosk unveiling. Advertisement and promotion of the new kiosk and visitor experience via co-op advertising.

**Delivery Date: Installation mid-September and unveiling September 22nd, 2018.**