

75th Anniversary Update

Presented to the Board of Directors
of the Golden Gate Bridge, Highway and Transportation District
October 28, 2011

Today's Presentation

- ◆ Present plans to enhance the visitor experience
- ◆ Seek plan approval by District Board
- ◆ Present 75th Anniversary community partners
- ◆ Provide update on other activities



Bridging Us All

Bridging to the World – A Lasting Legacy

Our Gift to this Landmark and its international visitors

Bridging to the Community – The Anniversary Year

Our Tributes to the Bridge engaging the Bay Area





BRIDGING TO THE WORLD

Bridging to the World

Our gift to the landmark and its international visitors



- ◆ Visitor Facilities
- ◆ Public Spaces
- ◆ Trails and Overlooks

Project Goals

Creating a World Class Experience at the Golden Gate



- ◆ Three organizations working to fulfill the vision for the Golden Gate
- ◆ Consistent with National Park Service plans
- ◆ Highlight the Bridge story
- ◆ Enhance the appreciation of this landmark



Creating Memories at the Golden Gate

Illuminating an Icon



- ◆ Experience an engineering wonder
- ◆ Learn about its history and people
- ◆ Marvel at human ingenuity
- ◆ Enjoy the beauty of its setting
- ◆ Be inspired by its timeless design

A Visitor's Day at the Bridge

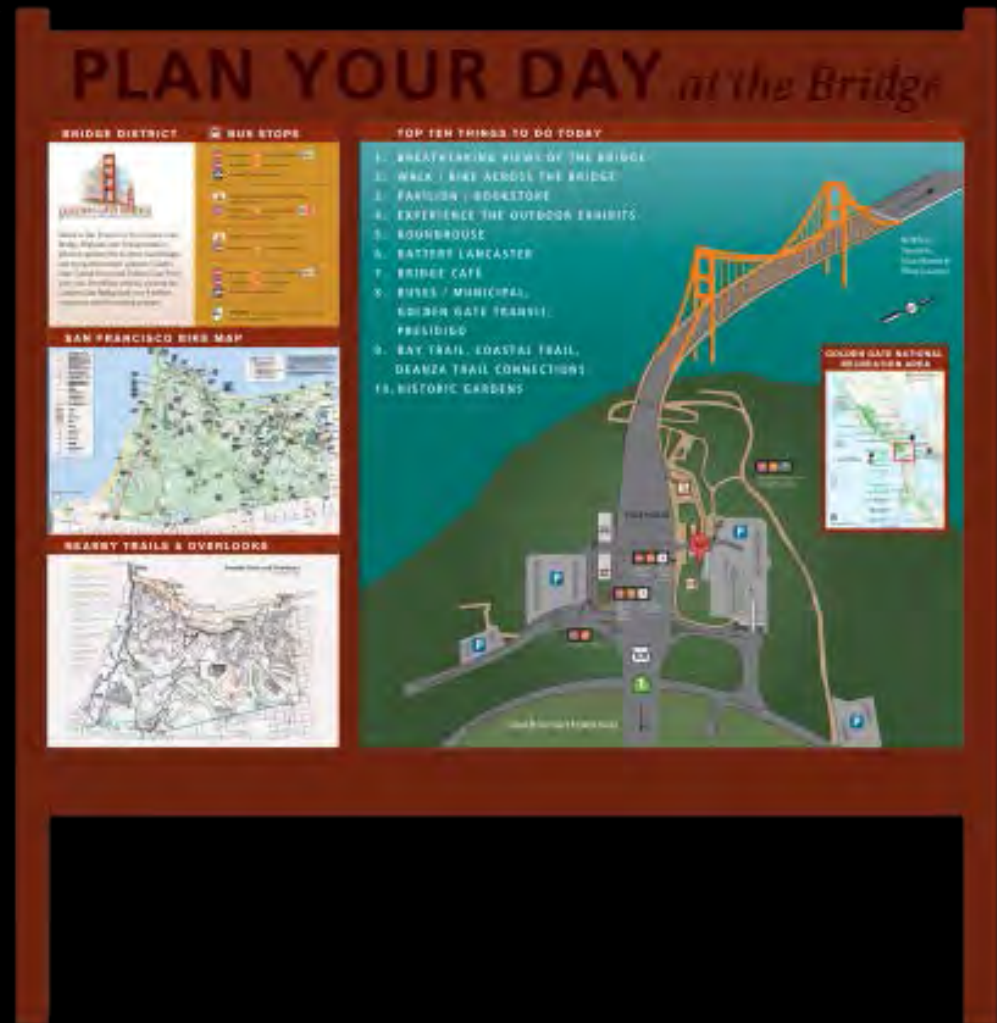
- ◆ At Your Arrival
- ◆ Make a Plan
- ◆ Take a Tour
- ◆ Get your Keepsake
- ◆ Enjoy Hands-on Learning
- ◆ Take a Break
- ◆ Take a Hike
- ◆ Experience the Pavilion



A Visitor's Day at the Bridge

Arrival

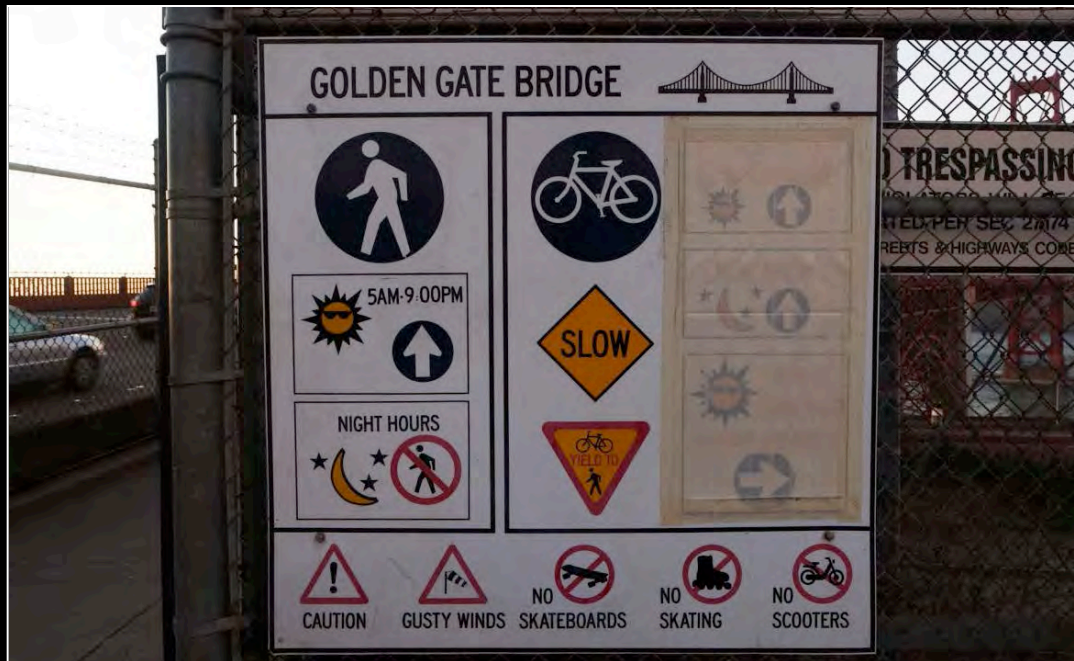
- ◆ View new orientation signage and exhibits
- ◆ Stop by the information desk at the Pavilion
- ◆ Get a Golden Gate Bridge map and guide



New Signage System

Welcome, Orientation and Directions

- ◆ Directions for pedestrians, cyclists & drivers
- ◆ Bike path and trail connection signage
- ◆ Transit wayfinding



Before



After

A Visitor's Day at the Bridge

Make a Plan

- ◆ Take a guided tour of the Bridge
- ◆ Pose for a photo in the Round House
- ◆ View the outdoor exhibits
- ◆ Take a break at the Bridge Café
- ◆ Explore the parklands at the Bridge
- ◆ Experience the Pavilion



Round House

Day Tour: Compelling Stories and Experiences

- ◆ Modeled after successful Alcatraz interpretive tours
- ◆ Staged in the Round House
- ◆ Five daytime tours
- ◆ One premium evening tour
- ◆ Personally guided by trained interpretive staff



Golden Gate Bridge Tour

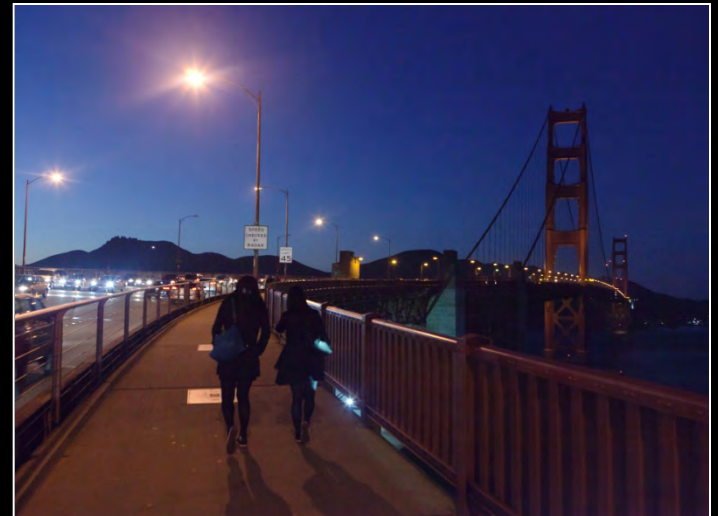
- ◆ 30-40 minute tour with headset
- ◆ Up to 25 people
- ◆ Plaza, outdoor exhibits & Bridge
- ◆ Daily, March through October
- ◆ Beginning in April 2012



Golden Gate Bridge Tour

The Evening Tour

- ◆ Sense of intrigue and uniqueness
- ◆ Up to 40 people
- ◆ Daily, March through October
- ◆ 45-60 minutes
- ◆ Offered with commemorative photo



Commemorative Photo Program

Get your Keepsake

- ◆ Fun and interactive experience
- ◆ Enhances visitors' connection to the Bridge
- ◆ Tells interpretive story
- ◆ High quality photo no matter what type of weather



Interactive Exhibits

Enjoy Hands-on Learning

- ◆ Interpretive panels
- ◆ Scale models
- ◆ History
- ◆ Design
- ◆ Engineering
- ◆ Construction
- ◆ Weather
- ◆ Geology



Bridge Cafe

Take a Break



- ◆ Builds on NPS Healthy Parks/Healthy People Initiative
- ◆ Delicious local and organically sourced food and beverages



- ◆ Services modeled after the Warming Hut and Beach Hut
- ◆ Building upgrade in winter 2012

Parklands at the Gate

Take a Hike

- ◆ View the Bridge from new overlooks and vista points
- ◆ Hike or bike on trails to the east and west of the Bridge



Golden Gate Overlook



Golden Gate Overlook



Pacific Overlook



Pacific Overlook



Explore the Trails

New Connections at the Golden Gate

- ◆ San Francisco Bay Trail
- ◆ California Coastal Trail



Golden Gate Bridge Pavilion



Golden Gate Bridge Pavilion



Golden Gate Bridge Pavilion

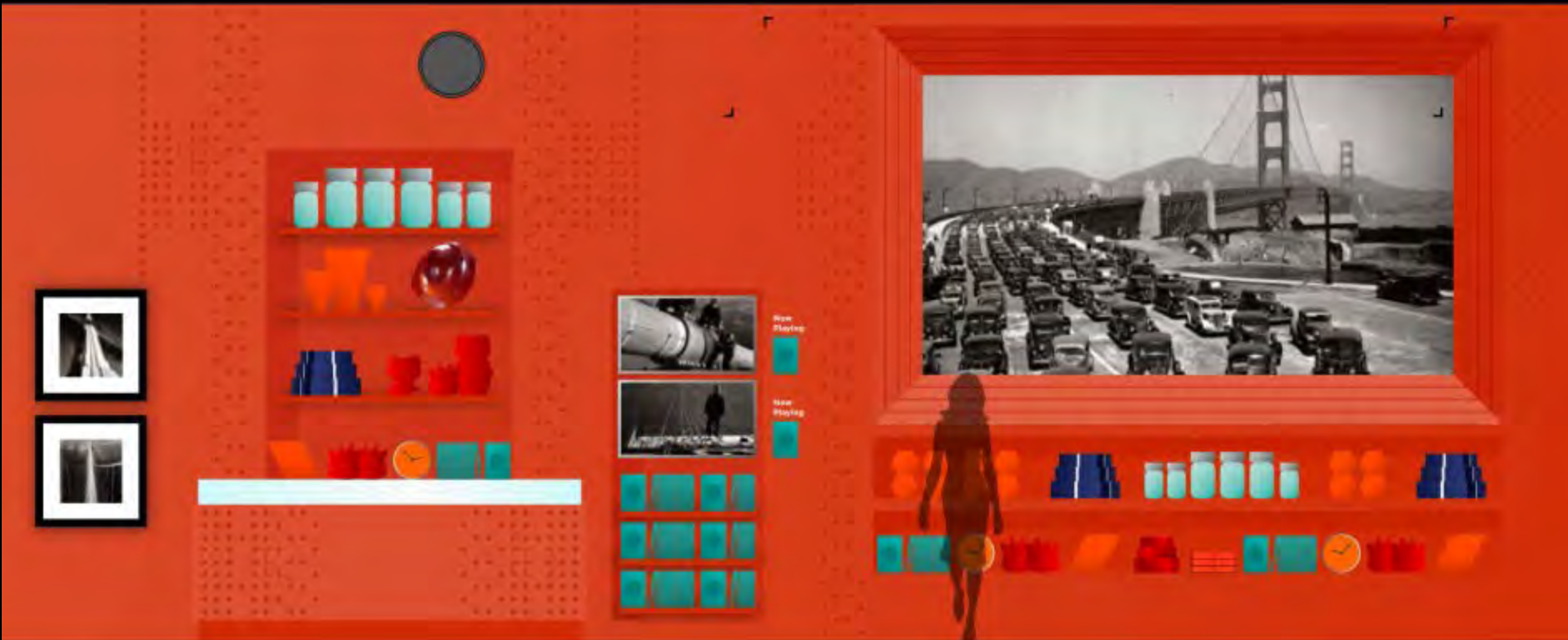
Educational Displays

- ◆ 1930s tower model
- ◆ Bridge collection artifacts
- ◆ Historic photos and films
- ◆ Interpretive panels



Golden Gate Bridge Pavilion

Bold Color, Strong Images, Iconic Character



Golden Gate Bridge Pavilion

Exhibits, Photos, Artifacts and Merchandise
Interpret the Themes of the Bridge



Golden Gate Bridge Pavilion

Commemorate Your Visit

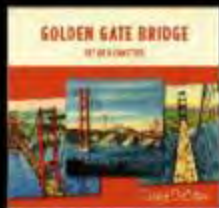
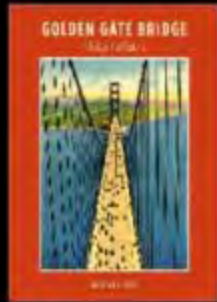
- ◆ Books and guides
- ◆ 75th Anniversary commemoratives
- ◆ Historic reproductions
- ◆ Posters and prints
- ◆ Children's items
- ◆ Apparel
- ◆ Local designers



75th Anniversary Commemorative Products



Interpretive Products Tell the Bridge Story



Creating a World Class Experience



- ◆ Inspiring
- ◆ Interpretive
- ◆ Authentic
- ◆ Memorable
- ◆ Enjoyable
- ◆ Accessible



BRIDGING TO THE COMMUNITY

Bridging to the Community

Engaging Many Audiences

- ◆ 75 community tributes
- ◆ Education programs
- ◆ Marketing and outreach
- ◆ Waterfront festival



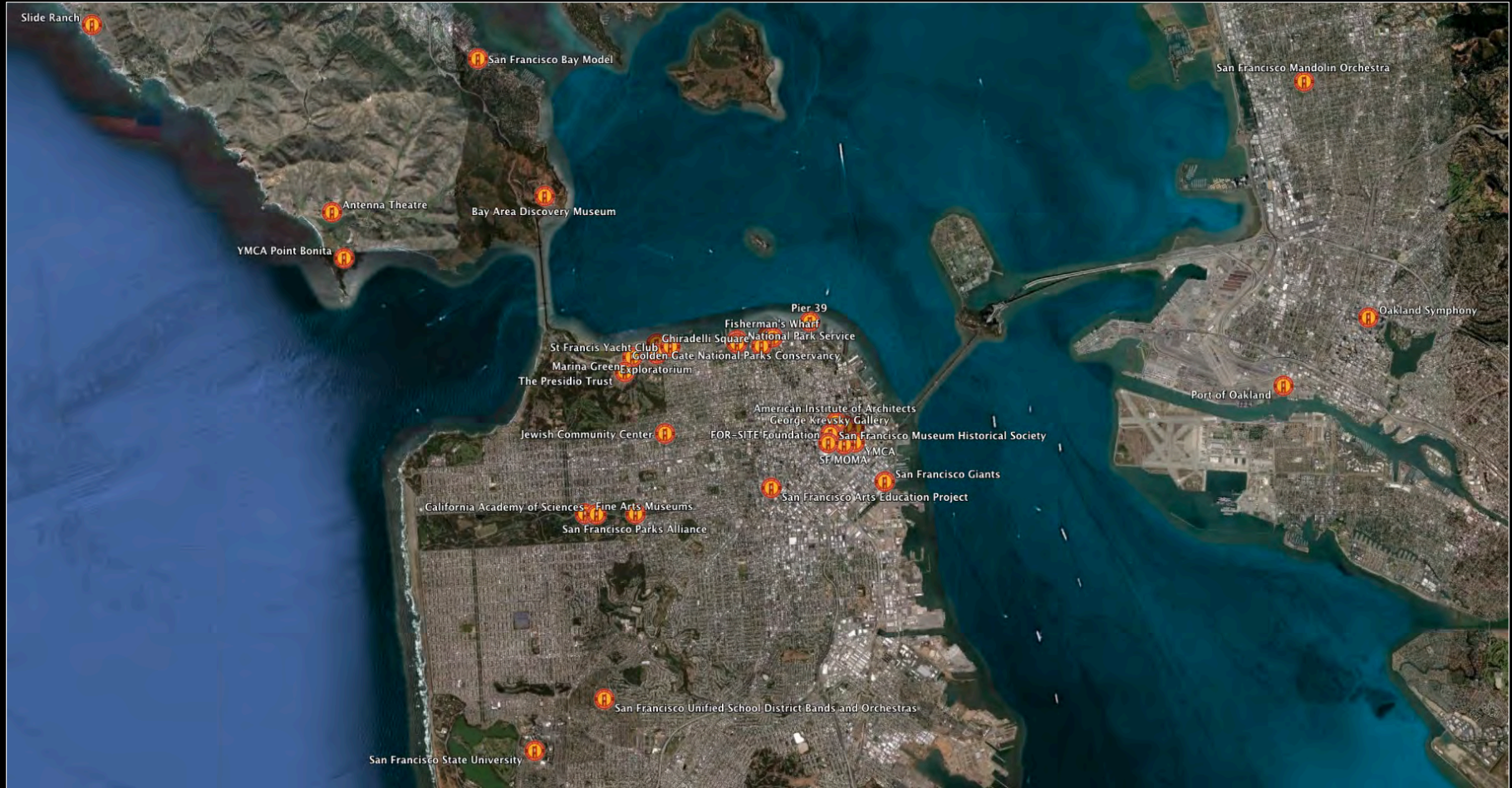
Community Partners

75 Tributes to the Bridge

- ◆ Performances
- ◆ Exhibitions
- ◆ Lectures
- ◆ Contests
- ◆ Education programs
- ◆ Athletic events



Community Partners Throughout the Bay Area



Bridging to the Community

Confirmed Community Partners

American Institute of Architects	Golden Gate National Parks Conservancy	Roebling Museum, New Jersey
American Society of Civil Engineers	Golden Gate Park Band	SFMOMA
Antenna Theatre	Golden Gate University	SPUR
Art Deco Society of California	Headlands Center for the Arts	San Francisco Architectural Heritage
Art Seed	International Orange Chorale	San Francisco Arts Education Project
Bay Area Discovery Museum	Jewish Community Center of SF	San Francisco Bay Trail Project
Bay Area Open Space Council	Juan Bautista de Anza Trail	San Francisco Carnaval
Bay Area Ridge Trail Council	Kathryn Roszak's Danse Lumiere	San Francisco Children's Art Center
Bay Model Visitor Center	Labor Fest	San Francisco City Guides
Bridge Rail Foundation	Marin History Museum	San Francisco Giants
California Academy of Sciences	Marin Symphony	San Francisco Mandolin Orchestra
California Historical Society	Marine Mammal Center	San Francisco Museum & Historical Society
CoastWalk California	National Park Service	San Francisco Orchid Society
Commonwealth Club	National Trust for Historic Preservation	San Francisco Parks Alliance
Community Music Center	NatureBridge	San Francisco State University
Exploratorium	Oakland International Airport	San Francisco Unified School District
Fine Arts Museums of San Francisco	Oakland Museum	Slide Ranch
Fisherman's Wharf	Oakland Symphony Chorus	South End Rowing Club
FOR-SITE Foundation	Oaklandish	Sumner Studios
George Krevsky Gallery	Petaluma Museum	YMCA
Ghiradelli Chocolate Company	Port of Oakland	
Golden Gate Brass Band	Presidio Trust	

Details at www.goldengatebridge75.org

Bridging to the Community

Sample Tributes

Golden Gate Bridge, America's Icon Exhibit

California Historical Society

Exhibition featuring historic bridge artifacts

Golden Gate Bridge Exhibit

Marin History Museum

The Golden Gate Bridge: an Icon that Changed Marin

Online Photography Contest

Golden Gate University

A photo contest engaging students from around the world

Postcards from the Edge

American Institute of Architects

Exhibition of postcard views of the Golden Gate Bridge and San Francisco



Bridging to the Community

Sample Tributes

Pacific Orchid Exposition Gala Benefit and Exhibit

San Francisco Orchid Society
Event themed around the Bridge

International Orange

FOR SITE Foundation
Exhibition at Fort Point of installation works responding to the Golden Gate Bridge as national icon, historic structure, and conceptual inspiration



Crossing Bridges

Community Music Center
A youth musical performance in honor of the bridge

Trade and Tourism Art Contest

Port of Oakland and the Oakland Museum



Bridging to the Community

Sample Tributes

International Orange Friday at AT&T Park
San Francisco Giants

Happy Birthday Bridge
Bay Area Discovery Museum
Art based activities to create bridge crowns, bridge sculptures, and a giant birthday card

Golden Gate Opus
Marin Symphony
Commissioned work in honor of the 75th anniversary



Bridging to the Community

Sample Tributes

Sounds of the Golden Gate

SFMOMA

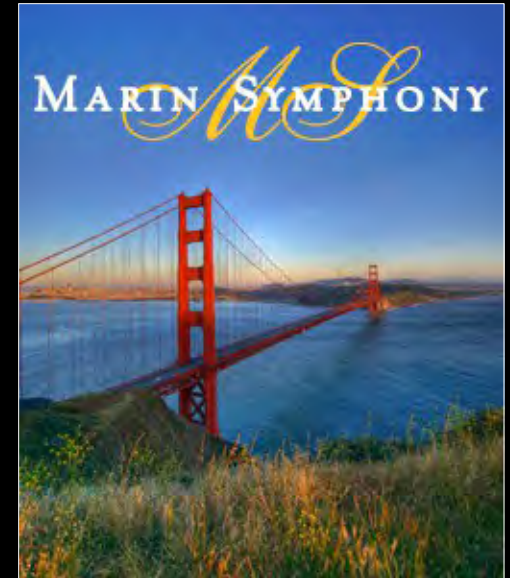
Bill Fontana's sonic duet of the Bridge and Farallon Islands



Golden Gate Bridge Garden Party

Marin History Museum

Garden Party with bridge building, bridge trivia contest and music of the era



75 Reasons Why We Are the Bridge

Art Seed

Exhibition of art and objects from children and adults



Architectural Symposium

Jewish Community Center and SPUR

An lecture by Paul Goldberger of the New York Times

Bridging to the Community

Education Programs

- ◆ Kids to the Bridge: NPS field trips
- ◆ Programs in local schools
- ◆ Curriculum posted online
- ◆ NSF interactive exhibits



Bridging to the Community

Marketing and Outreach

- ◆ Media Partners
- ◆ Outdoor ad campaign
- ◆ Anniversary website
- ◆ Social media campaign
- ◆ Bridge tower vignettes
- ◆ Promotional Partners
- ◆ Commemorative posters



Bridging to the Community

The Anniversary Weekend: May 26-27, 2012



Dramatic: Draw on the visual grandeur of the Bridge and the setting

Authentic: Tell the story of the Bridge and Bridge workers

Memorable: Create memories for our community and people around the world

Bridging to the Community

Anniversary Weekend

Golden Gate Film Festival: Saturday Evening

Golden Gate Waterfront Community Festival: Saturday and Sunday

Golden Gate – Light up the Bridge: Sunday Night



Bridging to the Community

Anniversary Weekend Concepts

- ◆ **Use The Full Waterfront**
To disperse crowds and deal with fog
- ◆ **Engage Community Partners**
To reach many audiences
- ◆ **Have Memorable Finale**
To live up to the Bridge
- ◆ **Create Finale Procession**
To have all front row seats





75th Anniversary: Bridging Us All