



MEDIA CONTACTS

Mary Currie, Golden Gate Bridge, Highway and Transportation District

415-317-2222, mcurrie@goldengate.org

David Shaw, Golden Gate National Parks Conservancy

415-561-3064, dshaw@parksconservancy.org

For Immediate Release October 28, 2011

Bridging Us All – Golden Gate Bridge 75th Anniversary, May 27, 2012

GOLDEN GATE BRIDGE 75TH ANNIVERSARY VISITOR EXPERIENCE PLAN APPROVED

At its October 28, 2011 meeting, the Board of Directors of the Golden Gate Bridge, Highway and Transportation District (GGBHTD) unanimously approved the Visitor Experience Plan, developed by the Golden Gate National Parks Conservancy (Parks Conservancy) in collaboration with National Park Service, Golden Gate National Recreation Area (NPS).

The GGBHTD and the Parks Conservancy, in cooperation with the NPS and Presidio Trust, are working collaboratively to develop an engaging, three-pronged community-based anniversary program that will be funded through private support; no toll dollars will be used for these activities.

Visitor Experience Plan - Legacy Enhancements

The Parks Conservancy and NPS, as a lasting legacy to the famed span, have developed a series of visitor enhancements to significantly expand opportunities and experiences for visitors to discover the rich history of this internationally acclaimed engineering marvel. In commemoration of the 75th anniversary, significant visitor improvements planned include: Construction of a new visitor Pavilion to serve as a welcome and interpretive center; renovation of the historic Round House; upgrades to the Bridge Café; and enhancements to the Bridge Plaza and Golden Gate National Recreation Area surrounding parklands.

NEW VISITOR PAVILION: A new 3,500 sq ft Golden Gate Bridge Pavilion, under construction since Oct. 11 and scheduled to open in May 2012, will welcome visitors to the Golden Gate Bridge Plaza area located on the southeast end of the span. The new Pavilion will welcome and orient visitors,

and provide information, interpretive exhibits, and a wide assortment of more than 120 newly created commemorative and interpretive items available for purchase.

ROUND HOUSE RENOVATION: The historic Round House, which currently houses the Gift Shop, will be renovated and converted to a visitor and education venue. For the first time, visitors to the Bridge will learn more about its compelling history when taking personally guided tours. These 45 to 60 minute tours, taking place in areas of the Bridge that are currently open to the public, will explore the awe-inspiring engineering achievements involved with building the Bridge. A special evening tour will allow up to 40 people each evening exclusive access to the Bridge. At 9 pm PDST, these lucky visitors will enjoy ‘premium-time’ on the Bridge led by professional Parks Conservancy guides. Visitors inside the Round House also can have their photos taken against a greenscreen that provides a perfect backdrop of the Bridge even on the foggiest of San Francisco days when the Bridge otherwise disappears from view.

BRIDGE CAFÉ UPDGRADES: The existing art deco-themed Bridge Café will also be renovated and will feature a new menu with an assortment of Northern California locally grown foods.

TRAIL IMPROVEMENTS and SIGNAGE: The Parks Conservancy and NPS are making improvements to trails that connect at the southeast side of the Bridge, including the Coastal Trail and Bay Trail, as well as improved way-finding and interpretive signage.

VIEW RESTORATION and NEW OVERLOOKS: Historic views of the Golden Gate Bridge, (currently blocked by non-native trees that have reached their life span), from the south end area looking north will be restored, plus two new scenic viewpoint overlooks will be added to provide unique vantage points from which to view the Bridge and surrounding parklands. These overlooks are part of the Presidio Trails and Overlooks Plan, whose implementation has been funded by many generous donors, including a lead gift from the Evelyn & Walter Haas, Jr. Fund and a major gift from the Bechtel Foundation to achieve the Haas, Jr. Fund challenge grant.

STATUS OF ADDITIONAL 75th ANNIVERSARY COMPONENTS

Golden Gate Festival, May 26-27, 2012

The second element in the overall 75th anniversary celebration will be a very special program over the anniversary weekend. The plan is now under development and will be presented to the GGBHTD Board of Directors for approval later this year. Recalling the historic “Golden Gate Bridge Fiesta” at Crissy Field when the Bridge opened on May 27, 1937, the event will tell the story of the Bridge and provide an opportunity for the Bay Area community to celebrate together.

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75 Tributes to the Bridge – Community Program Partners

On October 28, 2011, the anniversary organizers unveiled the community partners program known as ‘75 Tributes to the Bridge.’ The Northern California community responded resoundingly to a call for community program partners issued this summer for nonprofit, community-based organizations and public agencies to join in honoring the Bridge. The resulting set of tributes represents an outpouring of affection for the beloved icon from the region’s civic, cultural, and educational organizations in developing their own Bridge-themed tribute programs and events during the anniversary year. These diverse programs extend throughout the year, beginning in January 2012, and include exhibits, lectures, performances, films, contests, tours, and a multitude of additional activities. Details about the 75 Tributes to the Bridge are available at www.goldengatebridge75.org.

ADDITIONAL INFORMATION

- 1) Visitor Experience Overview – more detailed one-pager
- 2) Aerial view of the improvements to the visitor experience
- 3) Community Partners List (to date) – one-pager, see separate file in GGB75 Press Room
- 4) Power Point Presentation for GGBHTD Board of Directors Meeting, 10/28/11, see separate file in GGB75 Press Room

Golden Gate Bridge, Highway and Transportation District (GGBHTD): The GGBHTD operates and, maintains the Golden Gate Bridge and operates both the Golden Gate Transit bus and Golden Gate Ferry systems. www.goldengate.org.

Golden Gate National Parks Conservancy (Parks Conservancy): The Parks Conservancy is the nonprofit membership organization created to preserve the Golden Gate National Parks, enhance the experiences of park visitors, and build a community dedicated to conserving the parks for the future. www.parksconservancy.org.

National Park Service (NPS): The NPS is a federal agency with the U.S. Department of the Interior charged with managing the preservation and public use of America’s most significant natural, scenic, historic, and cultural treasures. www.nps.gov/goga.

Presidio Trust: The Presidio Trust is responsible for the transformation of the Presidio from an historic Army post into a premier national park that is financially self sustaining. www.presidio.gov.

VISITOR EXPERIENCE OVERVIEW

Six Essential Elements of a Visit to the Golden Gate Bridge

The construction of a new visitor Pavilion, renovation of the historic Round House, introduction of new interpretive tours, installation of wayfinding signs and educational exhibits, and completion of new overlooks and trails in the adjacent Golden Gate National Parks combine to create experiences at the Bridge that are as compelling and enduring as the span itself.

Every visitor should...

- **Experience:** Visitors encounter an international icon in a national park when they come to San Francisco's world famous Golden Gate Bridge!
 - Directional and interpretive signage guides visitors in the renovated Bridge Plaza
 - Welcome station inside the new Golden Gate Bridge Pavilion will have knowledgeable staff and visitor information
 - New and affordable guide to the area with a map that designates visitor highlights
- **Discover:** Learn about the Bridge's fascinating history through personally guided tours, indoor and outdoor exhibits and phone applications
 - Outdoor Exhibits: interactive and stationary exhibits in and around the plaza
 - Indoor Exhibits: Golden Gate Bridge Pavilion
 - 1930's 12.5' tall steel tower model
 - Historic photo display: Building the Golden Gate Bridge
 - Artifacts: hardhat, bolts, opening day tickets, etc.
 - Historic and contemporary film clips
 - Guided Tours: departing from the renovated Round House
 - Both day and evening tours offer an exclusive look at the famous span. Tours will take place in areas that are currently accessible to the public.
- **Capture:** The new greenscreen photo program in the Round House will provide sunny backdrop vistas for photos of the Golden Gate Bridge even on the foggiest San Francisco days.
- **Explore:** Walk along the improved trails of the Golden Gate National Parks, and explore new overlooks and restored vistas leading to the Bridge – the photo opportunities are endless
- **Refresh:** Indulge in delicious local foods and beverages highlighting Northern California's renowned culinary offerings at the renovated Bridge Cafe
- **Extend:** Visit the new Golden Gate Bridge Pavilion for literature, gifts, commemoratives and interpretive items, including
 - 75th Anniversary and Bridge history items
 - Apparel and jewelry
 - Kid's items – puzzles, books, games, toys
 - Reproductions
 - Posters and prints
 - Stationery
 - Limited editions

AERIAL VIEW OF VISITOR EXPERIENCE IMPROVEMENTS

