



## Ponce de Leon and Captain Jean Ribault, A Legacy Project

*Bring History Home... to North Florida's First Coast!*

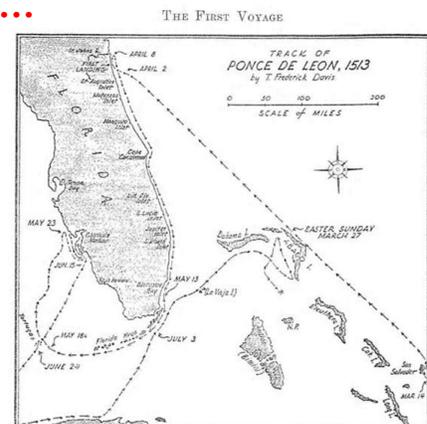
The historical significance to Jacksonville/North Florida is **30 degrees .08 minutes latitude** ... where Ponce de Leon is recognized internationally for founding America and "La Florida."

### 3 PARTNERS COME TOGETHER TO RECOGNIZE THE MOST SIGNIFICANT EVENT IN AMERICA...

Dr. Michael Francis, Dept. Chair/University of North Florida  
<http://www.unf.edu/coas/history/Faculty.aspx>

Bonnie Barnes, Executive Director, North Florida Land Trust  
<http://www.northfloridalandtrust.org>  
<http://www.conservationresourcecenter.com>

Jorge Borda, Producer, Universal Views Television,  
Los Angeles, CA, <http://www.universalviews.com/>



### Facts

- The 500<sup>th</sup> Anniversary of Ponce de Leon will be celebrated between April 2-8, 2013.
- The most recognized historical information points to Ponce de Leon discovering America at 30 degrees, 8 minutes, which is north of St. Augustine in Ponte Vedra Beach.
- Dr. Francis and Mr. Borda are producing a documentary that **tells the history of our area through the eyes of a 13-year-old cabin boy who was shipwrecked, and wrote about meeting both Ponce de Leon and Captain Jean Ribault.**
- North Florida Land Trust is creating a Center for Conservation near the most recognized landing site at Mickler Road and A1A in Ponte Vedra Beach.
- UNF would like to have this become a **Legacy Project**, where people can go long after the 500<sup>th</sup> Anniversary to rediscover Florida's past. They would like to see the story told well and are willing to put a permanent exhibit at the Conservation Center to showcase this history.
- The Florida Department of State has declared April 2<sup>nd</sup>, 2013 as the official date and named [www.fl500.com](http://www.fl500.com) as the official website to promote events throughout the state with over 500 events posted already.

Office: 10036 Sawgrass Drive West Suite 10 Ponte Vedra Beach, FL 32082

Mailing: P.O. Box 51181 Jacksonville Beach, FL 32240-1181

Tel: (904) 285-7020 email: [info@northfloridalandtrust.org](mailto:info@northfloridalandtrust.org) [facebook.com/northfloridalandtrust](https://www.facebook.com/northfloridalandtrust)  
[www.northfloridalandtrust.org](http://www.northfloridalandtrust.org) | [www.ConservationResourceCenter.com](http://www.ConservationResourceCenter.com) | [www.paintingtheregion.com](http://www.paintingtheregion.com)

## Partnership

North Florida Land Trust presents the **Conservation Resource Center**, an environmentally-friendly, energy-efficient, educational, and outdoor adventure complex. This facility will become a unique gathering place for locals and visitors with an outreach of over 140,000 expected guests a year. By creating a northern entrance to a National Estuarine Research Reserve in Ponte Vedra Beach, the **Conservation Resource Center** will offer:

- **interpretive exhibits** showcasing Ponce De Leon's **historic** contributions
- **eco-tourism** outdoor adventure opportunities in an strategic area
- built/renovated using the **latest energy-saving** technologies available
- **educational programs** for all ages on land, water and **energy conservation**
- **debt-free, revenue-producing** center to fund NFLT's continued conservation efforts, with positive income stream est. \$8000/month

## Time Sensitive...

It is important to secure the land for this project within the next few months to take advantage of the 500<sup>th</sup> Anniversary of the founding of America. We are seeking a partner to help us finish the project and recognize the historic landmark of Ponce de Leon's landing.

## Continued benefits ...

This will be a **permanent exhibit**, curated by University of North Florida's History Department, showcasing rare documents, individualized stories and promoting the history of our area. Early next year, St. Johns County will be dedicating a statue of Ponce de Leon to be permanently located at the **Center**.

## Return on Investment...

We are looking for a partner that would like the Conservation Center's **naming rights**. There are International promotion opportunities that connect the history to the land over the next year that can provide a business considerable exposure Nationally and Internationally.

## What we need to Complete...

At present, the **Center** is over 50% funded and connects to 41 acres of land already protected by North Florida Land Trust. With over \$1,000,000 in cash and in-kind services raised, we need approximately \$800,000 to complete the acquisition of the land.

**Help us conserve lands locally, recognize the most significant piece of history in America: Ponce de Leon's founding of our country, and create a place where history can be shared with locals and visitors alike for years to come.**

Business plan available upon request. Contact Bonnie Barnes, Executive Director, 904-285-7020, [bbarnes@northfloridalandtrust.org](mailto:bbarnes@northfloridalandtrust.org).

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