



*Dedicated to permanently preserving natural areas and special places in North Florida*

## Ponce de Leon and Jean Ribault... A Legacy Project *Bring History Home... to North Florida's First Coast!*

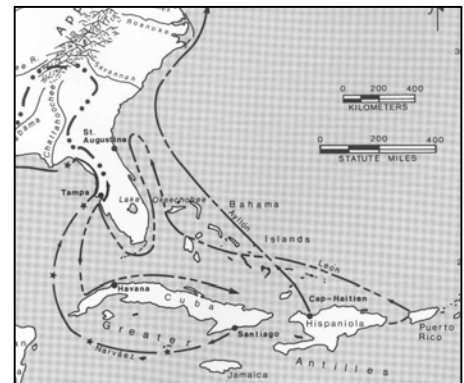
The historical significance to Jacksonville/North Florida is **30 degrees 8 minutes latitude** ... where Ponce de Leon is recognized internationally for founding America and "La Florida."

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

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

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>



### **Facts**

- The 500<sup>th</sup> Anniversary of Ponce de Leon is 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 happened to meet both Ponce de Leon and Jean Ribault. This documentary is significant to our area.
- The Florida Department of State has declared April 2<sup>nd</sup>, 2013 as the official date and named [www.fla500.com](http://www.fla500.com) as the official website to promote events throughout the state with over 500 events posted already.
- North Florida Land Trust is creating a Center for Conservation near the most recognized landing site at 30 degrees 8 minutes.
- 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.

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[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 facility creating source for 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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