

Audience Engagement for Historic Preservation



Lauren Hoogkamer, MSUP/MSHP

City of Tacoma Assistant Historic Preservation Officer

Who Is Your Audience?

MIMOSASOFT
SAPPS FOR YOUR ENTERPRISE

Understanding The Target Audience Using Non-Traditional Methods

The diagram illustrates various demographic factors used to understand a target audience. It features several groups of blue human figures, each enclosed in a colored circle. The factors are labeled as follows:

- Social Factors** (blue circle)
- Education** (red circle)
- Racial Identity** (purple circle)
- Geographic Location** (red circle)
- Marital Status** (pink circle)
- Occupation** (green circle)
- Income** (yellow circle)
- Gender** (red circle)

Grouped By Demographics

info@mimosasoft.com +1-888-203-4665 /mimosasoft +Mimosasoft

- City Council/Mayor/City Manager
- City Staff
- General Public
- **Stakeholders: Property/Business Owners, History Buffs, Contractor/Developers**
- **Partners: Schools, Historical Societies, Museums, Neighborhood Groups**
- Residents
- Youth

How Does Your Audience Communicate?

- Website (Required)
- Phone/Email (Required)
- Social Media:
Facebook/Twitter/Instagram/Youtube/Pinterest/Snapchat/
Tik Tok (Younger/Diverse)
- Mass Media: Newspaper/TV/Radio (Older Audience)
- Newsletter/Publications (Interested Public)
- Style: Professional/Formal/Casual

Pro Tip: For general audiences write/speak to a middle school level!



What Does Your Audience Need?



Maslow's hierarchy of needs

- Neighborhood History Recognition
- Architectural Styles
- Community/Politics
- Safe Streets/Community Services
- Housing/Jobs/Education/Food

Pro Tip: People are more interested in things that are directly related to themselves and their own interests!

Diversity & Equity

Themes

- Pre-Contact
- Immigration Patterns
- Economic Patterns
- Development Patterns
- Agricultural/Environmental History
- Labor History
- Women's History
- LGBTQ
- Unrepresented Communities

Barriers to Engagement

- Income
- Transportation
- Time
- Language
- Accessibility
- Location
- Feelings of Exclusion/Disenfranchisement



Creating An Outreach Program

THE CITY OF TACOMA PRESENTS
HISTORIC PRESERVATION MONTH
BROADENING HORIZONS **MAY 2019**

HP MONTH EVENTS

- May 4-5**
Historic Homes of Tacoma Tour
- May 7**
HP Month Kickoff: Hilltop Walking Tour + City Council Proclamation
- May 9-11**
Arrested: Escape Fort Nisqually (Escape Rooms)
- May 15**
Youth Art Contest Gallery Show
- May 18**
Queen Victoria's 200th Birthday Celebration at Fort Nisqually
- May 23-25**
Arrested: Escape Fort Nisqually (Escape Rooms)
- May 24**
Historic Preservation Awards Ceremony at Court House Square
- May 31**
Northeast Tacoma History Bike Tour

For more information, visit:
hpmonthtacoma.com

Tacoma's past is deeply rooted. Carrying that history forward through restoration and adaptive reuse allows that legacy and supports vibrant, engaging neighborhoods.

WEST
WEAVER
SLAVONIAN HALL

Grand Re-Premiere Weekend for
H.C. Weaver Productions'

EYES OF THE TOTEM (1927)

Lost for almost 90 years, celebrate the film's return home to Tacoma's Rialto Theater Sept. 17-20

WILLOW FROST, H.C. WEAVER & ME: AN EVENING WITH JAMIE FORD
THURS. SEPT. 17 - 7 PM
Tacoma Public Library
For more information, contact (253) 292-2001, Ext. 1220

RE-PREMIERE OF H.C. WEAVER PRODUCTION'S EYES OF THE TOTEM (1927)
FRI. SEPT. 18 - 7 PM & 10 PM
Rialto Theater
Tickets are \$15 per person, available starting Tuesday, Sept. 1, through the Broadway Center Box Office (253) 591-5894 or 1 (800) 291-7593

EYES OF THE TOTEM RECEPTION
1920s Speakeasy and Washington State History Museum Gold Rush Exhibits
FRI. SEPT. 18 - 6-12 AM
Tacoma's Historic Pythian Temple (Enter through Court C and give the password "HC Weaver Sent me!")
Hosted by Commencement Lodge, Knights of Pythias (suggested donation)

EYES OF THE TOTEM SCREENING
Followed by "Suffering Heroines and Leering Villains: Eyes of the Totem and Silent Movie Melodrama" by Professor of Film Studies Claudia Gorbman from the University of Washington Tacoma
SUN. SEPT. 20 - 2 PM
Rialto Theater
Tickets are \$15 per person, available starting Tuesday, Sept. 1, through the Broadway Center Box Office (253) 591-5894 or 1 (800) 291-7593

No one can evade the
EYES OF THE TOTEM

Sponsored by: Team Totem, Tacoma Historical Society, Broadway Center for the Performing Arts, City of Tacoma, Mariposa Productions, Northwest Costume, Knights of Pythias, Tacoma Public Library, LeMay Family Collection Foundation-Marymount, Tacoma Art Museum

EYES OF THE TOTEM

#IHeartTacoma

Share your love for Tacoma's unique historic character with the #IHeartTacoma social media photo contest.

Print or find your free Tacoma Heart Map, take a picture holding the map in front of your favorite historic building, in Tacoma. Post it to Instagram, Twitter or Facebook using @Tacoma.Culture, or @tmnrts with #IHeartTacoma.

Contest runs through the month of February. Prizes will be awarded to the three most "liked" photos.

For more information, complete contest rules and your Tacoma Heart Map, visit tmncreative.net/ihearttacoma.

#IHeartTacoma is presented by the Landmarks Preservation Commission and the City of Tacoma's Historic Preservation Office in partnership with artist Tim Norris of TMN Creative and Spaceworks Tacoma participant Tim + April.

Tacoma

For more information, visit eyesofthetotem.com

Creating An Outreach Program



MAY 20, 2016. 6PM-8PM

LINCOLN HIGH SCHOOL AUDITORIUM
701 S. 37TH STREET, TACOMA
OPEN TO POETS AGES 13-19

THEME: **Community / Neighborhood / History**

FEATURING LHS DRUMLINE AND SPECIAL GUEST POETS.

FREE. REFRESHMENTS PROVIDED.

PRE-REGISTER AT destinyslams@gmail.com

OR SIGN UP THE NIGHT OF THE SHOW.

- Like City of Destiny Poetry Slams and Tacoma Historic Preservation on Facebook

- Sponsored by the City of Tacoma Historic Preservation Office and Write@253.

Poster created by Tram-Anh Nguyen

The Landmarks Preservation Commission Presents

REMEMBER THE RAILROAD

The Third Annual Holiday Heritage Swing Dance in Commemoration of Tacoma's Railroad History and the Prairie Line Trail.

November 4, 6 - 9 p.m.
Freighthouse Square
(Rainier Room) 2501 E. E Street

Enjoy the sounds of the Pierce County Big Band and a dance demo by Studio 6 Ballroom. Refreshments from STINK Cheese-Meat and a no-host bar will also be available.

Entrance: Suggested donation for entry goes to support heritage events and programming in 2017.

RSVP on the Tacoma Historic Preservation Facebook. For more information contact Lauren Hoogkamer at lhoogkamer@cityoftacoma.org or (253) 591-5254 for more information.

Hosted by the City of Tacoma's Historic Preservation Office and co-sponsored by Tacoma Historical Society.

PHOTO COURTESY Tacoma Public Library 63044 Tacoma Public Library 63044-0008


CYCLES ON THE FOSS

ENVIRONMENTAL HISTORY BIKE TOUR

FRIDAY, MAY 26 5:15PM - 7PM
FOSS WATERWAY SEAPORT MUSEUM
705 DOCK ST, TACOMA, WA 98402

Pro Tip: Leverage community partnerships!

Questions/Contact

- Lauren Hoogkamer, MSUP/MSHP
- Lhoogkamer@cityoftacoma.org
- (253) 591-5254
- CityofTacoma.org/HistoricPreservation
- Tacoma Historic Preservation 
- Tacoma_Culture 