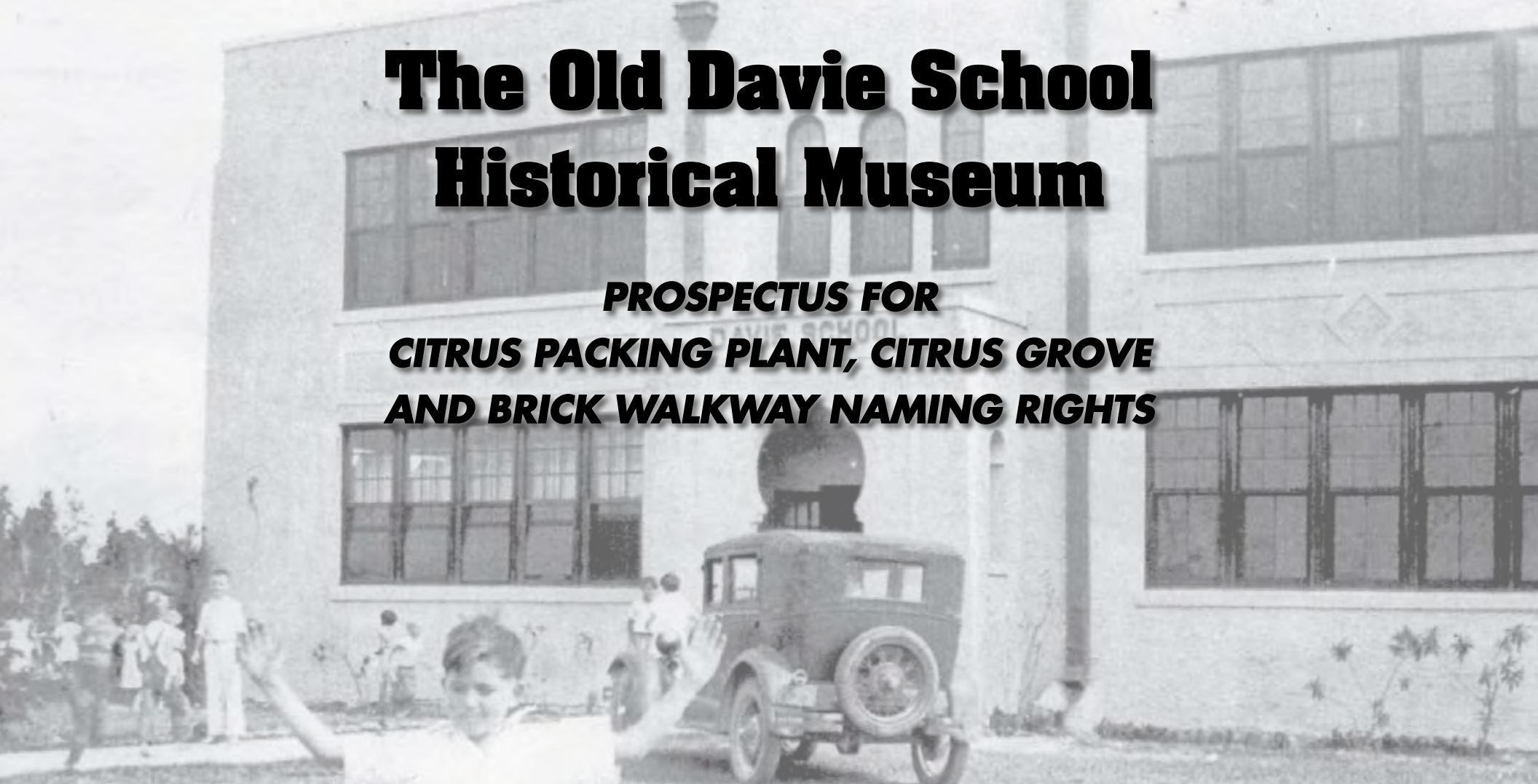


The Old Davie School Historical Museum

**PROSPECTUS FOR
CITRUS PACKING PLANT, CITRUS GROVE
AND BRICK WALKWAY NAMING RIGHTS**



Davie School
circa 1919

The Old Davie School Historical Museum

*CITRUS PACKING PLANT, CITRUS GROVE
AND BRICK WALKWAY NAMING RIGHTS PROSPECTUS*

CREATING AN APPRECIATION FOR DAVIE'S AND FLORIDA'S
AGRICULTURAL PAST FOR FUTURE GENERATIONS

DAVIE, FLORIDA



SUMMARY

The Old Davie School Historical Museum in Davie, FL, is raising \$139,000 through tax-deductible naming right sponsorships that will pay for constructing a replica commercial orange and grapefruit packing house, installing citrus packing equipment, building a brick walkway, planting a citrus grove and creating an educational program. The facility is the centerpiece of a historical agricultural artifact exhibit and presentation that explains the citrus industry's historic and current economic impact on Davie and Florida, as well as how this family-farm business enriched community life in Davie and other towns in Florida.

Research indicates that this will be the only commercial packing house and historic exhibit of its kind in Florida.

The Old Davie School Historical Museum, located in suburban Fort Lauderdale, is being transformed into the only living museum in southern Florida that displays the history and values of the region's agricultural and rural past. Currently, the 10-acre facility includes southern Florida's oldest remaining school (circa 1919), two wood-frame houses constructed in 1912, and replicas of farm buildings.

At build out, the museum grounds will include the school, residential buildings, packing house, citrus groves, outdoor concert area, a garden with native Florida plants, and an Everglades park. It's expected that the 19,500 annual visitors to the facility will more than double within several years through visitor referrals, publicity, publication advertisements, additional educational and entertainment programs, and social events.

The museum has an extensive and cataloged collection of artifacts, photographs and oral histories from the Town of Davie's agricultural era. Today, less than 100 of the 5,000 acres of orange groves remain, and Davie's agricultural community has changed into a suburban city. The museum's mission to preserve and exhibit the heritage, culture, and history of Davie community will be facilitated with the construction of a packing house to help illustrate part of the community's and Florida's past.

Visit **VIELE GROVES**
THE
**GOOD
FRUIT**

GIFT
BOXES

BULK
FRUIT

PACKING HOUSE

VIELE GROVES & NURSERIES

DAVIE

SOUTH FLORIDA'S

HISTORIC

CITRUS CENTER

DAVIE'S AGRICULTURAL ROOTS

The 1941 First Annual Davie Orange Festival proclaimed "The Citrus Center of Broward County at Davie, Florida." Citrus is as much a part of Davie's history, as is Davie's history intertwined with the historic decisions that shaped Florida.

When Governor Napoleon Broward (1905-09) persuaded the legislature to drain the Everglades and finance the resulting canal system by selling off large blocks of land for \$2 per acre, Davie's future unfolded. A few years after the water was drained, exposing rich fertile soil, developers were encouraged to buy the fertile land.

In 1906, millionaire R.P. Davie bought about 27,500 acres. Irrigation and drainage canals were dug and brochures were sent out advertising "The First Improved Town in the Everglades." The first permanent settlers arrived in 1909 from Illinois, Canada, Kentucky, Michigan and the Panama Canal, braving hurricanes and mosquitoes, thick muddy soil (horses and mules had to wear muck shoes) and planting vegetable crops

and orange groves, and raising open-range cattle. The town was organized in 1912 as Zona by former canal zone workers. The town was renamed Davie in 1916 to honor R.P. Davie and incorporated as a town in 1926.

The quality of Davie's fruit was considered among the best in the state. The area's warmer weather and rare freezes, rich soil (thus lower production costs due to the need for less fertilizer) and ample water supply gave the area's farmers an advantage over central Florida growers. Davie has had about 25 groves and packing houses since 1909. By the 1940s there were over 3,000 acres of high-producing citrus groves in Davie. At its peak in the late 1950s, there were over 5,000 acres of bearing groves in Davie, valued at \$5 million.

Davie farmers thought they should celebrate their prosperity. On a March day in 1940, a group of citrus farmers set up a picnic and fruit stands on the banks of the C-11 Canal, which runs along Davie's southern border from the Everglades to the Atlantic Ocean. Residents of the town and from the surrounding area were invited to join in the festivities. Tourists drove to rural Davie on dirt roads or paddled up the C-11 to visit





DAVIE'S CITRUS GROVES AND PACKING HOUSES FROM 1920s TO PRESENT DAY

Bob Woods Groves

Chaplin/Robbins Groves

Continental Citrus

Di Biase Groves

Don's Groves

E. M. Belcher Groves

Edwards Groves

Flamingo Groves*

Hammerstein Groves

Hibbs Groves

Key Groves

King Groves

Mack's Groves

Mackay Groves

Math Iglar Groves

Morris Cooper Packing House

Munson Groves

New River Groves*

Pan American Groves

Pound Groves

R.A. Bill Shaw & Sons Bonded Fruit Shipper

Sargent Citrus Products

Spykes Groves*

Stirling Groves

Van Kirk Groves

Viele Groves

Wacico Groves

Waldron Groves

ORANGE JUICERS

Davie Juicing Co.

Orange Blossom Juice

* In Business

the town and join in what became the Orange Festival – a celebration of the flowering of the thousands of acres of orange trees in the area. Long-time Davie residents recall the fragrant odor of orange blossoms.

As the orange industry peaked in the late 1950s and early 1960s, the Davie Chamber of Commerce formalized the Orange Festival into an annual celebration to showcase citrus and agricultural products grown in Davie. During the three-day festival hundreds of bushels of Davie oranges were given away. Also, hundreds of gallons of Davie orange juice were sold for five cents per glass. Harry Earle, the 1946 Davie chamber president said, "We believe that the prosperity and forward looking attitude of our area, with its economy based on the soil, will make our city and its merchants more prosperous."

In the 1930s, Davie was home to the state's first thoroughbred horse breeder and trainer. In the late 1940s, in recognition of the town's burgeoning cattle ranches, a rodeo was added to the festival. In the early days, local cowboys circled wagons, saddled up to rope

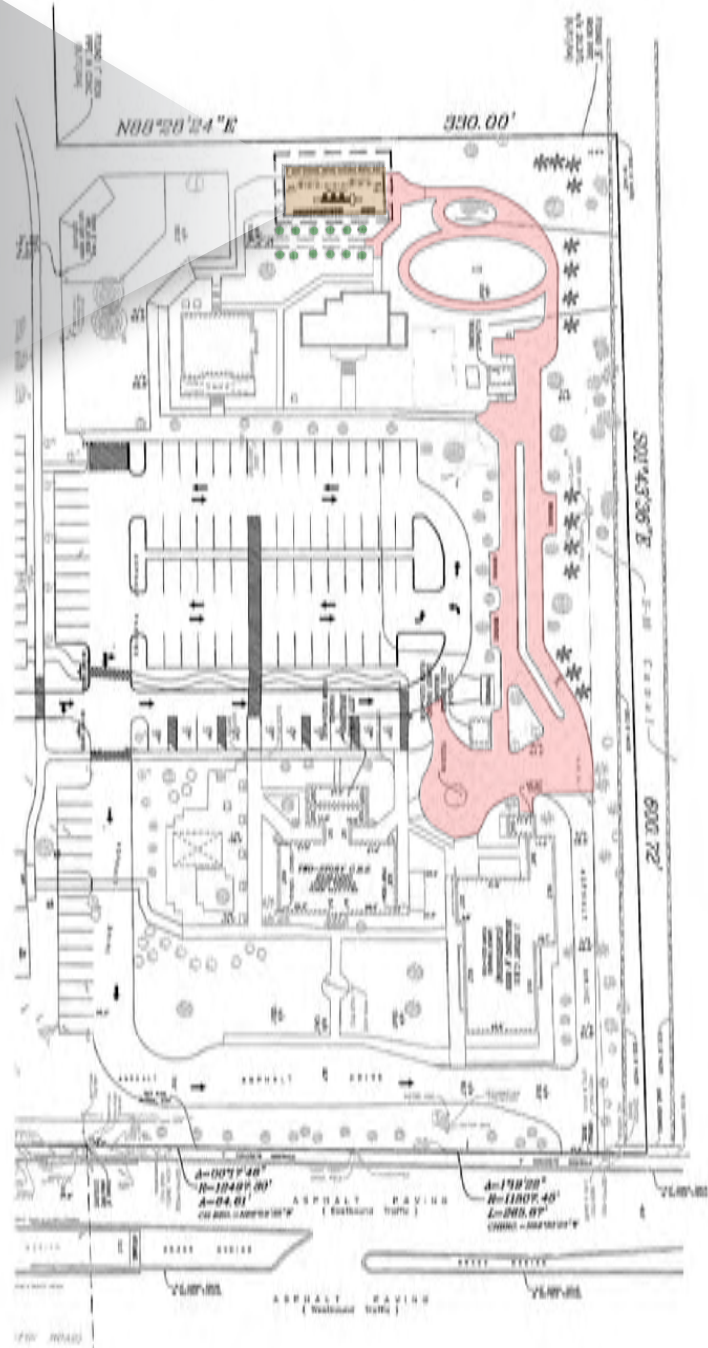
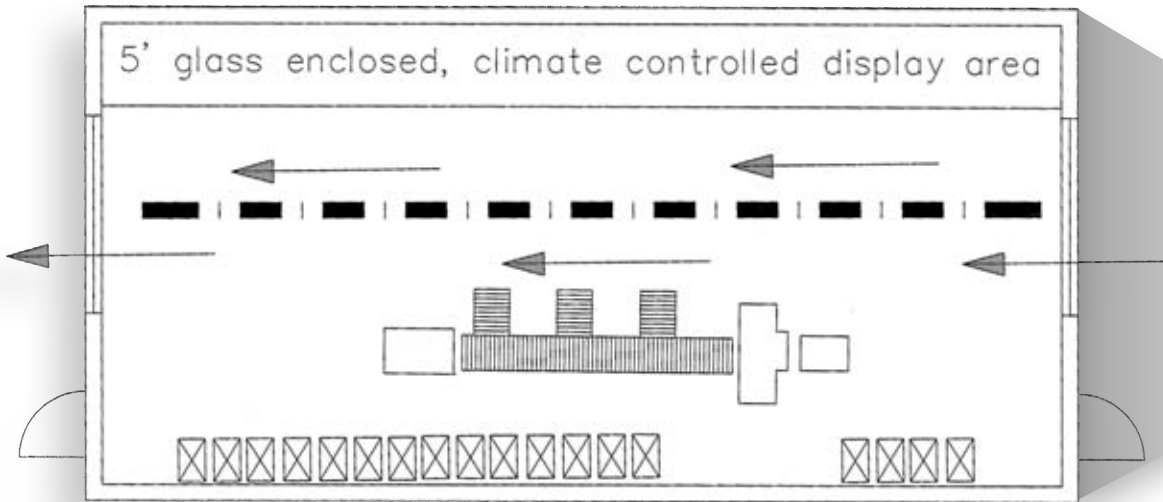


cattle and rode around barrels to entertain each other. The rodeo evolved and became part of the national circuit of rodeo events, drawing professional bull riders, cattle ropers and barrel racers from throughout the country to Davie.

While the cattle farms, like the orange groves, have all but disappeared from Davie's landscape, Davie continues to celebrate its historic roots with the Orange Blossom Festival, the longest-running community festival in Broward County. Today's festival includes a parade of marching bands, floats, horse riders and other western-themed participants, as well as an arts and crafts show and a professional rodeo.

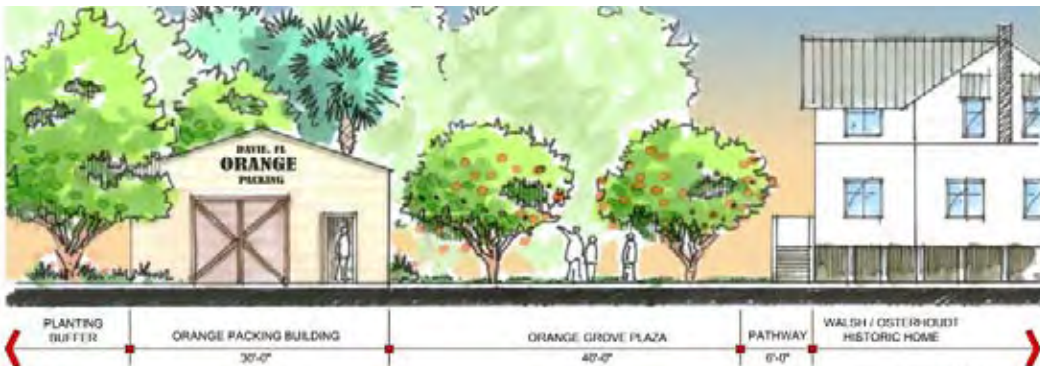
Some of Davie's residents have preserved the memories of the community's past through their work at the Old Davie School Historical Museum and the local historical society. The museum has developed a collection of historic building, agricultural equipment, artifacts, documents, and photographs from the community's earliest families with the intent of exhibiting and continuing an understanding of Davie's past for current and future generations.





SCALE: 1/8" = 1'-0"

VIEW LOOKING SOUTH
AUGUST 27, 2019



SCALE: 1/8" = 1'-0"

VIEW LOOKING WEST
AUGUST 27, 2019

In 2009, a master plan was created for the museum campus to build out the facility into a cultural enriching experience for visitors. In addition to the current buildings, plans call for the construction of a citrus packing house museum, an open-air concert facility, an area replicating the Everglades, a garden with plants native to Florida, and brick walking paths to take visitors to the exhibit buildings and gathering areas.

CITRUS PACKING HOUSE MUSEUM

The proposed Old Davie School Historical Museum Citrus Packing House museum exhibit would visually enhance the story of citrus and agriculture to the Old Davie School Museum complex. While there are two other packing houses in museums in Florida (Osceola County Pioneer Village and Museum and Historic Spanish Point), the Old Davie School Museum Citrus Packing House would be the only known commercial-scale packing house reflecting large-volume production by family-owned farms in Southern Florida. The exhibit would display 1940s citrus packing equipment that was donated to the Old Davie School Historical Museum collection in 2004. The packing equipment will create

a visual experience for the visitors. Citrus artifacts and photographs of early Davie that are in our collection also will be displayed in the building.

Since the 1870s the citrus industry has been a significant part of Florida's history and commerce. By 1893, Florida growers were producing five million boxes of oranges annually. Currently Florida supplies about 35 percent of the world's orange juice and ships about 20 million boxes of oranges annually which contributes \$9.3 billion of Florida's economy. The state is second only to Brazil in orange production.

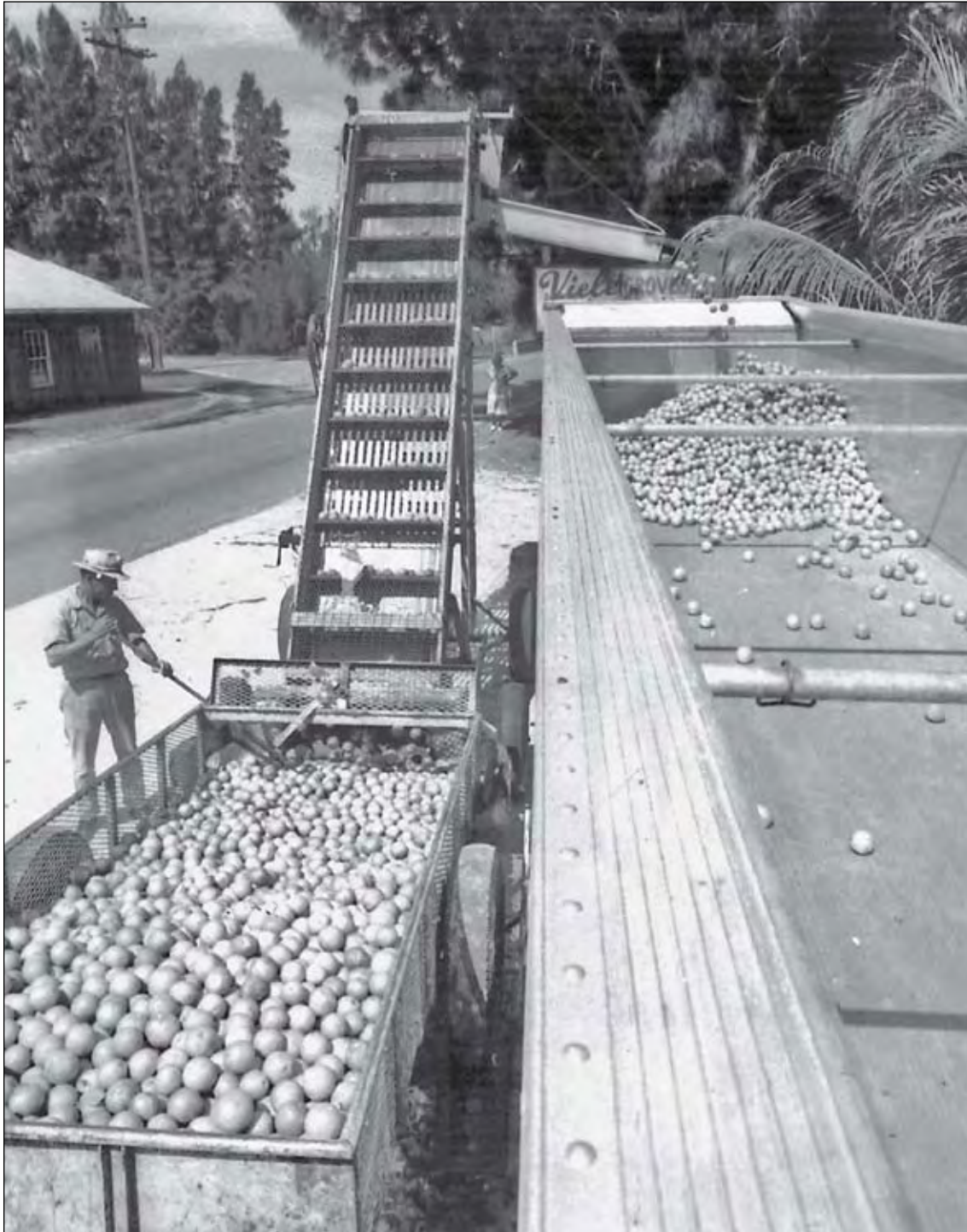
The museum packing house exhibit would place Davie in the context of a growing Florida citrus industry by using the equipment donated by Math Iglor Grove, a citrus grove and packing house business that operated in Davie since the 1950s. The equipment was donated after the Old Davie School Historical Museum Board of Trustees became aware that the business was being dismantled to make way for the development of homes and a park. The equipment was documented prior to disassembly and relocated and stored at Spyke's Groves, a citrus farm near the museum. The equipment consists of

scrubber sections, which cleaned the fruit, the sorting section, where workers pulled the fruit that was too small for shipping, the waxer and dryer to polish the fruit, and the bin area to prepare the fruit for shipping.

A 30-foot by 60-foot gabled-end steel building secured to a concrete foundation is planned to house the citrus packing equipment and the related artifacts. The building will visually replicate an original citrus packing house. The building also will conform to current codes, and will be built to withstand hurricane-force winds.

Roll-up garage doors will be installed at each end of the building in addition to a pedestrian door on one end. The interior will prominently display the working citrus packing house equipment to allow visitors to experience the packing process. (Insurance and safety rules will prevent visitors from actually packing oranges.) Citrus crates and signage will also be placed around the packing equipment to replicate the interior of a citrus packing house as it was in the 1940s. A five-minute video presentation will explain to visitors Davie's agricultural history and the importance of the citrus industry to the town's and the state's development.





Approximately 300-square-feet of air-conditioned space will display the Old Davie School Historical Museum's photographic and artifact collection which is relevant to the citrus industry and donated by several historic groves in the area.

BRINGING HISTORY TO LIFE

This exhibit would provide an opportunity for both residents and tourists to experience how oranges are grown, harvested and marketed, and to understand tremendous influence the industry had on Davie's and Florida's history. The process of cleaning, sorting, polishing and shipping the fruit will be brought to life when this exhibit is put in place and restored to working order.

There are four components to the exhibit:

- The Iglor packing equipment, which is long, wide and heavy machinery, will be placed at the center of the room. Visitors will be able to walk around the equipment and watch a video explaining how

the equipment operated. When possible, a museum employee will operate the equipment to demonstrate its function.

- A 60-foot by five-foot air conditioned and lighted space behind a glass wall will house sensitive artifacts on shelves and on the museum floor. Artifacts will include photographs, ledger books noting production schedules, clothing and other items associated with Davie's citrus farms.
- Murals, signs and video displays illustrating the operation and history of packing houses in Davie.
- The interior and exterior of the packing house will replicate a 1940s-era facility based on photographs in the Old Davie School Museum collection. Packing houses were working facilities. Details such as packing crates, collection bags, baskets, lunch pails and personal items of people who worked in the groves and packing house will be arranged in a manner to help a visitor think they are stepping back into a moment in time.

The focal point of the Old Davie Historical Museum is to preserve the history of western Broward County. Our campus displays the early 20th century era and what the early settlers did to begin the creation of what Davie has become are today by illuminating our history through the eyes of these pioneer families in a very personal way. Preserving the packing house completes this history and helps continue the education of Broward County students and residents, as well as visitors to the area.

**- Kathy Cox
Trustee**

**Old Davie School and Museum
Former Town of Davie Councilmember**





The settlers had to be gamblers at heart to take on, as many did, this new land sight unseen. They had to be willing to work hard under the most discouraging conditions, to have their work destroyed by storms and wind - then try again. To survive, they had to help each other, especially when in distress.

**- The Davie Dilemma
Victoria Wagner
1982**

The Old Davie School Historical Museum's collection committee will oversee all decisions regarding the displaying of the artifacts and pictures and will follow current conservation methods to preserve the items. Accessioned artifacts and pictures from Davie's 25-plus groves over the years will be displayed and labeled in this area. Only objects accessioned by the collection committee of the Davie School Foundation, Inc., will be displayed in this exhibit. Accessioned objects are those having historic importance to Old Davie School Historical Museum. Items not associated with Davie but aiding in the historic orientation of the museum or usable in the interpretation of the exhibits may be accessioned. All items are given accession numbers, which are marked on the objects, and cataloged.

The narrative script for the exhibit will be developed after in-depth video oral histories with Davie's remaining citrus grove owners, elderly life-long Davie residents, members of the collection committee and thorough research. This invaluable cultural and community documentation will be incorporated into the educational program and archived for the future. The design, fabrication and installation of the exhibit

will be completed with the help of Susan Gillis, a curatorial consultant, as well as donated time by local grove owners, architects, engineers, contractors, graphic designers, writers, photographers and in-house personnel.

Bob Roth, owner of New River Groves in Davie, one of the area's few remaining groves and fruit stands in Davie, worked at Math Iglor Groves prior to opening his own grove. Mr. Roth's expertise in running a citrus packing house will be utilized to install and maintain the exhibit.

The packing house exhibit will be promoted through newspaper articles, television feature stories, local publication announcements and advertising, flyers to all schools in the tri-county area encouraging third through fifth grade classes to visit the facility, updates on the Old Davie School Museum's and the Town of Davie's website, and articles in the school's newsletter that is distributed to more than 1,000 individuals and businesses each quarter.

The addition of the citrus packing house will complete the education and the history of the area so a representation of our community's past can be observed and maintained.

It is important that we preserve the history of our area for future generations to understand what the pioneers did to help create what we have today.

**- Ron Reitsma
Trustee
Old Davie School and Museum**



*The early settlers who came from
Panama, British Columbia,
Michigan, Kentucky and Illinois had
one characteristic in common –
the courage to face
new experiences.*

**- The Davie Dilemma
Victoria Wagner
1982**



EDUCATIONAL PROGRAMMING

The citrus packing house exhibit will become a part of the Old Davie School Historical Museum's "Step Back in Time" interactive educational program that explains the life of Davie pioneers. Schools, clubs and organizations from Davie and surrounding areas visit our campus to participate in a variety of hands-on activities at the school's 10-acre historic campus. The tour, hosted by trained and knowledgeable docents, fulfills Florida Sunshine State Standards for grades three through five, as well as Girl and Boy Scout badge requirements.

The exhibit will illustrate the history of the citrus industry in Florida and Davie will be incorporated into this educational program. As the tour begins, visitors will watch a five-minute video explaining the history of Davie, the importance of the orange groves to its development, the tightly-knit community that resulted from farming, and the importance of citrus today for the Florida economy and as a vital part of our diets.

The visitor's attention will be directed to the citrus farm artifact display, which will be arranged in a manner



to tell a story about life on an orange grove farm, and how Davie was shaped from its agricultural roots. The final part of the visit is a video or live demonstration of the equipment's operation showing how oranges are dropped into the end of the machine, enters the first cleaning scrubber, and passes down a conveyor belt where workers pull fruit that is too small to ship and is placed in a separate bin for juicing. Fruit for shipping is run through two more scrubbers for more cleaning. A waxer sprays the fruit after the final cleaning, and a dryer finishes the process. In the final stage, the fruit is dropped off the conveyor belt, placed in bins for shipping and packed in shipping crates. At the end of the tour the visitors will be able to squeeze their own cup of fresh Florida orange juice.

A souvenir brochure explaining the citrus packing house will be created for visitors to use to follow along with the tour or use for a self-guided tour. Post cards of historic Davie groves and farms also may be purchased for a nominal cost.



BRICK WALKWAY

Currently, visitors traverse a parking lot from the Old Davie School to the historic homes and the area designated for the packing house. The master plan calls for a brick walkway lined with trees and curved sitting benches that invite people to sit, look at each other and talk along the west side of the property. The walkway takes visitors from the school to the packing house and historic homes.





CONSTRUCTION AND BUILD-OUT BUDGET

WORK ITEM DESCRIPTION

DONATED OR MUSEUM OVERHEAD

1. Research	\$10,000.00
2. Architectural Design	\$10,000.00
3. Exhibit Design	\$5,000.00
4. Installation of Exhibit	\$5,000.00
5. Program Administration (5%)	<u>\$7,500.00</u>
	\$37,000.00

PURCHASE

6. Concrete Foundation	\$25,000.00
7. Steel Packing House Structure	\$40,000.00
8. HVAC Modification	\$5,000.00
9. Electrical Modification	\$3,000.00
10. Lighting Modification	\$3,000.00
11. Exhibit Partition	\$10,000.00
12. Interior Finishes	\$5,000.00
13. Exhibit Fabrication - Cabinetwork/Shelving	\$5,000.00
14. Exhibit Fabrication - Signage and Video Monitors/Player	\$2,500.00
15. Video Production (Oral Histories and Educational Video)	\$12,000.00
16. Brochures Printing	\$1,000.00
17. Brick Walkway and Benches	<u>\$25,000.00</u>
	\$139,000.00

PROVIDING SUPPORT AND RECEIVING NAMING RIGHTS

Funds to cover construction costs for the Old Davie School Historical Museum Orange Packing House will be raised through sponsorships and naming rights on the building, areas inside the packing house, as well as the orange groves, walkway and benches outside the packing house.

Construction on the building and walkway will begin after all of the funds for construction are raised for the project.

Sponsorship levels range from \$40,000 to \$100.

Sponsorship levels receive naming rights to the packing house, an interior exhibit, and various areas inside the packing house, as well as trees in the orange grove, the walkway, benches and pavers on the path leading to the packing house.

Lead donors or donor company names will be included in museum advertisements and literature, and will be recognized at the museum's annual meeting and awards ceremony.

All donors will be also recognized with name plaques designed in graduated sizes and levels on a donor wall installed inside the packing house.





NAMING RIGHTS AND SPONSORSHIP LEVELS

Citrus Grove \$40,000
 Naming rights on packing house's exterior and interior signs, company name in all packing house literature and museum ads. Special recognition at annual assembly. Lead name on packing house donor wall and website with link to business.

Farm Road \$30,000
 Naming rights of brick walkway with company name on walkway entrance sign. Company name in all packing house literature and museum ads. Recognition at annual assembly. Lead name on packing house donor wall and website with link to business.

Fruit Shipper \$20,000
 Exhibit naming rights - 60 x 5 foot area of historic citrus-farm artifacts. Signage over exhibit display. Company name in all packing house literature and museum ads. Third name on donor wall and website with link to business.

Farm House \$10,000
 Signage above packing equipment. Fourth level name on donor wall. Company name in packing house brochure.

Citrus Tree \$3,500
 Plaque in front of orange tree in orange grove adjacent to the packing house. Fifth level name on donor wall. 15 trees available. A crate of Florida oranges.

Walkway Bench \$2,500
 Name on benches along walkway. Sixth level name on donor wall. Six benches available. A crate of Florida oranges.

Orange Crate \$750
 Name sponsor on orange crates. Seventh level name on donor wall. A crate of Florida oranges.

Orange Blossom \$500
 Eighth level on donor wall. A crate of Florida oranges.

Paver \$250
 Named paver on walkway. Ninth level name on donor wall. A crate of Florida oranges.

Orange \$100
 Tenth level name on donor wall.



Leslie Schroeder
Executive Director

Old Davie School Historical Museum

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The Davie School Foundation is a 501(c)(3) not-for-profit organization. All contributions are used to maintain the Old Davie School Historical Museum as an historic site and educational resource for the community.