

Summer/Fall 2007



COLLEGE OF ARTS & SCIENCES

Edited by Ja'Nay Armstrong with Dr. Antoinette Jackson

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The Lab's Mission: ...preserving and promoting heritage as a key cultural resource for education and empowerment of all community residents and visitors.

# The Heritage Researcher

Newsletter of the USF Department of Anthropology Heritage Research Lab

## Heritage Lab Brings Research Tools to the Community



USF students A. Winn, B. Mervis, C. Spillane, and T. Collins at Spring Hill/Sulphur Springs History and Heritage Day Event in Tampa, Florida

Looking back on the numerous accomplishments from the Fall 2006 semester through the Summer 2007 semester, it seems that Dr. Antoinette Jackson and heritage research were made for each other. Over the past months she and her students were actively involved in a seemingly endless flow of heritage research endeavors. Her passion for furthering heritage studies was undeniable, evident

whether she was teaching one of her engaging courses or developing one of her well received research programs.

Dr. Jackson's contributions to the Sulphur Springs/Spring Hill community's interests in developing a museum and heritage center can hardly go unnoticed. Responding to the community's needs and seeing an opportunity to train students in ethnographic research methods proved to be the inspiration for two highly productive semesters and a truly great year for Dr. Jackson's heritage research lab.

However, this is only the beginning. As long as there are opportunities to critically engage the past to better understand the present anthropology lives on. And if the past three semesters were any indication of future success of heritage studies in the Department of Anthropology, then USF and the surrounding communities have much to look forward to.





**Dr. Antoinette Jackson**

This newsletter represents the culmination of an exciting and productive year of heritage research for the USF Heritage Research and Resource Management Lab. I would like to thank everyone who supported this effort, both within and outside the Department of Anthropology, including residents of Tampa area communities of Sulphur Springs, Spring Hill, and Seminole Heights. A special thank-you for funding support for the Heritage Research Experience for Undergraduates (REU) summer program goes to Dr. Naomi Yavneh of the USF Office of Undergraduate Research.

Bringing the lab to the community has been a theme of this year's research. In the next few pages this newsletter will highlight activities conducted throughout the 2006-2007 school year by USF faculty and students. Participants worked directly with the Board of Directors of the Sulphur Springs Museum and Heritage Center; the Arts Council of Hillsborough County; and the Heritage Preservation Board of the Old Seminole Heights Neighborhood Association (OSHNA) as they led their communities in a variety of heritage research and preservation activities. In particular, students have been able to not only learn about anthropology of American culture, issues in heritage tourism, and qualitative research methods, for example, but also to actively participate in projects which have direct relevance to communities and community groups interested in preserving and promoting heritage as a key cultural resource. Activities have included historic designation and preservation efforts, museum design and development, the production of a multicultural guide for Tampa Bay area visitors, and oral history collection to name a few.

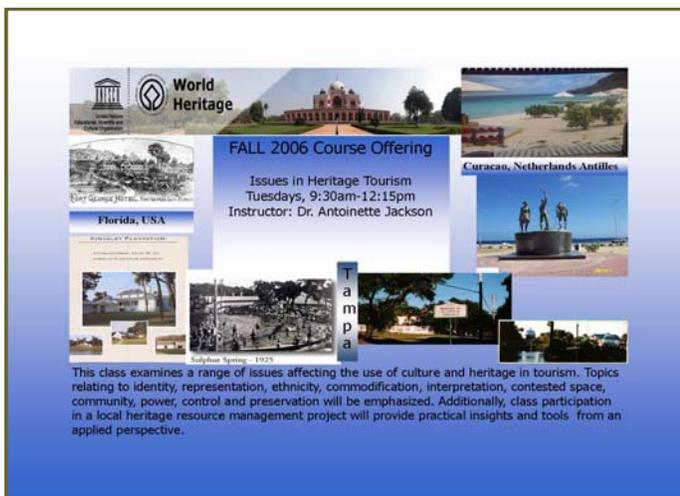
Get ready to meet highly motivated and committed students, faculty, and community partners. One such person is undergraduate anthropology major, **Ja'Nay Armstrong**, who assisted with the preparation of the newsletter. Her creativity and handiwork—writing, layout, and design skills are evident throughout this issue. Ja'Nay participated in the Heritage Research Experience for Undergraduates program this summer and is an outstanding example of the caliber of students engaging in heritage studies and heritage research at USF. Find out more about Ja'Nay and the research activities of other students by reading this issue. Enjoy!

—Antoinette

A handwritten signature in black ink, appearing to read "Antoinette Jackson".

## New Graduate level course: "Issues in Heritage Tourism"

In Fall 2006, Dr. Antoinette Jackson developed and offered a graduate level anthropology course entitled "Issues in Heritage Tourism." The purpose of the course was to introduce students to the theoretical and practical issues in heritage tourism and the business of heritage resource management from an anthropological perspective. Additionally, the course examined a range of issues affecting the use of culture and heritage in tourism, including ethnicity, commodification, contested space, community, and power. The course consisted of a theoretical and an applied component.



Promotional banner for Dr. Jackson's Fall 2006 *Issues in Heritage Tourism* course offering.

The readings and discussions in the course were aimed at providing training to students who will be confronting cultural heritage and social and environmental impact issues as professionals in a variety of fields. Juan Ruiz, a grad student who was enrolled in the course, said, "There were some really great readings and a couple of videos that we saw that were really interesting." Arland Ndong, another graduate student who completed the course, added, "It was an awesome class...I really loved it. I wish it lasted two semesters."



Graduate student Courtney Spillane also gave positive reviews for the course. "I'm really glad that I took it because it intrigued me so much that I decided to do my thesis research on it... and I liked the fact that we had the opportunity to work on an applied project."

By the end of the course, students produced the following papers as part of their final project requirements:

T. Burke: *Historical Fiction Sites and Issues in Heritage Tourism*

M. Dixon: *Marked History: Historical Markers in Two Southern Communities*

R. Estabrook: *Heritage Tourism and Archaeology in West Central Florida*

A. Ndong: *Publishing a Multicultural Guide: Marketing Heritage in Tampa Bay*

F. Pirone: *Considerations and Applications for Creating Historic Districts*

J. Ruiz: *Value and Perceived Impact of Oral Histories in the Sulphur Springs Museum*

N. Shelnut: *Sulphur Springs Artifact Curation and Cataloging Project*

G. Smith: *Mt. Everest—Heterotopia and Multilocation under the Western Gaze*

C. Spillane: *Narrating Sulphur Springs: Balancing Cultural Heritage and the Business of Tourism*

R. Villamar: *Heritage Tourism in Peru*

For the applied component of the course students participated in either the Multicultural Guide Project or the Sulphur Springs Heritage Project.

## USF Graduate Students Contribute to Multicultural Guide

The USF Department of Anthropology is credited as one of the producers of the “Tampa Bay Your Way! Multicultural Visitors Guide.” Graduate students **Maressa Dixon**, **Arland Ndong**, **Fred Pirone**, and **James Kuzin** worked directly with **Art Keeble** and the Arts Council of Hillsborough County to produce the guide. The project, which started in August 2006, was finished in March 2007.



The Tampa Bay Your Way! Guide (shown above) is now being distributed to area visitors.

The goal of the project was to publish a multicultural guide which would promote Tampa as the destination of choice to minority conventions by identifying and marketing the diverse array of businesses and cultural heritage sites in the area. In order to expedite the guide's completion, tasks were divided amongst participating students.

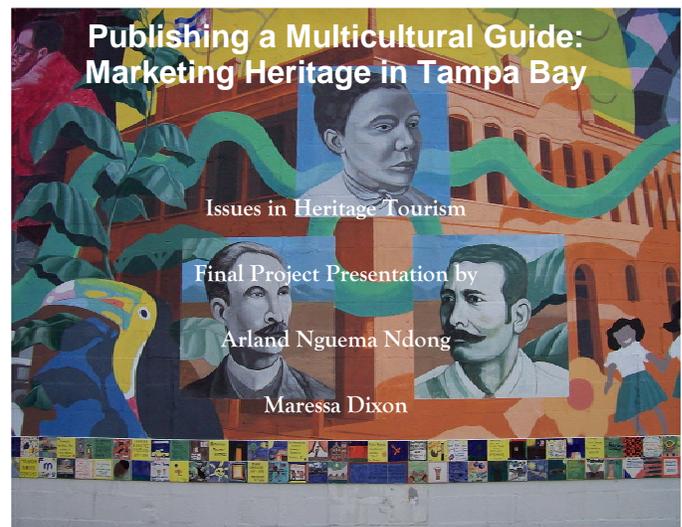
Maressa Dixon was in charge of collecting information from the Convention Visitors Bureaus of Tampa, Clearwater, and St. Petersburg. Arland Ndong, Fred Pirone, and James Kuzin contributed by gathering data that would cater to the African-American, Hispanic, and Asian communities, respectively. Arland Ndong had fond memories of the course. “I became involved as a grad student who was eager to learn. It was a wonderful project. I liked getting involved, talking to the people, and doing stuff that was meaningful to the lives of the

people. I really felt fortunate that I was working on that project. Dr. Jackson was a very good professor and a very good manager.”

Dr. Jackson commented that the project had its challenges. She said, “It was a learning experience as students were forced to confront and negotiate issues of identity and representation from and applied perspective in terms of the use of racial and ethnic classifications for marketing heritage.”



Right: Dr. Jackson (center), Art Keeble (far right), and graduate students from her “Issues in Heritage Tourism” course on a field trip to the Tampa Theater



Powerpoint slide from the Multicultural Guide team's final project presentation with Ybor city mural as background.

## The Sulphur Springs Heritage Project

The Sulphur Springs Heritage Project provided students with hands on experience in proposal writing; ethnographic research; and navigating heritage management issues from a business and cultural anthropological perspective. Students developed heritage tools and products aimed both at stimulating tourism and at enhancing community as well as general public knowledge about Sulphur Springs—past and present.

Project output was formulated around needs conveyed by representatives of the Sulphur Springs Museum and Heritage Center Executive Board – specifically **Norma Robinson and Joseph Robinson** (shown above). Joseph is also president of the Sulphur Springs Community Action League.



### Project Output to date

#### Oral History Database

The oral history component of the project involved recorded interviews with participants about a variety of topics, including their earliest memories of the community; education and work opportunities; folktales and stories; and **discussions** about racism and segregation. Interviews were conducted by students such as **Juan Ruiz**, who is also managing the lab's oral history collection. The collection includes original tapes of completed interviews with community residents and/or former residents. Going forward, collected oral histories will be transcribed and original tapes and videos stored at the USF library for public access.

#### Ethnographic/Ethnohistorical Profile

Students such as **Courtney Spillane** uncovered and analyzed census data, interpreted historic street and Sanborn fire insurance maps, viewed historical aerial photographs, and searched city directories to produce an ethnohistorical profile of Sulphur Springs. The profile entitled, *Sulphur Springs: an Ethnohistorical Community Analysis*, highlights cultural and historical aspects of the community and includes an extensive

bibliography with references to print and internet sources. It will be used as a resource in the planning and development of the Sulphur Springs Museum.

#### Sulphur Springs Museum & Heritage Center Activities

Students completed a variety of projects in support of a grassroots community effort to secure funding and establish a museum and heritage center in Sulphur Springs. These included:

##### *Website/logo design*

A collection of Sulphur Springs and Sulphur Springs Museum logo options were designed and developed by graduate student **Tim Burke** for promoting Museum and Heritage Center activities. Ongoing development of a museum website continues.

##### *Database for cataloging artifacts & historic materials*

A database for archiving artifacts and historic material in possession of community residents, civic organizations, and businesses was developed by **Nicole Shelnut** and donated to Sulphur Springs Museum Board representatives. Nicole also catalogued a collection of artifacts in the personal possession of Linda Hope, editor of the local community newspaper, the *PennySaver*.

##### *National Register of Historic Places evaluation*

Preliminary discussions with the staff at the Florida Division of Historical Resources indicate that there would be substantial support for nomination of the Sulphur/Spring Hill neighborhoods to the National Register of Historic Places. Led by **Richard Estabrook**, students began collecting data and planning next steps activities with the Museum board towards this goal.

Research efforts and future activities will continue through the Heritage Research Lab.

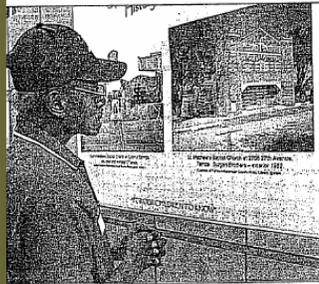


Logo designed by USF graduate student Tim Burke.

## Spring Hill/Sulphur Springs History and Heritage Day

### Building On Memories

Past days are recorded with hope for a future museum in Sulphur Springs.



Earl Glymph, 74, studies old photos of the area during the event. He and others are helping to create a future museum in Sulphur Springs.

By KATHY STEELE  
The Tampa Tribune

**SULPHUR SPRINGS** — When Interstate 275 tore through the neighborhood, the blacks-only Dillard Elementary School and several houses were moved out. "We had to relocate to Jackson Heights," Johnnie Barlow said.

That was in the 1970s and one of several times Barlow moved away from Sulphur Springs. She never stayed gone for long.

At age 54, Barlow is proud to be a longtime resident. Her church, New Bethel A.M.E., which she began attending at age 11, celebrated its 89th anniversary last weekend.

"Sulphur Springs is a pretty nice neighborhood," she said. She doesn't worry about its reputation for crime and drug

#### MAKING HISTORY

For information about the heritage project, contact USF assistant anthropology Professor Antoinette Jackson at (813) 974-4882 or [ajackson@cas.usf.edu](mailto:ajackson@cas.usf.edu) or Norma Robinson at (813) 974-2288 or [norma@sulphurspringsmuseum.org](mailto:norma@sulphurspringsmuseum.org).

deals: "I'm not afraid to go to Bible study late at night."

Those kinds of memories and loyalties are helping create an oral history of Sulphur Springs and Spring Hill. Barlow and others met Saturday at George Bartholomew North Tampa Community Center to help pre-

See SULPHUR SPRINGS, Page 4 ►  
Boundaries divided races.

communities and others with knowledge of the community's history. They would soon realize that all their efforts paid off.

Residents from the community such as Mr. Earl Glymph, Mr. Joel Barnum, Ms. Johnnie Barlow, Mr. Samuel Scoggins, and Mr. John Klay all shared a diversity of personal experiences about growing up in Spring Hill/Sulphur Springs. Their stories highlighted leisure activities, educational institutions, the importance of religion, and Tampa's period of segregation.



Former Spring Hill resident Joel Barnum provides feedback to student posters.

Front page of Tampa Tribune newspaper article about the event.

On February 24th, 2007, the North Tampa Community Center was buzzing with people of all ages eager to listen to and share stories about the history of the community with USF faculty and students and with each other. Everyone associated with the project worked hard to promote the event and make all who attended feel welcomed.

The Spring Hill and Sulphur Springs History & Heritage Day was an opportunity for graduate students to share the wealth of information they had collected throughout the year about Sulphur Springs/Spring Hill and gather additional information from people attending the event. A primary objective of the event was to learn as much as possible about the historically African American community of Spring Hill, which borders Sulphur Springs. Spring Hill has played a significant role in the history and heritage of Tampa, particularly Sulphur Springs, but has received considerably less attention in the public record. Dr. Jackson and her students wanted to attract as many people as possible, particularly long time community residents from the Sulphur Springs-Spring Hill

The Spring Hill and Sulphur Springs History and Heritage Day was well received by community residents and visitors from surrounding communities. It was a good start to what is considered the first of other such community heritage programs. The event drew media attention and was showcased in the Thursday, March 1, 2007 edition of the Tampa Tribune.



Community residents view student posters.



## USF Heritage Research Lab Hosts Guest Speakers

### *Fall 2006 Heritage Research Lab Guests*

**Mr. Earl Glymph** is a long time resident of the Spring Hill community. He was and continues to be one of the primary oral history partners and a Sulphur Springs community subject matter expert. He is a Deacon at the Spring Hill Missionary Baptist Church on Martin Luther King Boulevard.



**Mrs. Norma Jean Robinson** is a Sulphur Springs community resident and a member of the Sulphur Springs Museum Executive Board. Her goals for the Sulphur Springs Museum and Heritage Center are to educate people on “the springs” as an important natural resource and share the history of Josiah T. Richardson’s 1920s dream to build a recreational area in the Sulphur Springs community of Tampa.

### *Spring 2007 – Thursday afternoon Speaker Series*

**Dr. Steve Gluckman** is an archaeologist who is currently leading the historic preservation efforts for the Old Seminole Heights Neighborhood Association. He talked about his work in that community—specifically focusing on oral histories and tales of the early years in and around Seminole Heights. He also discussed his extensive Burgert Brothers photo database containing over 100 photos documenting the community’s history.



**Cheryl McCoy** is a biology, chemistry, and government research librarian for the Research Services & Collections office in the USF Tampa Library. She provided assistance in locating federal & state government, census, legal, and legislative information. She answered questions and provided tips on how to access tools and materials needed for doing historical research utilizing government documents.

**Andy Huse** is an Assistant Librarian in USF Special Collections. He generously shared his wealth of knowledge about Florida history (Tampa in particular), USF history, oral history, U.S. history, and USF's antebellum plantation house, Chinsegut Hill. He conducts interviews for the library's Oral History Program and acts a videographer and video editor for the program.



**Dr. Beverly Ward** is an Applied Anthropologist. Her research focuses on a variety of issues, including the social impacts of natural disasters, housing & transportation policies on women, persons with disabilities, and low-income and minority communities. She shared her depth of knowledge of geographic information systems (GIS) as a tool of research to assess the impacts of public policies on communities.



### *Summer 2007 Heritage REU Speakers*

**Angie Reagan**, is currently the Research Compliance Administrator for the Division of Research Integrity and Compliance in the Human Subjects Protection Program (IRB). She led an IRB training session that stressed the importance and necessity for IRB certification before conducting qualitative research with human participants.



**Larry Helios**, the associate director of the USF Library, led a library orientation for the Heritage REU Anthropology of American Culture class.

**James Welsh**, Director of Contemporary Literacies Integration, hosted multiple audio visual and multi-media workshop sessions at the USF Education Department’s FCIT laptop lounge—assisting students with data collection and presentation technology.

**Elizabeth L. Dunham** and her staff at the Tampa Bay History Center shared tips on doing archival research on Tampa communities. Elizabeth is the Director of Collections and Exhibitions at the museum.

## Summer Heritage Research Program a Success

The Summer 2007 Heritage REU was a collaborative between the Old Seminole Heights Neighborhood Association (OSHNA), the Sulphur Springs Museum Board, the USF Department of Anthropology Heritage Research Lab and the Office of Undergraduate Research. The USF heritage research experience for undergraduates (REU) program was directed by Dr. Jackson and funded by Dr. Naomi Yavneh and the Office of Undergraduate Research.

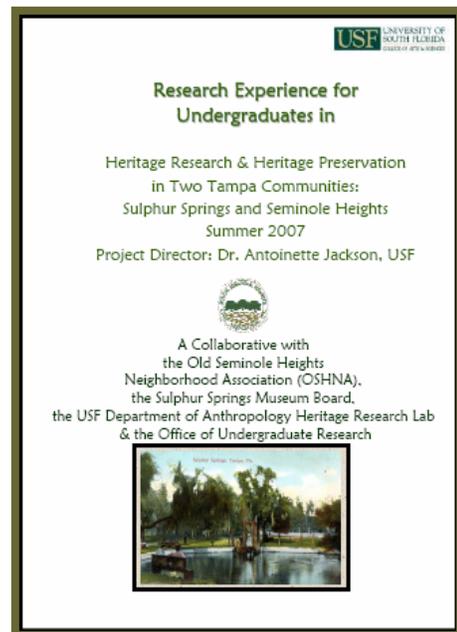
The Heritage REU focused on heritage research and preservation in two Tampa communities—Sulphur Springs and Seminole Heights. It gave undergraduate students a chance to: (a) participate in a 8 credit hour Summer A research program; (b) learn about American culture from an anthropological perspective; (c) earn \$500.00; and (d) gain qualitative research methods experience by participating in community heritage research and preservation projects.



**Heritage REU Summer 2007 Program**  
Back row, L to R: Dr. Jackson, Lauren Drakopoulos, Clayton Flotz, Sadiya Sassine, Muchapiwa Mazano. Front row, L to R: Michael Ross, Ja'Nay Armstrong, Mary Quintero  
Not pictured: Laine Grivna, Megan Harding.

The REU consisted of two courses and an applied research project. Dr. Jackson was the primary instructor for both courses, however the Qualitative Research Tools & Methods for Heritage Studies class also included lectures from **Dr. Susan Greenbaum**, **Dr. Jacqueline Messing**, and **Dr. Beverly Ward**. They taught undergraduates qualitative research techniques and shared information on how to best utilize research resources.

The program also featured an applied component, and students were assigned to work on either the Sulphur Springs/ Spring Hill Heritage Research Project or the Seminole Heights Heritage Research and Preservation Project. The projects were under the supervision of USF faculty and graduate student mentors and community experts. Students conducted interviews with residents, participated in community events, and spent time learning about their research sites through field trips, tours, trips to the library, and other activities.



### Sulphur Springs & Spring Hill Heritage Research Project Team

Undergraduate researchers **Ja'Nay Armstrong**, **Laine Grivna**, **Muchapiwa Mazano**, **Mary Quintero** and **Sadiya Sassine** concentrated on the following research areas, respectively: leisure activities from the 1930s–1950s; African-American owned and operated businesses in Spring Hill; school and education opportunities, specifically in relation to the “Brown Derby” elementary school and Middleton High School; and health care in and around Spring Hill. During the course of the program students forged close relationships with a number of Spring Hill residents and community elders, including long time

resident and renowned folk artist Taft Richardson.

PhD candidate and graduate student mentor for the Sulphur Springs team **Alisha Winn** knows how important heritage preservation is to a community and how useful qualitative methods are in doing so. She shared the following, “Whether it’s through archival work, or oral history projects, or gathering artifacts, it’s important to pass history on to the next generation.” From her perspective as mentor, she was also aware of the frustration and uncertainty of undergraduate students at the start of the project and was proud of the students’ growth. Winn went on to state that, “The beauty in being a mentor was being involved in a process where a student was growing and moving from one place to another.”



**Alisha Winn speaking at the North Tampa Community Center Heritage REU event.**

### **Seminole Heights Heritage Research & Preservation Project Team**

**Lauren Drakopoulos, Clayton Flotz, Megan Harding, and Michael Ross** focused on heritage research and preservation primarily in the Seminole Heights community’s Hampton Terrace neighborhood in collaboration with the Old Seminole Heights Neighborhood Association (OSHNA). This group of students directed their research into the following categories: religion and urban development; living space as an expression of lifestyle and social status; community group involvement in Seminole Heights; and earning a living in Seminole Heights.



Graduate student mentor **Courtney Spillane** (pictured above) tells what was expected from the students on the Seminole Heights Project, explaining that:

Students conducted research to aid in the nomination of the Hampton Terrace neighborhood to a local historic district. Each student was assigned one block along Henry Avenue in Hampton Terrace and participated in data collection activities as dictated by the Preservation Committee. And much like students on the Sulphur Springs team, they conducted archival research and collected oral histories from community elders and experts.

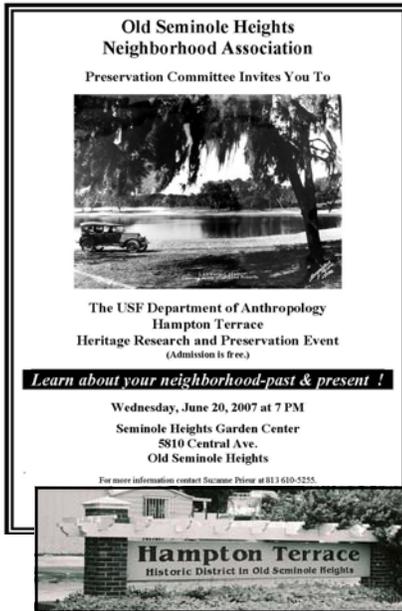
She also said, “they [the students] were really interested in the politics that were involved. So they went out and interviewed some residents who opposed the district, who supported it, and one of them interviewed the manager of the historic preservation department for the city of Tampa.”



**Dr. Jackson addresses residents at the Seminole Heights Garden Center**

## Heritage REU Students Present Research Findings

### The Hampton Terrace Heritage Research and Preservation Event



After six weeks of intense summer research, it was time for the undergrads to pass on the information they worked so hard to collect. On June 20th, 2007 the Seminole Heights' team addressed a full house of over 70 people at the Seminole Heights Garden Center. Amongst those in Tampa City

Councilwoman **Linda Saul-Sina** and **Fred Hearn**s. Residents munched on light refreshments as they listened to OSHNA president Randy Baron welcome the REU participants and speak about the importance of heritage preservation in his community.

Dr. Jackson took the floor after Randy and briefly explained the research project to the crowd. She introduced both research teams, and following a short video presentation from the Sulphur Springs group the Seminole Heights team began.



From L to R: M. Ross, L. Drakopoulos, C. Flotz and M. Harding presenting at the Seminole Heights Garden Center

A well-organized powerpoint presentation became the center of attention as Lauren, Clayton, Megan and Michael took turns explaining their respective research areas. Information presented was drawn from their final research papers entitled:

- *Religion and Urban Development: The Evolution of Seminole Heights* by Lauren Drakopoulos;
- “Making a Home”- *Living Space as an Expression of Lifestyle and Social Status* by Clayton Flotz;
- *Community Involvement in Seminole Heights* by Megan Harding; and
- *Heritage Preservation and Earning a Living in Seminole Heights* by Michael Ross.

Many of the Seminole Heights and Hampton Terrace residents were vocal when the students finished their presentation and a few sparse comments quickly turned into a lengthy and open ended discussion. Community residents were not shy about expressing their opinions and sharing stories about the way they remembered Seminole Heights. As the night went on, residents trickled out until the event came to a close. However, after the event officially ended, the Garden Center was filled with friendly conversation and endless congratulations.

### Sulphur Springs & Spring Hill Heritage Event

The next night, the North Tampa Community Center came alive with talks focused on the history and heritage of Sulphur Springs and Spring Hill. To start the program, Dr. Jackson thanked the residents for their continued cooperation with USF and described the project to everyone in attendance. Graduate student Alisha Winn spoke to the residents as well, presenting a power point complete with a Spring Hill overview, which the undergraduates would elaborate upon later in the evening.

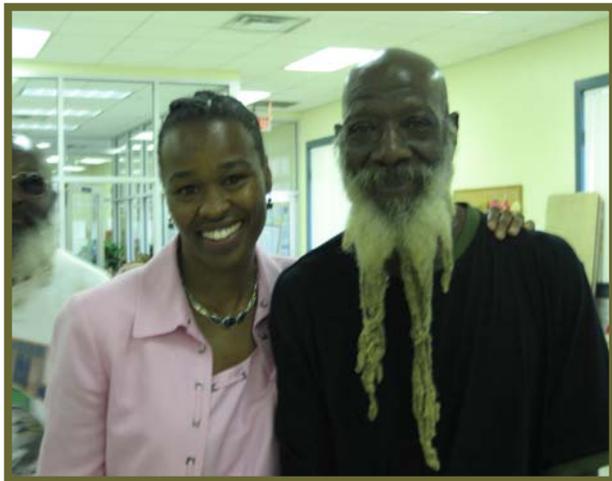
Residents young and old alike listened intently while the undergraduate researchers shared old facts and new revelations about the Sulphur Springs community and the Spring Hill neighborhood. Information shared was based on their final research papers entitled:

- *The Other Side of Leisure in Sulphur Springs* by Ja’Nay Armstrong;
- *“Pay it Forward”: A Springhill Tradition & The Ethnography of One of It’s Lifelong Residents* by Laine Grivna;
- *The Other Side of Sulphur Springs Businesses* by Muchapiwa Mazano;
- *The Quest for the “Brown Derby:” Sulphur Springs, a Different Lens* by Mary Quintero; and
- *Health Care Overview of Sulphur Springs* by Sadiya Sassine.

Occasionally, some older residents chimed in to add their thoughts, correct any misinformation, or reminisce about the past. Following the group presentation, undergraduate researcher Ja’Nay Armstrong played a short video clip she created as part of her final project for the program. The video will be edited and posted on the Heritage Lab website.



**The Bottom, a former recreation area for many Spring Hill community residents, stretched from Talliaferro Avenue at Yukon to Busch Boulevard.**



**Dr. Antoinette Jackson and Taft Richardson at Spring Hill community heritage event**

**Taft Richardson**, a celebrated artist and Spring Hill resident since childhood, wrapped up the event by showing a documentary about his artwork and the inspiration behind it. He also shared some words of wisdom; revealed his future plans for an art program at the center, and showed his appreciation for USF’s interest in preserving the heritage of Spring Hill. He adjourned the event by leading a silent prayer, but the center wasn’t silent for long. The event came to a close with lively chatter, firm handshakes and warm hugs.



**Harold Richardson, brother of local folk artist Taft Richardson, reads a USF student poster at heritage event**



**Muchapiwa Mazano talks with a Spring Hill resident at Heritage REU event**

## Society for Applied Anthropology (SfAA) Panel Presentations

In March 2007, graduate students Maressa Dixon, Arland Ndong, Juan Ruiz, and Alisha Winn, along with Dr. Bird, and Dr. Jackson presented papers at the Society for Applied Anthropology (SfAA) conference held in Tampa. **Dr. Bird** and Dr. Jackson Co-chaired a panel entitled: *Community Partnerships in Heritage Interpretation and Preservation: Challenges, Opportunities, and Processes*. The discussant was **Rhoda Halperin** of Montclair State University.

### *Panel Abstract*

In this panel participants will report on a variety of community-based projects in which anthropologists are working with community partners to document and preserve cultural heritage, whether for the purpose of cultural tourism, or community pride and identity. The presenters address the cultural heritage and sociocultural impact issues faced by anthropologists and other professionals engaged in working with community groups to develop and market heritage as a key cultural resource. The papers critically profile the wide range of issues, objectives, assumptions, and goals of the stakeholders and participants, who include researchers, community partners, students, and local officials and politicians. Our goal is to contribute to the overall advancement of knowledge about the significance of heritage studies from an applied anthropological perspective.

### **The following papers were presented:**

BIRD, S. Elizabeth (University of South Florida)

Title: *Applied visual anthropology, community partnership, and heritage interpretation.*

[KEYWORDS: visual anthropology, oral history, museums, community]

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DIXON, Maressa and NGUEMA NDONG, Arland (University of South Florida)

Title: *Publishing a Multicultural Guide: Marketing Heritage in Tampa Bay*

[KEYWORDS: marketing, heritage, tourism]

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JACKSON, Antoinette (University of South Florida)

Title: *Changing Ideas about Heritage and Heritage Management in Historically Segregated Communities*

[KEYWORDS: Heritage management; race; tourism]

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RUIZ, Juan G. (University of South Florida)

Title: *Value and Impact of Oral Histories in Sulphur Springs, Tampa*

[KEYWORDS: Oral history, museum, community]

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WINN, Alisha R. (University of South Florida)

Title: *Heritage Preservation through a Neighborhood Museum: Engaging Youth and Community through an Oral History Project*

[KEYWORDS: museum, youth, community]

## Meet the Graduate Students!

Prepare to get up close and personal with a few of the graduate students mentioned in this issue of *The Heritage Researcher*. Their dedication to historic preservation and interest in heritage on a community level is evident in their research undertakings, mentorship activities, and commitment to advancing USF Heritage Research Lab initiatives.



**Alisha Winn** earned a Bachelor's Degree in Sociology from Bethune Cookman University. She completed a second B.A. from Florida Atlantic University in Anthropology and holds an M.A. in Anthropology from Georgia State University. She is currently a doctoral candidate in the Applied Anthropology program at USF. Alisha is interested in issues faced by America's working class families and the impact that learning Black history from community elders instead of textbooks has on youth. She plans to finish her PhD over the next couple of years and is interested in securing a teaching position at a college or university. Alisha also

hopes to initiate a historic preservation project in her hometown and to stay connected with her community through youth or heritage preservation projects.

*Alisha is Dr. Jackson's Graduate Assistant and she was the lead graduate student mentor on the Sulphur Springs team for this summer's Heritage REU program.*



**Juan Ruiz** completed his undergraduate degree in Anthropology from Georgia State University and is currently working on a Masters Degree in Applied Anthropology at USF. He is focusing on his work with The Community Land Trust, a nonprofit organization interested in solutions for affordable housing. Juan plans to relocate to the Western United States to do research for his thesis. Over the next two to three years his goals are to finish his classes for his Masters; complete his thesis; and start the Anthropology PhD program. He would like to work for a non profit organization or have a career in teaching.

*Juan was enrolled in the "Issues in Heritage Tourism" course, a participant in the Sulphur Springs Community Heritage Management Project, and a graduate student mentor for this summer's Heritage REU program.*



**Courtney Spillane** has a B.A. in Anthropology from the University of California, Irvine. She is pursuing a Masters Degree in Applied Anthropology from USF with a cultural anthropology concentration. Courtney did her internship with the Old Seminole Heights Preservation Committee—collecting archival data for the Seminole Heights area and analyzing city directories, census data, and historical photographs. Simultaneously, she is collecting data for her thesis, which will be a comparative analysis of the meaning of and approach to heritage preservation in the Old Seminole

*"I think Dr. Jackson is setting a trend for what needs to be done in other communities."*

*-Alisha Winn*

*"I would encourage any student to work with the heritage research program...you have to understand the past to understand the future."*

*-Juan Ruiz*

*The summer project, that was a good experience...I feel like the undergraduate students that were involved with it got a lot out of it and learned a lot..."*

*-Courtney Spillane*

*"I became involved as a grad student who was eager to learn."  
- Arland Ndong*

*"There are two things I like about them [the heritage programs]. One is that they build on each other...they're also interconnected, and that gives them a lot of their strength."  
- Richard Estabrook*

*"I was definitely excited to see the results, especially since I had family connections and I lived in Seminole Heights."  
Penny Carlton, MFA,  
Research Advisor  
UR USR Office of Undergraduate Research*

Heights and Sulphur Springs communities. She plans to finish her thesis paper in the Fall in order to graduate in December 2007. In January, she will be searching for a job that will allow her to do the same kind of research she's doing now.

*Courtney was enrolled in the "Issues in Heritage Tourism" course, a participant in the Sulphur Springs Community Heritage Management Project, and a mentor for the Seminole Heights team for this summer's Heritage REU program. Dr. Jackson in her thesis advisor.*



**Arland Ndong** received a B.A. in American History and Civilization from Omar Bongo University in Libreville, Gabon. He also holds an M.A. in American History and Civilization from the University of Paris. Currently, he is first year PhD student of Applied Anthropology at USF. He is interested in minority and affirmative action issues, higher education disparities, and the One Florida Initiative. He is looking forward to PhD coursework and participating in projects which will help him understand cultural issues in the United States. In the future Arland hopes to be involved in more heritage preservation projects and completing coursework towards his doctorate degree.

*Arland was enrolled in the "Issues in Heritage Tourism" course in Fall 2006 and participated in the Multicultural Guide Project.*



**Richard Estabrook** is currently the regional director of the Florida Public Archaeology Network (FPAN) and is pursuing a PhD in Applied Anthropology from USF. He received a B.A. in Anthropology from SUNY at Stony Brook University. He also holds an M.A. in Applied Anthropology and a Graduate Certificate in Geographic Information Systems (GIS), both from USF. His interests lie in using GIS to map both geographic and social spaces in communities. He looks forward to GIS and social mapping synchronization and digitizing Sanborn fire insurance and aerial maps for public use. Richard also wants to give back to

the Spring Hill and Sulphur Springs communities by using archaeology to identify original historic buildings in Spring Hill prior to I-75 construction and to collect artifacts, pictures, and stories about them.

*Richard was enrolled in the "Issues in Heritage Tourism" course in Fall 2006. This summer he used GIS to map the Sulphur Springs and Spring Hill communities for the REU. He also collaborated with undergraduates to create posters for community heritage events in February and June.*

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### The Other Side of Leisure in Sulphur Springs

Excerpts from a paper by Ja'Nay Armstrong  
Prepared for 2007 Summer Heritage REU



Ja'Nay Armstrong

This research paper is the result of a six week Heritage Research Experience for Undergraduates program at the University of South Florida. My area of study focused on a predominantly African American neighborhood of Sulphur Springs known as Spring Hill. Specifically, I was interested in ways in which leisure time was spent in the black community of Spring Hill over time. I sought not only to compile a short list of popular activities in the Spring Hill community from the 1930s - 1950s, but also to include the experiences of people who were not allowed to patronize the attractions that Sulphur Springs was so famous for. I will be using pseudonyms for my informants (indicated by an "\*" in this paper).

My discovery of leisure in Spring Hill began on a slightly breezy May afternoon at Rowlett Park in Tampa, Florida. Upon returning from a rushed community tour up and down the five main streets of Spring Hill, I felt less than acquainted with the area I'd soon grow to admire. As I stepped from the back seat of a compact car and gathered my things, my eyes focused on three older men sitting under an open gazebo. In an instant, the mind that had so meticulously developed the questions it craved answers to, became a nervous and scatterbrained mess. As I walked closer and closer to the men that *were* Spring Hill, I struggled to regroup before my foot hit the edge of the gazebo floor. I reached the entrance of the gazebo, ducking under an invisible doorframe and attempting to remain as discreet as possible among a crowd of few. When I took my seat, opening my field notebook and attempting to look occupied, I couldn't help but feel the inquisitive and commanding yet reassuring stares from the community elders before us. A series of cool breezes and a symphony of people and animal noises surrounded our meeting place as pleasantries were exchanged. To say that I was intimidated is an understatement, but when I peered into the eyes of grey bearded Jonas Taylor\*, the medley of warmth and wisdom I saw in his glance assured me that I was in the right place.

To begin, a brief history lesson concerning the development of Sulphur Springs as a vacation and recreation spot is necessary when examining a topic that is so central to the community's legacy. In 1906, real estate promoter Josiah Richardson purchased Sulphur Springs from John Mills (Spillane 2007), who had already begun to commercialize the area. Richardson was primarily responsible for transforming Sulphur Springs into the phenomenon it was in its heyday, building a gazebo, bathhouse, slide, alligator farm and water tower along with the existing and wildly popular Sulphur Springs Pool. In 1925 he constructed what is accepted as the first shopping mall in the nation, the Sulphur Springs Hotel and Arcade (Mormino & Pizzo 1983). It is extremely important to note that although Sulphur Springs was a popular recreation spot for tourists in the 1920s, the facilities were explicitly off limits to African Americans. The rules were no different for the nearby Spring Hill residents.

In spite of their less than favorable situation, Spring Hill's youngsters developed ingenious ways to spend their precious time. Some of them used to "pill around," as Jonas Taylor would say, in a sort of jungle valley affectionately known as *the Bottom*. The Bottom, in all its heavily forested glory, was a favorite play spot for many generations of Spring Hill kids. The wealth of information I received about *the Bottom* came from community elders from two different generations. The younger of the two, a Mr. Marcus Jackson\*, unknowingly answered a burning question I had about the meaning behind the Bottom's name. Nearly at the end of a short community tour he was leading, he suggested that the Sulphur Springs group pull over to the side of Taliaferro Avenue and pile out of our non air-conditioned USF van. As we filed out of the muggy van, he pointed to the wooded area and stated that "the reason that they call it The Bottom is 'cause this street actually goes down, then back up. So The Bottom was actually like the trench area". [Marcus Jackson conversation with author, June 5, 2007].

Note: The complete text of Ja'Nay's paper and those of other REU participants will soon be posted on the Heritage Lab website and stored at the USF library.

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