Purpose

To provide a brief overview of the NHMU program to attendees who may have missed it, and to provide clarification and concrete direction on timeline and immediate next steps.
The Natural History Museum of Utah’s home, the Rio Tinto Center
Project Overview
Natural History Markers of Utah Program

The Natural History Markers of Utah program is a statewide initiative to promote science education and engagement through the installation and promotion of permanent, commemorative markers at or near iconic locations statewide — one in every county.

Our hope is to work with tourism and community partners throughout the state to tell each county’s ‘Uniquely Utah’ story through its remarkable natural history.

A print and digital passport program will raise awareness of these extraordinary

Markers will be placed at iconic locations in each of Utah’s 29 counties
LOCATIONS: at site or elsewhere? YOU decide.

BOX ELDER Site: Promontory Caves
CARBON Site: Nine Mile Canyon
EMERY Site: Fossil Point
GRAND Site: Museum of Moab
JUAB Site: Fish Spring
KANE Site: Big Water
RICH Site: Woodruff Bison Jump
SAN JUAN Site: Utah’s First Dino
SUMMIT Site: Ice Age Vertebrate Fossil
SEVIER Site: Fremont
UINTAH Site: Dinosaur National Monument
WASATCH Site: Homestead Crater
The Obvious Questions (and answers)

▶ Are you asking for money? NO!
▶ Are you going to try and tell me or my boss what to do? NO WAY!
▶ Do you have locations in mind? YES!
▶ Do you have clear and reasonable requests for our participation? YES!
To Dos:

BY 2/14: Obtain necessary approvals from leadership

BY 2/21: Choose location for your marker and provide coordinates

BY 2/28: Schedule a visit from Beth in March

BY 3/13: Begin finalizing partnership and promo plan

BY 3/31: Identify and provide introduction to marker installer or team
Preferred Design

Based on input gathered at the design charrette and in other venues, NHMU has worked with OC Tanner and project partners to develop a concept inspired by the classic US Geological Survey cast bronze benchmark markers.

Current Design Concept

› Markers will be made of a durable metal (or metals). USGS markers are often aluminum, brass or bronze.
› Markers will be installed in the ground using concrete to keep them in place.
› Markers will be easily installed by local crews using readily available equipment and materials.
› Text should be readable by an average person bending down above the marker. (Viewable while standing would be awesome.)
› Marker size will be larger than USGS markers — perhaps 8”.
› Markers will include:
  › Museum name: Natural History Museum of Utah
  › Year placed: 2020
  › Program name: Natural History Markers of Utah
  › URL for more info: nhmu.utah.edu/[countyname]
  › The name of the natural history spot being commemorated
Preferred Direction (continued)

NHMU will create a printed passport and leverage digital technology to advance gamification goals and add incentive elements — perhaps using Geocaching as a comparable.

We envision smaller, collectible versions of each marker could be made available for sale at the NHMU Store and in county tourism bureaus.
Using the USGS markers as a guide, NHMU markers will be embedded in the ground and mounted in concrete.
Project Partners

NHMU’s Commemorative Marker project will be created with the help of partners, supporters, and stakeholders statewide.

To date, the project has benefited from support and advice from many individuals and organizations including:

O.C. Tanner
Susan E. & Stephen G. Denkers Foundation
Utah Office of Tourism
Utah Association of Counties
Utah State Library Division
Utah Symphony
Utah Opera
Willard L. Eccles Foundation
Zions Bank
Project Timeline

September 10  
Design Charrette

November 5  
Review schematic designs with O.C. Tanner

November 14 & 15  
Presentation of detailed project overview at the Utah Association Counties Annual Meeting in St. George
  ▶ Partner recognition
  ▶ Schematic drawing of marker
  ▶ Map of potential locations
  ▶ Passport concept
  ▶ Timeline

December

January-February  
Design review and feedback
  Official Project kick-off — NHMU 50th Anniversary joint proclamation during Legislative Session

February-March  
Marker fabrication

April 2020

May 13-15 2020  
Marker and installation details to county public works / lands staff

May 25, 2020  
State Library Conference to kick off local library partnership

Summer 2020

Memorial Day Summer travel season and program PR launch

LAUNCH!
For additional information

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