



Project Management Visitor Center Project



US Army Corps of Engineers Jacksonville District

Jacksonville District's area of responsibility encompasses the state of Florida and the Caribbean. Providing planning, engineering, construction and operations products and services to meet the needs of the Armed Forces and the nation.

The Challenge

Multi Media Marketing Associates, Inc., was selected by the U.S. Army Corps of Engineers (USACE) to remodel two Visitor Centers along the Okeechobee Waterway. From concept to development, Multi Media was tasked to provide project management, audiovisuals, multimedia, interpretive signs, exhibit planning, design, fabrication, installation and personnel training for exhibit elements.

Photo: View of original entrance
of W.P. Franklin Visitor Center



Work

Multi Media provided and/or managed all the services needed to fulfill the project requirements including labor, materials, equipment, travel, video production, photography, graphic design, web development, exhibit planning, construction, and signage. Our project management included coordination of all construction, quality control, on-site meetings, reviews, all phases of multimedia and design work, and exhibit planning.

To fabricate and install the exhibits Multi Media partnered with a local theming company. Multi Media produced eight (8) educational videos for this project. Five (5) of the videos were produced using testimonials for an adult audience and the remaining three (3) videos were produced for the Visitor Center

exhibits which were developed for families with school-aged children. The production crew traveled to multiple locations across Florida to capture aerial footage, scenic b-roll, and various interviews across a multidisciplinary team of Corps employees and volunteers.

The editing process included the incorporation of a professional voice over narration, on-camera talent, graphic design, illustrations, 2D animation, a detailed 3D animation of a lock and spillway, and digital special effects. These elements were brought to life in Multi Media's state-of-the-art HD editing studio and 1,200 square foot green screen production studio.



www.owwvisitorcenters.com

Multi Media also designed and developed a user-friendly website promoting the visitor centers and other local recreational opportunities provided by the Corps.

The Results

Multi Media delivered a compelling visitor space in just over a year that merged advanced media solutions and creative design. The remodeled Visitor Centers now feature interactive hands-on exhibits in discovery zones strategically focused on communicating key messages to families. Since reopening, the Visitor Centers have attracted more visitors and continue to receive outstanding reviews.

The project is the recipient of the national 2011 American Recreation Coalition Beacon Award.

