



City of Opelousas Tourism Department

Certified Local Government Grant (CLG) Quarterly Progress Report

This Progress Report covers the 2021 State Certified Local Government grant funding to the City of Opelousas Tourism and Opelousas Main Street.

Project Name: Le Vieux Village Heritage Park and Local History	21-HP-15
Reporting Period:	July-August 2022 (Final)
Grant Number:	P21AF11021
Recipient organization (name and complete address):	City of Opelousas, 105 N. Main Street Opelousas, LA 70570
Project URL:	Cityofopelousas.com
Name and title of Project Director:	Tourism Director Melanie Lee-Lebouef, City of Opelousas
Telephone (area code, number, extension):	337-948-5227
Email address:	tourism@cityofopelousas.com

Signature of Project Director:

Date: 9-5-22

Project Summary:

The City of Opelousas has the overall goal of providing our citizens with public knowledge related to historic preservation. The project, organized by Opelousas Tourism and Opelousas Main Street, features an updated website that continually improves access to public services and information for residents and visitors. With the help of State Certified Local Government, our organization has successfully benefited from the project with an updated, service-focused website that is user-friendly and contains many contemporary features, such as a responsive design and new capabilities centered on historic preservation. In addition, Kalaco Solutions, an Opelousas-based online marketing agency specializing in web design and management, has organized and redesigned the City of Opelousas' website. Logo work and some of the project photos were also provided by Page 50 Marketing agency.

Activities:

Activities Proposed in the Application	Activities Completed during the grant period
Conduct research, provide technical writing and translation, production and installation of Interpretive markers at Le Vieux Village Park	
Photograph exterior of Le Vieux Village to create a 360 virtual tour	-Developed a virtual tour as a method to promote historic preservation/ Le Vieux Village History https://www.cityofopelousas.com/attractions/museums-exhibits-displays/le-vieux-village-heritage-park-museum/ -Linked 360 photos to city website
Design 13 marker signs with QR code for French language translation and links to online description	https://www.cityofopelousas.com/attractions/museums-exhibits-displays/le-vieux-village-heritage-park-museum/
Promotions/social media	Created press release with grantor acknowledgement, community stakeholders and public officials. Press release was also posted on city website.

Final Grant Report

With the use of grant funds, we were able to produce 16 signs for Le Vieux Village Historic attraction in Opelousas. Our original proposal included approximately 13 signs; however, we were able to create additional ones. The new signage also includes QR codes which allow

visitors to use mobile devices to view additional historic content about the buildings and structures as well as view the content in French. The markers replace the worn-out signage installed some 13 years ago. In addition, funds were used to develop a virtual 360 tour for exterior and interior sites within Le Vieux Village. The virtual 360 features 12 points for viewing and include hyperactive links at each viewing point which lead back to additional information on history related to each building. The virtual tour will be used for online education and promotion.

Project work

For this project, we conducted and relied on research, technical writing, translation, and production for the markers for Le Vieux Village. Eighteen (19) markers were produced which included ones for (1) the Venus House, (2) early rural doctor's office, (3) Victorian Home (now the Opelousas Tourist Center), (4) La Chapelle French Creole house, (5) Andrepont General Store, (6) Louisiana Orphan Train Museum, (7) 1911 Louisiana schoolhouse, (8) 1948 gothic chapel, (9) early 1900's outhouse, (10) Mary Jane Steam Train Engine, (11) Acadian House/Pigeonairre, (12-13) Le Vieux Village overview sign (2), (14-15) map of Le Vieux Village (2), (16) Myrtle Grove Cemetery, (17) JS Clark Memorial Walkway, (18) Macland Plantation Bell and (19) Orphan Train Depot

Seventeen markers were printed out in 12x18 inches in size and two markers were printed 18x20 inches in size. The signage was purchased locally through Andrepont Printing. The business used durable high pressure laminate material. The markers feature history of the site, village logo, and QR code for French language translation. Eight (8) of the outdoor signs include a credit line for the grantor agency. Additional hardware and wooden posts were purchased for the additional signs.

A local writer/historian assisted with research and sign content. A consultant was hired to translate the content into French. (Link to French Translation <https://www.cityofopelousas.com/attractions/museums-exhibits-displays/le-vieux-village-heritage-park-museum/>)

This project was carried out and supervised by Tourism Director and Main Street Manager Melanie Lee-Lebouef. She was assisted by Tyler Williams and Greta Fontenot. The final products were reviewed by members of the Historic District Commission and Opelousas Main Street.

A marketing firm (Kalaco Solutions) created the QR codes for the markers and linked the code to the tourism and city website. This allows the content to be viewed in French.

Another marketing firm (Page 50) created a 360 virtual tour of the exterior of the village where it has also been placed on the website in the Le Vieux Village site page. The 360 photo shots included:

Photo 1: Interior of the Andrepont General Store

Photo 2: Interior of Venus House: Central Room

Photo 3: Interior shot of Venus House: Bedroom

Photo 4: Interior shot of Zydeco Exhibit room (Jarrell House)

Photo 5: Interior shot of the Palmetto Methodist Church

Photo 6: Interior shot of the Orphan Train Museum

Photo 7: Shot of J.S. Clark Memorial Walkway

Photo 8: Intersection of the Venus House, Doctor's Office, and Acadian House

Photo 9: Front shot of the Jarrell House (Tourist Information Center) – Have to rotate the picture to see the building

Photo 10: Front of the Palmetto Methodist Church – Have to rotate the picture to see the building

Photo 11: Front shot of the Orphan Train Museum (Old Union Pacific Depot) – Good front view of the museum. The sun might have blocked the

Photo 12: Front shot of the Andrepont General Store – Has a glare that obstructed the path toward the La Chappelle House and Venus House

To view photos and sign content visit www.cityofopelousas.com

The overall project will help visitors navigate their way through the historic village providing them with a better experience, bring awareness to one of the city's historic attractions, showcase local culture and architecture and strengthen educational and preservation efforts related to local early rural life in St. Landry Parish.