

BEACHES MUSEUM

CONCEPTUAL DESIGN & SOLUTIONS

JUNE 2, 2025

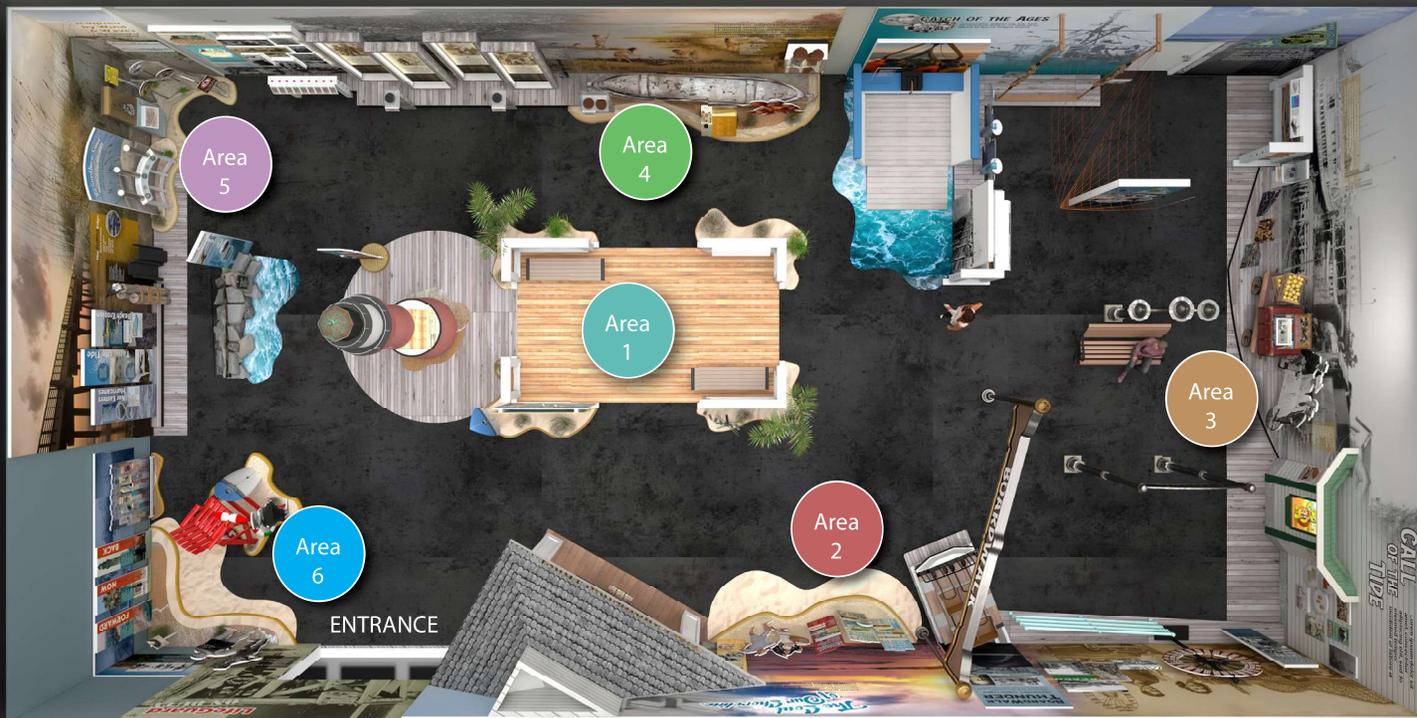
All visual representations, designs, pricing and recommendations contained in this proposal are the intellectual property of Exhibit Concepts, Inc. Any reproduction in part or as a whole without the prior written permission of Exhibit Concepts, Inc. is prohibited. © 2025 Exhibit Concepts, Inc.



Beaches Museum: A Beacon For A Legacy Worth Preserving

The Beaches Museum is more than a collection of artifacts—it is the heartbeat of Jacksonville’s coastal legacy, ensuring that the stories, traditions, and resilience of this shoreline remain alive for generations to come. As the bridge from past to present, we inspire a sense of place, fostering a deep connection between history, culture, and the community itself. Through immersive exhibits, bold storytelling, and interactive experiences, we preserve and share the distinct history of the Beaches area, honoring the pioneers, fishermen, lifeguards, and stewards who shaped its identity. But preservation is only the beginning—future stewardship depends on those who believe in protecting this heritage, keeping its lessons vibrant and its legacy unshaken. Your support ensures that Jacksonville’s coastline remains more than a memory—it remains a living, breathing testament to the power of place.





BEACHES MUSEUM | CONCEPTUAL DESIGN

PLAN VIEW - FLOW PLAN

Area 1 Greetings From Beaches: Welcome & Entrance

- Entry & Mission
- Overview

Area 2 The Soul Of Our Shoreline

- Lifestyle & Cuisine
- Beach & Community
- One Island, Many Identities

Area 3 Call Of The Tides: What Brought Us Here?

- Planes, Trains, & Ships
- Rails & Industry
- Marine Travel & Fishing Industry

Area 4 A Life Anchored By The Waves

- Key Timeline
- Natives, Pioneers & Legends

Area 5 Crafted By Waves & Time: Our Beaches Shape

- Natural Effects
- Man-Made Structures
- Beach Preservation

Area 6 Tides of Tomorrow : Our Beaches Future

- Retrospective of Time
- Lifeguards History / Community Efforts
- Call to Action

BIRDSEYE VIEW 1



BIRDSEYE VIEW 2



ENTRY VIEW



AREA 1

GREETINGS FROM THE BEACH



AREA 1

GREETINGS FROM THE BEACH





Greetings from the Beach!

Before you even step inside, the museum welcomes you with the sights of the coast.

A seaside dock-inspired entryway sets the stage—wooden planks beneath your feet, native dunes framing the space, and a gentle nod to the flora and fauna that make the shoreline so alive. It’s an invitation to explore the rhythms of the ocean before diving into its stories.

At the heart of the exhibit stands a working lighthouse beacon, shining as a symbol of guidance and history. A touchscreen portal invites visitors to delve into the mysteries of the coast—unraveling the legacy of the Mayport Lighthouse, navigating Jacksonville’s evolving shores, and discovering the hidden depths of the museum’s collection.

Young explorers can build their own lighthouse, hands-on, stacking pieces to construct their own beacon while learning about the real ones that have safeguarded sailors for generations. Just beyond, a flip-panel interactive decodes the language of beach flags—revealing the vital signs that keep visitors safe along the shore.

This is an immersive step into coastal culture—where history meets discovery, and where the tide forever calls us back.

BEACHES
museum

AREA 2

THE SOUL OF OUR SHORELINE

The Soul of Our Shoreline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Once Upon A Shore ...

The legacy and spirit of our beaches



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Where Waters Welcomed

The Green Book & Black Beach Retreats



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Tides of Tradition

What makes a beach and city unique?



NEPILINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Seaside Style

When Modesty Met the Shore



When Modesty Met the Shore



When Modesty Met the Shore



The Continental Hotel

LifeGuard

FRONT DESK



LifeGuard









The Soul of the Shoreline

Step up to the grand front desk of history, where Shelly the Sea Turtle, a cheerful guardian of the past, welcomes guests to a time when beachside retreats defined luxury and adventure. With a ring of the interactive desk bell, the golden age of the shoreline unfolds—where travelers arrived in elegance, communities thrived, and the pulse of the ocean set life’s rhythm.

Vibrant graphics and immersive plinths highlight early 1900s beach fashion, evolving alongside shifting sands. The exhibit transforms into a seaside dock, evoking the nostalgia of boardwalks past, framed by native flora and fauna that have drawn generations to the shore.

The Boardwalk Legacy

Step onto the wooden planks of nostalgia—where waves crashed, laughter echoed, and the thrill of the ride defined summers by the sea. A towering Boardwalk sign welcomes guests into Jacksonville Beach’s legendary past.

At its heart, a coaster car replica pays homage to the Beach Coaster, alongside vintage prize wheels and historic signage, celebrating the vibrant entertainment that has shaped Jacksonville’s coast for generations.

BEACHES
museum



AREA 3

CALL OF THE TIDE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



AREA 3

CALL OF THE TIDE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum se ultrices gravida. Risus viverra maecenas

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan id est facilisis.





Call of the Tide: Journeys to the Shore

The shoreline has always beckoned—calling travelers, shaping commerce, and forging connections between people and place.

Arriving by train or steamer, each journey carried its own story of adventure and transformation. At the heart of the experience, Shelly the Sea Turtle returns as a helpful conductor, guiding visitors through an interactive train station touchscreen, where steam engines roar to life and paddlewheel ships glide through coastal waters.

The setting pulses with anticipation—a voyage about to begin. Period-style signage evokes the excitement of travelers eager to reach the shore. Railroads were more than pathways to leisure; they powered industry, transporting timber, coal, phosphates, and golden citrus across Florida, fueling expansion and forever tying the coastline to those drawn to its waters.

This is more than a glimpse into history—it's an invitation to feel the movement, the connection, and the eternal call of the tide.

BEACHES
museum

AREA 3

CALL OF THE TIDE -
CATCH OF THE AGES



AREA 3

CALL OF THE TIDE -
CATCH OF THE AGES

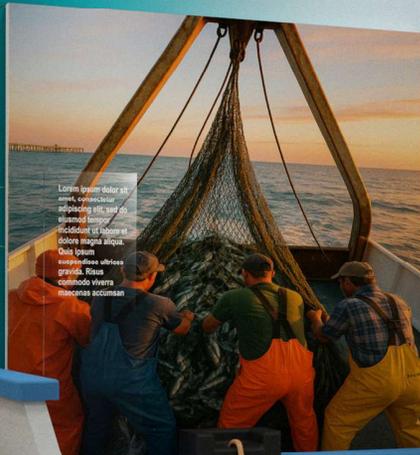


AREA 3

CALL OF THE TIDE -
CATCH OF THE AGES

CATCH OF THE AGES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





Call of the Tide – Catch of the Ages

Jacksonville’s waters tell a story—one of resilience, dedication, and lives shaped by the rhythm of the sea. From tireless fishermen casting nets at dawn to the Navy WAVES carving their place in history, every wave carries echoes of those who built this community.

This exhibit immerses visitors in the soul of Jacksonville’s maritime heritage, showcasing the fishing and shrimping industry, the enduring spirit of those who worked the waters, and the deep-rooted tradition of sport fishing. Bold graphics, overhead fishing nets, thick ropes, and authentic dead eyes surround guests, transforming history into a tangible experience. The touch rail of shrimp and pogeys brings visitors closer to the textures of the seafood that has sustained this region for generations.

At its heart, the interactive shrimp boat display lets guests pull in a net, experiencing the perseverance required to bring in the daily catch. The SS Gulfamerica scale model stands as a reminder of Jacksonville’s maritime past. This is more than history—it’s a promise to preserve the legacy of a coastline and the voices that rise with the tide.

BEACHES
museum



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut





SUMMER SOLDIERS

1776



The term comes from Thomas Paine's *The American Crisis*, written during the American Revolution, referring to those who supported the cause only in favorable conditions.

SPANISH GRANTS

16th century--
19th century



Spain issued land grants to settlers and military personnel, shaping Florida's colonial development.

MENORCAN MIGRATION

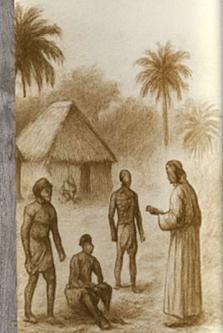
1768-- late 18th cent.



A group of Menorcans, along with other Mediterranean settlers, arrived in Florida as indentured servants under Dr. Andrew Turnbull. Many later sought refuge in St. Augustine.

MOCAMA

Pre-16th century
-- 18th century



The Mocama people, a much speaking group, arrived in Florida from the Atlantic coast of Europe.

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan

Tides of Time

AREA 4

ANCHORED BY THE WAVES



PIONEERS & LEGENDS
HISTORY OF JACKSONVILLE

Interactive display with a search bar and a button labeled "LINCIGN".



SUMMER SOLDIERS
1776

Other panels include "SPANISH GRANTS" and "AN ON".



Informational stand with multiple text panels and rope railings.





Anchored by the Waves

The past is carried by the tides, etched into the land, held in the hands of those who came before.

This exhibit honors the Mocama tribes and early pioneers, whose legacies shaped Jacksonville's shores. Visitors step into history through an illuminated vitrine, showcasing a dugout canoe and ancient artifacts that speak to craftsmanship and survival. The updated Mocama language board preserves voices of the past, complemented by vitrines holding relics of those who first built upon this land.

A boldly lit timeline guides guests through this evolving story, while wood and weathered textures tie the experience to the coastal theme. An interactive touch rail brings history to life—illuminating portraits and sharing the voices of Jacksonville's pioneers.

For those seeking a deeper dive, an updatable touchscreen interactive ensures these legends remain vibrant, their stories rising and falling with the tide.

Through your support, these voices endure—woven into every vitrine, every panel, and every artifact that whispers of a life once lived.

BEACHES
museum





North Eastern Hurricanes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Tame the Tide

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Beach Erosion

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Coastal Erosion

The fading Edge

Beach Erosion

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

The Secret Life of Sand

WHAT'S BENEATH YOUR FEET?

Sculpted by Wind & Waves

The Science of Sand Dunes

SHORE STRONG

protect the coastline

Jetty

dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Bar Pilots

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





Crafted by Waves and Time

The coastline is both sculptor and subject—shaped by wind, tide, and the hands that seek to preserve it.

This exhibit explores the delicate balance between nature's artistry and human efforts to safeguard its beauty. The dunes, ever-shifting yet essential, provide sanctuary for sea turtles, terns, beach mice, and more. A cutaway sea turtle nest offers an intimate glimpse into this fragile ecosystem, while scenic layouts showcase native flora, fauna, and protective signage.

Beyond the dunes, visitors discover the secret of sand, examining grains from three distinct beaches through a reader rail with magnifiers. The exhibit also highlights man-made coastal defenses—jetties, seawalls, and rock formations—standing against the ocean's pull.

Bold, impactful graphics unite these elements, ensuring Jacksonville's coastline is not just remembered, but understood and preserved.

With your support, these lessons remain—not just echoes of the past, but vital knowledge for the future.

BEACHES
museum



Lorem ipsum do
sit amet,
consectetur
adipiscing elit, sed
do eiusmod
tempor incididunt

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do
tempor incididunt
ut labore et
dolore magna aliqua. Quis
ipsum esse optima
utroque gravida. Risus
commodo viverra
maecenas accumsan
locus vel facilisis.

Defend The Beaches

- Beaches
- Wildlife
- History
- Community
- Our Traditions

AREA 6

TIDES OF TOMORROW

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit, sed
do eiusmod
tempor incididunt





Tides of Tomorrow

Just as lifeguards protect lives, visitors are called to protect history and safeguard Jacksonville's coastal future.

Lifeguards stand at the edge of tradition and responsibility, their vigilance extending beyond the waves. This exhibit honors their legacy, tying their role to a greater duty—preserving the identity of Jacksonville's beaches.

At its heart, a historic lifeguard chair offers a photo opportunity, placing visitors in the shoes of those who watched over the shore. Period lifeguard cutouts bring the past to life, reinforcing the generations who have carried this responsibility forward. The interactive flip board, "Defend the Beach," challenges guests to take action, connecting them to ongoing efforts that protect the coastline from erosion, environmental threats, and the loss of cultural landmarks.

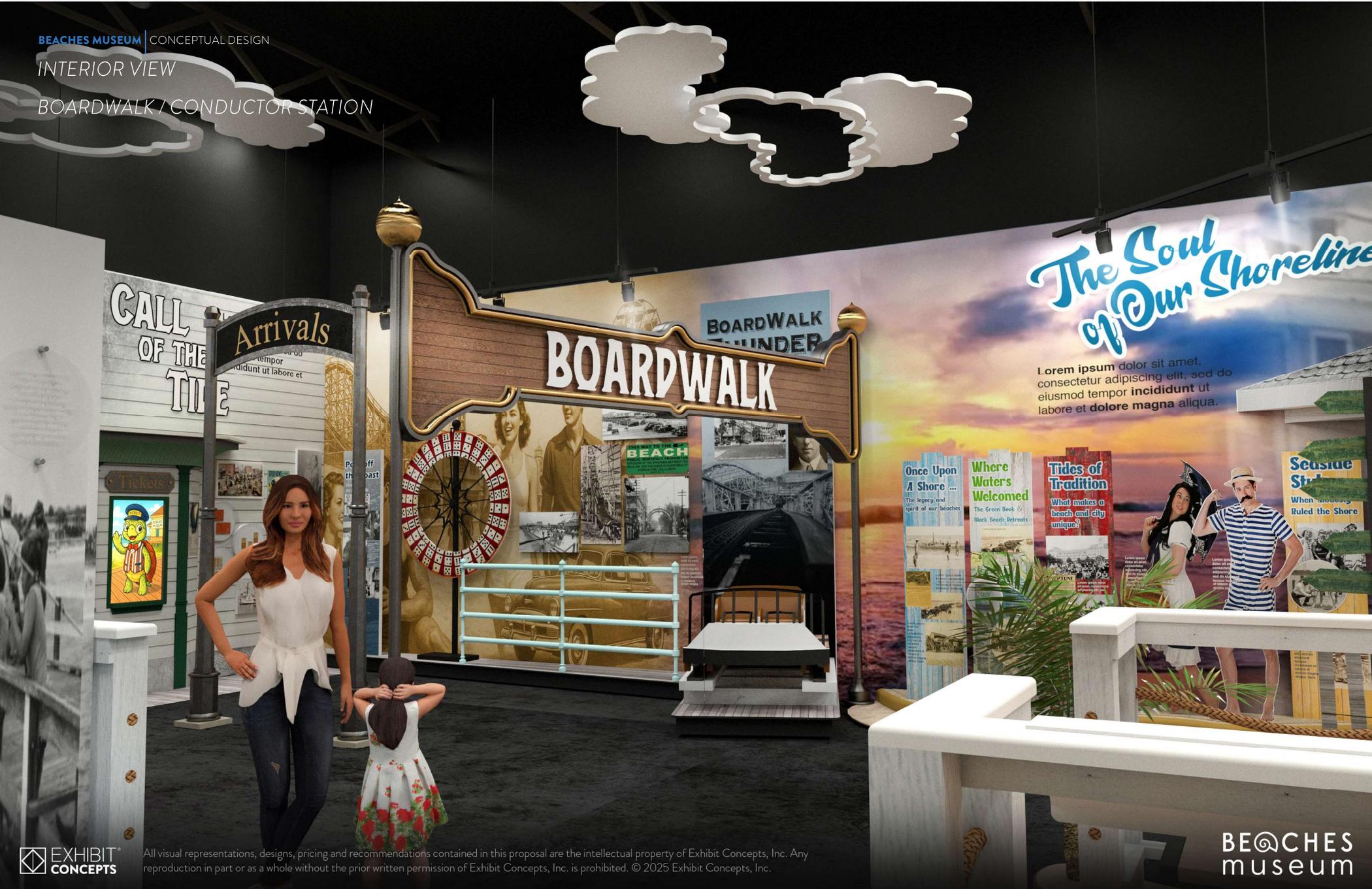
Being a lifeguard is about more than the present—it's about guarding the future. With your support, Jacksonville's beaches remain safe, vibrant, and deeply rooted in history for generations to come.

BEACHES
museum

INTERIOR VIEW

SOUL OF OUR SHORELINE /
BOARDWALK CORRIDOR







INTERIOR VIEW

ANCHORED BY THE WAVES CORRIDOR



DONOR WALL

Beacon of Generosity

Beaches Donor 2024





Beacon of Generosity



A Beacon for the Future

Legacies are not just remembered—they are honored, anchored in time like the tide itself.

This donor wall stands as a tribute to those who have safeguarded Jacksonville's beaches and maritime heritage. Like a lighthouse guiding the way, their generosity illuminates the future of conservation, education, and stewardship.

Crafted with weathered wood and soft coastal lighting, the wall reflects the natural beauty of the shore. At its center, a bold Corten steel lighthouse cutout symbolizes strength and dedication. Each donor's name is displayed with intention—acrylic copy panels pegged off the wall create depth, while varying plaque heights echo the movement of waves, rising in tribute to those who made this vision possible.

Through this wall, Jacksonville's coastal story lives on—not just in memory, but in action, ensuring its protection, celebration, and legacy for generations to come.

BEACHES
museum

**THANK YOU
FOR THE
OPPORTUNITY.**

MATTHEW SHORT
ACCOUNT EXECUTIVE
(937) 535-0207
MSHORT@EXHIBITCONCEPTS.COM