

A New Path Towards Park Engagement at Petersburg Legends Historical Park

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The Agenda

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Legends Park needs a successful marketing campaign to promote, preserve, protect, and provide for the Petersburg community through increased engagement and park attendance.

Problem Statement

- **From Lee to Legends**
 - Petersburg, Virginia
- **A history of segregation**
 - A broken community
- **An issue of engagement**
 - A plan to promote attendance at the Legends Historical Park



Policy Context

A Historical Timeline

- Jim Crow Laws
- Brown v. Board
- De facto v. De jure segregation



Lee Memorial
Park Opens

Brown v. Board
is decided

+ City Council
closes Wilcox
Lake

Wilcox Lake
reopens

Park is renamed
Legends Historical
Park

New
Marketing
Campaign

Park attendance declines

1920

1954

1970'S

2020

2022

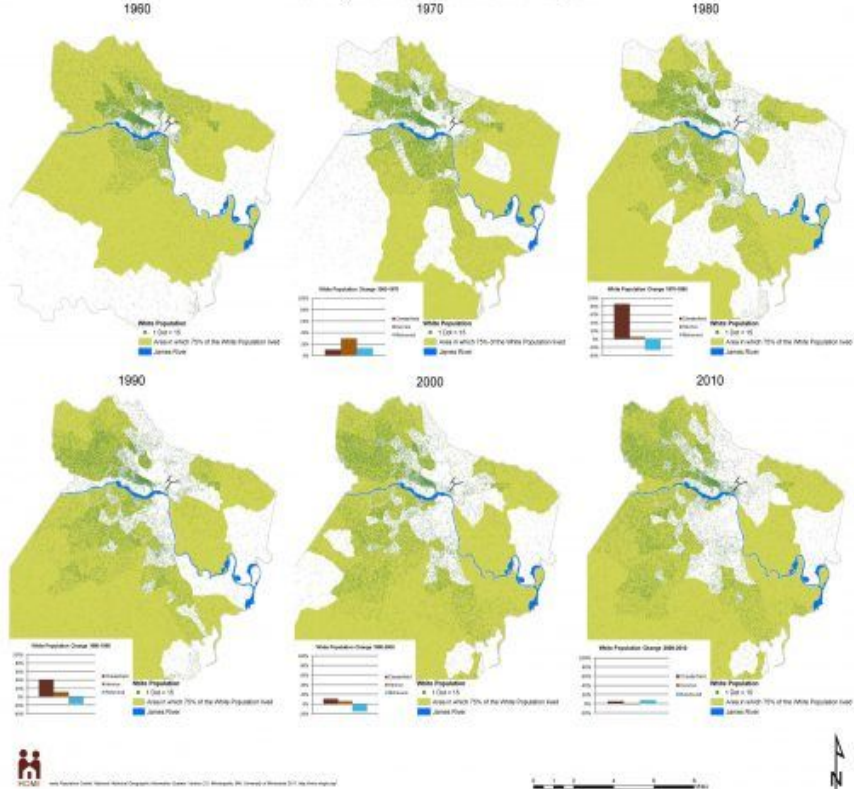
Policy Formation

As a result of the lack of engagement, the park has been renamed Legends Historical Park and our targeted marketing campaign has been launched in hopes to rekindle what was once a valued aspect of the Petersburg community.

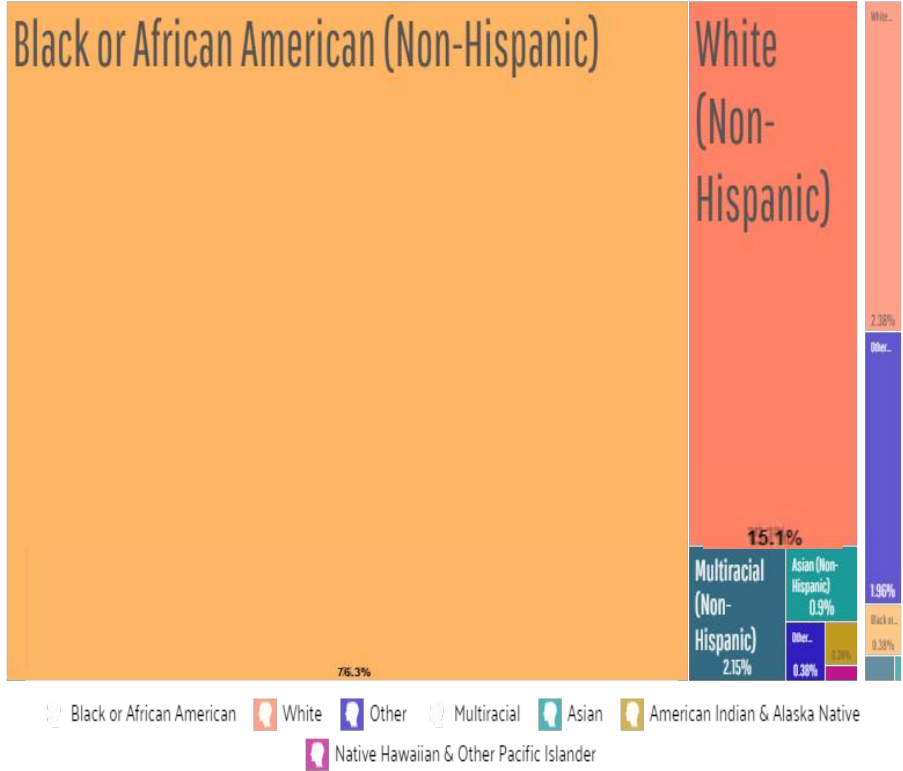


Policy Analysis

White Flight in the Richmond Region



Race and Ethnicity in Petersburg, VA



2013	2014	2015	2016	2017	2018	2019
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<https://datausa.io/profile/geo/petersburg-va/#about>

Policy Implications

What are the effects of this Policy?

- Impacted the black community
 - Rejection of Brown v. Board by their city feels like rejection by city
 - Stakeholders: State of Virginia
 - 16 years before integration!
- Caused a lack of engagement with the parks
 - People feel residually ostracized by the community, and not welcome at the park
- City Council
 - Showed how reflecting the state's views can be abandoning some citizens in the state



Community Outreach

- Black History Month events & gatherings
- Establish a Youth Engagement Board
 - Petersburg High School
 - Appomattox Regional Gov School
- Community Projects
 - Community garden, park cleanups, murals
- Food Drives
- Bake Sales/Barbeques



Recommendations

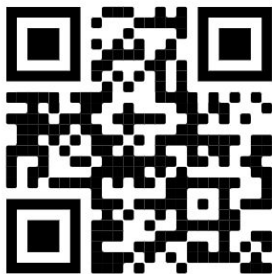
Facilitated through the
Petersburg Parks & Leisure Services

Digital Outreach

- Informational panels acknowledging the construction of the spaces
- QR codes detailing the history of various areas of the park
- Social media campaign
- Initiate a Data Collection Plan

Marketing Proposals

Our team has created a successful marketing campaign to promote, preserve, protect, and provide for the Petersburg community through increased engagement and park attendance.



Petersburg Legends Historical Park and Nature Sanctuary

A History



Wilcox Lake

Lee Memorial Park was opened in the 1920s, when Jim Crow laws and segregation were still in action. In 1954, Brown v. Board passed, and tax paying black citizens wanted equal access to their parks, specifically swimming in the lake.

In response to this request, the city council closed the lake, preserving segregation and deterring black residents from the rest of the park area.

Since then, Legends Historical Park, originally the Lee Memorial Park, changed its name in 2020 to emphasize its departure from its discriminatory history and into a new adventure. The lake reopened in the 70s with access for fishing and canoeing, which is still available at the lake today.

The idea for the new name was to honor basketball legends who honed their skills at the Petersburg park. Moses Malone, a NBA Hall of Fame inductee and three-time Most Valuable Player, was a star athlete at Petersburg High School from 1970 - 1974. He led the Crimson Wave to two state titles.

Explore the Park with Us!

Park Includes:

- Tennis Courts
- Picnic Pavilion
- Playgrounds
- Wilcox Lake and Bath House
- Cooper Field



References

[“Conservation.” Willcox Watershed Conservancy - Dedicated to Preserving Lee Memorial Park in Petersburg, VA, 21 Nov. 2021. willcoxwatershed.org/conservation/.](#)

[“Willcox Rediscover the Forgotten Garden.” Willcox Rediscover the Forgotten Garden, forgottengarden.willcoxwatershed.org/.](#)

<https://datausa.io/profile/geo/petersburg-va/#about>