

# FACT SHEET

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## PRESIDIO VISITOR CENTER



## INTERPRETIVE RETAIL PROGRAM

The new Presidio Visitor Center reflects the history, beauty, innovation, and important milestones of the Presidio of San Francisco, providing visitors with opportunities to extend their appreciation and enjoyment of the park and to commemorate their experiences at this landmark site.

In conjunction with the center's exhibits and orientation features, the interpretive retail area is a dynamic environment that offers a changing collection of high-quality merchandise that interprets the many themes of the Presidio and provides tools for exploring the park. It is curated and offered by the non-profit Golden Gate National Parks Conservancy.

Envisioned to educate, engage, and inspire, the Presidio Visitor Center's interpretive retail offerings are divided into two areas: Park Tools and Park Learning.

**Park Tools** are easily accessed in the south/orientation room and include books and products to help visitors enjoy their time in the park. Park Tools encourage visitors to explore the outdoors: hiking, biking, and walking guides to find stunning landscapes and splendid views; blankets and outdoor dining ware for picnicking on the great lawn; kites, Frisbees, and other sporting goods for open-air recreation; sweatshirts, jackets, hats, and gloves to keep warm in our often cool climate; and, to commemorate their visit, park merchandise celebrating the Presidio and Golden Gate National Recreation Area.

**Park Learning**, in the north exhibit room, is dedicated to more in-depth information, offering visitors a curated selection of publications and products to further explore and appreciate the Presidio's rich historic and natural resources. The evolving product mix includes the latest published materials and innovative items available, both from the general marketplace as well as from the extensive list of publications and products developed by the Parks Conservancy. With a significant focus on educational, interactive, and inspiring items for adults and kids, the Park Learning area sparks visitors' imaginations and interests in nature, history, conservation, and learning. The indigenous people of the area are represented with books, prints, and other items, and the National Park Service story is told with an emphasis on other outstanding GGNRA sites, including Alcatraz, Lands End, Muir Woods, and the Marin Headlands.