

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

First Ladies National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: FILA

Year: 2007

Vision Statement

First Ladies National Historic Site (FILA), in Canton, Ohio, was established in 2000. It commemorates the First Ladies' contributions to American society by preserving and interpreting the role and history of First Ladies. The 0.33 acre site includes a 19th century home of Ida Saxton McKinley (the House). The National Park Service (NPS) may accept through donation the City National Bank Building, now the Education and Research Center, currently owned by the NPS' operating partner at the site, the National First Ladies' Library (NFL).

The park completed the General Management Plan in 2006. The NFL is a vital component of the success of the park. It is anticipated that the relationship between the NPS and the NFL, through the Cooperative Agreement, will continue to be viable and productive. Visitor use of the park may fluctuate based on economic condition, cost of transportation, and willingness of the public to travel and engage in tourism. Unlike most NPS sites, FILA's resources to research, interpret, and preserve will continue to expand as new First Ladies are added to our country's history. At some point there will be a female president, which will add a "First Gentleman" to the stories to be told.

Vision For The Future

FILA is essentially a new, developing park. The Centennial Initiative affords opportunities to move the park into its next stage by:

- strengthening the partnership with the NFL,
- assisting the NFL in its operations at the site,
- establishing FILA as a vibrant participant in the lives and activities of the local community,
- increasing the educational impact and outreach about the story of the First Ladies
- implementing the NPS standards of cultural preservation to the collections, and implementing segments of the GMP.

In the FY08 proposed budget there is funding to provide for the hiring of seasonal staff for additional educational and interpretive programming at First Ladies.

The presence of FILA in a densely-populated area of northeast Ohio (the Greater Akron-Canton area) gives it the potential to reach a multitude of visitors and local residents with the FILA, and the NPS national, messages of stewardship and caring for our national treasures.

The vision goals at FILA primarily reflect the following national goals of the Centennial Initiative:

- Stewardship
- Education
- Professional Excellence

Park/ Superintendent/ Program Manager

Carol J. Spears/Site Manager

Site: FILA

STEWARDSHIP

Improve the condition of park resources and assets.

Complete all cultural resource inventories for designated priority resources.

Provide professional expertise and guidance to NFLL in preparing a Collections Management Plan.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Provide professional expertise to NFLL in the management and preservation of the site's cultural collections.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

STEWARDSHIP

Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.

Other Park/ Program performance goal(s)

Assist the NFLL in its research on First Ladies and in incorporating the stories of subsequent First Ladies.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

ENVIRONMENT

Engage partners, communities, and visitors in shared environmental stewardship.

Other Park/ Program performance goal(s)

Collaborate with NFLL in purchasing "green" products, incorporating alternative energy sources, and utilizing methods of conserving energy.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

RECREATION

Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Increase park visitation by 100% (from 10,000 per year to 20,000 per year) by September 30, 2015.

The work described currently is supported by OFS and/ or PMIS

Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

Increase by 100% the number of visitors who partake in guided tours of the Saxton House by September 30, 2015. Assist the NFLL in utilizing the ERC to provide learning experiences in cultural preservation to school groups and general public.

The work described currently is supported by OFS and/ or PMIS

Other Park/ Program performance goal(s)

Assist the NFLL in marketing techniques to diverse audiences and young people.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

EDUCATION

Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

Other Park/ Program performance goal(s)

Assist the NFLL to work with local educators to create high-quality, interactive programs in online learning, using the on-line library of the Education and Research Center.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

EDUCATION

Introduce young people and their families to national parks by using exciting media and technology.

Other Park/ Program performance goal(s)

Produce an interactive, sensory-immersion orientation video to the site through a CI Signature Project in FY 08.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

PROFESSIONALISM

Promote a safety and health culture for all employees and visitors.

Other Park/ Program performance goal(s)

Work with NFLL staff to conduct safety inspections, educate staff and volunteers about working safely, and work with local safety authorities to provide training in First Aid, CPR, and AED.

The work described currently is supported by OFS and/ or PMIS

Site: FILA

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Maintain the working relationship between the NPS and NFLL through the Cooperative Agreement and through joint planning and implementation.

The work described currently is supported by OFS and/ or PMIS