

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Horseshoe Bend National Military Park

August 2007

CENTENNIAL INITIATIVE



Site: HOBE

Year: 2007

Vision Statement

Horseshoe Bend National Military Park is delightfully poised to start momentum in FY09 as the park celebrates its 50th Anniversary, moves on to the Bicentennial of the Battle of Horseshoe Bend in 2014, and rolls right into the National Park Service Centennial in 2016. We are building bridges with local communities and businesses to increase support for the park in both a humanpower (volunteers and advocacy) and financial support, particularly with entities such as Alabama Power Company and Southern Poverty Law Center. Our tangible products - an outdoor amphitheater for special events and cultural demonstrations, redesign and installation of new exhibits and the addition of a theater to the main park visitor center, and the formal establishment of a curricula-based education program are the means through which we are working to provide diverse programming for a wider range of visitor groups of local, regional, national, and international base. Our program will be kicked off on August 25, 2007 with a presentation to the public by the Superintendent entitled Forging a Future: Horseshoe Bend at Its Bicentennial.

Park/ Superintendent/ Program Manager

Marianne M. Mills

Site: HOBE

STEWARDSHIP

Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

Other Park/ Program performance goal(s)

Through addition of an outdoor amphitheater, the park's current events - Creek Dance troupes, military weapons demonstrations, and night sky programs - will be in a safe, comfortable, and accessible environment that illustrates sustainable practices and low-profile design in a cultural landscape.

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

Site: HOBE

STEWARDSHIP

Improve the condition of park resources and assets.

Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

Through redesign of exhibits and the addition of a theater to the back of the existing Mission 66 visitor center, the park will recapture the originally designed soaring ceiling spaces for exhibits and public use.

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

Restore native habitats by controlling invasive species and reintroducing key plant and animal species.

Working with volunteers, partner agencies, and local schools, Horseshoe Bend will continue to reduce the invasive plant populations of privet and kudzu through work groups and donations to achieve a 50% reduction by 2016.

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

Site: HOBE

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)

Horseshoe Bend, by its very existence, provides a link to the "forgotten war" - the War of 1812, often called the Second War for Independence. Within its context is the tragic Creek Indian War, which resulted in the loss of the "Five Civilized Tribes" power and native lands - over 50 million acres were taken from the Creek alone and are known today as Alabama and Georgia. The park's exhibits and education program will help bring these stories and their players to life

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

Site: HOBE

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Using a model program the new superintendent has brought from her previous duty station, Horseshoe Bend is actively partnering with Auburn University to become a site for a local Envirothon, which includes an American Indian track. Additionally, the park is working with the school of Forestry at Clemson University to provide fire management materials to be incorporated into the park's education program.

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

Site: HOBE

ENVIRONMENT

Reduce environmental impacts of park operations.

Reduce the environmental impacts of park operations on air and water quality.

Horseshoe Bend has few environmental impacts on air and water quality; however, we have been active in the Night Sky Education Program, as well as water quality monitoring with Auburn University. As the park plans new facilities, the design standards include low to no impact lighting and improved plumbing/sewage/utilities.

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

Site: HOBE

ENVIRONMENT

Inspire an environmental conscience in Americans.

Establish programs to showcase exemplary environmental practices and increase visitor awareness of how the practices apply to their daily lives, as measured by surveys.

All additions, expansions, and changes at Horseshoe Bend will incorporate sustainable design, xeriscaping, and similar low to no impact/low energy components. Additionally, the park's education program will include consistent messages and exemplify green design.

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

Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

As equipment is replaced at Horseshoe Bend, we will replace vehicles with dual operating systems (electric/gasoline) or all electric for small vehicles used on the grounds. Additionally, as smaller equipment such as weed eaters and leaf blowers are replaced, the systems will be switched to battery operated versions.

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

Serve as a model for energy efficiency, under Executive Order 13423, by ensuring Leadership in Energy and Environmental Design (LEED) standards.

All new construction or redesign/remodels will work toward LEED standards. Funding for projects will include these standards, which may or may not come at a higher initial cost.

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

Site: HOBE

RECREATION

Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

Other Park/ Program performance goal(s)

Working with Horseshoe Bend School, scout troops, and Auburn University, the park's education program will include service learning. Additionally, the park's Youth Conservation Corps program will be expanded to complete larger, more compelling projects.

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

Site: HOBE

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.

Through development of a formal public affairs program with press kits, public service announcements, posters, and rack cards, Horseshoe Bend will become a destination in Alabama.

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.

With sufficient staffing, Horseshoe Bend will regularly offer summer camps for children, regularly schedule programs for the public, and will implement a curricula-based education outreach program

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

Site: HOBE

EDUCATION

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

Other Park/ Program performance goal(s)

Horseshoe Bend will develop traveling trunks, a ranger-on-the-road program, and pre-visit/post-visit materials and revamp the existing school programs to meet Alabama Standards of Learning. The park's program will become cross-curricular, rather than focusing exclusively on social studies, and expand beyond the fourth grade.

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

Site: HOBE

EDUCATION

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

Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

The park's website will be promoted more prominently locally and will include higher order thinking skills activities, mini-movies, and a PodCast.

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

Site: HOBE

EDUCATION

Promote life-long learning to connect generations through park experiences.

Enroll an additional two million children in the Junior Ranger program.

The Horseshoe Bend Junior Ranger Program will be more actively promoted and taken offsite. Additional materials will be developed to encourage existing Junior Rangers to continue with more levels at the park.

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

Site: HOBE

EDUCATION

Impart to every American a sense of their citizen ownership of their national parks.

Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Horseshoe Bend has achieved 100% visitor satisfaction and hopes to keep the level high through consistent NPS staff, increased roving, and increased opportunities for visitors to become actively involved in the park through short and long term volunteer projects.

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

Site: HOBE

PROFESSIONALISM

Use strategic planning to promote management excellence.

Establish a structured professional development curriculum to provide park managers with the skills to apply best business practices and superior leadership.

All park employees will actively use work plans, development programs, and serve as park leaders through meetings, details, committees, and community assignments.

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

Site: HOBE

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Horseshoe Bend partners will be real partners that are formalized through the appropriate agreements and more than the previous "attendance at Chamber meetings once a month."

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

Site: HOBE

PROFESSIONALISM

Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.

Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.

Through development and implementation of a public affairs and outreach program, Horseshoe Bend will become a point of local pride and a "first call" rather than an after thought when it comes to area activities.

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