

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Keweenaw National Historical Park

August 2007

CENTENNIAL INITIATIVE



Site: KEWE

Year: 2007

Vision Statement

The landscape and interpretive potential of the "Copper Country" of the Keweenaw Peninsula provide outstanding opportunities to observe and understand the multi-faceted and comprehensive historic record of copper mining that took place here from starting 7000 years ago and continuing to the 1970s, often at an immense scale. Keweenaw National Historical Park and its many partners lead Congress envisioned, in 1991, a commensurately large partnership between the Park, the Keweenaw National Historical Park Advisory Commission, and the numerous communities and public history organizations along the Peninsula to lead the preservation of this vast cultural landscape and the development of this interpretive potential.

Keweenaw National Historical Park aims, by the time of the Centennial of the National Park Service, to establish the park and its partnership sites as a premier public history consortium, preserving significant historical landscape resources and interpreting the diverse stories of mining technology, corporate/human interaction, economic cycles, geology and environment, immigration and culture, and the role of copper in human endeavors.

The park will accomplish this through continued and expanded cooperative efforts, particularly through local villages and townships and an expanding group of individually but cohesively operated Heritage Sites. The Park will provide both financial and technical assistance to these organizations and they will continue to provide, and in many cases improve, many of the preservation activities and interpretive and visitor services along the Peninsula. The Park itself will anchor these activities with the development of a traditional core of park facilities in its two officially designated "units," and will focus its interpretation on placing partner stories in context and dynamically interpreting elements of the story not told elsewhere. The Park will also facilitate development of a comprehensive curriculum-based education program aimed at reaching every student on the Peninsula, and develop opportunities to increase diversity among visitors and employees through partnerships with schools. As both the post-copper-industry Keweenaw Peninsula and the State of Michigan are presently economically challenged, this vision can be accomplished only with the assistance of those with an affinity to or interest in preserving the Park story and its resources. Thus, a part of the vision is the development of a sustainable network of organizations supporting the Park and its partners through fund-raising and other development activities.

This plan is a draft pending review by partners and park staff.

Park/ Superintendent/ Program Manager

James Corless

Site: KEWE

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)

By 2016, Keweenaw NHP and its partner sites are nationally recognized as a prominent and accessible source of copper mining history collections, research, and interpretation.

KEWE and its partner sites are recognized as the equivalent of a national museum of copper mining, via scholarship, public engagement, etc.

Keweenaw NHP museum resources are fully accessible via exhibits, e-catalog, and library/archival services.

The Park and its partners coordinate their scope of collections jointly and have cross-references to each others cataloguing.

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

Site: KEWE

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.

The Quincy Smelter is stabilized and interpreted and a plan is launched for its rehabilitation/preservation.

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

Complete all cultural resource inventories for designated priority resources.

A full landscape inventory of copper resources is conducted within the park boundary (and with the Commission, outside the boundary).

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

Other Park/ Program performance goal(s)

Implement the cultural landscape report at the Quincy Unit.

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Site: KEWE

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)

By 2016, the park has established a plan for the use of each of its owned properties and has identified other significant properties for acquisition or cooperative operation.

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

Site: KEWE

ENVIRONMENT

Reduce environmental impacts of park operations.

Other Park/ Program performance goal(s)

The park will continue to expand its "green" operations through available technologies and green purchasing when possible.

Park should foster the reuse of historic structures rather than new construction across neighboring communities.

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Site: KEWE

ENVIRONMENT

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

Other Park/ Program performance goal(s)

By 2016, a strategy for the long-term protection of nationally and regionally significant copper-mining resources on the Keweenaw Peninsula is developed and its implementation initiated. By 2010, an in-park strategy is being implemented.

-The Park fosters community-based historic preservation through an active program of technical assistance, preservation grants, consultation, acquisition, and cultural resource preservation training and planning.

-A land protection plan is completed for historic properties within the park boundary (and a broad inventory completed of related properties outside the boundary).

-Park boundaries are finalized to better match NHL/Historic District boundaries and to include critical resources of national significance that illustrate the complete process of copper mining and multiple periods of mining.

-Develop a full GIS program to assist community and partners.

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

Site: KEWE

RECREATION

Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

Other Park/ Program performance goal(s)

By 2016, visitors to the Keweenaw Peninsula can experience a cohesive national park experience along the length of the Keweenaw Peninsula, allowing for easy understanding and selection of routes, sites, programs, recreational opportunities, and activities related to the copper mining story, while recognizing that multiple partners and missions are involved in preservation and interpretation.

- Broad Keweenaw copper story is told in a coordinated, cohesive meaningful way, with pieces of the story being available a la carte but also in broad context to the entire story, through the Park, Heritage Sites, Scenic Byway, and Western U.P. Heritage Trail network, while maintaining site/program individuality in mission and operations.
- Opportunities for history interpretation are designed relative to the rich recreational routes and locations across the Park.
- Visitors are provided early in their visit to the Keweenaw Peninsula the tools necessary to interpret the cultural landscape for themselves.
- All significant copper-related stories are represented in preserved resources and interpretation.
- Visitor enjoy a seamless copper-themed experience along the Keweenaw Peninsula.

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Site: KEWE

RECREATION

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

Other Park/ Program performance goal(s)

By 2016, the GMP goal of providing a traditional park experience is met in the two units of the park through development of a core resource and interpretive experience that anchors the national park and partner sites.

- Interpretive facilities and capabilities are expanded to provide a more traditional and visible park visitor services program.
- Visitors reflect a broad range of life-long learners that represent the diversity of the American population.
- Park establish a strong identity through programming, contact stations, sustained access to park facilities, and messaging program (signs, exhibits, collateral materials).
- Develop a core park experience to anchor the NP, Heritage Sites, and other partners in preservation and interpretation, e.g., at the industrial complex in Calumet, the Quincy Smelter, on larger tracts of NPS-owned property.
- Exhibits are installed in the Union Building and visitor contact stations in each of the two units.
- A clear gateway(s)/sense of arrival experience is provided visitors to the park.
- Provide year-round visitor experience opportunities.

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Site: KEWE

EDUCATION

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

Other Park/ Program performance goal(s)

By 2016, a program is in place that has every student on the Keweenaw Peninsula experiencing at least once in their K-12 schooling an on-site curriculum-based program at the Park and/or its partner Heritage Sites.

Education program is developed to address multiple learning styles, newest technology, site visits, teacher workshops, field trips, accuracy of information, and age-appropriateness.

A place-based textbook of copper resources on the Keweenaw Peninsula is developed to include curriculum-based site visit activities, materials, and programs.

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Site: KEWE

EDUCATION

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

Other Park/ Program performance goal(s)

By 2016, visitors year-round may gain an understanding of the park themes through dynamic and diverse interpretive opportunities at park-owned facilities, including an interpretive experience in every park-occupied building and on park-owned property. Partner sites are approaching this goal in interpretive media and programming.

-Dynamic and diverse methods of interpretation are fostered, e.g., cultural demonstrations, historic resources as "stage" for visitor and community engagement.

-Visitors reflect a broad range of life-long learners that represent the diversity of the American population.

-Park and park-facilitated partner programs and projects are routinely evaluated using a program/project appropriate-mix of front-end, formative, and summative methods.

-Assist the heritage sites in interpretive planning.

-Implement the LRIP.

-Establish a sustained small grants program to assist partners in resource preservation, interpretation, universal access, wayfinding, and establishing a strong sense of arrival.

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

Site: KEWE

PROFESSIONALISM

Be one of the top 10 places to work in America.

Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.

By 2016, Keweenaw NHP seasonal employees will reflect the diversity of the regional universities through development of sustained recruitment programs and training opportunities.

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Site: KEWE

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

By 2016, through cooperative efforts, visitors to the Keweenaw Peninsula can easily read and interpret the cultural landscape related to copper mining through well preserved and interpreted cultural resources to the point that 25% can describe the significance of the park at the conclusion of their visit.

- Partners, e.g., heritage sites, in addition to park assistance, work together as an affinity group to assist each other.
- Technical assistance is provided partners in interpretation, museum preservation, preservation services, and volunteer management so that each site is demonstrating - to the extent of its own programs - standards generally accepted for each field. Establish a sustained small grants program to assist partners in resource preservation, museum conservation, interpretation, universal access, wayfinding, and establishing a strong sense of arrival.
- Visitors enjoy a seamless copper-themed experience along the Keweenaw Peninsula including via unstaffed elements of the cultural landscape.
- Established Heritage Sites remain viable and new sites appropriate to park purposes are fostered.
- Investigate the resources available at MTU, Finlandia and NMU, and other orgs.

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Site: KEWE

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.**

By 2016, an organization or network of organizations is well established in raising support for Keweenaw NHP and its partner Heritage Sites as demonstrated through annual donations (cash, in-kind, or volunteer) equivalent to at least ¼ of the Park's ONPS budget.

Development program is established, perhaps with an endowment.

The Advisory Commission is fully functioning for the benefit of both the Park and its partners, including as a partner in grant applications and administration.

Have an active friends group with corporate and signature partners.

The Advisory Commission is fully functioning for the benefit of both the Park and its partners, including as a partner in grant applications and administration.

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