

THE  
**FUTURE**  
OF  
**AMERICA'S**  
**NATIONAL**  
**PARKS**

First Annual  
Centennial Strategy for

# Ulysses S Grant National Historic Site

August 2007

CENTENNIAL INITIATIVE



**Site:** ULSG

**Year:** 2007

**Vision Statement**

Throughout its first two decades of existence as a unit of the National Park Service, Ulysses S. Grant NHS has been a park in transition. Established in 1990 and gradually transforming through progressive stages of renovation, restoration, and construction, the site is now fully developed and poised to assume a leading local, regional, and national role in interpreting Ulysses and Julia Grant in the context of 19th century history. The site's development coincides perfectly with the National Park Service's centennial celebration, and provides a wealth of exciting opportunities.

The current 2008 budget request includes a base increase for the site. We plan to commit current base funding, the potential base increase, and possible Centennial Challenge projects to ensure our role in the Centennial Initiative leaves a lasting and enduring legacy for the National Park Service.

Within the five over-arching Centennial Initiative goals, the following are examples of what the park envisions as our primary focus:

**Stewardship**

To ensure the Centennial Initiative results in new stewards for the NPS, the park envisions creating virtual tours for those with physical barriers, sharing park collections, partnering to create a Grant presidential library, and establishing a scout badge in celebration of the Centennial Initiative.

**Environmental**

To ensure the NPS is a leading environmental agency, we are going to share our successes in using geo-thermal heating and cooling systems and conduct energy audits to remain energy efficient.

**Recreation**

The park will offer typical cultural site visitors recreational opportunities in connection with municipal and partner sites that surround us.

**Education**

The park will continue working with teachers and schools on site themes as well as over-arching Centennial Initiative goals. We will use existing site interpretive resources as a springboard toward creating exciting, interactive, and high-tech means of attracting younger audiences.

**Professional Excellence**

The park will invest in developing and educating our staff to maintain a high level of professionalism. We will collaborate with similarly-themed parks to ensure visitors receive an interwoven story throughout the NPS. Through a friends group, we will help encourage a philanthropic commitment to the NPS, and investigate ways of creating long-term endowments to ensure future generations connect to our enduring legacy.

**Park/ Superintendent/ Program Manager**

Mike Ward

Site: ULSG

**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)

Using our website, create a 30-45 minute virtual tour of the site, including areas not open to the public; in order to enhance the site to a broader audience throughout the country.

Using a personal electronic device, create a 10-12 minute virtual tour of the site's areas which are not accessible to physically-challenged people.

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

Site: ULSG

**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.

All but one of the park's assets are in good condition. The park will restore its last remaining "poor" condition asset. The main house cistern is not only a physical asset but contains hundreds of years of archeological information that will be monitored, documented, and available for information.

Create a traveling exhibit sharing the park's archeological and architectural collections with children. Partner with universities to share the park's archeological and architectural collections.

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Site: ULSG

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)**

Currently there is no Presidential library for Ulysses S. Grant. His connection with the time period leading up to the Civil War, the Civil War years, Reconstruction, and his Presidency bridges numerous aspects of the American heritage experience. Continue to work with partners to create an institution that offers this heritage experience.

Participate in any/all Midwest Region affinity groups that have a direct connection with the history or interpretation of our site. Commit to sharing resources related to Grant's presidency, the Civil War, African-American experience, women in history, and Reconstruction.

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

Site: ULSG

STEWARDSHIP

**Encourage children to be future conservationists.**

**Other Park/ Program performance goal(s)**

The park envisions opportunities to achieve this goal in the following ways:

(1) Enhance park's Junior Ranger Program to include centennial aspects.

(2) Work with the Boy & Girl Scouts of America to create a centennial patch/badge. Engage local scouting groups to determine what they think a centennial patch/badge should include.

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

Site: ULSG

ENVIRONMENT

**Reduce environmental impacts of park operations.**

**Other Park/ Program performance goal(s)**

Institute energy audits on all buildings, seek energy savings based on the audit findings, and purchase or implement findings.

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Site: ULSG

ENVIRONMENT

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

Other Park/ Program performance goal(s)

Develop a temporary exhibit and/or brochure, focusing on the park's use of geo-thermal heating and cooling.

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Site: ULSG

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)

Collaborate with Grant's Trail and local municipal parks to support recreational activities in connection with the visiting public at the historic site.

Continue to work with Jefferson Barracks Heritage Association on a Ulysses S. Grant Heritage Trail that links the two sites based on the historical path Grant would have taken. Utilize the trail to promote recreation among the two historic sites.

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

Site: ULSG

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)

Partner with Jefferson National Expansion Memorial in "Parkapalooza," bringing inner-city kids out to national parks to experience, recreate, and learn about opportunities.

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Site: ULSG

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)

Partner with Grant's Farm to celebrate their 60th anniversary and the NPS 100th anniversary. Focus on tour groups, bus tours, and convention and visitors bureau to market the anniversary within the area.

Help surrounding community of Grantwood Village and Forest Haven to celebrate their 70th anniversary by holding an open house and inviting all neighbors into the park.

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Site: ULSG

EDUCATION

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

Other Park/ Program performance goal(s)

Continue to seek potential educational partnerships with inner-city schools.

Continue to work with Jefferson National Expansion Memorial on teacher workshops.

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

Site: ULSG

**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 envisions creating sections of our web-page that are much more kid-friendly in both appearance and content. Check potential for moving museum interactives onto the park website.

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

Other Park/ Program performance goal(s)

Create an NPS-themed electronic game for computer/Gameboy etc. to be sold throughout the country to the public. The game will present management challenges in order to educate the player about issues facing today's national parks.

Using a personal electronic device, create a fun and interactive tour program aimed at children that better connects them to the house tour. Move boring old house tour into cool connection to the past.

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Site: ULSG

**PROFESSIONALISM**

Use strategic planning to promote management excellence.

Other Park/ Program performance goal(s)

Utilize core operations plan, general management plan, and park asset management plan to ensure the most efficient use of the potential 2008 base increase to the site. The park has tripled the size of its facilities, completed development as outlined in the GMP, and is experiencing largely increased visitation. Through the base increase and with the Centennial Initiative in mind, we have a great opportunity of ensuring the optimal use of funds.

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Site: ULSG

**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.**

Continue to utilize partner funds to better market the site in a regional manner. Promote the park's web site at a national level. Create partnerships with under-served audiences to gain constituency.

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**Other Park/ Program performance goal(s)**

Support the Midwest Region's goal of creating friends groups for every park in the region. Support the Midwest Region's goal of creating endowments for future projects and operations in national parks.

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