

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

New Orleans Jazz National Historical Park

August 2007

CENTENNIAL INITIATIVE



Site: JAZZ

Year: 2007

Vision Statement

As jazz is such a uniquely American story, and such a vital part of the story of America, it is inevitable that New Orleans Jazz National Historical Park will grow to become as hugely significant on the cultural side of the National Park Service as the Grand Canyon is on the natural side. The Grand Canyon is a particularly appropriate comparison because in achieving parity New Orleans Jazz National Historical Park will bridge a vast divide by bringing diverse cultures together in partnership through the improvisation and collaboration of an art form that speaks the pure language of the American soul.

This will be achieved by preserving and celebrating jazz heritage and traditions through the people, places, and music of New Orleans. In partnership with the Louisiana State Museum the world's largest collection of jazz artifacts will be preserved and interpreted in an inspiring and accessible urban setting that engages multiple organizations, communities and visitors in a shared stewardship. And, by leveraging the established tourism draw and industry networks of New Orleans, while using cutting edge technologies, diverse intergenerational audiences will be attracted to park sites both actually and virtually. In the process, the fabric of a devastated cultural landscape will be restored, and a great American city will rise up again in euphony.

Park/ Superintendent/ Program Manager

John Quirk, Park Superintendent

Site: JAZZ

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.

Complete rehabilitation of Perseverance Hall so the facility can be opened.

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

Site: JAZZ

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.

Collaborate with other African American experience parks to promote regional tourism efforts highlighting the stories of these parks to diverse audiences and families.

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Site: JAZZ

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.

Develop on-line downloadable programs geared toward junior ranger activities.

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Site: JAZZ

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.

Exceed national and regional hiring goals for diversity.

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Site: JAZZ

PROFESSIONALISM

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

Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

Achieve zero lost time percentage for eighth year in a row.

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Site: JAZZ

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.

In partnership with other cultural institutions develop audio walking tour of heritage sites.

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