

FFNHA Cultural, Heritage, and Natural Resource Research Data Collection & Analysis Report

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I. Introduction

This data report provides a research base for developing and managing the assets of the Freedom's Frontier National Heritage Area (FFNHA). Created during Phase 1 of the FFNHA Management Plan Process, this report collects diverse kinds of data that address historic, cultural, natural, tourism, human and fiscal resources. As such, the information contained in the pages to follow does not follow one simple format but rather reflects diverse knowledge types ranging from economic statistics to historic stories. What unifies this entire report is its purpose as a working tool that can guide and be built on throughout the Management Plan Process and in the years to come.

The Data Collection & Analysis effort offers the following benefits for future planning:

- It helps organizers to understand what information is currently available, what information is missing, and what information is incomplete (for regional or bi-state comparison and analysis).
- The current data provides a credible benchmark or foundation for future measurement of change.
- The data is structured to allow a clear path for updating by specific committees and staff involved with FFNHA now and in the future.
- It brings together regional data into a single volume allows FFNHA and its management planning team to identify inconsistencies in data collection processes (either cycle or scope), incompatibility of research statistics (measuring different datapoints), and gaps in data that FFNHA will need in order to create specific management component plans for heritage, resource, tourism, interpretation and education.
- The gap analysis at the end of this report provides a list of the type of research and asset inventory necessary to pursue in Phase II or during the early implementation stage.

Please Note: This document was prepared at the conclusion of the Phase I (February – April 2008) as part of the management planning team's discovery process. It does not include more recent management plan team or FFNHA findings or deliberations, conclusions, and additions. Activities and outcomes generated after April 30 will be incorporated into Phase II planning documents.

II. Data Collection Process

From January through April 2008, the management planning team engaged in a four-part collection process to build an inventory of existing resources and information. The team took the following actions:

- 1) Requested hard copies of existing FFNHA information from partnership team members and organizations. Specific information asked for included:
 - a. Brochures
 - b. Maps
 - c. Research reports
 - d. Planning documents
 - e. Other data reports from sites, cities, counties, regions, and states
 - f. Existing inventories

- 2) Enlisted support of a graduate MBA intern and management team support staff to search the Internet for existing data from other sources for the 41-county bi-state region, including:
 - a. Chambers of Commerce
 - b. County governments
 - c. State governments
 - d. State associations (economic development, historic preservation, tourism)
 - e. Non-governmental associations
 - f. National government agencies

The data collected was recorded electronically on a master grid to indicate the types and source of information, the corresponding county for the information collected, and provide an annotated bibliography to catalogue the documents.

- 3) Enhanced existing spreadsheets and created new spreadsheets to record information to systematize data and determine gaps. Three types of topical/ sortable spreadsheets were enhanced or created:
 - a. People: contact information for FFNHA partners, board, steering committee, other committees and organizations
 - b. Places: enhanced Visitor Readiness Survey database to include events, other attractions and story-related places
 - c. Other: documents, forms, data reports, and other items that support or provide a foundation for determining the baseline to benchmark FFNHA in future.

- 4) Conducted primary research to capture additional information to supplement the data collection and analysis process, including:
 - a. Telephone conversations with Kansas and Missouri stakeholders (both one on one and via conference calls) to discuss the proposed statement of national significance and interpretive themes;

- b. Electronic survey distributed to FFNHA partnership team members to identify specific opinions and priorities for development, management and implementation;
- c. Facilitated discussions at partnership team meetings and through e-mails with committee members to request additional guidance for sources, information, and materials.

III. Data Collection & Analysis: Regional Asset Overview

Summary

The first step in protecting significant places, from buildings to natural features to landscapes, is to identify them. Antebellum buildings that connect to the period of significance for one of the FFNHA's major sub-themes are often simple in design and materials and, therefore, are apt to be overlooked. Likewise, in a region with seemingly endless open space, cultural landscapes may be taken for granted.

The best way to begin to identify such resources is through a comprehensive survey process, also known as a Cultural Resources Inventory. In a Cultural Resources Inventory project, communities or preservation agencies generally hire a qualified preservation consultant to create a record for each property within a defined geographic area. Many of these projects are funded in part with National Park Service Historic Preservation Funds, which are passed through from State Historic Preservation Offices (SHPOs). Ideally, particularly when mapped as part of a community's GIS system, these surveys are used to assist communities in identifying potential historic districts, preservation planning and disaster response.

FFNHA Inventory

The Cultural Resource Inventory of FFNHA resources is spotty. Although survey projects have documented historic properties in most counties, most extensively in urban areas, few counties can boast comprehensive coverage. Survey coverage can be gauged by reviewing records kept by the Missouri and Kansas SHPOs. Missouri maintains a list of survey projects. In contrast, Kansas keeps a tally of the number of surveyed properties per county.

Six of the Kansas Freedom's Frontier counties have been extensively surveyed: Atchison (3028 properties), Douglas (3778 properties), Riley (2066 properties), Shawnee (2173 properties), and Wyandotte (2053 properties). Johnson County, which has surveyed 7848 properties, undertook a comprehensive survey project in the 1990s. The Kansas counties of Allen, Anderson, Chautauqua, Clay, Coffey, Jackson, Labette, and Linn Counties have fewer than 100 surveyed properties each. The City of Ottawa was also surveyed. The majority of these were surveyed in a state-initiated survey project in the early 1970s.

Like those in Kansas, the most heavily populated counties in Missouri are those that have been most extensively surveyed. There have been 22 survey projects in Buchanan County and 41 survey projects in Jackson County. There have been no survey projects in Barton and St. Clair Counties. While most surveys focus on a geographic area, some are topic-driven. Missouri has completed a number of thematic surveys on topics related to FFNHA themes. Included are "Antebellum Resources: Phase 1," "Antebellum Resources: Phase 2," "American Battlefield Protection Program," and "Black Historic Sites." Some of these survey projects have inspired national register nominations (see below).

Gap Analysis

Although both Kansas and Missouri have well-established survey programs, there are gaps both in the types of properties surveyed and geographic areas covered. For instance, survey projects and thematic studies in both Kansas and Missouri have identified national register-eligible

buildings and districts, although neither state has established a system for identifying and protecting cultural landscapes. In addition, as noted above, 10 Freedom's Frontier counties have very few surveyed properties.

Because there have been no inventories of cultural landscapes within the region, there are no cultural landscapes listed in the National Register of Historic Places. Although there has been a comprehensive survey of Antebellum resources in parts of Missouri, no such survey exists for Kansas and most Missouri counties.

Ideally, complete survey data for all 41 counties in the FFNHA would be accessible in a standardized format. Both Kansas and Missouri are currently undertaking scanning and database projects which will make survey data more readily available online.

IV. Historic Assets

4.1 National Register of Historic Places/National Historic Landmarks

An Historic Property Inventory helps identify properties that are eligible for listing on the National Register of Historic Places, the official list managed by the U.S. Department of Interior of the Nation's historic places worthy of preservation. Properties may be listed in the National Register of Historic Places either individually or as part of historic districts, geographic areas that incorporate numerous properties and resources.

As defined by the Secretary of the Interior's Standards, to be eligible for listing on the National Register of Historic Places, a resource must generally be at least 50 years old, have integrity, and meet one of four additional criteria, including historic significance, architectural significance, association with a significant person, or potential to yield information about the past (archeology). The National Park Service defines integrity as "authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic or prehistoric period." A property must have integrity of location, design, setting, materials, workmanship, feeling and association.

The process of nominating historic resources can be streamlined through multiple property listings. Multiple property listings allow for the nomination of properties that fall under similar themes and often clustered geographically (town square, neighborhood, commercial area, etc.) Once a multiple property listing is completed for a particular theme, the nomination of properties that fall under that theme requires less documentation. Properties that hold meaning to all Americans are given a higher designation as National Historic Landmarks.

There are a number of advantages to national register listing. Because nominations include both physical descriptions and detailed property histories, they are important archival records of properties' appearance and contribution to the history of the community, state or nation. Listing may also qualify properties for funding. Income-producing properties may qualify for funding through federal and state rehabilitation tax credit and grant programs. Although national register listing does not provide protection for historic properties, many listed properties are protected under state and local preservation laws (see below).

FFNHA Listings

In the FFNHA region, there are 847 national register listings, including 119 historic districts. Although all of the region's counties have at least one listing, nearly half of the counties have fewer than 10 listings. Thirty-one counties have fewer than 20 listings. Six counties had between twenty and forty listings. Only four counties – Douglas (KS), Shawnee (KS), Buchanan (MO) and Jackson (MO) – have more than 40 listings.

Many of the region's listed properties were nominated under multiple property listings. The following multiple property nominations apply to historic resources in the Freedom's Frontier region:

- St. Joseph/Buchanan County, Missouri MPS
- Liberty/Clay County, Missouri MPS
- Lee's Summit, Missouri MPS

Antebellum Resources of Johnson, Lafayette, Pettis, and Saline Counties MPS
 Lexington, MO MPS
 Lawrence, KS MPS
 Civil War Era National Cemeteries MPS

Sixteen of the properties in the region hold National Historic Landmark status, the highest designation for the nation's historic properties:

Carrington Osage Village Sites, Nevada, Missouri
 Fort Osage, Sibley, Missouri
 Liberty Memorial, Kansas City, Missouri
 Mutual Musicians Association Building, Kansas City, Missouri
 Patee House, St. Joseph, Missouri
 Harry S. Truman Farm, Independence, Missouri
 Harry S. Truman Historic District, Independence, Missouri
 Watkins Mill, Excelsior Springs, Missouri
 Fort Leavenworth, Fort Leavenworth, Kansas
 Fort Scott, Fort Scott, Kansas
 Haskell Institute, Lawrence, Kansas
 Lecompton Constitution Hall, Lecompton, Kansas
 Marais Des Cynes Massacre Site, Pleasanton, Kansas
 Norman #1 Well, Neodesha, Kansas
 Shawnee Mission, Fairway, Kansas
 Sumner/Monroe Elementary Schools, Topeka, Kansas

4.2 State Historic Sites

State historic sites are historic properties owned by state government. The Kansas state historic sites program is administered by the Kansas State Historical Society, a state agency. There are 11 Kansas state historic sites in the region:

- First Territorial Capitol (Riley County),
- Goodnow House (Manhattan),
- Kansas Museum of History (Topeka),
- Potawatomie Mission (Topeka),
- State Capitol (Topeka),
- Constitution Hall (Lecompton),
- Grinter Place (Kansas City),
- Shawnee Indian Mission (Fairway),
- John Brown Museum (Osawatomie),
- Mine Creek Battlefield (Pleasanton), and
- Marais des Cygnes Massacre (Trading Post).

Ten of these sites (all but the State Capitol) are directly associated with or interpret major FFNHA themes.

The Missouri historic sites program is administered by the Missouri Department of Natural Resources. There are five Missouri state historic sites in the region:

- Battle of Lexington (Lexington),
- Thomas Hart Benton Home (Kansas City),
- Confederate Memorial (Higginsville),
- Osage Village (Vernon County), and
- Watkins Woolen Mill (Lawson).

Each of these properties is also listed on the National Register of Historic Places. Three of these sites – Battle of Lexington, Confederate Memorial, and Osage Village – are directly associated with or interpret major FFNHA themes.

4.3 Main Street Communities

The Main Street Program, established by the National Trust for Historic Preservation, combines historic preservation and economic development to revitalize historic downtowns. The Main Street Program is coordinated in Missouri by the Missouri Main Street Connection, a statewide non-for-profit organization. The Kansas Main Street is housed in the Kansas Department of Commerce. These statewide coordinating entities guide Main Street cities in achieving downtown revitalization through the program's four-point approach:

- **Design:** Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.
- **Organization:** Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.
- **Promotion:** Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.
- **Economic Restructuring:** Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities – and address challenges from outlying development.

Main Street Cities in FFNHA

In order to take full advantage of the Main Street Program, communities must be designated as Main Street Cities. In the FFNHA, there are five Main Street Cities, including Lee's Summit (MO), Chanute (KS), Independence (KS), Ottawa (KS) and Leavenworth (KS). In addition, Warrensburg (MO) is an associate Main Street community.

4.4 Certified Local Governments

The Certified Local Government (CLG) Program is jointly administered by the National Park Service and State Historic Preservation Offices (SHPOs) nationwide. SHPOs are required to pass through 10% of their annual federal funding to CLGs, which use these grants to fund cultural resource inventories or surveys, national register nominations, and preservation plans. The funding, called the Historic Preservation Fund, is generally distributed through a competitive annual grant process.

CLGs in Freedom's Frontier

There are 18 CLGs in Freedom's Frontier, twelve in Missouri and six in Kansas. The CLGs have used Historic Preservation Fund grants to identify and designate historic properties and districts. The majority of CLGs in the region are in metropolitan areas. For instance, all of the Missouri CLGs (Blue Springs, Excelsior Springs, Grandview, Harrisonville, Independence, Lee's Summit, Lexington, Liberty, Lone Jack, Pleasant Hill, and St. Joseph) are located in the Kansas City Metropolitan area. With the exception of Independence, Kansas, the Kansas CLGs (Leavenworth, Lawrence, Manhattan) are in large cities in the northern half of the region.

4.5 Protective Preservation Laws

In most states, historic assets may be protected under local preservation ordinances. This method of protection often motivates communities to adopt local ordinances and become Certified Local Governments. In addition to CLGs, there are at least two communities in the region, Leawood (KS) and Lenexa (KS), that have adopted preservation ordinances. In Kansas, all national register-listed properties are also listed on the Register of Historic Places, which provides protection under the state historic preservation statute (KSA 75-2724). The state preservation statute requires that projects affecting state register-listed properties be reviewed by the State Historic Preservation Officer (SHPO) or by a landmarks commission acting on behalf of the SHPO. Although properties listed on local registers only are protected under local preservation ordinances, properties listed on the state register are protected under the state preservation statute, which trumps local law.

4.6 Covenants/Easements

Covenants and easements can provide additional protection for historic properties. An easement is a voluntary legal agreement between an organization and a property owner that restricts the types of projects that may occur on the property. For instance, a property owner may donate the rights to develop open space to an organization whose mission is to protect open space. In return, the property owner receives a tax benefit associated with the value of his or her donation. Easements require a strong commitment on the part of both the property owner and the holder. Organizations that hold easements on properties must monitor them regularly to ensure the conditions of the contract are being met. This requires more expertise and staff time than many preservation organizations are willing or able to commit.

Covenants in FFNHA

There are very few organizations within FFNHA that have easement programs. The Kansas SHPO holds easements on seven properties that received federal grants through the Historic Preservation Fund and Save America's Treasures programs. The Kansas Preservation Alliance is the only other organization in the state with an easement program. They hold one easement in the region, on the Thacher Building in Topeka. Likewise, the Missouri Preservation Alliance holds an easement on one property in the region, the Vaille Mansion in Independence. The most extensive easement program in the region is that of the Kansas City Landmarks Commission, which holds 25 easements in the region.

V. Natural Assets

5.1 Federal Land

Federal Land is land that is held in trust by the federal government and managed by various federal entities. The access to these lands is varied, and governed by various sets of regulations for land use. Twenty-five counties have lands owned by the federal government. These lands range from the Potawatomi Indian Reservation in Jackson County, Kansas (administered by the Indian Reservations Bureau), Whiteman Air Force Base in Johnson County, Missouri (administered by the Air Force Department of Defense), to Copan Lake in Chautauqua and Montgomery Counties in Kansas (administered by the Army Corps of Engineers).

5.2 State Parks

State parks are lands administered by a State, usually for the purposes of recreation. There are 317 state parks in the region. The larger state parks include: Clinton State Park (Douglas & Shawnee County, KS), Fleming Park (Jackson County, MO), Knob Noster State Park (Johnson County, MO), and Hillsdale State Park (Miami & Johnson County, KS). There are thirty-three counties with a state park in the region, but a high proportion of the parks are located in the Kansas City metropolitan area. These may be further evaluated for their regional contribution as a part of the Resource Management Plan.

5.3 Historic Cultural Landscapes

A relatively new area for study, historic cultural landscapes include areas where humans of all era have shaped the land and been affected by it. Historic landscapes can include designed sites such as college campus or functional sites such as Santa Fe Trail campsites. Often, historic landscapes such as fields and cemeteries lie close to buildings, and indeed were built with them. As the Management Plan progresses, the team should establish future policies for surveying and identifying cultural landscapes with in the FFNHA area. The plan should set criteria for determining their historic significance and relevance for determined interpretive themes.

5.4 Rivers and Streams

Rivers and streams are a critical element in the historical development of the region. In addition, rivers and streams are classified by States to meet various protection standards for water quality. The region includes 259 rivers and streams as classified by the Missouri Department of Natural Resources and the Kansas Department of Wildlife and Parks. In Missouri, there are 95 of these rivers and streams; 164 are located in Kansas. These natural assets are located evenly throughout the region. Principal rivers include the Kansas River, Missouri River, and Neosho River.

5.5 Natural Drainage Areas

Drainage areas delineate where water drains into a larger body of water. Drainage areas are commonly used in environmental analysis and impact reports to determine resource management over multiple political boundaries. The region is separated into two drainage areas, the Mississippi Watershed: Arkansas Sub-basin to the south, and Mississippi Watershed: Missouri Sub-basin to the north.

5.6 Lakes and Reservoirs

Reservoirs are man-made lakes that have been developed by the use of dams. These dams are principally used to provide potable water to the regions residents and livestock, as well as to provide recreation areas to residents. Principal reservoirs include Tuttle Creek Lake, Milford Lake, Perry Lake, and John Redmond Reservoir in Kansas, and the Smithville and Harry S. Truman reservoirs in Missouri. The recreation opportunities around these reservoirs can be further studied in the Phase II Resource Management Plan.

5.7 High Points/Summits

High points in the region are characterized by hills, knobs, and mounds that offer a significant opportunity for a broad field of vision over a surrounding area. These high points have the potential to be utilized as points of interest or as interpretation areas for historic events that occurred in the region. There are approximately 150 categorized high points in 33 counties in the region. There are significant concentrations of categorized high points southern Cass County, and St. Clair County in Missouri, as well as concentrations in Leavenworth County, Kansas near the Missouri River to the west at the county line between Riley and Geary counties.

5.8 Natural Resources with Filed and Non-Withdrawn Environmental Impact Statements

The following projects have processed Environmental Impact Statements (EIS) within FFNHA region. The International Association for Impact Assessment defines these studies as “the process of identifying, predicting, evaluating and mitigating the biophysical, social, and other relevant effects of development proposals prior to major decisions being taken and commitments made.” These assessments are a guideline for future proposals and data analysis in the relevant dataset, be they negative or positive. Evaluations can be made utilizing these statements as a baseline for future decision-making. When additional project areas are decided and processed, additional environmental assessments may be necessary.

ADOPTION - Kansas Highway10 (commonly known as South Lawrence Trafficway) Relocation, Issuance or Denial of Section 404 Permit Request, Lawrence City, Douglas County, KS

EIS Number	20070475	State	KS
Document Type	Final EIS	Lead Agency	FHW
Federal Register Date	11/09/2007	Contact Name	John Knowles
EIS Comment Due/ Wait Peroid Date	12/10/2007	Contact Phone	785-228-2544 Ext 211
Supplemental Information	Department of Transportation's, Federal Highway Administration, has adopted the Corp of Engineers, FEIS #20030010, filed 01/07/2003. FHW was not a Cooperating Agency on the above FEIS. Under Section 1506.3(b) of the CEQ Regulations, the FEIS must be re-circulated for a 30-day Wait Period.		

EPA COMMENT INFORMATION

Comment Letter Date	12/10/2007	Rating, if Draft EIS
Summary Paragraph	No formal comment letter was sent to the preparing agency.	

Keystone Oil Pipeline Project, Proposed Construction, Connection, Operation and Maintenance, Applicant for Presidential Permit, ND, SD, NE, KS, MO, IL and OK

EIS Number	20070343	State	00
Document Type	Draft EIS	Lead Agency	STA
Federal Register Date	08/10/2007	Contact Name	Elizabeth Orlando
EIS Comment Due/ Wait Period Date	09/24/2007	Contact Phone	202-647-4284

Interstate 29/35 Paseo Bridge Corridor, Reconstruct and Widen I-29/35, Missouri River, North Kansas City and Kansas City, Clay and Jackson Counties, MO

EIS Number	20060473	State	MO
Document Type	Final EIS	Lead Agency	FHW
Federal Register Date	11/17/2006	Contact Name	Peggy Casey
EIS Comment Due/ Wait Period Date	12/18/2006	Contact Phone	573-636-7104

EPA COMMENT INFORMATION

Comment Letter Date	12/18/2006	Rating, if Draft EIS	
Summary Paragraph	EPA does not object to the proposed project. EPA recommends that additional information be obtained about populations within the project area potentially sensitive to mobile source air toxics.		

Kansas City's Levees, Missouri and Kansas Flood Damage Reduction Study, Improvements to the Existing Line of Protection, Birmingham, Jackson, Clay Counties, MO and Wyandotte County, KS

EIS Number	20060393	State	00
Document Type	Final EIS	Lead Agency	COE
Federal Register Date	09/29/2006	Contact Name	Christopher M. White
EIS Comment Due/ Wait Period Date	10/30/2006	Contact Phone	816-389-3158

EPA COMMENT INFORMATION

Comment Letter Date	10/30/2006	Rating, if Draft EIS	
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Kansas City, Missouri and Kansas Flood Damage Reduction Study, Improvements to the Existing Line of Protection, Birmingham, Jackson, Clay Counties, MO and Wyandotte County, KS			
EIS Number	20060222	State	00
Document Type	Draft EIS	Lead Agency	COE
Federal Register Date	06/02/2006	Contact Name	Christopher M. White
EIS Comment Due/Wait Period Date	07/17/2006	Contact Phone	816-389-3158
EPA COMMENT INFORMATION			
Comment Letter Date	07/17/2006	Rating, if Draft EIS	LO
Summary Paragraph	EPA does not object to the proposed action.		

US 59 - Amelia Earhart Memorial Bridge over the Missouri River, Construction from Atchison, Kansas to US 59/State Route 45 Intersection, US Coast Guard Section 9 Permit and US Army COE Section 10 and 404 Permits, Atchison, KS and Buchanan County, MO			
EIS Number	20060072	State	00
Document Type	Draft EIS	Lead Agency	FHW
Federal Register Date	03/10/2006	Contact Name	Kurt Dunn
EIS Comment Due/Wait Period Date	05/01/2006	Contact Phone	785-271-2448, Ext. 207
EPA COMMENT INFORMATION			
Comment Letter Date	05/01/2006	Rating, if Draft EIS	LO
Summary Paragraph	EPA does not object to the proposed project.		

VI. Data Collection & Analysis: Interpretation and Education

The primary emphasis of interpretive and education efforts during the first phase of the FFNHA management planning process focused on the development of a draft statement of national significance and interpretive themes for FFNHA. The draft statement of national significance and themes, together with a detailed description of the steps that were taken to create them, are included in a separate report.

The FFNHA *Contributing Sites* database currently includes 208 sites in the region (171 in Kansas and 37 in Missouri). This database was completed based on Visitor Readiness Forms, which were completed by stakeholders in the region. This inventory clearly provides a strong base for an expanded inventory of heritage places in the region.

The current Visitor Readiness criteria described on the FFNHA websites include five levels for sites including:

- 1) Full-time
- 2) Part-time
- 3) Seasonal
- 4) Point of Interest
- 5) Emerging

This current visitor readiness evaluation of sites is based almost entirely on visitor readiness (the extent to which a site is open to the public and visitor services). A number of sites have been visited, but as yet no formal review process has been established for FFNHA Partner sites. Visitor readiness is one consideration and is easier to evaluate as the criteria are more objective, but it is not the only criteria that FFNHA should ultimately use to determine what places are included in interpretive and education efforts and how they should be used. For example, a site may be visitor ready but may have no connection to the FFNHA themes.

The Management Team recently learned that FFNHA stakeholders drafted a "Partner Site Application" in 2006 that includes more detailed criteria for Partner Sites, although interpretive criteria were not developed. This draft document describes the kind of applicants that are eligible, outlines benefits for participation, and includes criteria that include five levels of criteria for sites in the following areas:

- Hours and operation
- Interpretation (to be developed)
- Facilities
- Management

Additional levels of criteria for owners/managers include:

- Administration
- Interpretation
- Resource Protection

While FFNHA may elect to continue with the five levels of ranking for sites, it may be desirable to combine some of these levels to simplify the review process (for example, combining “part-time” and “seasonal” into one category). As the visitor readiness evaluation is expanded to include not only multiple levels, but multiple criteria, having five levels and perhaps as many review criteria will create a fairly complex matrix for site evaluation.

In reviewing the current FFNHA *Contributing Sites* database, sites described in brochures provided by FFNHA and other sites discovered through research and outreach, the following observations were made:

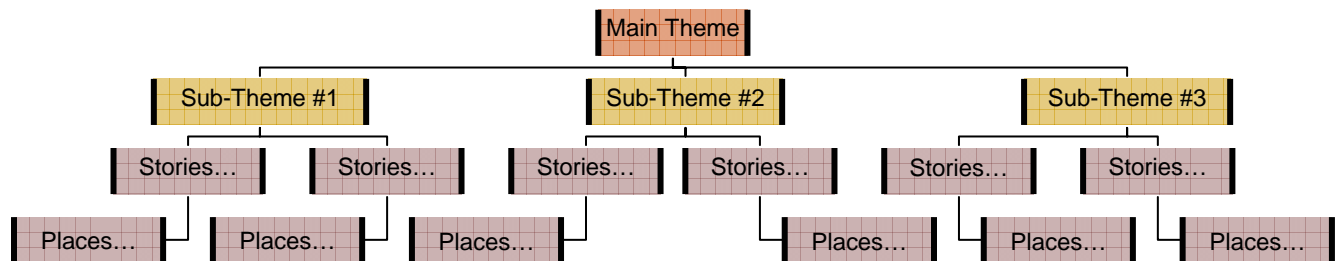
- The *Contributing Sites* database provides a valuable base document for a comprehensive inventory of assets in the region that contribute to the proposed interpretive themes.
- The *Contributing Sites* database currently depends on site managers to submit visitor readiness forms in order to be included in the database. This has resulted in the inclusion of sites that *do not support* the proposed themes as well as the omission of other sites that *do support* the proposed themes. A preliminary listing of sites in both categories is included in the appendix to this report.
- Sites in Missouri are currently generally underrepresented in the *Contributing Sites* database.
- The John Brown State Historic Site is listed twice in the *Contributing Sites* database.
- The current database only addresses visitor readiness. As noted above, other review criteria may be equally important to consider when designating FFNHA Partner Sites.
- The current site descriptions do not always provide sufficient detail to determine if a site would fit under one of the proposed sub-themes. Ideally, there would be other categories where sites could note which sub-theme they supported along with their storyline under that theme.
- While the planning team is currently drafting multiple lists of sites that support the proposed sub-themes as well as other lists of sites of historical importance or visitor readiness, what FFNHA really needs is a searchable database of heritage places so that all this information is centralized in one location in a format that can be easily cross-referenced. Ideally, this would be an expansion of the current *FFNHA Contributing Sites* database.
- The completion of an expanded database such as is proposed above will require a concentrated effort and substantial time. This could be an ideal project for a summer FFNHA intern.

The creation of a comprehensive database of resources that currently contribute to the FFNHA themes (or that could be developed to contribute to the themes) will provide a valuable foundation for interpretive efforts in the region. This inventory, coupled with the framework of themes, can be used to help connect contributing stories and places throughout the region. It will also provide an important basis for a formal system to review contributing FFNHA sites as potential FFNHA Partner Sites based on review criteria that will be established as part of Phase 2. Broad interpretive strategies will be developed to help FFNHA link contributing sites together into cohesive visitor experiences, and additional interpretive recommendations will be developed to help individual sites enhance the existing visitor experience. Potential visitors will include both out of town as well as local audiences, thus educational strategies will be included along with other interpretive strategies.

Proposed Themes and Sub-themes

The proposed framework of FFNHA themes and sub-themes is intended to provide a simple and easy to remember framework under which any number of stories can be told to fully develop each sub-theme. Though this proposed set of themes and sub-themes will encompass a broad range of stories and sites, there will be other attractions in the region that do not fit these themes. While these other attractions would not be included in FFNHA interpretive or educational infrastructure or programs, they could be listed in FFNHA promotional materials as “other things to see and do in the area while you are here.” In this way, FFNHA interpretive materials can provide a cohesive and seamless visitor experience that allows for the logical development of a specific storyline related to the nationally significant aspects of this region while allowing visitors to customize their visit to include a range of other attractions based on their specific interests and schedule.

While the main theme and three sub-themes would remain constant, an unlimited number of stories could be told under each of the three sub-themes. Likewise, for each of the stories under each sub-theme, there may be multiple sites or places in the region where that story (or parts of that story) can be told. The flow chart below provides a sense of how the themes, sub-themes, stories and places in the region will be connected. As noted elsewhere, places that do not connect to the stories and themes for FFNHA would not be included in FFNHA interpretive efforts but could be included in FFNHA promotional materials as “other things to see and do in the area.”



With the draft themes and statement of national significance in mind, existing inventories of current and potential interpretive resources within the FFNHA region were analyzed to determine how stories and places within the region could support the proposed themes. Once the main theme and sub-themes for FFNHA have been finalized, additional stories can be identified to fully develop each of the proposed sub-themes. Places can then be identified where these stories already are (or potentially could be) told, and interpretive experiences can be developed, enhanced and linked together to form a cohesive and seamless experience within the region that allows these stories to unfold as visitors travel through the region.

To test the proposed sub-themes, a starter list of supporting stories under each of the three sub-themes was developed along with an initial list of places where that storyline is currently being told. The goal of creating this list was to identify:

- a) the diversity of stories within the region that could help to support the proposed sub-themes.
- b) stories that are currently NOT being told at any one place in the FFNHA region
- c) stories that are being told in multiple locations within the FFNHA region

Developing and sharing this “Stories and Places” list with FFNHA stakeholders has been instructive for several reasons. First, stakeholders are clearly extremely anxious to tell their stories and to ensure that their site is included as part of FFNHA. Second, due to the diverse perspectives on the stories within the region, it will be critical to develop a vetting process to ensure that stories are accurate, and that they legitimately support one or more of the proposed sub-themes. As the statement of national significance and the supporting language describing the sub-themes is developed, a credible process to resolve conflicting views and approve which suggested edits are actually incorporated into the final version must be developed, both for the GMP as well as for the ongoing efforts of FFNHA.

The May FFNHA Partnership Team meeting will focus on the interpretive and education aspects of the GMP. While many stakeholders will have already had an opportunity to review the draft main theme, sub-themes and statement of national significance, this meeting will provide the first formal opportunity present the themes and statement of national significance to the full FFNHA Partnership Team for discussion and feedback. A primary goal for the May meeting will be to reach consensus on the themes and statement of national significance so that the interpretation and education work can continue on to the next phase. If consensus can be reached regarding the themes and the statement of national significance, the Partnership Team’s input will be sought to flesh out important stories under each theme as well as places where those stories currently are (or could be) told. By completing this identification of stories and places, both strengths and gaps will be identified as interpretive opportunities and challenges.

6.3 Educational Analysis

Education, both for school groups as well as for residents, is also an important priority for FFNHA stakeholders within the region. Phase 2 of the planning process will include more in-depth research into what is currently available and what educational resources are still needed within the region. Preliminary research into online educational resources has identified 15 websites offering online curriculum or describing school field trip opportunities at sites within the region (see appendix). By identifying and surveying additional educational contacts, more information about available educational resources as well as gaps in education resources related to the proposed themes will be explored as part of Phase 2 of the planning process.

In summary, to avoid the creation of multiple lists of FFNHA resources which will need to be constantly cross-checked, a critical and high priority step for FFNHA will be to expand the current *Contributing Sites* database into a larger searchable database of all FFNHA heritage resources. This database needs to have the capability to sort resources based on multiple criteria, including but not limited to the proposed interpretive themes. While the FFNHA Management Team can provide assistance in expanding the database categories, the responsibility of populating the database with complete and accurate information will be up to the FFNHA.

This could be an ideal summer internship project for a college or graduate student from a local university, or perhaps a preservation internship promoted through a network such as *Preserve Net* (see <http://www.preservenet.cornell.edu/employ/intern.cfm>). The lists of heritage resources included in the appendix to this report can help to provide initial direction and guidance for a summer intern, though it will be important that these appendices be first carefully reviewed by knowledgeable local stakeholders to ensure that the lists are as accurate as possible.

VII. Existing Data and Analysis: Travel & Tourism

Many heritage areas engage in travel & tourism as a means to stimulate local economies and demonstrate the value and relevance of historic assets. However, how they engage in tourism depends on the area and the vision of the management entity. Some of the first heritage areas restricted their involvement in tourism to interpretation and preservation of assets. Only recently, in the past decade, have federally-designed heritage areas branched out into developing tours, marketing programs and managing quality of visitor experiences as part of their responsibilities. In part, this shift in emphasis and priorities is due to the growth in heritage tourism nationally and internationally. Recent studies indicate that “visiting historic sites” is one of the top activities for both domestic and international visitors. “Authenticity” is increasingly important to travelers, as they seek out distinctive experiences and life-long learning opportunities.

FFNHA has always considered travel & tourism as a priority. In the original feasibility study, the Map of Kansas Recreational Areas demonstrates the “outstanding recreational and educational opportunities for residents of the area and visitors.” The study continues, “the heritage area will promote access to outdoor recreation through private sector enterprises, public/private partnerships, technical assistance, funding and tourism enterprises.”

The recently adopted vision statement for the FFNHA also signifies the importance of tourism to the region’s future. The vision drafted for 2013 is “FFNHA is a region recognized globally for its unique, authentic and honest stories that offer many reasons for visiting and living here. Historically-aware residents of all ages benefit from and contribute to a diverse and vibrant regional economy that connects dynamic learning experiences, heritage interpretation and preservation of place.” Therefore, it is no surprise that determining and understanding the baseline for travel & tourism is critical to help FFNHA determine what needs to be done to advance the mission, and how to prioritize and implement efforts.

7.1 Profile of U.S. Tourism

Since tourism has been defined as an important industry for the region, it is critical to understand the potential and also how competing destinations are leveraging their historic and cultural assets to attract visitors and their spending.

In the United States, tourism is currently the third-largest retail industry, behind automotive and food stores. Travel and tourism is the nation’s largest services export industry, and one of America’s largest employers. In fact, it is the first, second, or third largest employer in 30 of the 50 states. The tourism industry includes more than 15 interrelated businesses, from lodging establishments, airlines, and restaurants, to cruise lines, car rental firms, travel agents, and tour operators. Domestic and international travelers in the United States spend an average of \$1.9 billion a day, \$79 million an hour, \$1.3 million a minute, and \$21,000 a second. Tourism generates \$700 billion in sales (excluding spending by international travelers on U.S. airlines). The tourism industry pays \$109.4 billion in federal, state, and local taxes. Tourism directly supports more than 7.5 million travel and tourism jobs.¹

¹ American Hotel & Motel Association, 2007

For heritage areas, it is important to recognize the sectors that provide the greatest potential to advance their respective tourism agendas. Two sectors in particular have specific definitions and principles to guide the successful implementation, delivery and measurement of the most popular – and appropriate – type of visitor experiences:

Cultural Heritage Tourism

The National Trust for Historic Preservation's definition of cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources." Five principles guide all programs and outcomes:

- 1) Collaborate
- 2) Find the Fit between Community and Tourism
- 3) Make Sites and Programs Come Alive
- 4) Focus on Quality and Authenticity
- 5) Preserve and Protect Resources

Nearly 118.1 million American adults say they included at least one of fifteen arts, humanities, historic or heritage activities or events while traveling in 2002. This equates to more than half of the U.S. adult population (56%). One quarter of these cultural travelers take three or more of these trips per year. In fact, historic/cultural travel volume is up 13 percent from 1996, increasing from 192.4 million person-trips to 216.8 million person-trips in 2002.² Thirty percent or 35.3 million adults say that a specific arts, cultural or heritage event or activity influenced their choice of destination. In fact, many travelers will extend their stay because of an arts, cultural or heritage event or activity.

Most cultural heritage travelers want to enrich their lives with new travel experiences. This is particularly true among those aged 18-34, 75 percent of whom agreed that trips where they can learn something new are more memorable to them.

- The demographic profile of the cultural heritage travel segment today is younger, wealthier, more educated and more technologically savvy when compared to those surveyed in 1996.
- Generation X (1965-1982) and Gen Y'ers (1978-1994), are more apt than Matures aged 55+ to agree that trips where they can learn something new are more memorable to them (75% vs. 63%).
- Households headed by Baby Boomers (1946-1964) are most likely (41%) to participate in these activities.

² The Historic/Cultural Traveler, 2003 Edition, TIA and Smithsonian Magazine

**Top Ten States Visited by
Cultural/Historic Travelers in 2002:**

- 1) California
- 2) Texas
- 3) New York
- 4) Florida
- 5) Pennsylvania
- 6) Virginia
- 7) Illinois
- 8) Tennessee
- 9) North Carolina
- 10) Georgia

How do these travelers compare to all U.S. travelers? Cultural heritage travelers spend more (\$623 vs \$457), stay longer (5.2 nights vs 3.4 nights) and stay in hotels, motels or B&Bs (62% vs 55%).³

Geotourism

A more expansive definition to consider is “geotourism.” Defined by the National Geographic’s Center for Sustainable Destinations as “tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents,” geotourism is founded on a premise of balance between resident, resource and visitor. The Geotourism Charter outlines a set of 13 principles that destinations can pledge to support and uphold as part of its commitment to geotourism. (See *Appendix D*)

As FFNHA focuses on how it engages in tourism as a management entity and as a region, it will be important to understand how other destinations are showcasing historic, cultural and natural assets to visitors and residents.

7.2 Profile of Kansas-Missouri Tourism

Both these Midwest states have state offices of tourism that conduct extensive market research to determine their visitation and tourism industry impact. Historically, Missouri invests more statewide in developing and promoting the state than its neighbor, Kansas.

³ Source: Travel Industry Association of America TravelScope survey 2003

In the 2006-2007 fiscal year, states spent an estimated \$765.1 million for development and promotion in the travel and tourism industry. Colorado increased its budget the most: 140% from \$9.2 million to \$22.1 million. Hawaii again ranked #1 in tourism office spending, with a budget of \$70.7 million. Second was Pennsylvania, with a budget of \$64.7 million. Rounding out the top five were Illinois (\$48.9 million), Florida (\$33 million), and Texas (\$29.2 million). California spent the most on domestic advertising and sales promotion, budgeting \$15 million for 2006-2007, followed by Colorado (\$12.7 million), Texas (\$12.5 million), Missouri (\$12.4 million), and Florida (\$11.1 million). The total collective domestic advertising and sales promotion budget was \$248.3 million.⁴

Missouri's Office of Tourism is funded through a model Tourism Supplemental Revenue Fund. In 2007, Missouri's Division of Tourism's overall budget grew to \$17.8 million (14th in the nation), while the Travel & Tourism Division of the Kansas Department of Commerce was funded at \$4.4million (44th in the nation).

Both states conduct similar outreach and marketing programs, including promotions, advertising, public relations, web- and print-based communications, welcome centers, information fulfillment, and research. Each state also engages in cooperative marketing and product development, offering grants and technical assistance to help destinations and organizations enhance their tourism experiences.

Target Markets

Visitors to Kansas spent \$7.3 billion in 2004⁵ with the largest portion of tourism spending generated by out-of-state travelers (50%.) International visitors are responsible for 2% of the 2004 tourism expenditures in Kansas, while residents' travel in state represented 25% of the total.

In Missouri, taxable sales from 17 tourism-related industries reached a record \$9.07 billion during FY06, up from \$8.58 billion during FY05, an increase of 5.7%. 60% of domestic travelers in FY06 originated from outside of Missouri. Kansas (19.6%) and Arkansas (13.2%) had the largest shares of travelers visiting Missouri during FY06.

Both state tourism offices conducted "Cultural Heritage Tourism" studies in 2005. Although the research approach was different – Kansas consultants conducted on-site reconnaissance and facilitated visitor surveys at a variety of attractions; Missouri conducted an on-line survey – this target market is clearly a prime audience for the region. Almost one third (31%) of Missouri residents claim they are extremely/very likely to travel for cultural/heritage events. Out-of-state residents, especially from the Midwest, are even more interested in cultural heritage sites and events (34%).⁶

Visitor Profiles

Most of the 38.5 million visitors to Missouri were traveling for leisure (86.3%). Average age of

⁴ Source: Travel Industry Association of America, Bureau of Labor Statistics

⁵ Global Insight, Inc. 2006

⁶ Missouri Cultural & Heritage Tourism Study, TNS Travel & Transport, June 2005

traveler is 46.6, and more than a third (40%) had a college degree or higher. Half of the income of households visiting Missouri had an income of \$47,500 or more in FY06.⁷ Visiting friends/relatives accounted for 41% of the travelers to Missouri, while entertainment/sightseeing was the motivator for 14%. Traveling by auto is the primary mode of transportation.

Neighboring states of Missouri, Nebraska, Colorado and Oklahoma are key origin markets for Kansas, especially for the traveler arriving by car. According to the 2005 Kansas Interstate Tourist Travel Flow Survey, 38% of the visitors were on vacation or traveling for leisure, 27% were visiting friends/relatives, 25% on business, and 20% were just passing through. 54% planned to stay less than a day, 22% planned to stay two days, and 24% planned to stay in Kansas more than three days.

Top Activities for Travelers to Kansas ⁸		Top Activities for Travelers to Missouri ⁹	
Shopping	63.9%	Family/Friend Event/Reunion	27%
Driving tours or scenic drives	41.0%	Shopping	26%
Visiting a city, city attractions	27.3%	Fine Dining	15%
Museums/cultural events	23.1%	Rural Sightseeing	11%
Touring historic sites	22.5%		
Visiting quaint attractions, small towns	21.8%		
Family attractions (zoos, water parks)	20.6%		
Attending a festival or fair	15.8%		
State parks	12.6%		
Attending entertainment or shows	11.9%		
Fishing, boating, other water activities	10.9%		
Biking & hiking trails	9.2%		
Participating in sports (golf, tennis)	7.6%		

In Kansas, shopping accounts for 31% of the tourism expenditure in the state. Combined with food (23%) and transportation (18%), these three components represent nearly 75% of visitor expenditures. Travelers spend 17% of their expenditures on entertainment, and only 11% on accommodation.

7.3 Profile of FFNHA: Tourism by County

County	State	Total Tourism Expenditures ^{10,11}	Share of County	County Share of State	Local Taxes	Employment
Allen	KS	15,000,000	1.4%	0.2%		
Anderson	KS	31,900,000	8.5%	0.5%		
Atchison	KS	25,200,000	1.9%	0.4%		
Bourbon	KS	52,800,000	4.4%	0.8%		

⁷ Economic Impact, July 2005-2006: MU-Tourism Economics Research Initiative

⁸ Global Insight, Inc. 2006

⁹ Economic Impact, July 2005-2006: MU-Tourism Economics Research Initiative

¹⁰ KS: Global Insight Tourism Satellite Account Perspective, 10/06: Kansas Tourism in 2004

¹¹ Annual Report, Missouri Division of Tourism FY 07

Chautauqua	KS	6,300,000	3.9%	0.1%		
Cherokee	KS	5,700,000	0.5%	0.1%		
Clay	KS	12,800,000	2.5%	0.2%		
Coffey	KS	21,300,000	4.7%	0.3%		
Crawford	KS	44,400,000	1.6%	0.6%		
Douglas	KS	355,300,000	6.2%	5.2%		
Franklin	KS	30,400,000	2.5%	0.4%		
Geary	KS	75,900,000	6.4%	1.1%		
Jackson	KS	252,700,000	40.4%	3.7%		
Jefferson	KS	30,800,000	5.4%	0.4%		
Johnson	KS	1,512,200,000	2.9%	22.1%		
Labette	KS	20,400,000	1.3%	0.3%		
Leavenworth	KS	26,600,000	1.2%	0.4%		
Linn	KS	40,500,000	8.9%	0.6%		
Miami	KS	11,000,000	1.1%	0.2%		
Montgomery	KS	56,300,000	1.4%	0.8%		
Neosho	KS	59,900,000	4.2%	0.9%		
Osage	KS	12,900,000	2.6%	0.2%		
Pottawatomie	KS	15,900,000	1.2%	0.2%		
Riley	KS	186,100,000	6.3%	2.78%		
Shawnee	KS	486,300,000	3.4%	7.1%		
Wabaunsee	KS	15,100,000	8.4%	0.2%		
Wilson	KS	5,800,000	0.7%	0.1%		
Woodson	KS	8,500,000	3.6%	0.1%		
Wyandotte	KS	197,300,000	1.7%	2.9%		
Barton	MO	9,115,842			54,735	1,038
Bates	MO	18,354,041			30,388	304
Buchanan	MO	145,849,833			859,068	4,738
Cass	MO	86,506,235			409,025	2,524
Clay	MO	328,068,760			15,543,790	12,131
Jackson	MO	1,401,729,009			32,327,915	37,253
Johnson	MO	48,501,740			279,237	2,054
Lafayette	MO	26,462,901			71,623	777
Platte	MO	243,022,391			5,768,816	7,006
Ray	MO	9,585,640			28,437	409
St. Clair	MO	3,874,772			2,024	95
Vernon	MO	12,950,255			165,241	555

7.4. Profile of FFNHA: Existing Tourism Product and Visitor Services

FFNHA boasts a collection of distinctive historic, cultural, and natural assets. As outlined in the feasibility study, the 41-region encompassing eastern Kansas and western Missouri includes state and nationally designated sites and trails that already attract visitors from around the world. FFNHA has initiated a visitor readiness survey that serves as the initial basis for inventorying the assets of the region. Unfortunately the survey data is not complete, either in its totality or its information. The visitor readiness survey currently includes more than 200

attractions; unfortunately, sites are not catalogued as to the quality of tour experience or contribution to the main stories. This information will need to be included before a tourism attraction baseline can be established for FFNHA. The current database is also limited to entries submitted by FFNHA partnership team. Additional assets will need to be included to provide a comprehensive database for FFNHA. Major attractions have already been identified and listed in Section IV of this report.

The FFNHA feasibility study also focused on several demonstration projects in progress including the following: Black Jack Battlefield site (Douglas County—site of the first regular battle fought between Free-State and Pro-Slavery men in Kansas); Hobbs Park Memorial (Douglas County); Quindaro Ruins (Wyandotte County—abolitionist and Underground Railroad center dating from 1857 to be interpreted as an Archaeological Park.) Tracking these projects is critical to understanding the breath and depth of assets available.

Recreation and Leisure

While the emphasis for the region is based on story, FFNHA has distinct recreational and natural assets to enhance the visitor experience. Both states offer a collection of trails and recently designated scenic byways, now some federally-recognized, to encourage conservation and usage of these routes.

These assets must be identified and included in the asset inventory as contributions to the region's overall visitor experience. As the inventory is developed, the quality and quantity of visitor services for each asset will need to be evaluated.

Services & Infrastructure

Interstate access via I-70 and I-35 provide great opportunities for FFNHA to attract visitors into the region; I-70 has more than 32 million users annually.¹² Welcome Centers are a key point of entry for information. Currently, state and affiliated welcome centers are sparsely scattered around the region. Some Convention & Visitors Bureaus manage welcome and information centers, either as part of their office operation or as satellite facilities. As FFNHA develops the interpretive routes and key visitor transportation links, the management entity will also need to consider the viability of creating new information centers to guide visitors around the region.

Hotels, restaurants, and retail stores/ galleries that contribute to the visitor experience are not currently inventoried. As the key entry points are defined, and the tier of experiences prioritized, FFNHA will need to supplement its asset inventory to include existing visitor services and infrastructure. Signage, roadways and other types of infrastructure are reviewed in other sections.

Ground Transportation Networks

Ground transportation networks include major roads and passenger rail service. Major roads are further divided into limited access roads and arterial roads. Limited access roads are roads designed for high-speed operation through the elimination of at-grade intersections. Examples include all interstate highways, many US highways, and certain urban state highways. Arterial roads are moderate to high-capacity roads that are eligible for state and federal funds for

¹² Kansas Turnpike Authority, 2007 Annual Report

improvements such as curbs, gutters and sidewalks. After limited-access roads, arterials are first to be plowed during snowstorms, first to be kept open in emergencies, are maintained to a higher standard. Unlike limited-access roads, arterials are eligible for amenities such as walkways, pathways and equestrian trails. The region includes 2,800 miles of limited access road, 2,700 miles of urban arterial roads, and 17,700 miles of rural arterial roads. Road service is comprehensive throughout the region, although there is a higher density of limited access roads in the metropolitan regions of St. Joseph, Kansas City, and Topeka.

The region has several thousand miles of railroad lines, but a vast majority of these lines are used exclusively for freight traffic. Amtrak operates intercity passenger rail. Currently, Amtrak service is available in six cities in the region: Topeka and Lawrence in Kansas; Independence, Kansas City, Lee's Summit, Warrensburg in Missouri.

Major Cities & Towns

The region is heavily populated around the urban centers of Topeka, Kansas City and Independence (Missouri). Small towns dot the rural landscape throughout the area and along the I-35 N/S corridor. The region includes the following cities and towns with population over 6,000:¹³

- Kansas City, Missouri 441,545
- Overland Park, Kansas 149,080
- Kansas City, Kansas (Wyandotte) 146,866
- Topeka, Kansas (Shawnee) 122,377
- Independence (Montgomery), Missouri 113,207
- Olathe, Kansas (Johnson) 92,962
- Lawrence, Kansas (Douglas) 80,098
- St. Joseph, Missouri 73,990
- Shawnee, Kansas 47,996
- Manhattan, Kansas (Riley) 44,831
- Leavenworth, Kansas (Leavenworth) 35,420
- Raytown, Missouri 30,388
- Gladstone, Missouri 26,365
- Liberty, Missouri 23,232
- Belton, Missouri 21,730
- Pittsburg, Kansas 19,243
- Junction City (Geary) 18,886
- Warrensburg, Missouri 17,965
- Carthage, Missouri 13,096
- Ottawa, Kansas 11,921
- Raytown, Missouri 11,146
- Coffeyville (Montgomery) 11,021
- Atchison, Kansas 10,232
- Chanute (Neosho) 9,411
- Clinton, Missouri 9,311
- Harrisonville, Missouri 8,946

¹³ 2000 Census

- Nevada, Missouri 8,607
- Fort Scott (Bourbon) 8,297
- Bonner Springs, Kansas 6,768
- Iola (Allen), Kansas 6,302

7.5 Gap Analysis for Tourism

A) Need for comprehensive, consistent baseline data

As a two-state region, a key challenge for FFNHA is to capture consistent and relevant data for benchmarking. While each state collects data by county, the respective state tourism offices do not use the same research methodology or SIC codes to track and measure tourism and its impact. This creates a challenge for FFNHA to determine its full tourism impact and compare with other regions. Contracting a tailored analysis from existing raw data or conducting its own primary research will be important to obtain credible tourism statistics.

B) Need for state tourism offices to designate FFNHA as a distinct “region”

Currently, the counties represented in the FFNHA legislation span five separate travel regions in two states. The Kansas Division of Travel & Tourism markets and reports statistics on FFNHA through its South East, North East and North Central regions; the Missouri Office of Tourism represents FFNHA through its Northwest, Central, and Southwest regions.

C) Need for additional information to determine visitor readiness

The visitor readiness database includes a preliminary list of sites open to the public, yet the assessment information is limited. In order to prioritize and select contributing sites additional information needs to be secured.

D) Need to determine local residents’ travel patterns

To attract visitors and their spending to a region, destinations must provide travelers first a *reason* to visit... motivating the traveler to first decide to travel away from home and then select their place among the competition. Missouri’s recent Cultural & Heritage Tourism Study (2005) touts how many residents actually stay in Missouri for leisure activities rather than traveling to other states. FFNHA is fortunate that many visitors already travel to Kansas and Missouri to visit friends and relatives.

Additional Recommendations:

- 1) Understand the current “market mix” of segments being served in Kansas and Missouri;
- 2) Make sure existing customers find information and experiences that leads them to local cash registers in order to generate greater economic impact immediately;
- 3) Establish a strategic vision for continued tourism development to deliver on current visitor expectations and needs;
- 4) Implement strategies that will grow targeted customer segments;
- 5) Monitor and maintain visitor satisfaction, and
- 6) Educate cultural, retail, heritage, and arts/craft community on the benefits of tourism.

VIII. Conclusion

This Phase One report is not a completed work. Rather, it begins a work in progress that should continue throughout the life of FFNHA, in other words, for many decades to come.

Examining many kinds of resources, opportunities, and information sources, this data report demonstrates the kinds of questions and the types of data that should continue to be collected and analyzed. All four major areas of data collected herein—Historic Assets, Cultural and Natural Assets, Interpretation & Education, and Tourism—are not set in stone. They will rapidly grow out of date and require updating or expansion as historic sites, tourism resources, and interpretive tools are identified or become available as contributors to the FFNHA mission, organization.

There are also existing gaps in the data presented. In compiling this report, the Management Plan team is aware that the data may well exist or, if it has not been compiled, FFNHA should attempt to obtain during the Management Plan process or soon after. All of the data reported here, including that called out in the Gap Analyses, is needed to make the best-informed management decisions now, and serve as a foundation for decades to come.

It is important to understand that this recommended data structure is a planning tool and not a management plan. Besides creating a resource inventory from which to begin the management plan, the purpose of this report is also to understand what vital information is missing. A key goal initiated with this preliminary data collection is to create a structure and a table of contents to update and enrich in the years to come so that it will remain relevant for prioritizing FFNHA decisions and long-term strategic planning.

Like the Visioning Report, completed separately during Phase One of the Management Plan, this report serves as model for a process and a recording format that FFNHA can continue with in the future. The overall Management Plan cannot answer every question, but it can give FFNHA the instruction and the formats to make its own decisions, renew its information base, and manage the growth of the National Heritage Area well into the next decade.

Appendix A: Assets not currently included in the *Contributing Sites* database.
Sites open to the public that may Fit FFNHA themes, but not currently listed in *Contributing Sites* database

1827 Log House (*Independence, MO, Jackson County*)
 1859 Jail, Marshal's Home & Museum (*Independence, MO, Jackson County*)
 Amelia Earheart Birthplace (*Atchison, KS, Atchison County*)
 Anderson County Historical Society & Museum (*Garnett, KS, Anderson County*)
 Atchison County Historical Museum (*Atchison, KS, Atchison County*)*
 Atchison Rail Museum (*Atchison, KS, Atchison County*)*
 Baker University/Old Castle Museum (*Baldwin, KS Douglas County*)
 Beecher Bible and Rifle Church (*Wamego, KS, Waubaussee County*)*
 Belton Museum (*Belton, MO, Cass County*)
 Benedictine College (*Atchison, KS, Atchison County*)*
 Black Archives Museum (*St. Joseph, MO, Buchanan County*)
 Buffalo Soldier Monument (*Fort Leavenworth, KS, Leavenworth County*)
 Burnt District Monument (*Harrisonville, MO Cass County*)*
 Cass County Historical Society (*Harrisonville, MO, Cass County*)
 Civil War Monument (*Pleasant Hill, MO, Cass County*)*
 Clinton Lake Museum (*Clinton Lake, KS, Douglas County*)*
 Elmwood Cemetery (*Kansas City, MO*)*
 Fort Leavenworth (*Fort Leavenworth, KS, Leavenworth County*)
 Fort Leavenworth National Cemetery (*Fort Leavenworth, KS, Leavenworth County*)
 Fort Riley (*Fort Riley, KS, Geary County*)
 Fort Scott (*Fort Scott, KS, Bourbon County*)
 Frontier Military Museum (*Drexel, MO, Bates County*)*
 Glore Psychiatric Museum (*St. Joseph, MO, Buchanan County*)
 Grinter Place (*Muncie, KS, Wyandotte County*)
 Harry S. Truman National Historical Site (*Independence, MO, Jackson County*)
 Harris-Kearney House/Westport Historical Society (*Kansas City, MO*)*
 Haskell Indian Nations University (*Lawrence, KS, Douglas County*)
 Heritage Plaza (*Independence, MO, Jackson County*)
 Historical Society of New Santa Fe (*New Santa Fe, MO, Jackson County*)
 Humboldt Historical Museum (*Humboldt, KS, Allen County*)*
 Jackson County Historical Museum (*Holton, KS, Jackson County*)
 Johnson County Historical Society and Museum (*Shawnee, KS, Johnson County*)*
 Jesse James Bank Museum (*Liberty, MO, Jackson County*)
 Jesse James House (*St. Joseph, MO, Buchanan County*)
 Kansas City's City Hall Stained Glass Windows (*Kansas City, KS*)
 Lane Museum (*Lecompton, KS, Douglas County*)*
 Lanesfield School Historic Site (*Edgerton, KS, Johnson County*)
 Lansing Historical Museum (*Lansing, KS, Leavenworth County*)*
 Leavenworth Landing Park (*Leavenworth, KS, Leavenworth County*)
 Lee's Summit Historical Cemetery (*Lee's Summit, MO, Jackson County*)*
 Lewis & Clark Historic Park at Kaw Point (*Kansas City, MO*)*
 Lewis & Clark Pavilion (*Atchison, KS, Atchison County*)*
 Lexington Historical Museum (*Lexington, MO, Lafayette County*)



Liberty Arsenal (*Liberty, MO, Jackson County*)
Liberty Jail (*Liberty, MO, Clay County*)
Miami County Historical Society (*Paola, KS, Miami County*)
Missouri Valley Trust Building (*St. Joseph, MO, Buchanan County*)*
Mt. Gilead Church and School (*Kearney, MO, Clay County*)*
Mount St. Scholastica Chapels (*Atchison, KS, Atchison County*)*
Mount Vernon Cemetery (*Atchison, KS, Atchison County*)*
Mormon Grove (*Atchison, KS, Atchison County*)*
Mormon Visitors Center (*Independence, MO, Jackson County*)
National Frontier Trails Museum (*Independence, MO, Jackson County*)
Osaga Historical Society (*Fulton, KS, Bourbon County*)
Osawatomie Historical Museum (*Osawatomie, KS, Miami County*)*
Patee House Museum (*St. Joseph, MO, Buchanan County*)
Pioneer Cemetery (*Lawrence, KS Douglas County*)*
Pleasant Hill Historical Society Museum (*Pleasant Hill, MO, Cass County*)*
Pony Express Marker (*Atchison, KS, Atchison County*)*
Pony Express National Museum (*St. Joseph, MO, Buchanan County*)
Republican Valley Farm Museum (*Wakefield, KS, Clay County*)
Robidoux Row Museum (*St. Joseph, MO, Buchanan County*)*
Schlagle Library, Wyandotte County Lake Park (*KS, Wyandotte County*)
St. Benedict's Abbey Church (*Atchison, KS, Atchison County*)*
St. Joseph Museum (*St. Joseph, MO, Buchanan County*)
St. Pat's Church (*Atchison, KS, Atchison County*)*
Swope Park Interpretive Center & Byram's Ford/ Battle of Westport (*Kansas City, MO*)
U.S. Cavalry Museum (*Junction City, KS, Geary County*)
Watkins Museum-Douglas County Historical Society (*Lawrence, KS, Douglas County*)
Waverly City Hall (*Waverly, MO, Lafayette County*)
Weston Historical Museum (*Weston, MO, Platte County*)
Wyandotte County Historical Society & Museum (*Bonner Springs, KS Wyandotte County*)
Wyeth-Tootle Mansion (*St. Joseph, MO, Buchanan County*)
(70 sites)

Self-Guided Tours

Freedom's Pathway (*Topeka, KS*)
Historic Harrisonville Driving Tour (*Harrisonville, MO Cass County*)*
Historic Trails of Douglas County, KS (*KS, Douglas County*)*
Lewis & Clark Historic Areas-14 sites (*St. Joseph, MO, Buchanan County*)*
Missouri Mormon Walking Trail (*Independence, MO, Jackson County*)*
Northwest Missouri Jesse James Driving Tour (*St. Joseph, MO, Buchanan County*)*
Franklin County, KS*: Northwest Tour (Fort Scott Crossing/Peoria/Wellsville/Tauy Jones Home/Ottawa Baptist Mission); Northeast Tour (includes major Bleeding Kansas sites); Southwest Tour: Homewood/Rancomville/Silkville/Emerald/Dietric Cabin Site/Princeton Southeast Tour: Berea/Lane/Pottawatomie Massacre/Rantoul/John Brown Country
Osawatomie "Cradle of the Civil War" Signs of the Past Driving Tour (*Osawatomie, KS*)*
Pony Express Region Historic Sites Driving Tour
(*MO, Buchanan, Clay, Jackson, Platte, Ray, Lafayette Counties*)*
Quantrill's Attack on Fort Blair and the Battle of Baxter Springs-12 sites
(*Baxter Springs, KS, Labette or Cherokee County?*)

Quantrill's Raid: The Lawrence Massacre-Self Guided Tour

*(Lawrence, KS, Douglas County)**

Safe Passage in Perilous Times: Rivers, Trails, Routes & Rails through Miami County, KS (KS, Miami County)*

St. Joseph, Missouri Civil War Driving Tour (St. Joseph, MO, Buchanan County)*

St. Joseph Public Sculpture: A Self-Guided Tour of Selected Works

*(St. Joseph, MO, Buchanan County)**

Tracing Trails of Blood on Ice: Opothleyaholo's Great Escape

*(4-county self-guided tour)**

**Sites or tours described in brochures provided to the FFNHA Management Team*

N.B. Site John Brown Museum State Historic Site/John Brown Museum State Historic Site appears twice in the database

Appendix B: Potential Contributing Sites Not Open to the Public

NOTE: The information about the sites listed below was secured from National Register nominations. As many of these nominations were prepared a long time ago, some properties may no longer be standing or may be in different ownership than specified below. While these historic properties are not currently open to the public, they may be appropriate for inclusion in walking or driving tours, or for future development as FFNHA visitor sites.

Alexander Majors House (private residence at 8145 State Line Road, Kansas City, MO)

This was the home of Alexander Majors, one of the three partners of Russell, Majors and Waddell, which operated the Pony Express. The property was also a base of operations for the company. Majors lived in the house from the time of its construction in 1856, until he moved to Nebraska in 1858. (see <http://www.dnr.mo.gov/shpo/nps-nr/70000335.pdf>)

Hicklin Hearthstone (private residence E of Lexington on US 24, Lexington, MO)

This home, 1 1/2 miles east of the trade center of Lexington, is the oldest of the mansions along "Dover Road," a road between Lexington and Dover. It is believed to date to the 1830s. Hicklin was a Tennessee native who made his fortune as a plantation owner and, some sources say, a slave trader. In 1860, his estate was valued at \$70,000 and he owned 19 slaves.

(see <http://www.dnr.mo.gov/shpo/nps-nr/82000585.pdf>)

James M. Dinwiddie House/Maple Grove Stock Farm (private residence 0.25 mi. E of jct. of US 24 and MO 184, Dover, MO)

This home was built in 1840 by plantation owner James Dinwiddie. He operated his plantation, which produced a variety of agricultural products, with the help of a dozen slaves. (see <http://www.dnr.mo.gov/shpo/nps-nr/97001430.pdf>)

Owens Mc-Coy House (private residence at 410 W. Farmer Ave., Independence, MO)

The Owens-McCoy house is associated with Santa Fe traders Samuel Owens and William McCoy. Owens moved to Missouri from Kentucky in 1818 and became one of the founders of Independence, the head of the Santa Fe Trail. He was a wholesaler who operated large caravans along the trail. On one such voyage, Owens was involved in the Battle of Sacramento. William McCoy, also a trader and the town's first mayor, bought the property after Owens' death. Both were associated with the firm Waldo Hall and Co, which held the government contract to deliver mail to Santa Fe.

(see <http://www.dnr.mo.gov/shpo/nps-nr/94000321.pdf>)

Osage Mission Infirmary (325 Main St., St. Paul, KS)

This is the only remaining building historically associated with the Osage Mission founded in Neosho County in 1847.

Pacific House Hotel (loft apartments in Old Town Historic District in Kansas City, MO)

The Pacific House Hotel, constructed 1861 from plans of architect Asa Beebe Cross, was the war-time headquarters of General Thomas Ewing, who issued Order #11. It has been converted to loft apartments.

(see <http://www.dnr.mo.gov/shpo/nps-nr/78001656.pdf>)

Robert A. Brown House (*private home north of Harrisonville, MO off of Alt. U.S. 71*)

The Brown House, also known as "Wayside Rest" was built by Robert A. Brown in 1850. Brown owned the surrounding 1000 acres. Brown was a delegate from Bates, Jackson and Cass Counties to the Missouri Secession Convention. Although he was a Southern Sympathizer, he voted against secession. According to some accounts, his vote spared his home and property the wrath of Order #11. Brown owned 40 slaves at the start of the Civil War. During the war, he attempted to protect his investment by sending his slaves to Dallas.

(see <http://www.dnr.mo.gov/shpo/nps-nr/70000327.pdf>)

Smallwood V. Noland House (*private home at 1024 S. Forest Street, Independence, MO*)

This home was built ca. 1845 by Smallwood V. Noland, a Santa Fe Trader and merchant who moved to Missouri from Kentucky. By 1850, Noland had amassed an estate valued at \$30,000 and owned 26 slaves.

(see <http://www.dnr.mo.gov/shpo/nps-nr/94000319.pdf>)

Thomas Shelby House (*private home 0.25 miles E of US 24 & MO 111, Lexington, MO*)

Shelby operated a hemp plantation with 41 slaves, who helped him build a hemp empire. The plantation is among the many along Dover Road, the road between Dover and Lexington. (see <http://www.dnr.mo.gov/shpo/nps-nr/97001429.pdf>)

Quindaro (*archeological site at Quindaro, KS, Wyandotte County*)

The Quindaro Townsite is listed on the National Register of Historic Places as an archeological site. The town was developed by freestaters, including Clarina Nichols. Because the town was involved in the Underground Railroad, the site has been designated by the National Park Service as a Network to Freedom Site.

Waddell House (*private residence at 1704 South St., Lexington, MO*)

This was the home of William Bradford Waddell, who was one of the partners in Russell, Majors and Waddell, who operated the Pony Express. He acquired the house in 1869. (see <http://www.dnr.mo.gov/shpo/nps-nr/79001378.pdf>)

Westport Inn

(*Bar/restaurant at Westport & Pennsylvania Avenue, Kansas City, MO*)

Now known as Kelly's Westport Inn, this building was built by Albert Gallatin Boone, an Indian agent, trader, mountain man and grandson of Daniel Boone. Boone bought the property in 1854. It is the oldest brick building in Kansas City, built in 1848-1854 with alterations 1880-1892 and 1892-1904. The building has been a saloon since at least 1933.

(see www.kellyswestportinn.com or <http://www.dnr.mo.gov/shpo/nps-nr/72000718.pdf>)

William P. Robinson House (*private residence 0.2 mi. E and 0.15 mi. S of jct. of MO 107 and MO 112, Lexington, MO*)

William Robinson was born in Virginia and moved to Missouri in 1818. He bought his plantation near Lexington in 1830. By 1850, he owned 7 slaves. Robinson was unique for his sustainable approach to agriculture. His practice of diversifying crops allowed him to continue to farm after the Civil War. (see <http://www.dnr.mo.gov/shpo/nps-nr/97001428.pdf>)

Woodneath/Arnold Elbridge Homestead

(private residence at 8900 NE Flintlock Road, Kansas City, MO)

This Greek Revival home was commissioned in 1855 by Elbridge Arnold, who made his fortune raising cash crops of hemp with slave labor. The home was constructed with slave labor. It was finished in 1856. Arnold died during the construction in 1856. According to census records, Elbridge Arnold had 7 slaves in 1850. In 1860, his widow Finetta owned two slaves.

(see <http://www.dnr.mo.gov/shpo/nps-nr/78001640.pdf>)

Appendix C: Potential List of Other Things to See and Do in the Area
(from FFNHA *Contributing Sites* database)

The following sites currently included in the FFNHA *Contributing Sites* database do not have an obvious connection to a storyline under one of the three proposed sub-themes based on the current site description in the database. Unless a connection can be made, as sites are assigned to a sub-theme(s), these sites should be put in a separate category of “other things to see and do in the area while you are there.” Note that the list of contributing sites includes a large number of county historical museums. The site descriptions for many of the historical museums only specifies that they “tell the history of their county.” Additional information about the collections and exhibits will be required to determine where (or if) the experiences at these historical museums fit with regard to the proposed theme and sub-themes.

- 40th Degree of Latitude Iron Monument (*White Cloud, KS*)
 - Bogg’s Landing (*St. George, KS*)
 - CW Parker Carousel Museum (*Leavenworth, KS*)
 - Caney Valley High School Football Stadium (*Caney, KS*)
 - Caney Valley Historical Museum Complex (*Caney, KS*)
 - Columbian Theater (*Wamego, KS*)
 - Deaf Cultural Center and William J. Marra Museum (*Olathe, KS*)
 - Doughboy Memorial (*Onaga, KS*)
 - Downtown Overland Park (*Overland Park, KS*)
 - Fort Lincoln One Room School (*Fort Scott, KS*)
 - Frederick Funston Boyhood Home Museum and Visitor Center (*Iola, KS*)
 - General George Wark Memorial Park (*Caney, KS*)
 - Irene B. French Community Center (*Merriam, KS*)
 - Landon Center (*Independence, KS*)
 - Louisburg Cider Mill (*Louisburg, KS*)
 - National Fred Harvey Museum (*Leavenworth, KS*)
 - Neewollah (*Independence, KS*)
 - Nerman Museum of Contemporary Art (*Overland Park, KS*)
 - Old Dutch Mill (*Wamego, KS*)
 - Onaga Railroad Park (*Onaga, KS*)
 - Oz Museum (*Wamego, KS*)
 - Pottawatomie County Chrysler Visitors Center (*Wamego, KS*)
 - Rio Overland Theater (*Overland Park, KS*)
 - Riverside Park and Ralph Mitchell Zoo (*Independence, KS*)
 - St. Francis Hieronymo Church (*St. Paul, KS*)
 - St. Joseph’s Catholic Church (*Humboldt, KS*)
 - Strang Carriage House (*Overland Park, KS*)
 - Tyro United Methodist Church (*Tyro, KS*)
- (29 sites)

Appendix D: National Geographic's Center for Sustainable Destinations – Geotourism Charter

National Geographic encourages destinations to embrace 13 principles as part of a long-term geotourism strategy. Destinations may sign a Geotourism Charter to pledge their support to the ideals and implementation of programs that foster these principles.

Integrity of place: Enhance geographical character by developing and improving it in ways distinctive to the locale, reflective of its natural and cultural heritage, so as to encourage market differentiation and cultural pride.

International codes: Adhere to the principles embodied in the World Tourism Organization's Global Code of Ethics for Tourism and the Principles of the Cultural Tourism Charter established by the International Council on Monuments and Sites (ICOMOS).

Market selectivity: Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of the locale.

Market diversity: Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of the geotourism market and so maximize economic resiliency over both the short and long term.

Tourist satisfaction: Ensure that satisfied, excited geotourists bring new vacation stories home and send friends off to experience the same thing, thus providing continuing demand for the destination.

Community involvement: Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market their locales effectively. Help businesses develop approaches to tourism that build on the area's nature, history and culture, including food and drink, artisanry, performance arts, etc.

Community benefit: Encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities, especially poverty alleviation, with clear communication of the destination stewardship policies required to maintain those benefits.

Protection and enhancement of destination appeal: Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within those limits. Use persuasion, incentives, and legal enforcement as needed.

Land use: Anticipate development pressures and apply techniques to prevent undesired overdevelopment and degradation. Contain resort and vacation-home sprawl, especially on coasts and islands, so as to retain a diversity of natural and scenic environments and ensure continued resident access to waterfronts. Encourage major self-contained tourism attractions,

such as large-scale theme parks and convention centers unrelated to character of place, to be sited in needier locations with no significant ecological, scenic, or cultural assets.

Conservation of resources: Encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting. Advertise these measures in a way that attracts the large, environmentally sympathetic tourist market.

Planning: Recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of the destination. Where tourism attracts in-migration of workers, develop new communities that themselves constitute a destination enhancement. Strive to diversify the economy and limit population influx to sustainable levels. Adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the destination.

Interactive interpretation: Engage both visitors and hosts in learning about the place. Encourage residents to show off the natural and cultural heritage of their communities, so that tourists gain a richer experience and residents develop pride in their locales.

Evaluation: Establish an evaluation process to be conducted on a regular basis by an independent panel representing all stakeholder interests, and publicize evaluation results.