

# 2009 Annual Report

## 2009 Management Plan Report

### FFNHA COUNTIES

**KANSAS:** Allen • Anderson • Atchison • Bourbon • Chautauqua • Cherokee • Clay • Coffey • Crawford • Douglas • Franklin • Geary • Jackson • Jefferson • Johnson • Labette • Leavenworth • Linn • Miami • Montgomery • Neosho • Osage • Pottawatomie • Riley • Shawnee • Wabaunsee • Wilson • Woodson • Wyandotte

**MISSOURI:** Barton • Bates • Buchanan • Cass • Clay • Jackson • Johnson • Lafayette • Platte • Ray • St. Clair • Vernon

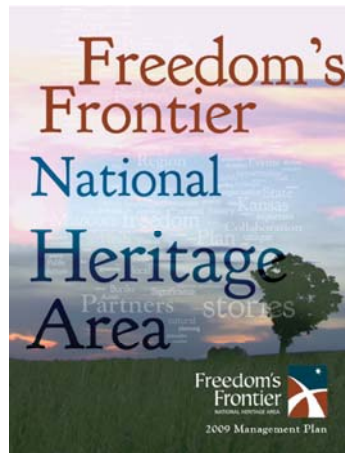
### FFNHA GEOGRAPHY & PEOPLE

Location: 41 counties in Eastern Kansas and western Missouri

Area: 31,021 square miles

Population: 2,811,295 (2007 estimate)

Established: October 12, 2006 by signature of President George W. Bush



June 2009 marked the successful completion of an 18-month public process dedicated to constructing the *Freedom's Frontier National Heritage Area 2009 Management Plan*. This plan will guide the work of the area over the next ten to fifteen years.

The consultant team, led by Jeffrey L. Bruce, Jeffrey L. Bruce & Company, presented the Management Plan to partners at the June 18, 2009 partners meeting held at the

Kansas City Public Library. The Management Plan was submitted to the National Park Service Midwest Regional Office in Omaha, Nebraska, for review and comment. The Midwest Regional Office approved the Management Plan in late 2009 and forwarded it to the National Office in Washington, D.C., for final approval by Martha Raymond, National Coordinator for National Heritage Areas and the Secretary of Interior's Office.

## Freedom's Frontier Contracts with DMI for Management and Hires Employee

In August, 2009, after review of proposals, received in response to a Request for Proposal published by the Freedom's Frontier Board of Trustees, Freedom's Frontier selected Destination Management, Inc. (DMI) to manage the national heritage area's business.

Judy Billings, President and CEO of DMI, assumed the position of Director of the heritage area. Billings has been the Director of the Lawrence Convention and Visitors Bureau since 1983. She has led the

multi-year effort to develop Freedom's Frontier National Heritage Area and gain federal designation for the 41-county region. She spearheaded the grassroots initiative that now involves representatives from each of the 41 counties and guided the public process that resulted in the *2009 Management Plan*.

In June, 2009, Freedom's Frontier hired Julie Lenger McPike as Program Coordinator. McPike was a member of the consultant

team that developed the management plan for the heritage area. A native Missourian, McPike was previously employed by the Tennessee Civil War National Heritage Area while working on her M.A. in Public History at Middle Tennessee State University.



The 41 counties of Freedom's Frontier.

# Major Accomplishments



KU Student Group work on their FFNHA public relations & marketing campaign.

## FFNHA CONGRESSIONAL DELEGATION:

### U.S. SENATORS

Kit Bond, MO  
 Sam Brownback, KS  
 Claire McCaskill, MO  
 Pat Roberts, KS

### U.S. REPRESENTATIVES

Emanuel Cleaver, MO  
 Sam Graves, MO  
 Lynn Jenkins, KS 2nd District  
 Dennis Moore, KS 3rd District  
 Jerry Moran, KS 1st District  
 Ike Skelton, MO 4th District  
 Todd Tiahrt, KS 4th District

The Freedom's Frontier staff, board and partners have had a very busy 2009. Besides completing *2009 Management Plan* at a cost of \$300,000 raised locally, several other achievements in 2009 have paved the way for a successful 2010. Staff, the board, and partners accomplished the following:

- Held 12 public partnership meetings with an average of 50 attendance and a collective in-kind investment of approximately \$63,000 by those attendees.
- Attracted 139 partners to sign the Partner Pledge indicating a commitment to join others in supporting the region's vision, mission and guiding principles and to uphold the integrity and purpose of the management plan process working on behalf of the common good of the region.
- Through an RFP process, selected Destination Management, Inc., Lawrence, KS to manage the day-to-day affairs of the heritage area.
- Hired our first employee with the responsibility of Program Coordinator.
- Worked with a KU Journalism class to develop a marketing and public relations plan. This project was featured in the Alliance of National Heritage Areas December/January newsletter.
- Hired an intern to work on the recommended sites/stories survey database.
- Produced a 4-minute (which can be viewed at [www.freedomfrontier.org](http://www.freedomfrontier.org)) and a 12-minute video to communicate our mission.
- Made over 40 presentations using the video and/or power point.
- Implemented recommended changes to the organizational structure, resulting in an increase in Board membership and the creation of a Board Executive Committee.
- Implemented the recommendation of the Steering Committee assuming the role of the Advisory Committee and formed five Partnership committees to work toward actions recommended in the management plan.
- Began the process of reviewing and approving sites/stories submitted following standards set out in the Management Plan, approving 28 Registered Location applications.
- Met with the several organizations, including the Commanding General of the Command and General Staff College at Ft. Leavenworth, to discuss our mutual interests.

- Explored ways introduce our heritage and history to new audiences, including with organizers of college football and basketball sports events to begin to give real legitimacy to the border war concept.

*"[Freedom's Frontier is] uniting the area. It's doing exactly what the heritage area is supposed to do, because the story crosses the [state] line. There is no difference between what happened in Lawrence and what happened in Osceola. It's all part of the same story."*  
**Kerry Altenbernd, FFNHA Partner**



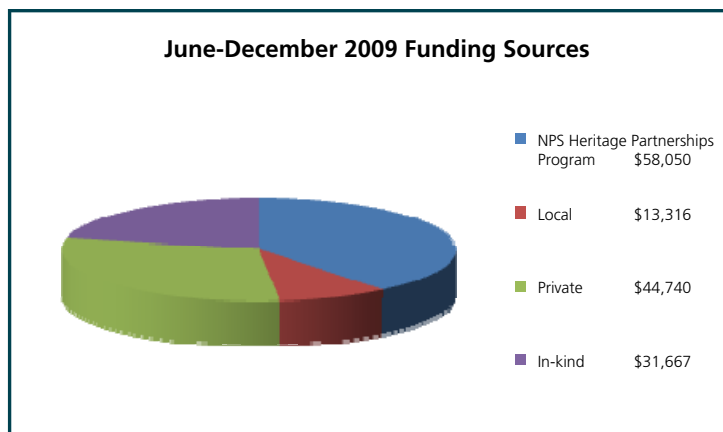
Partners learn story connections from one another at a meeting in Warrensburg, MO.

# Funding

The 2009 funding report encompasses June (when the management plan was submitted to the National Park Service)-December 2009.

## June-December 2009 Funding

National Park Service Heritage Partnerships Program	\$58,050
Local funding (county and city government entities)	\$13,316
Private funding (partner and friend contributions and private foundations)	\$44,740



## 2008-09 Donors

Freedom's Frontier appreciates the support of its financial donors. The following list reflects financial donation from the beginning of the management planning process through December 2009.

### Freedom's Frontier Circle \$50,000 +

Douglas County Commission, KS; Kansas Department of Commerce, Travel & Tourism; Missouri Division of Tourism; Lawrence, KS, Convention & Visitors Bureau; City of Lawrence, KS

### Oregon Trail Circle \$20,000-\$49,999

Mid America Regional Council; Barton P.

*"I feel confident that the presentation . . . about the potential of FFNHA was an important factor in the decision [of the Cass County Commission to provide funding for the Cass County Historical Society]."*  
**Carol Bohl, FFNHA Partner**

& Mary D. Cohen Charitable Trust, Overland Park, KS

### Santa Fe Trail Circle \$10,000-\$19,999

Capitol Federal Foundation, Topeka, KS; Charles & Virginia Clark Fund of GCKKF; Monarch Cement Co., Humboldt, KS

### Pony Express Circle \$5,000-\$9,999

Central National Bank, Junction City, KS; New Dymax, Inc., Wamego, KS; Breidenthal Foundation, KC, KS

### California Road Circle \$1,000 to \$4,999

Bank of America, Topeka, KS; Andrea Glenn Fund, Topeka, KS; Maag Family Fund, Topeka, KS; Judy Billings, Lawrence, KS; CoreFirst Bank & Trust, Topeka, KS; John A. Dillingham, KC, MO; Ed Rolfs, Junction City, KS; Charles Evan Hughes Fund of the National Trust for Historic Preservation; Gary A. Nevius, Prairie Village, KS; Mount Mitchell Heritage Prairie, KS; Boelte-Hall, LLC, Roeland Park, KS; Jeffrey L. Bruce & Co., North KC, KS

### Missouri River Steamboat Circle \$500-\$999

Joan S. & Stephen J. Tempero, Topeka, KS; William & Rosemary Williamson, Topeka, KS; Allen County Commission, KS; Bill & Davoren Tempel, Lexington, MO; IMPACT Nevada Tourism, MO

### Friends of Freedom Under \$500

Southeast Kansas Tourism Region; John & Alicia Salisbury, Topeka, KS; Tim & Judy Keller, Lawrence, KS; Eileen Robertson, Humboldt, KS; St. Joseph's Church, Humboldt, KS; Humboldt Historic Preservation Society, KS; Humboldt Historic Preservation Alliance, KS; Humboldt's Civil War Days, KS; Humboldt Chamber of Commerce, KS; 1910 Club of Fredonia, KS; MO-KS Border War Network; Paul Bahnmaier, Lecompton, KS; Lecompton Historical Society, KS; Ross Marshall, Merriam, KS; James & Connie Banwart, Fort Scott, KS; Jody Craig, Leawood, KS; Ken & Mary Asher, Mound City, KS; Franklin County Convention & Tourism Bureau, KS; Jan English, Prairie Village, KS; Mound City Historical Society, KS; Charles Jones, Lawrence, KS; Deanell & John Tacha, Lawrence, KS; David Dunfield & Patricia Graham, Lawrence, KS; Julie Lenger, Oakview, MO; Cynthia McFarlin, Fort Scott, KS; Hilda Enoch, Lawrence, KS; Lucia Orth, Lawrence, KS

FFNHA Partners celebrate the completion of the management plan.



### FFNHA BOARD OF TRUSTEES:

Honorary Co-Chairs:  
Gov. Mark Parkinson, KS •  
Gov. Jay Nixon, MO

Judge Deanell Tacha,  
Chair, Lawrence, KS

John Dillingham, Vice-  
Chair, Kansas City, MO

Bill Tempel, Secretary,  
Lexington, MO

Charles Jones, Treasurer,  
Lawrence, KS

Dr. Mary Davidson Cohen,  
Executive Committee  
Member-At-Large,  
Leawood, KS

Lt. Gen. (Ret.) Robert  
Arter, Ft. Leavenworth,  
KS • Judge Duane Benton,  
Kansas City, MO • Clark  
Balderson, Wamego, KS •  
George Breidenthal,  
Kansas City, KS • Charles  
Clark, Prairie Village, KS •  
Jody Ladd Craig, Leawood,  
KS • David Dunfield,  
Lawrence, KS • Jan  
English, Prairie Village,  
KS • Bob Ford, St. Joseph,  
MO • Michael L. Gibson,  
Paola, KS • Crosby  
Kemper, III, Kansas City,  
MO • Jim Maag, Topeka,  
KS • Elle McCoy, Chanute,  
KS • Emanuel Northern,  
Kansas City, KS • Terry  
Ramsey, Nevada, MO •  
Kala Stroup, Lawrence,  
KS • Joan Wagnon, Topeka,  
KS • Kevin Wood,  
Harrisonville, MO

# Freedom's Frontier

NATIONAL HERITAGE AREA



947 New Hampshire St., Ste. 200-C

Post Office Box 526

Lawrence, KS 66044

Phone: 785-856-5300

Fax: 785-856-5303

[www.freedomsfrontier.org](http://www.freedomsfrontier.org)

Executive Director, Judy Billings

[jbillings@freedomfrontier.org](mailto:jbillings@freedomfrontier.org)

Program Coordinator, Julie McPike

[jmcpike@freedomfrontier.org](mailto:jmcpike@freedomfrontier.org)

## MISSION

Freedom's Frontier National Heritage Area (FFNHA) is dedicated to building awareness of the struggles for freedom in western Missouri and eastern Kansas. These diverse, interwoven and nationally important stories grew from a unique physical and cultural landscape. FFNHA inspires respect for multiple perspectives and empowers residents to preserve and share these stories. We achieve our goals through interpretation, preservation, conservation and education for all residents and visitors.

## GUIDING PRINCIPLES

1. We will be tolerant and respectful of diverse stories from multiple perspectives.
2. We will respect property rights.
3. We will focus on authentic and engaging experiences.
4. We will honor the region's peoples, past and present.
5. We will appreciate unique cultural and historical assets within the nationally important landscape.
6. We will invest in community engagement, education and empowerment.
7. We will sustain and grow a sense of place.
8. We will value and protect the natural environment.
9. We will consider future generations in everything we do.

## VISION FOR 2028

Freedom's Frontier National Heritage Area (FFNHA) is an internationally recognized region in western Missouri and eastern Kansas where a young nation's diverse definitions of freedom collided. Through sharing authentic and honestly interpreted stories, residents respect multiple views of freedom. Compelling learning experiences, interpretation and preservation offer visitors and residents of all ages an understanding of the region's importance. Historically aware citizens collaborate to build diverse economies for current and future generations.

# Future Goals

The year 2011 will begin the Sesquicentennial commemoration of the beginning of the Civil War. We will spend 2010 getting ready to make the public aware that this conflict that made our country what it is today had its beginnings in events that took place on our very soil. We will:

- Revise our website to be more informative and interactive;
- Develop a map that communicates and connects the sites and stories important to the area and the nation;
- Begin to develop an interactive technology-enabled tour that connects our sites and stories;
- Bring greater awareness to Freedom's Frontier through various marketing strategies; and
- Begin to develop a signage program that will inform and guide travelers throughout the area.



Child reenactors taking part in a reenactment in the heritage area.