



## Background: Strategies, Tactics and Priorities

Freedom's Frontier's Management Planning Team and Steering Committee have developed the following strategies and tactics in order to help Freedom's Frontier achieve its **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.*

These strategies and tactics were taken from the five draft segment plans (tourism, marketing, economic development, interpretation & education and heritage resource management) which were reviewed by Freedom's Frontier's committees in September. The management planning team wrote these strategies and tactics in response to participant's needs and opportunities they uncovered during their Phase I period of discovery.

While all of these tactics are important to the success of Freedom's Frontier and while they overlap and work in concert with one another, they all take time and resources. Priorities are needed to help direct Freedom's Frontier about which tactics to pursue if resources are limited. In order to create a management plan that is responsive to your needs and to remain true to Freedom's Frontier's beginnings as a grassroots organization, we need your input about prioritization of tactics. At the November 13, 2008 Freedom's Frontier Partner Meeting in Warrensburg, Missouri, you will learn more about the strategies and tactics and will participate in an activity that will help to prioritize the tactics listed below. The following information gives some background about those tactics and relates them to the strategies they support.

**Strategy:** Define Freedom's Frontier by recognizing and developing its resources, sites, story and brand.

- **Tactic:** Collect and present information about contributing heritage resources in a searchable database. *This database will include information about the following:*
  - *Contributing sites*
  - *Artifacts and archival material*
  - *Cultural landscapes*
  - *Historical buildings*



- *folklife*
- **Tactic:** Designate Freedom's Frontier Partner and Accredited sites. *To do this we will:*
  - *Establish criteria for Partner and Accredited sites.*
  - *Establish process for application by and review of sites.*
  - *Designate Partner and Accredited sites.*
- **Tactic:** Define and tell Freedom's Frontier's story. *To do this we will:*
  - *Develop orientation materials that introduce visitors to Freedom's Frontier.*
  - *Cluster sites into manageable visitor experiences.*
  - *Enhance and connect available information with outdoor interpretive signage.*
- **Tactic:** Articulate consistent messages about the regional experience and individual contributors. *To do this we will:*
  - *Define Freedom's Frontier's brand promise based on its foundation documents (Statement of National Significance, Vision, Mission, Goals and Guiding Principles).*
  - *Articulate that brand promise through training programs for front-line hospitality workers (hotel workers, restaurant servers, State tourism welcome center staff, etc.)*

**Strategy:** Build a foundation for communicating Freedom's Frontier's message and stories.

- **Tactic:** Maximize the Freedom's Frontier website as a virtual interpretive, educational and marketing tool for residents and visitors. *To do this we will:*
  - *Redesign the website to address different audiences, including travelers, educators, researchers and stakeholders/Partners.*
- **Tactic:** Develop a coordinated marketing program that complements the region's individual destinations and site programs. *To do this we will:*
  - *Define Freedom's Frontier's regional role in tourism and marketing.*
  - *Work with organizations to collectively promote Freedom's Frontier.*
- **Tactic:** Develop way-finding tools in the form of maps and directional signage.
- **Tactic:** Increase awareness and support by local constituents, including elected officials. *To do this we will:*
  - *Develop contact lists of elected officials, civic groups and organizations.*
  - *Use a number of tools, including newsletters, brochures, speakers' bureau, etc., to better acquaint residents with Freedom's Frontier.*

**Strategy:** Enhance and sustain Freedom's Frontier's sense of place.

- **Tactic:** Enhance and develop Freedom's Frontier's sites and partners. *To do this we will:*
  - *Provide mentoring opportunities.*



- *Develop targeted training materials and workshops.*
- *Develop a grant program.*
- *Establish a recognition program.*
- **Tactic:** Encourage preservation and conservation as ways to sustain Freedom's Frontier's sense of place. *To do this we will:*
  - *Facilitate the development of region-wide strategies for enhancing sustainable development.*
  - *Encourage communities to make preservation public policy.*
  - *Encourage adaptive reuse of vacant historic buildings.*
  - *Increase coordination to support natural resource protection efforts.*
- **Tactic:** Develop Freedom's Frontier as a sustainable destination. *To do this we will:*
  - *Promote and support story-based tourism businesses.*
  - *Advocate support for increased funding of local tourism and marketing organizations.*