



Kansas City Public Library - Central

14 W 10th Street
Kansas City, MO 64105
(816) 701-3400
www.kclibrary.org



For our Thursday, January 11, 2018 Partnership meeting, we gathered at the Kansas City Public Library's Central Library, in downtown Kansas City, Missouri. This branch of the library houses the Missouri Valley Special Collection.

“Places to See” (www.freedomfrontier.org) in Kansas City, Missouri, include:

- 1855 Harris-Kearney House Museum <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=10>
- Alexander Majors House & Barn <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=131>
- American Jazz Museum <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=205>
- Anita B. Gorman Conservation Discovery Center <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=251>
- Arabia Steamboat Museum <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=19>
- Battle of Westport Visitor Center <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=25>
- Black Archives of Mid-America <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=186>
- Blue Room & The Gem Theater <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=209>
- Gay and Lesbian Archive of Mid-America <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=289>
- John Wornall House Museum <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=65>
- Kansas City Museum <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=200>
- National Archives at Kansas City <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=90>
- National World War I Museum and Memorial <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=93>
- Negro Leagues Baseball Museum <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=233>
- Nelson-Atkins Museum of Art <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=234>
- Spirit of Freedom Fountain <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=242>
- Thomas Hart Benton Home & Studio State Historic Site <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=279>
- Town of Kansas Bridge <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=245>
- Trailside Center <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=278>
- Union Cemetery <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=110>
- William Klein Park home of Barnes Enclosure, Cave Spring and 3 Trails <http://www.freedomfrontier.org/Visitors/Sites/Comments.aspx?id=315>

[The Pendergast Years: Kansas City in the Jazz Age & Great Depression](#)

Jason Roe and two other staff members of Kansas City Public Library demonstrated the new website created after the April 2017 symposium, *Wide Open Town: Kansas City During the Pendergast Era*, which featured presentations from professional historians and a keynote lecture at the Kansas City Public Library's Plaza Branch, and explored the 1920s and '30s in Kansas City history.

The symposium anticipated a pair of projects based in part on this scholarship: a book of collected essays will be published by the University Press of Kansas at a future date. Additionally, this new website forms the next edition of the Library's effort to create a digital encyclopedia of Kansas City's history. The first edition, [CivilWarOnTheWesternBorder.org](#), explored the Missouri-Kansas border war with fresh scholarship, lesson plans for educators, and thousands of digitized original documents, garnering multiple awards in the fields of public and digital history.

Freedom's Frontier assisted with the funding and sponsorship for both the symposium and the website.



Library staff compiled digital collections into resources for the public at the Kansas City Public Library. This Pendergast website grew from the April 2017 symposium, Wide Open Town: Kansas City During the Pendergast Era.

Signage Update. Doug Pickert reported that signs have been going up along Missouri Highways, and he continues to work with Partner sites to get Freedom's Frontier signs customized to their needs.

It is still a struggle on the Kansas side, but Doug reported that he is inching ever closer to having an agreement with Kansas for highway signage.

The directional signage pilots in Butler, Missouri, and Olathe, Kansas have both run into snags dealing with issues such as right of way easements, and what happens when a city already has lots of directional signs.

Executive Director Jim Ogle reported that as we learn about the difficulties we might encounter along the way, Freedom's Frontier staff, Board of Trustees, and Partners may have to re-evaluate the signage priorities to budget for the best use of the available signage funds.

If your site needs Freedom's Frontier Partner Site signage, or window clings, contact [Doug](#).



These signs along Missouri roadways are in Johnson County (Highway 13, south of Warrensburg), and Ray County (Highway 13, north of Richmond, and Highway 10, east of Richmond).

Group project and round tables. For today's meeting, by popular demand, Freedom's Frontier and several partners representing convention visitors bureaus (CVBs), with expertise in group tour planning provided a workshop and round tables to talk about bus tours.

Panelist emails are listed at the end of their slides (there are five immediately after this one). Ask them your questions about group tour operations.



Karen Crane, Merriam CVB; Kristi Lee, Leavenworth CVB; and Shannon Murray, Crossroad Tours presented a "Group Tour 101" session, providing tips for working together to make your itinerary attractive to group tour / bus tour operators.

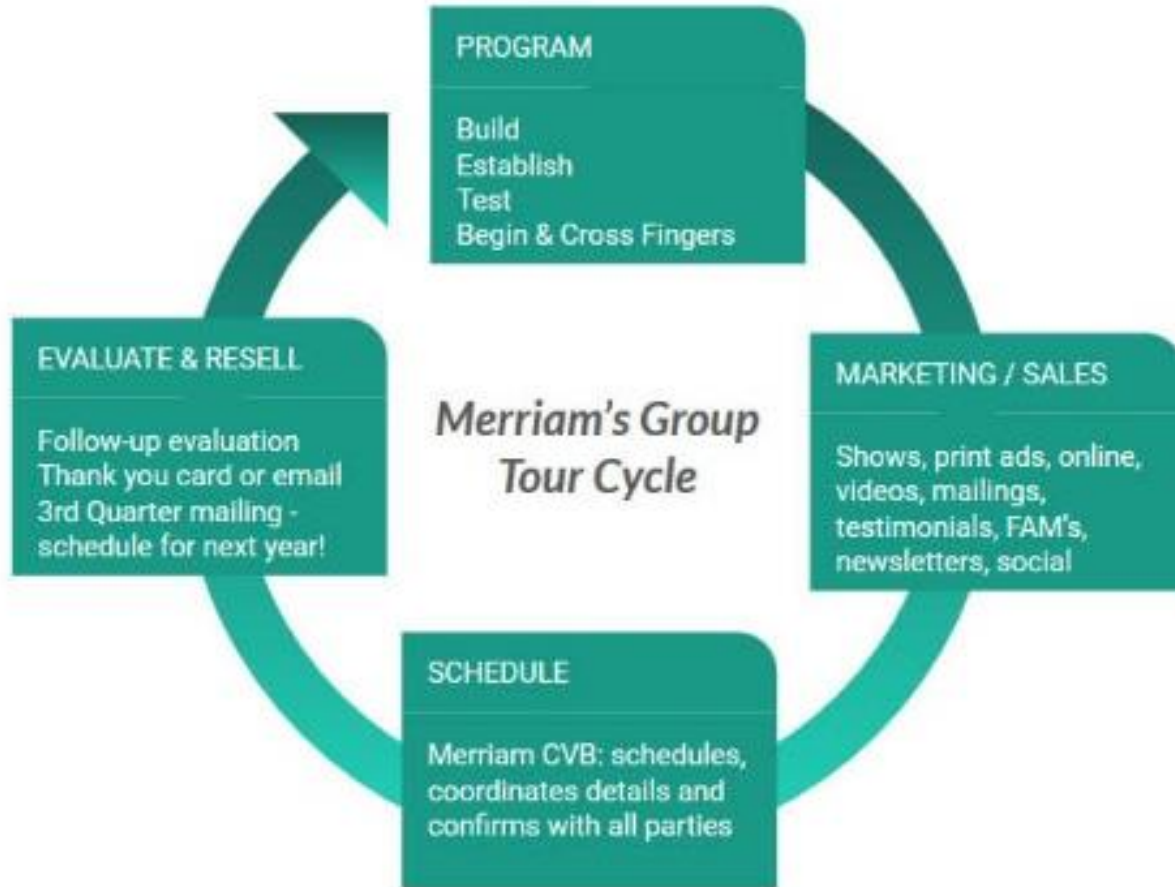


Group Tour 101

Build ➤ Market ➤ Sell ➤ Host ➤ Evaluate ➤ Repeat

- Karen Crane, Merriam Visitors Bureau | karenc@exploremerriam.com 913.403.8999
- Kristi Lee, Leavenworth Convention & Visitors Bureau | klee@firstcity.org 913.758.2948
- Jolene Dempster, St. Joseph Convention & Visitors Bureau | jdempster@stjomo.com 816.232.1839
- Shannon Murray, Crossroad Tours | shannon@crossroadtours.com 913.829.6644

Merriam, Kansas www.exploremerriam.com/tour



Merriam's Marketing:

- Tradeshows (Tour Kansas Showcase and MO Bank Travel -- [see profile/one-sheet](#))
- Print ads in group trade publications -- ABA, Group Travel Leader, Select Travel, Bank Travel, Itineraries Midwest, Bus Travel
- Online marketing: exploremerriam.com, state website, Tour Kansas microsite, social media networks, videos on YouTube
- Site tours / FAM Tours / postcard mailings
- Group Tour E-newsletter (2 x year)



St. Joseph Convention & Visitors Bureau
<https://stjomo.com/group-tour-planning/>



- Marketing Efforts
- Developing Local Experiences
- Acting as a Community & Regional Resource
- St. Joe's Special Touches



Shannon Murray, Crossroads Tours
www.crossroadtours.com



Goals: What do you want to accomplish in the group market?

Site Readiness: space needs, bus parking, restrooms, ADA compliance, visibility, seating, hours of operation, etc.

Marketing Activities: Mailings, shows, advertising, phone solicitation

After You Receive that Phone Call or Email

- Determine the group's needs – No two groups are alike
- Develop and Confirm Personalized Itinerary
- Send Planner Final Itinerary

Developing the Itinerary

- Have very specific details on the site
- Include all tours with a local contact person, phone, email and sometimes cell phone

When the Group is Onsite: Make goody bags, restock supplies and gift shops, do a personal meet and greet,

One Important Note: Groups today are looking for experiences. Come up with different ways to present your history, attraction or site. Is there an interactive way to get your message across?



It's a Wrap...
Session One: Q&A

LUNCH BREAK

COMING UP: Session 2 Round-tables
Select two topics from the list below; we'll rotate after 30 minutes

- Kristi Lee: Connecting to Local, Regional & State Resources
- Karen Crane: Creating an Itinerary That Sells
- Allison Calvin: Marketing Your Tours
- Shannon Murray: What I'm Looking For as a Tour Operator
- Jolene Dempster: Partnering with Your Local CVB
- Beth Carmichael: No CVB---What Now?
- Kerry Green: Tracking, Follow-up and Evaluating Tours

Save the Date

Thursday, February 1 – Deadline for **Interpretive Grant** consultation. Interpretive Grant applications due **Thursday, February 15**. Ask Lexi Ray your Interpretive Grant questions. **Application Guidelines:**

<http://www.freedomfrontier.org/uploads/resources/Interpretive%20Grant%20Application-%206-2015.pdf>

Wednesday, February 7 – FFNHA **Board of Trustees** Meeting, Brown v. Board of Education National Historic Site, 1515 SE Monroe St., Topeka and Destination Statehouse (Travel Industry Association of Kansas tourism day)

Thursday, February 15 – Deadline for **Professional Development** applications. (Submit well in advance of the event you wish to attend.)

Program Overview:

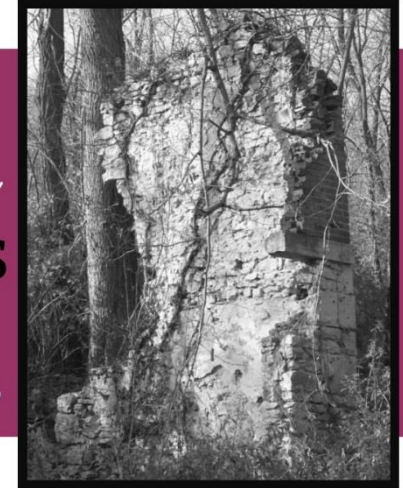
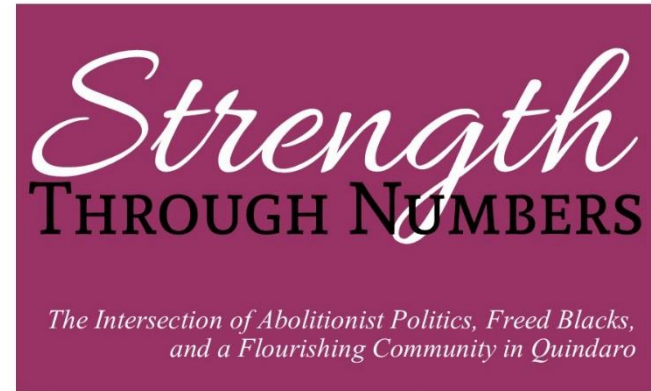
<http://www.freedomfrontier.org/uploads/resources/FFNHA%20Professional%20Development%20Scholarship%20Program%20Overview%20LR%202017.pdf>

Scholarship Application:

<http://www.freedomfrontier.org/uploads/resources/FFNHA%20Professional%20Development%20Scholarship%20Application%20-%20LR%202017.pdf>

Thursday, March 8 – Partner Meeting, Schuyler Museum, 117 S Dacotah St., Burlingame, KS, If you have questions, contact Sonia Smith at ssmith@freedomfrontier.org.

Check our calendar for more upcoming events – and add yours!
www.freedomfrontier.org



APRIL 19-21, 2018 • KANSAS CITY, KS

Partner Meeting

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From left: Jim, Sonia, Doug, Johnny, Lexi, and Julie.

Find our contact information online at:

www.freedomfrontier.org/pages/Contact, and on our Facebook page at: <http://bit.ly/2rMGOZx>.

Contact Us

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Freedom's
Frontier
NATIONAL HERITAGE AREA



Partner Meeting

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