For our Thursday, May 10, 2018 Partnership meeting, we gathered at the **Bates County Museum** in Butler, Missouri.

The Bates County Museum is located in what once was originally the County Poor Farm which was built in 1915. On the first floor there is a Visitors Center, Gift Shop, Research Room, and the Eddie Herrman Archives Room. The main exhibits are housed on the second floor which can be reached by stairs or elevator. Located in the West Wing, the TimeLine Room begins with the Osage Indians, then Pioneer life, the Civil War, the prosperity of the 1880s-early 1900s and an extensive exhibit honoring Veterans of all wars including the Cold War during which time Minuteman Missiles dotted the landscape of Bates County. A variety of photos are displayed in the Hall Gallery. Moving to the East Wing, various theme rooms include a General Store, Barber Shop, Music & Arts and many more. Science Fiction author Robert Heinlein, who was born in Butler and never forgot his roots, is honored.

Throughout the Museum, seating is available for periodic rests during your tour. Folks are encouraged to linger and take as long as they like to learn about the unique history of our area. Guided tours are gladly given upon request. Located in the heart of Bates County, the Museum strives to be certain that all visitors will leave here feeling as though they just experienced something more than was expected!

If you visit Bates County Museum, other nearby sites to explore include:

Greetings and introductions. Executive Director Jim Ogle (FFNHA) welcomed Partners to the Bates County Museum, and asked the meeting attendees to introduce themselves. First time attendees at a Partnership Meeting were presented with a Freedom’s Frontier challenge coin.

Pictured here are: Adam Timmerman, Senior Field Representative for Congresswoman Vicky Hartzler at U.S. House of Representatives; Sabra Shirrell, Old Stone House, Tecumseh KS; and Larry Hacker, Bates County Commissioner.
Byways Leader Training on an FFNHA scholarship. Marsha Corbin, with Old Trails Regional Tourism, attended the National Scenic Byways Leader Training and Heartland Byways Conference with funding from a Freedom’s Frontier Professional Development Scholarship.

If you would like more information about the conference that Marsha attended, or about applying for a Freedom’s Frontier Professional Development Scholarship, contact Lexi Ray.
**Success! Quindaro Symposium.** Staff presented an overview of the Quindaro Symposium, Strength Through Numbers: The Intersection of Abolitionist Politics, Freed Blacks, and a Flourishing Community in Quindaro, April 19-21, 2018. The event generated community, media, and political attention, and drew crowds at both locations (nearly 500 at the Kansas City Public Library, in Kansas City, Missouri, for the keynote address; and 150 a day at Memorial Hall in Kansas City, Kansas). Slides from the presentation at the partner meeting follow this one.
Overview

Strength Through Numbers

The Intersection of Abolitionist Politics, Freed Blacks, and a Flourishing Community in Quindaro

APRIL 19-21, 2018 - KANSAS CITY, KS
The Event

- Keynote by Dr. Quintard Taylor
- Scott and Dorothy Bullitt Professor of American History at the University of Washington – Seattle
- Kansas City Public Library – Central Library (KC, MO)
- Over 420 in attendance
The Event

- Symposium Sessions
- Memorial Hall (KC, KS)
- Approximately 150 in attendance daily
The Event
Planning

- Community Groups
- Steering Committee
  - Freedom's Frontier National Heritage Area
  - University of Missouri – Kansas City
  - Kansas City Public Library
  - Independent Journalist
Sponsors and Partners

- Balls Foods
- Barton P. and Mary D. Cohen Charitable Trust
- Freedom’s Frontier National Heritage Area
- Humanities Kansas
- Johnson County Community College, Kansas Studies Institute
- Kansas City Kansas Convention & Visitors Bureau, Inc.
- Kansas City, Kansas Public Library
- Kansas City Public Library

- Missouri Humanities Council
- Unified Government of Wyandotte County and Kansas City, Kansas & Memorial Hall Staff
- University of Missouri – Kansas City
  - Bernardin-Haskell Lecture Fund
  - Department of History
  - The Black Studies Program
  - The Center for Midwestern Studies
- Paul Wenske
- Fred Whitehead
Promotion & Media Coverage

- Quindaro Community Group
- Quindaro Oral History Project
- Social Media
- KCUR
- Kansas City Star
- Wyandotte Daily
- C-SPAN
Response

SYMPOSIUM EVALUATION

We value your input! Please complete and place in the "Evaluation" box before leaving. Thank you!

What information will you take from the symposium?

What topics did the symposium not address that you had hoped it would?

How did you hear about this symposium?

What other Qantas-related programming would you like to see Freedom's Frontier organize?

Are there other topics in general you'd like recommended for future programming?

Any additional thoughts regarding the questions above?

FEATURED SPEAKERS

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<th>Speaker</th>
<th>Strongly Agree</th>
<th>Disagree</th>
<th>Not Attended</th>
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Any additional comments regarding the featured speakers?

Positive response from community and participants during symposium

95% of responses Agreed or Strongly Agreed that speakers, performers, and exhibits were informative, helpful, and enjoyable

Symposium received 96% positive feedback (Agree/Strongly Agree) to all evaluation questions

Of those who answered the question:

100% felt the symposium was relevant to them

94% felt motivated to take action

100% want to tell others about what was presented
Moving Forward

- Congressman Kevin Yoder proposing bill to recognize site as National Historic Landmark
- Comprehensive website of symposium materials and other Quindaro-related resources
- *Kansas History* planning a special edited issue of the journal dedicated to the symposium
- Ongoing programming series
Continuing to build our tourist profile. Staff, Board of Trustee Members, and our Partners have been working on creating some marketing templates for Freedom’s Frontier. This month, Managing Director Julie McPike led another exercise on this project to prioritize audiences and brainstorm about the tools we can develop to reach those audiences.
Heritage Tourists Profile

- Age: 35+
- Education: higher than average
- Professional occupations
- Local tourists (own state, region)
- They are history buffs! Civil War, Mormon, African-American history
- Other hobbies: quilters, antiquers, car buffs/collectors, genealogy
- Want to know about other amenities (food, shopping)
Cultural Tourists Profile

- Age: 35+
- Gender: predominantly female, couples
- Education: Some college, lifelong learners
- Retired, higher income
- Suburban empty nester or with older children
- The mom or driver are the trip planners

- Like history, unique experiences, rural life/agritourism, local connections, genealogy, antiques, sports, kids
- Turn-offs: Inauthenticity (cheap tourist traps), dusty exhibits, seeing things without context
- Plan trip around anchor event
Family Tourists Profile

- Age: Multigenerational
  - 2-4 generations traveling together
- Education: generally higher than average
- Live within 5-6 hour driving trip of region
- Make decisions based on family, time sensitivity

- Naturally curious
- Looking for shared discovery
- When planning they consider:
  - Price
  - Kid-friendly
  - Distance
  - Mobile friendly / Wifi
  - Support services (food, restrooms)

What is the “hook”? 
AASLH Announcement
What Tools Are Necessary to Serve Our Tourist? (Heritage)

- Internet Sites: Trip Advisor, state travel sites, local CVB sites
- Mobile: GPS-driven wayfinding, Clio
- Physical tools: maps, brochures, tour guides
- Other: Pre-built itineraries, tour planning
- Themed itineraries
- Rack cards
- Website
What Tools Are Necessary to Serve Our Tourist? (Cultural)

- Trip Advisor
- Visitor Center
- Good word of mouth network
- Maps, brochures, travel guides, themed itineraries
- Signage (attraction signage with information about other sites)
- Online planning tools
- Work with established guides to identify FFNHA sites

- App
- Info available in small format
What Tools Are Necessary to Serve Our Tourist? (Family)

- Mobile friendly
- Signage
- Map with easy to understand icons
- Itineraries with stops along the way (food, gas)
Physical Tools to Serve Cultural/Heritage (Family) Tourists

- Dedicated Exhibits and Brochures Racks in Visitor Centers
- Ambassador Training Program
- Map Brochure
- Travel Guide (like a state travel guide)
- Themed Itinerary Brochures
- Website
- App
What does a successful tool look like?
What pitfalls should be avoided?
What features does this tool need to be successful?
What would you look for in this tool (as a heritage tourist, cultural tourist, family tourist)?
Profiles

Heritage Tourists
Age: 35+
Higher than average education
Professional occupations
Local tourists (own state, region)
History buffs! Some have a specific theme
Want to know about other amenities

Cultural Tourists
Age: 35+
Maybe more female or couples
Higher than average education
Retired, higher income
Like unique experiences
Turn-offs: Inauthenticity, seeing things without context
Plan trips around anchor event

Family Tourists
Multigenerational
Higher than average education
Live within 5-6 hours driving of region
Considerations: cost, kid-friendly, time sensitivity, support services (food, restrooms)
Save the Date

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

Wednesday, May 15 – Deadline for Professional Development applications. (Submit well in advance of the event you wish to attend.)
Program Overview:
Scholarship Application:

Thursday, July 12 – Partner Meeting, Banner Creek Science Center & Observatory, Holton, 22275 N Road, Holton, Kansas. If you have questions, contact Sonia Smith at ssmith@freedomsfrontier.org.

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

Mark your calendar for the next Partner Meeting. You never know who you might see. Lisa Irle, formerly with the Johnson County (MO) Historic Courthouse, came just to visit with us, and see old friends. She’s seated with Marilyn Davis from Humboldt, Kansas. And there’s also all the information, networking and sharing that happens at our Partner Meetings.
Contact Us

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