

2014 Annual Report



Counties

Kansas: Allen • Anderson • Atchison • Bourbon • Chautauqua • Cherokee • Clay • Coffey • Crawford • Doniphan • Douglas • Franklin • Geary • 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

Geography and People

Location: 41 counties in eastern Kansas and western Missouri

Area: 31,021 square miles

Population (2012): 2,917,976

Mission

Freedom's Frontier National Heritage Area is dedicated to building awareness of the struggles for freedom in western Missouri and eastern Kansas. 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.

2014 Partner Spotlight: Middle Creek Winery and New Lancaster General Store

The winery and general store became a heritage area partner in 2014. Proprietors **Kristin and Stephen Graue** lovingly restored the New Lancaster General Store to its historic appearance with assistance from the Kansas Historical Society. The store opened on October 18, 2014, with plans to boost the rural Miami County, Kansas, economy through sales of local products, heritage-based events, historical interpretation and cultural tourism.

Freedom's Frontier and partners garner national awards and recognition

Freedom's Frontier National Heritage Area recently received an Award of Merit from the American Association of State and Local History (AASLH), at its 2014 Annual Meeting, for the project #QR1863: A Twitter Reenactment of Quantrill's Raid. The project was also selected among the top 5% or less of Award of Merit winners for the History in Progress award.

FFNHA Managing Director **Julie McPike**, **Christine Metz Howard** with University of Kansas (formerly at Lawrence CVB) and **Abby Magariel** with the Watkins Community Museum, presented a well-received #QR1863 session at the AASLH annual meeting. AASLH also featured #QR1863 in the Fall 2014 issue of *History News* magazine. In 2013, Freedom's Frontier and its partners had produced a Twitter-based reenactment of Quantrill's Raid on Lawrence to commemorate the raid's sesquicentennial. Community members adopted personas of

those involved in the raid and tweeted as though events were happening in real time.

"Reentweeters" began tweeting as their characters in early summer 2013, but the bulk of the action occurred in the early morning hours of Aug. 21, 2013, the day 150 years earlier that William Quantrill rode with 400 men into Lawrence murdering and burning as they went.

The hashtag #QR1863 trended worldwide the day of the reenactment with over one million Twitter users seeing or

using the hashtag a total of five million times. The reenactment garnered national press and has won two state awards and four national awards.

Freedom's Frontier was also honored with the 2014 National Park Service (NPS) Midwest Region Outstanding Trail/Heritage Area Partnership Award. Staff at Brown v. Board of Education National Historic Site nominated the heritage area for this award which recognizes Freedom's Frontier for its spirit of service to all partners, including those within the NPS.



Kansas Humanities Council staff pose with the Schwartz Prize, awarded to them for outstanding work in public humanities, for #QR1863, by the Federation of State Humanities Councils.

Expanded staff builds capacity in the National Heritage Area

Freedom's Frontier added two staff members in 2014 to expand assistance to partners, develop new sustainability strategies and improve educational outreach within the heritage area.

Kathleen Quigley, Partnership and Development Coordinator, and **Elizabeth Hobson**, Education and Interpretation Manager, bring a wealth of expertise to the existing staff and have already made a significant impact. Kathleen's position is funded in part through an investment by Douglas County, Kansas, allowing her to develop and manage giving campaigns.

Private unrestricted giving reached an all-time high in 2014. Kathleen has also been hard at work developing and strengthening relationships

with museum and historic site partners. Elizabeth has been busy working on bus grants for school field trips and developing relationships with area teachers.



Freedom's Frontier staff at a *Final Fridays* at the Carnegie Building event. From left: Julie McPike, Elizabeth Hobson, Kathleen Quigley and Sonia Smith

Photo courtesy of Steve Hitchcock

Congressional Delegation Senators

Roy Blunt, MO
Claire McCaskill, MO
Jerry Moran, KS
Pat Roberts, KS

Representatives

Vicky Hartzler, MO 4th District
Emanuel Cleaver, MO 5th District
Sam Graves, MO 6th District
Tim Huelskamp, KS 1st District
Lynn Jenkins, KS 2nd District
Kevin Yoder, KS 3rd District
Mike Pompeo, KS 4th District

2014 Board of Trustees

Honorary Co-chairs: Governor
Sam Brownback, KS • Governor
Jay Nixon, MO

Executive Committee

Jody Craig, Chair, Leawood KS
• Deanell Tacha, Vice-Chair,
Lawrence KS • Bill Tempel,
Secretary, Lexington MO • Duane
Benton, Treasurer, Kansas City MO

Executive Committee Members-At-Large

John Dillingham, Kansas City MO
• Kent Glasscock, Manhattan KS
• Kala Stroup, Lawrence KS
Deborah Barker, Ottawa KS •
Kay Barnes, Kansas City MO •
George Breidenthal, Kansas City
KS • Joanne Collins, Kansas City
MO • Jan English, Prairie Village
KS • Bob Ford, St. Joseph MO •
Henry Fortunato, Kansas City
MO • Grant Glenn, Topeka KS •
Mary Hunkeler, Mission Woods
KS • Shelia Lampe, Iola KS •
James Muehlberger, Kansas City
MO • Gary Nevius, Overland
Park KS • Craig Patterson, Kansas
City MO • Jim Rankin, Topeka
KS • Don Scott, Kansas City MO
• Luther Smith, Kansas City KS •
Bill Wagnon, Topeka KS • Brian
Welch, Kansas City MO • Kevin
Wood, Harrisonville MO • Alexis
Woodall, Olathe KS • Walter
Wulf, Humboldt KS

2014 Partner Spotlight: Jesse James Farm and Home

Always a tourist favorite, this
Kearney, Missouri, site welcomed
visitors from 50 states and 42
countries. Clay County Historic
Sites' staff, who operate the
farm site, hosted 25 fun and
educational events at five historic
sites and will host Missouri
Humanities Council's *The Civil
War in Missouri* in 2015.

Achieving our goals

In 2014, staff, trustees and
friends in Freedom's Frontier
National Heritage Area:

- Hosted a Kansas Sampler
Festival tent with booths for
heritage area partners, and a
stage for reenactors, authors
and musicians. The festival in
Wamego, Kansas drew about
11,000 visitors.
- Partnered with Brown v.
Board of Education and
Fort Scott national historic
sites to secure an \$18,000
National Park Foundation,
America's Best Ideas grant to
produce summer daycamp
for 200 Boys and Girls
Club 4th-6th grade students
in Topeka, Lawrence, and
Greater Kansas City, and
students from the Fort Scott
area. Students explored
the *Civil War to Civil Rights*
theme while exploring
park service units and local
history sites.

- Completed a heritage area
Outreach and Marketing
Plan which has resulted in an
additional 200 Facebook
followers, and expanded
regional media attention,
including featured articles
in *KC Studio* and *Gladstone*
magazines and the *Topeka
Capital Journal*.
- Participated in Downtown
Lawrence's Final Fridays,
showcasing partners to

a new audience. We also
created an event focused on
the First Kansas Colored
Volunteer Infantry, which
featured Missouri Department
of Natural Resources'
documentary, *The Battle of
Island Mound*. Speakers for the
event were Fort Scott National
Historic Site's historian, and
Retired Brigadier General
Donald Scott, a former
Deputy Librarian of Congress.



Daycamp kids
learn the history
of Lecompton,
Kansas – and
how events
there impacted
the state, the
region and the
nation – by
participating in
a play with
"Sheriff
Jones" (Paul
Bahnmaier).

Interpretive Grant investments in our partners go a long way

Our Interpretive Grants offer
partners seed money to leverage
funding and in-kind contributions
to get projects off the ground.
In 2014, eight grant proposals
totaling \$34,679 were approved.
Our partners' matching
investment in their grants is
estimated at \$71,333. The
following four projects represent
a small portion of the impact of
2014 Interpretive Grants:

- **Black Jack Battlefield
National Historic Landmark:**
Baldwin City leaders make a
concerted effort to leverage
local heritage to fuel economic
growth. With an Interpretive
Grant, Black Jack Battlefield
Trust produced a high-quality
Walking Tour Brochure to
enhance its participation
in the burgeoning heritage
tourism district. Thanks to
efforts from Black Jack, the
Historic Baldwin Sites Trolley
Tour and other tourism and

heritage entities, Baldwin
City draws out-of-state and
international visitors.

- **Watkins Museum of History:**
Maggie Herrington's Lawrence
was created with an Interpretive
Grant. Last year, half of the
Lawrence, Kansas, third-
graders read excerpts from
Maggie's 1867 journal and
explored their city in her
time with free, hands-on
activities. The program
emphasizes communication
and critical thinking skills with
interactive activities aligned to
curriculum standards. In 2015,
the program will expand with
an interactive, multisensory
exhibit designed for children.
- **1855 Harris-Kearney House:**
The museum restored *Hattie's
Room*. Hattie, purchased as
a slave girl, was freed by the
Harris-Kearney family prior
to the Civil War. Hattie stayed

on as a paid servant, living
with the family until her
death. With support from an
Interpretive Grant, Hattie's
story is now interpreted
as a visible and important
part of 19th century Kansas
City. Structural damage to
the home uncovered during
renovation was repaired, and
an educational program on
Hattie's life is underway.

- **Vernon County Historical
Society:** The Bushwhacker
Museum's Civil War exhibit
got a major redesign thanks
to an Interpretive Grant.
The new exhibit tells stories
of the Border War/Civil
War in Vernon County, and
engages visitors with thought-
provoking questions. The
exhibit brings new visitors to
the museum and reengages
community members to invest
in the privately-supported
historical society.

Successful annual campaign builds momentum for sustainability

In 2014, Freedom's Frontier mounted a successful year-end giving campaign, bookended by our inaugural participation in #GivingTuesday and a generous donation to the heritage area, and selected partners, from the Barton P. and Mary D. Cohen Charitable Trust.


In fall 2014, we joined Network for Good to prepare for a more aggressive year-end campaign and manage online giving opportunities. We also started redesigning our Web site to maximize giving opportunities for our partner nonprofits and for Freedom's Frontier. We kicked off our year-end giving campaign

with a Thanksgiving mailer and eblast and followed up with emails over the holiday season. With these concerted efforts, we saw an increase of 534% in year-end giving over 2013 and brought in 21 new donors in December. Beginning in 2014, all our donors receive a monthly *Heritage Traveler* newsletter, promoting partner museums, historic sites, recreation, nature-based experiences, locally-owned shopping, dining and accommodations.

Within this successful year-end campaign, we received a \$5,000 donation from the Barton P. and Mary D. Cohen Charitable Trust

and facilitated \$5,000 donations from the Trust to the Bates County Historical Society, Little House on the Prairie Museum, Watkins Museum of History, Eudora Area Historical Society, Constitution Hall-Topeka, 1855 Harris-Kearney House Museum and Black Jack Battlefield and Nature Park.

Thanks to this successful campaign, in 2015, the Board of Trustees will designate a set percentage of each unrestricted donation to be added to our endowment fund with the goal of sustaining the work of Freedom's Frontier and our partners in the future.

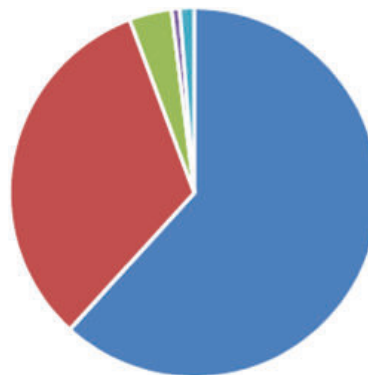
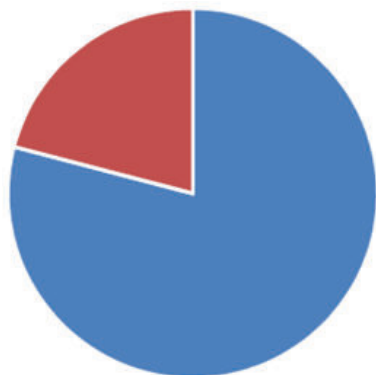


For a broader look at what happened in Freedom's Frontier National Heritage Area, check out 2014 In Review online at:
<http://tinyurl.com/lobsv8r>

Leveraging funds for 41 counties and hundreds of partners

In 2014, Freedom's Frontier National Heritage Area saw growth in private donations, increased infrastructure to solicit donations on behalf of our partners, and the development of more diversified revenue streams. In 2015, we intend to continue these trends in order to allow our friends more ways to invest in our shared stories and our partner organizations.

For many of our partners, a small investment goes a long way. Freedom's Frontier operates with the same mindset at our partners, working to stretch a small investment over 41 counties and putting that money to work to assist with preserving and interpreting our shared history.



Advisory Committee

Cheryl Collins, Chair, Riley County Historical Society, Chair • Paul Bahnmaier, Lecompton Historical Society • Peggy Buhr, Bates County Museum • Bill Fischer, Fort Scott National Historic Site (non-voting member) • Lisa Irle, Johnson County (MO) Historical Society • Kristi Lee, Franklin County Convention & Visitors Bureau • Alinda Miller, Lone Jack Historical Society • Alana Smith, Westport Historical Society • Alexis Woodall, Mahaffie Stagecoach Stop and Farm

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 historic 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.

2014 Partner Spotlight:

Lecompton Historical Society

Lecompton Historical Society had a busy year. While the society continued to support the popular Bleeding Kansas Series and Bald Eagle Rendezvous events, its first paid staff member, curator **Lynn Ward**, was hired. An exhibit of Territorial Kansas maps was funded in part by a Freedom's Frontier Interpretive Grant. The society also received Kansas Humanities Council and Douglas County Heritage Conservation Council grants for collections inventory. The society partnered with Kansas Dept. of Wildlife to install signage along the Kansas National River Trail and worked with local businesses to promote the town and enrich its economy. A new Web site is in the works for 2015, with an FFNHA grant.

From the Freedom's Frontier National Heritage Area Board Chair



At the ripe old age of eight, Freedom's Frontier National Heritage Area has settled in for the long haul. We have some well-established programs, like the summer camps we coordinate with the Boys and Girls Clubs in Topeka, Kansas City, Mo., and Ft. Scott that have won accolades from sponsors and wild enthusiasm from the young participants.

And we have some new offerings that we're just rolling out, like the Heritage Traveler program, open to anyone interested in the history and culture of our

heritage area. The program not only provides terrific information about sites within the heritage area, but also offers special discounts or premiums at various sites throughout the heritage area. For an annual donation of \$20, it's a great investment.

We have completed our third year of making grants to partner organizations to help them offer new programs, improve their interpretation and increase their outreach. This work recognizes that, like any entity composed of multiple partners, we are only as strong as the individual members. And our partners report to us that these grants are making a difference and allowing them to undertake things they've put off for years.

The comprehensive signage plan we undertook a little more than a year ago is complete. With it in hand, we will begin the long and challenging work to implement it across the heritage area, working

with the state departments of transportation as well as local governments to bring much anticipated visibility to the marvelous sites within our boundaries.

Freedom's Frontier National Heritage Area's Board of Trustees and staff continue to dedicate their time and talent to assuring the long-term well-being of the area and all its partners. To do that, we must work to build a strong financial base for operations and programs that will enhance the story told uniquely in our heritage area – that of the enduring struggle for freedom.

As we observe the tragedies in the world around us, we understand even more the importance of this struggle and we rededicate ourselves to this work.

Jody Ladd Craig

On the horizon: Freedom's Frontier National Heritage Area projects

Freedom's Frontier National Heritage Area staff are working on these and other projects for 2015 and beyond:

- Monthly feature about our shared history in the *Topeka Capital Journal*.
- Bus grants to help schools afford educational field trips

to connect with partner sites and stories.

- Partnership Development Grants that will support a wider range of projects connecting partner sites and organizations across political boundaries (city, county, state).
- Establishing Freedom's

Frontier National Heritage Area Travel Information Centers.

- Freedom's Frontier Youth Corps involving underserved teens in summer programs to support partners.
- Implementing the Freedom's Frontier Signage plan.

Who we are: Freedom's Frontier National Heritage Area

Freedom's Frontier National Heritage Area, consisting of 41 counties in western Missouri and eastern Kansas, is a grassroots effort to share nationally significant stories about struggles for freedom on the frontier.

While this area's history often divided citizens, today residents are integrating differing points of view into a shared story.

FFNHA became a National Heritage Area on October 12, 2006. FFNHA involves residents, public and private organizations working together to build awareness of our freedom stories.

Leveraging federal, state, local and private funding, we empower communities and individuals to serve as stewards

of their stories. We strive to build new alliances to support our heritage.

FFNHA is a partnership unit of the National Park Service.



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Vision for 2028

Freedom's Frontier National Heritage Area 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.

2014 Partner Spotlight: Mahaffie Stagecoach Stop and Farm

In 2014, Mahaffie Stagecoach Stop and Farm, in Olathe, Kansas, launched a new Web site and completed a new Agricultural Heritage Barn and livestock pens to increase its ability to interpret 19th century agriculture in Johnson County, Kansas. Attendance at Mahaffie was up 15% over 2013 totals within the first three quarters of 2014. Volunteers from the Olathe community assisted with Mahaffie's 2014 successes, by contributing 5,000 volunteer hours.