

# Freedom's Frontier

NATIONAL HERITAGE AREA



## 2006 Partner Site Application

### PARTNERSHIP OPPORTUNITIES

Freedom's Frontier Heritage Area (FFHA) has created a multi-level approach that allows partners to self-select working relationships with the heritage area that best suit their needs. Natural and cultural resource locations will be selected for the Heritage Area partnership based on the FFNHA theme or themes that they represent, and their stories that will be tied to these themes. There are five FFNHA partner levels.

### ELIGIBLE APPLICANTS

Eligible applicants may be a non-profit organization, a private business, governmental unit, or an Indian tribe with regional history. As long as criteria is met, anyone will be considered if they are physically located within the boundaries of the Freedom's Frontier National Heritage Area, represent one of the FFNHA themes or other authorized linkages.

### BENEFITS

There are many benefits to becoming a partner in the heritage area. Key benefits include:

- Networking and marketing visitation within a regional and national program/audience.
- Access to financial and technical resources.
- Opportunities for interpretive and educational projects.
- Participation in marketing plans and programs.
- Use of Freedom's Frontier Logo

## SELF-SELECTED VISITOR READINESS LEVELS

**#1 (Full Time)** is a site or attraction that is a full service site actively interpreting the Freedom's Frontier stories and themes. Level 1 Sites must meet specific guidelines and criteria involving quality of interpretation, operating hours, relate the site's story to at least one of the FFNHA themes and how the story links to other sites, attraction, or communities within the FFNHA boundaries or other authorized linkages.

**#2 (Part-time)** is a site or attraction that is open less frequently and/or has more limited services than a Level 1. Level 2 Sites must meet specific guidelines and criteria involving quality of interpretation, operating hours, relate the site's story to at least one of the FFNHA themes and how the story links to other sites, attraction, or communities within the FFNHA boundaries or other authorized linkages.

Managers of Level 2 Sites will be encouraged to make necessary changes/additions to qualify for Level 1 status.

**#3 (Seasonal)** is a site or attraction that is open on a seasonal basis. Level 3 must meet specific guidelines and criteria involving quality of interpretation, operating hours, relate the site's story to at least one of the FFNHA themes and how the story links to other sites, attraction, or communities within the FFNHA boundaries or other authorized linkages.

Managers of Level 3 Sites will be encouraged to make necessary changes/additions to qualify for Level 1 or 2 statuses.

**#4 (Point of Interest)** may be an attraction, site, community, event or scenic view that relates to one or more of Freedom's Frontier themes. The location may not be staffed or have services, but a wayside exhibit or other agreed upon exhibit will be placed nearby so that visitors can learn about the site's significance and its relationship to the theme(s) of Freedom's Frontier. Wayside exhibit, signage or other agreed upon exhibit should tell how the story links to other sites, attractions, or communities within the FFNHA boundaries or other authorized linkages.

Managers of Level 4 Sites will be encouraged to make necessary changes/additions to qualify for Level 1, 2, 3 statuses.

**#5 (Emerging)** may be a site of future Level 1, 2, 3 or 4 that relates to one or more of the FFHA themes and is within the FFNHA boundaries or other authorized linkages.

Managers of Level 5 Sites will be encouraged to make necessary changes/additions to qualify for Level 1, 2, 3 or 4 statuses.

## **LEVEL 1 (FULL TIME)**

### **1. Location**

The Level 1 (Full Time) Site must be physically located within the boundaries of Freedom's Frontier National Heritage Area, other authorized linkages and actively interpreting the Freedom's Frontier stories and themes.

### **2. Hours and Operations**

- a. Be an existing institution/organization that is open to the public a **minimum:**
  - 12 months a year
  - 40 hours per week
  - Open on weekends
- b. Provide means for mutually agreed upon visitor surveys.
- c. Agree to promote other FFNHA partner sites through brochures, posters, CD ROM, Internet access or video.

### **3. Interpretation TO BE DEVELOPED**

### **4. Facilities**

- a. Provide safe drinking water, restrooms, and environment for visitors and staff.
- b. Maintain signage consistent with \*\*FFNHA guidelines.
- c. Conduct annual safety inspection to insure visitors' safety.

### **5. Management**

- a. Provide certificate of liability insurance (amount to be determined.)
- b. Manage historical, natural and cultural resources (collection, landscape, structure or structures) in a manner consistent with professional preservation and interpretation standards through policies and procedures.
- c. Build understanding, generate excitement and expand local participation in the National Heritage Area program.
- d. Participate in FFNHA committees and projects to advance the regional work
- e. Sign memorandum of agreement to comply with applicable federal, state, and local laws and regulations.

- f. Show financial responsibility and accountability.

\* FFNHA staff - the current Steering Committee will function as "FFNHA staff" until such time that the FFNHA office is established and staff hired.

\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

**Owners/managers of all participating LEVEL 1 (FULL TIME) must:**

**1. Administration**

- a. Agree to obtain all necessary permits and comply with applicable federal, state, and local laws and regulations;
- b. Sign a Memorandum of Agreement with the Freedom's Frontier National Heritage Area to commit to meeting these responsibilities;
- c. Operate and maintain their individual site and facilities;
- d. Periodically examine FFNHA signs (as created) for vandalism and arrange for their replacement with \*FFNHA staff when needed; and
- e. Share information with \*FFNHA staff when appropriate about their heritage development.

**2. Interpretation**

- a. Be willing to promote the Freedom's Frontier National Heritage Area;
- b. Distribute interpretive and/or promotional materials at the Level 1 Partner site and facilities including FFNHA brochures as they are developed
- c. Provide interpretive training opportunities for frontline staff,
- d. Assist FFNHA in evaluating effectiveness of interpretation and interpretive materials (signs, maps/brochures, and other orientation materials).

**3. Resource Protection**

- a. Continue to protect the Site's resources and
- b. Educate the public about the need for protection of natural and cultural resources and encourage support for such protection.

\* FFNHA staff - the current Steering Committee will function as "FFNHA staff" until such time that the FFNHA office is established and staff hired.

\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

## **LEVEL 2 (PART-TIME)**

### **1. Location**

The Level 2 Site must be physically located within the boundaries of Freedom's Frontier National Heritage Area or other authorized linkages and actively interpreting the Freedom's Frontier stories and themes.

### **2. Hours and Operations**

- a. Existing institution/organization that is open to the public a **minimum**:
  - 9 months a year
  - 20 hours per week
  - 4 days per week
  - Open on weekends
- b. Agree and provide means for conducting visitor surveys provided by FFNHA upon request.
- c. Agree to promote other FFNHA partner sites through brochures, posters, CD ROM, Internet access or video.

### **3. Interpretation** **TO BE DEVELOPED**

### **4. Facilities**

- a. Provide safe drinking water, restrooms, and environment for visitors and staff.
- b. Maintain signage consistent with \*\*FFNHA guidelines.
- c. Conduct annual safety inspection to insure visitors' safety.

### **5. Management**

- a. Provide certificate of liability insurance (amount to be determined.)
- b. Manage historical, natural and cultural resources (collection, landscape, structure or structures) in a manner consistent with professional preservation and interpretation standards through policies and procedures.
- c. Build understanding, generate excitement and expand local participation in the National Heritage Area program.
- d. Participate in FFNHA committees and projects to advance the regional work
- e. Sign memorandum of agreement to comply with applicable federal, state, and local laws and regulations.
- f. Show financial responsibility and accountability.

\* FFNHA staff - the current Steering Committee will function as "FFNHA staff" until such time that the FFNHA office is established and staff hired.

\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

**Owners/managers of all participating Level 2 (Part-time) Sites must:**

**1. Administration**

- a. Agree to obtain all necessary permits and comply with applicable federal, state, and local laws and regulations.
- b. Sign a Memorandum of Agreement with the Freedom's Frontier to commit to meeting these responsibilities.
- c. Operate and maintain their individual site and facilities.
- d. Periodically examine FFNHA signs (when created) for vandalism and arrange for their replacement with \*FFNHA staff when needed.
- e. Share information with \*FFNHA staff when appropriate about their heritage development.

**2. Interpretation**

- a. Be willing to promote the Freedom's Frontier National Heritage Area.
- b. Distribute and install interpretive materials at sites and facilities including FFNHA brochures as they are developed.
- c. Assist FFNHA in evaluating effectiveness of interpretation and interpretive materials (signs, maps/brochures, and other orientation materials).

**3. Resource Protection**

- a. Continue to protect the Site's resources.

- b. Educate the public about the need for protection of natural and cultural resources and encourage support for such protection.

\* FFNHA staff - the current Steering Committee will function as "FFNHA staff" until such time that the FFNHA office is established and staff hired.

\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

### **LEVEL 3 (SEASONAL)**

#### **1. Location**

The Level 3 Site must be physically located within the boundaries of Freedom's Frontier National Heritage Area or other authorized linkages and actively interpreting the Freedom's Frontier stories and themes.

#### **2. Hours and Operations**

- a. a. Institution/organization that is open to the public a **minimum**:
  - 5 months a year
  - 20 hours per week or 3 days per week
  - Open at least one weekend day
- b. Agree and provide means for conducting visitor surveys provided by FFNHA upon request.
- c. Agree to promote other FFNHA partner sites through brochures, posters, CD ROM, Internet access or video.

#### **3. Interpretation**

**TO BE DEVELOPED**

#### 4. Facilities

- a. Provide safe drinking water, restrooms, and environment for visitors and staff.
- b. Maintain signage consistent with \*\*FFNHA guidelines.
- c. Conduct annual safety inspection to insure visitors' safety.

#### 5. Management

- a. Provide certificate of liability insurance (amount to be determined.)
- b. Manage historical, natural and cultural resources (collection, landscape, structure or structures) in a manner consistent with professional preservation and interpretation standards through policies and procedures.
- c. Build understanding, generate excitement and expand local participation in the National Heritage Area program.
- d. Participate in FFNHA committees and projects to advance the regional work
- e. Sign memorandum of agreement to comply with applicable federal, state, and local laws and regulations.
- f. Show financial responsibility and accountability.

\* FFNHA staff - the current Steering Committee will function as "FFNHA staff" until such time that the FFNHA office is established and staff hired.

\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

#### **Owners/managers of all participating Level 3 (Seasonal) Sites must:**

##### 1. Administration

- a. Agree to obtain all necessary permits and comply with applicable federal, state, and local laws and regulations.
- b. Sign a Memorandum of Agreement with the Freedom's Frontier to commit to meeting these responsibilities.
- c. Operate and maintain their individual site and facilities.
- d. Periodically examine FFNHA signs (when created) for vandalism and arrange for their replacement with \*FFNHA staff when needed.
- e. Share information with \*FFNHA staff when appropriate about their heritage development.

##### 2. Interpretation



- a. Be willing to promote the Freedom's Frontier National Heritage Area.
- b. Distribute and install interpretive materials at the other Level Sites and facilities including FFNHA brochures as they are developed.
- c. Assist FFNHA in evaluating effectiveness of interpretation and interpretive materials (signs, maps/brochures, and other orientation materials).

### **3. Resource Protection**

- a. Continue to protect the Site's resources.
- b. Educate the public about the need for protection of natural and cultural resources and encourage support for such protection.

\* FFNHA staff - the current Steering Committee will function as "FFNHA staff" until such time that the FFNHA office is established and staff hired.

\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

## **LEVEL 4 (POINT OF INTEREST)**

### **1. Location**

The Level 4 (Point of Interest) Site must be physically located within the boundaries of Freedom's Frontier designated heritage area or other authorized linkages.

### **2. Significance/Interpretation**

The Level 4 Site must relate to and be significant to one of the themes of Freedom's Frontier. It can include a modern example of a historic facility or activity.

### 3. Access

- a. The Point of Interest wayside exhibit/marker must be accessible from a public right-of-way.
- b. If on private property must have a signed letter of agreement by property owner stating their agreement to have the site included as a Level 4 (Point of Interest) in the FFNHA.

#### **Owners/Managers of all participating Point of Interest Partner must:**

1. Continue to maintain their facility and protect its Freedom's Frontier related resources;
2. Periodically examine FFNHA signs for vandalism and arrange for their replacement with \*FFNHA staff when needed;
3. Share information with \*FFNHA staff when appropriate about their heritage development; and
4. Sign a Memorandum of Agreement with the Freedom's Frontier to commit to meeting these responsibilities.

### **LEVEL 5 (EMERGING)**

#### **1. Location**

The Level 5 (Emerging) Site must be physically located within the boundaries of Freedom's Frontier National Heritage Area or other authorized linkages.

#### **2. Hours and Operations**

Not open to the public a developing site or attraction.

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\*\* Guidelines to be determined at such time that the FFNHA office is established, staff hired and management plan created.

### **ELIGIBLE APPLICANTS**

Eligible applicants could be a non-profit organization, a private business, governmental unit, or an Indian tribe with regional history. As long as they can meet the criteria as a #1 Full Time, #2 Part-time, #3 Seasonal, #4 Point of Interest,

#5 Emerging, most any organization will be considered if they are part of one of FFNHA's themes.

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## **TIMELINE FOR SITE DESIGNATION**

Postmarked TBA

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### **SITE DESIGNATION PROCESS AND POLICIES**

#### Application Process

1. Participation in the Freedom's Frontier National Heritage Area (FFNHA) is voluntary.
2. Each facility owner/manager will submit application to \*FFNHA office.
3. Staff reviews application checklist and forwards application to Partnership Panel.
4. Partnership Panel reviews application and makes designation recommendation to Board of Trustees.
5. Board of Trustees approves official site designation.
6. All FFNHA participants will be reviewed periodically to ensure that they continue to meet the FFNHA's criteria.
7. New designations will also be added to FFNHA at periodic intervals.
8. Application process will be yearly.

The following policies apply:

- There is no limit on the number of #1 Full Time, #2 Part-time, #3 Seasonal, #4 Point of Interest, #5 Emerging partners approved.
- **All aspiring partner sites are encouraged to consult with \*FFNHA staff prior to applying and clarify their eligibility under the rules.**
- The Board of Trustees has final approval for designation as a new partner site.

#### **PARTNERSHIP PANEL**

The Partnership Panel is the volunteer panel that oversees the process of designation and funding and makes recommendations to the Freedom's Frontier Board of Trustees. The Panel is comprised of a diverse regional membership nominated by peers and approved by the Trustees. Terms are for three years.

#### **FREEDOM'S FRONTIER REVIEW PANEL AND CONFLICT OF INTEREST**

In order to maintain the highest standards of fairness any member of the Review Committee, Partnership Panel and Board of Trustees will abstain from deliberating or voting on any proposal in which he/she is connected through employment, through service as an unpaid consultant to the project, volunteer, or as an officer or other representative.

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## **APPLICATION REQUIREMENTS**

All applicants must fill out the application form and answer all questions in the space provided. Please type or print answers to all questions. Text must be written in no smaller than a 10-point font.

**Applications are due in the Freedom's Frontier office postmarked TBA. Enclose the original signed application and 7 copies of the proposal to:**

Freedom's Frontier National Heritage Area  
c/o Lawrence Convention & Visitors Bureau  
734 Vermont  
Lawrence, KS 66044

### **I. Application Form**

The signature of the legal representative or highest elected official of the applicant organization is required. By signing the application, the applicant certifies that to the best of their knowledge and belief, data in the application is true and correct; the document has been duly authorized by the governing body of the applicant; and the applicant will comply with all applicable federal and state requirements, if designation is approved. Turn to page 11 to begin the application process.

### **II. Support Material**

You may provide photos that represent your interpretation, brochures, maps, visitor data, and letters of support, press clippings or any other information about your site.

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