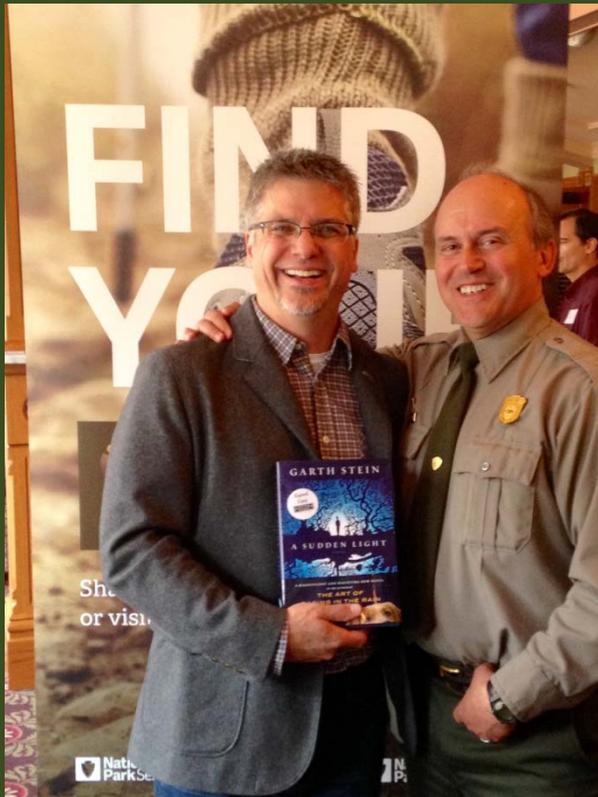


National Park Service  
U.S. Department of the Interior



## National Park Service Centennial

Sleeping Bear Dunes NL  
September, 2015

# Centennial Goal

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NPS CENTENNIAL GOAL

**CONNECT** with *and* **CREATE**  
*the* **NEXT GENERATION**

*of park visitors, supporters, and advocates.*

RELEVANCY • ENGAGEMENT • SUPPORT

# NPS Centennial: One Goal, Many Actions



### A CALL TO ACTION

- #3 History Lesson
- #15 A Class Act
- #33 Home Grown
- #34 Team Buyin'

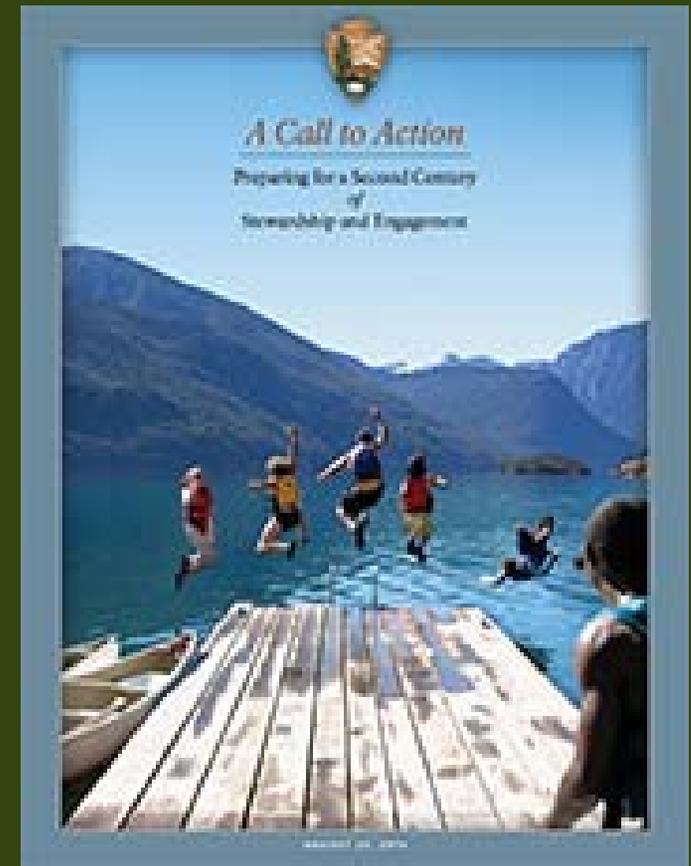


## ***A Call to Action***

*A Call to Action* is the foundation of the centennial and our road map to prepare for the next 100 years of stewardship and engagement

Parks and programs have chosen actions that best fit their needs and opportunities

[www.nps.gov/calltoaction](http://www.nps.gov/calltoaction)



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### NATIONAL PROGRAMS

- Play, Learn, Serve, and Work
- Every Kid in a Park
- Go Digital
- Urban Agenda



# National Programs

## Play, Learn, Serve, Work

### Department-wide initiative

- Expand opportunities for youth on public lands
- Engage volunteers
- Provide work and training opportunities



## Every Kid in a Park

### Administration-wide initiative

- Fourth grade students
- 2015-2016 school year
- Public lands and waters



## NPF – Ticket to Ride Grant. – Winter Snowshoe Experience

# National Programs

## Go Digital

### NPS.gov update

- More Mobile-friendly
- Streamlined Navigation
- Content Updates
- New Lakeshore App

## Urban Agenda

- “One NPS”
- Urban Model Cities
- Urban Fellows



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### PARTNERSHIPS and PHILANTHROPY

- Friends Group Fundraising
- NPF Fundraising
- National Geographic Society
- National Endowment for the Arts

# Partnerships and Philanthropy

## National Park Foundation

- Protect, Connect, and Inspire List
- Funding 100% of the Find Your Park awareness campaign through partnerships and philanthropic support

## Centennial Challenge

- \$10 Million Appropriated in FY 2015
- \$50 Million in President's FY 2016 Budget Request
- 1:1 Partner Match



# Lakeshore Centennial Partnerships

## 2015 Centennial Challenge Projects

- 1) Assess trails for needed accessibility improvements - Friends of Sleeping Bear Dunes;
- 2) Refurbish Faust log cabin windows - Preserve Historic Sleeping Bear; and
- 3) Improve parking lot, install vault toilet and enhance signage at Voice and Bar Lake Roads for the Sleeping Bear Heritage Trail (SBHT) - Traverse Area Recreation Trails, Inc.

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CENTENNIAL

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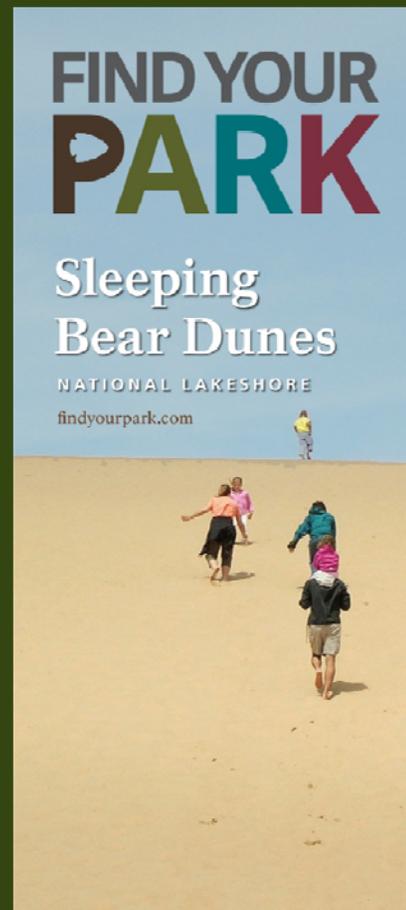
### FIND YOUR PARK CAMPAIGN

- All Forms of Media
- Redefine "PARK"
- Media Partnerships,  
Celebrities and Influencers
- Corporate Sponsors

# Find Your Park Campaign

Redefining "PARK"

<http://findyourpark.com/>



# *Find Your Park Campaign*

## Media Partners, Celebrities, and Influencers

- Leverage vast social media reach
- Reach diverse media outlets

## National Park Foundation Corporate Sponsors

- Support Find Your Park campaign through individualized ways

## National Park Service Ambassadors

- Five employees
- Available for media opportunities



# Find Your Park @ Sleeping Bear Dunes

## Media

- Distribution of NPS materials
- Creation of park materials
  - – scavenger hunt
- Webpage
- Social media
- Working with partners
- Working with media outlets

slbeinfo@nps.gov.

**Skip a rock on one of our 80-plus inland lakes.**

**Take a one minute vacation.**  
Pick a spot and just be for one minute: no talking, taking pics, moving, etc. See how it feels. What did you notice that you normally don't?

**Visit the park after dark and explore the night sky.**  
You will be amazed!

**Go to Inspiration Point.**  
With a view of the Glen Lakes, Alligator Hill, and North Manitou Island, this overlook provides the perfect spot to be inspired.

Take M-22 to McFarlane Rd. (County Rd. 616), 8 miles east of Empire. Share what other places inspire you.

**Take a selfie with the bear.**

**Learn how tall the ice sheets were that covered this area during the last ice age.**

**See what the Great Lakes ore carrier transported besides ore.**

**Find the fulgurite.**  
Look for the tools of the Native Americans.

**Take a picture of the pitchers thistle.**

**Count the arrowheads you see during your visit.** The arrowhead is the official symbol of the National Park Service.

**Create a Sleeping Bear Dunes Rainbow.**  
As you explore the park, look for one thing that matches each color of the rainbow: Red, Orange, Yellow, Green, Blue, Indigo, Violet.

**Walk the beach of Lake Michigan.**  
Look for a rock that is shaped like a heart or an animal.

**Take a hike.**

**Play the shape game.**  
As you explore the park, find one item that is square, round, triangular, rectangular, curly-cue, and straight.

**Dip a finger or toe (or pretend to) in Lake Michigan.**

**Find a park ranger.**  
What color is their uniform? Ask them their favorite part about working at Sleeping Bear Dunes.

**Try something new in the park.**  
Ride on the Heritage trail, hike a new trail, go camping, visit Port Oreida, or complete the Junior Ranger book. Run down the Dune Climb backward for a new perspective.

**FIND YOUR PARK scavenger hunt**

**THE VISITOR CENTER**

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CENTENNIAL

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### FIND YOUR PARK CAMPAIGN

- All Forms of Media
- Redefine "PARK"
- Media Partnerships, Celebrities and Influencers
- Corporate Sponsors

### EMPLOYEE AND STAKEHOLDER ENGAGEMENT

- Employee Participation
- NPS Advisory Board
- Congressional Friends
- Tourism Industry

# Employee and Stakeholder Engagement

## Employee Participation

- National Leadership Council
- Centennial Coordinators
- NPS@100 eNewsletter
- Centennial Google Site
- Centennial Webinar Series
- Internal Committees



## National Park System Advisory Board

- 12 members
- Advise the Director and Secretary
- Centennial Advisory Subcommittee



Linda Bilmes  
Harvard Kennedy School

# Employee and Stakeholder Engagement

## Congressional Friends of the National Park Service Centennial

- Invitation to all Members to support the centennial
- More than 30 have agreed and list still growing

Dan Benishek (R-MI-1)

Debbie Stabenow (D-MI)

Gary Peters (D-MI)

## Traverse City Convention and Visitors Bureau

- Visitor center exhibit



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### EVENTS and ACTIVITIES

- 2016 Rose Parade
- Park Events

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# Events and Activities

- Be creative and tie the program and events to the centennial goal
- Build on your current activities and events
- Involve and collaborate with your partners
- Plan activities and events in and with communities
- Help redefine the word PARK

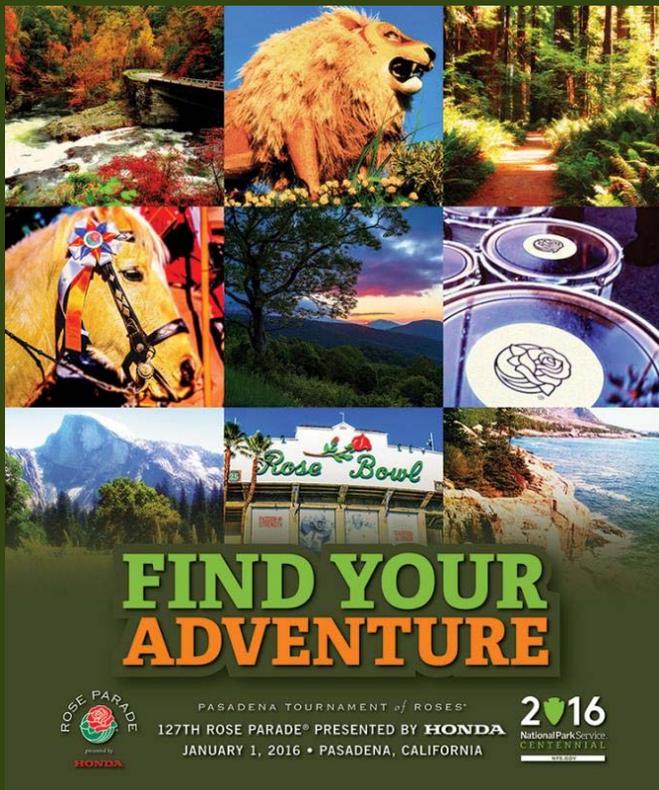
Midwest Region Centennial  
Activities – Kim Mann



# Events and Activities

Rose Parade  
January 1, 2016

StoryCorps Interviews  
May 18, 2015



# PLANNED CENTENNIAL EVENTS

- Heartland Park Loop Guides
- World Record Picnic in the Park – August 25, 2016
- Story Corps
- Every Kid in a Park – Fourth Grade
- 2016 Tournament of Roses Parade
- IMAX Film
- Nat Geo Television Series
- Concert Series



# CENTENNIAL EVENTS

## Sleeping Bear Dunes National Lakeshore

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- 2016 Annual Park Pass Contest
- Research Rendezvous
- Sleeping Bear Dunes Instameets
- Find Your Park Art Exhibit
- Centennial on the Move - Traveling Exhibit
- 100 Years/100 Volunteers Service Events



# NPS Centennial: One Goal, Many Actions



# Schedule

*A Call to Action*

*Listen, Learn and Plan*

*Listen, Learn and Plan*

*Create*

***Activate***

*Celebrate*

*Amplify and Evaluate*

2011

2012

2013

2014

**2015**

2016

2017

# Web Portals

## **NextCenturyForParks.org (partners)**

- News, tools, message boards, and much more

## **FindYourPark.com (public)**

- Programs, events, story sharing, social media gateway

# Thank You

