

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

James A. Garfield National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: JAGA

Year: 2007

Vision Statement

James A. Garfield National Historic Site (JAGA) was established by the National Park Service (NPS) in 1980. At JAGA the NPS preserves and interprets the life and times of Garfield, particularly his presidency and contributions to American history. The enabling legislation specifies that the site is jointly operated by the National Park Service and the Western Reserve Historical Society (WRHS) through a Cooperative Agreement. NPS owns the property and buildings and some artifacts; the WRHS owns the artifacts related to the Garfield family, and operates visitor contact activities.

Vision For The Future

Though established in 1980, JAGA is essentially a newly-developed park. Until the mid-1990s the NPS had minimal operational presence at the site. With a special funding authorization, the NPS completed a multi-year, complete, major restoration of the grounds and buildings, finalized in 1999, working in collaboration with the Western Reserve Historical Society. The Centennial Initiative affords opportunities to move the park into the next stage of its evolution by:

- strengthening the partnership with the WRHS,
- assisting the WRHS in its operations at the site,
- establishing JAGA as a vibrant participant in the lives and activities of the local community,
- generating a broad base of public support and commitment
- increasing the educational impact and outreach about the story of President Garfield
- implementing the NPS standards of cultural preservation to the collections and cultural landscape
- updating the 1986 GMP, which will be 30 years old in 2016

The FY08 proposed budget includes base budget increase to JAGA's budget to hire a Museum Curator to properly care for the collections.

The presence of JAGA in a densely-populated area of northeast Ohio (the Greater Cleveland area) gives it the potential to reach a multitude of visitors and local residents with the JAGA, and the NPS national, messages of stewardship and caring for our national treasures. The ideas of stewardship and environmental responsibility become more real to the public if they are related to a local resource.

The vision goals at JAGA primarily reflect the following national goals of the Centennial Initiative:

- Stewardship
- Education
- Professional Excellence

In looking into the year 2016 and beyond, JAGA has the potential of also elucidating the concepts of the national goals of Environmental Leadership and Recreational Experiences through its being an island of green space within a heavily developed city, developing alternative energy use, and becoming a destination for outdoor fitness activities.

Park/ Superintendent/ Program Manager

Carol J. Spears/Site Manager

Site: JAGA

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ Complete all cultural resource inventories for designated priority resources.

Complete the archeological inventory of the park. Fund and complete the Cultural Landscape Preservation Management Plan.

☒ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

Hire one museum technician with funding Centennial Initiative base funding increase in the FY08 budget to provide for the NPS standards of cultural resource collections management and preservation; fund (contract labor and existing NPS staff) the implementation of the recommendations in the Cultural Landscape Preservation Management Plan.

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Site: JAGA

STEWARDSHIP

☒ Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.

☒ Other Park/ Program performance goal(s)

Provide for increased education and marketing of the JAGA site and the story of President Garfield through a CI Signature Project for FY 09. (Information: Due to the short amount of time that Garfield was president, his story is often overlooked in historical accounts).

☒ The work described currently is supported by OFS and/ or PMIS

Site: JAGA

ENVIRONMENT

☒ **Reduce environmental impacts of park operations.**

☒ **Other Park/ Program performance goal(s)**

Be an example in windy Lake County by harnessing the potential energy production from the historic, working windmill to power a portion of the electrical needs of park operations.

☐ The work described currently is supported by OFS and/ or PMIS

Site: JAGA

ENVIRONMENT

☒ **Inspire an environmental conscience in Americans.**

☒ **Establish programs to showcase exemplary environmental practices and increase visitor awareness of how the practices apply to their daily lives, as measured by surveys.**

When the windmill-powered energy system is in place, produce interpretive media and programs to highlight its use.

☐ The work described currently is supported by OFS and/ or PMIS

☒ **Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.**

Harness the potential energy production from the historic, working windmill to power a portion of the electrical needs of park operations.

☐ The work described currently is supported by OFS and/ or PMIS

☒ **Serve as a model for energy efficiency, under Executive Order 13423, by ensuring Leadership in Energy and Environmental Design (LEED) standards.**

Harness the potential energy production from the historic, working windmill to power a portion of the electrical needs of park operations. Increase purchasing of green products.

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Site: JAGA

ENVIRONMENT

☒ **Engage partners, communities, and visitors in shared environmental stewardship.**

☒ **Other Park/ Program performance goal(s)**

Involve the WRHS and the developing James A. Garfield Trust (Friends Group) in raising funds from the community to harness the potential energy production from the historic, working windmill to power a portion of the electrical needs of park operations.

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Site: JAGA

RECREATION

☒ **Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.**

☒ **Other Park/ Program performance goal(s)**

Collaborate with the local Lake County Metroparks System in its 10,000 Steps program in the community through using the paved historic path at Garfield and the grounds as a location for participants to walk.

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Site: JAGA

RECREATION

☒ **Establish “volun-tourism” excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.**

☒ **Increase annual volunteer hours by 100 percent, from 5.2 million hours to 10.4 million hours.**

Increase park volunteer hours by 100 percent by September 30, 2015.

☐ The work described currently is supported by OFS and/ or PMIS

Site: JAGA

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Increase park visitation by 100% (from 20,000 to 40,000) by the end of September, 2015 through the CI Signature Project of Branding and Marketing the site, utilizing methods to target diverse audiences and young people.

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☒ Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

Increase the number of people attending programs at JAGA by 100% by the end of September, 2015 through the CI Signature Project of Branding and Marketing the site.

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Site: JAGA

EDUCATION

☒ Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

☒ Other Park/ Program performance goal(s)

Produce an interactive DVD for teachers with curriculum and educational materials about the park (CI Signature Project for out years).

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Site: JAGA

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Other Park/ Program performance goal(s)

Collaborate with WRHS to fund with donations, and produce a walking tour program using cell phone or other current technology.

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Site: JAGA

EDUCATION

☒ **Impart to every American a sense of their citizen ownership of their national parks.**

☒ **Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.**

Produce an interactive DVD about the park (CI Signature Project for out years).

☐ The work described currently is supported by OFS and/ or PMIS

☒ **Other Park/ Program performance goal(s)**

Establish a Friends Group at JAGA.

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Site: JAGA

PROFESSIONALISM

☒ **Promote a safety and health culture for all employees and visitors.**

☒ **Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.**

Maintain JAGA's lost-time incidents and serious visitor injuries at 0.

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Site: JAGA

PROFESSIONALISM

☒ **Model what it means to work in partnership.**

☒ **Other Park/ Program performance goal(s)**

Strengthen the partnership with, and the viability of, the WRHS.

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Site: JAGA

PROFESSIONALISM

☒ **Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.**

☒ **Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.**

Plan, and implement the plan, for branding, marketing, and promoting JAGA with the local community and national visitors.

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☒ **Other Park/ Program performance goal(s)**

Establish a Friends Group for fundraising purposes and for community engagement.

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