



**What We Collectively Accomplished  
in 2016**



**FY2016 Snapshot of Looking for Lincoln Communities\***

There are currently twenty-three Looking for Lincoln communities in the Abraham Lincoln National Heritage area. Looking for Lincoln communities include:

- Alton
- Atlanta
- Beardstown
- Champaign County
- Coles County
- Decatur
- DeWitt County
- Galesburg
- Hancock County
- Jacksonville
- Lincoln
- McLean County
- Metamora
- Mt. Pulaski
- Petersburg
- Pleasant Plains
- Pike County
- Quincy
- Shelby County
- Springfield
- Taylorville
- Vandalia
- Vermillion County



Of the twenty-three Looking for Lincoln (LFL) communities, eighteen of the communities have active LFL working groups. During FY2016, Looking for Lincoln staff worked with the emerging LFL community of Paris in Edgar County. It is anticipated that the community of Paris will be designated an LFL community in FY2017. Looking for Lincoln staff continues working to re-engage existing LFL communities and establish LFL working groups.

\*Community denotes an individual community or a county that works collectively.



### **FY2016 Snapshot of In-kind Match**

#### **Looking for Lincoln Heritage Area wide In-kind Match: \$475,788.85**

(The above in-kind match was collected from ALNHA Steering Council Meetings, ad hoc committee meetings, grants, workshops, and other heritage area wide projects.)

#### **In-kind Match from Looking for Lincoln Communities: \$282,547.52**

(LFL working group meetings, volunteer time and donated goods & materials for projects and programs that fit within the goals of the ALNHA)

**Total FY2016 In-kind Match: \$758,336.37**

### **FY2016 Projects that Benefitted the Abraham Lincoln National Heritage Area as a Whole**

- **Abraham Lincoln National Heritage Area Marketing Initiative.** In 2016, Looking for Lincoln's marketing efforts centered on public relations and media outreach programs to build awareness of the Abraham Lincoln National Heritage Area – not only among potential travel consumers, but also among various constituent groups throughout the Heritage Area. For potential consumers, the focus was on promoting historic sites and attractions, as well as significant events tied to the story of Abraham Lincoln – especially designated “Looking for Lincoln Signature Events.” For local/regional constituent groups, outreach included public press events held throughout the Heritage Area to announce Gateway Communities, implementation of a National Heritage Area signage program, Looking for Lincoln Book Series launch and other LFL activities.

Looking for Lincoln staff and partners participated in radio and television broadcasts throughout ALNHA, as well as print interviews about various aspects of Heritage Area activities, including Signature Events, the Spirit of Lincoln Youth Leadership Academy, and the Lincoln Book Series. In addition, a promotional piece was published to highlight the accomplishments and growth within the ALNHA to date. The piece is now used by partners throughout the Heritage Area to explain and build support for the ALNHA and its potential for economic impact in the region.

According to the US Travel Association, tourism within the ALNHA represents over \$3.4 billion in visitor spending and accounts for over 25,000 jobs, as well as over \$250 million in state and local taxes. Abraham Lincoln represents a significant portion of the tourism industry with great potential for future growth – especially in rural areas of the ALNHA. Moving forward, an ad hoc Marketing Committee, representing the tourism industry from throughout the Heritage Area, has been formed to work with staff to set annual strategic plans and to expand marketing partnerships with destination organizations from throughout the region – to effectively leverage marketing efforts and limited financial resources to gain the best results for promoting the ALNHA.



- **Abraham Lincoln National Heritage Area Signage.** Twelve new interstate signs have been located near the borders of the Abraham Lincoln National Heritage Area. Designed by the Illinois Department of Transportation (IDOT), the signs are similar to those scattered throughout the US denoting National Forests and National Parks. Located along both State and Federal highways, the signs outline the boundaries of the Abraham Lincoln National Heritage Area to let travelers know they have entered a Federally designated heritage area. The signs are the culmination of a two-year effort between Looking for Lincoln and IDOT.
- ***Bring a Lincoln to Your Community* program.** This program provided funds for five Looking for Lincoln Communities to bring a Lincoln actor to their community to enhance existing or special community events or programs. Collectively Looking for Lincoln invested a total of \$2,850 and the communities leveraged \$178,638.01 reaching 7,520 visitors. The Lincoln actors were used for both formal and informal educational programs in the communities including: Civil War reenactments, reenactments of speeches, special programs, and informal conversations with visitors.
- **L.E.A.D: Lincoln’s Path to Leadership.** Young people from throughout the Abraham Lincoln National Heritage Area came together for the first time in summer 2016 as the inaugural class of LEAD: Spirit of Lincoln Youth Academy. Selected as emerging young leaders from their communities, the students—all 8<sup>th</sup> graders—spent a full week exploring the qualities that made Abraham Lincoln such a great leader in his day. They learned why those same qualities are so important in our leaders today, and how, as individuals, they can apply those qualities as they develop their own leadership skills for the future.

Thirty-two students from fourteen communities in the Abraham Lincoln National Heritage Area participated in LEAD. Its purpose is to provide an opportunity for youth to learn about the character qualities of a leader by examining Abraham Lincoln’s life, his ideals, his character and his leadership capabilities through immersive experiences in the Abraham Lincoln National Heritage Area. The inaugural L.E.A.D. program was held from Sunday, June 5 to Friday, June 10, 2016 at Illinois College in Jacksonville, Illinois.

The program was developed and implemented by Looking for Lincoln in partnership with: Union Pacific Railroad, Illinois College, Lincoln Home National Historic Site/National Park Service, Illinois Historic Preservation Agency, and Niemann Foods.

- **Spirit of Lincoln Your Leadership Academy.** The Spirit of Lincoln Youth Leadership Academy was created to provide youth (5<sup>th</sup> to 12<sup>th</sup> grade) with meaningful and inspirational connections with our nation’s heritage.

In 2016, Lincoln Home National Historic Site and the Abraham Lincoln National Heritage Area worked with partners to pilot youth programs, including LEAD: Lincoln’s Path to Leadership and



the U.S. Colored Troop Youth Employment Program. Consultants were engaged to review, analyze and provide a gap analysis on the youth programs in order to provide NPS and NHA's with a fully developed and piloted series of programs and activities to engage youth, through the universal icon of Abraham Lincoln.

- **Looking for Lincoln in Illinois Book Series.** The Abraham Lincoln National Heritage Area in collaboration with Southern Illinois University Press is publishing a book series entitled *Looking for Lincoln in Illinois*. The purpose of the *Looking for Lincoln in Illinois* Book Series is to tell the story of the distinctive role the region known as the Abraham Lincoln National Heritage Area played in shaping the man who became the 16<sup>th</sup> President of the United States.

In FY2016, Looking for Lincoln held book signings in Quincy and Springfield, Illinois to promote the first two books in the series, *Lincoln's Springfield* and *Lincoln and Mormon Country*. The stories in the first two books are drawn from more than two hundred illustrated wayside exhibits across fifty-two communities in Illinois. *Lincoln's Springfield* contains fifty stories about Abraham Lincoln and his hometown of Springfield, Illinois. *Lincoln and Mormon Country* tells more than thirty fascinating and surprising stories that show how the lives of Lincoln and the Mormons intersected.

The third book in the series, *Lincoln and the Eighth Judicial Circuit*, is scheduled to be published Fall 2017. The fourth book in the series is currently under development and will be about Lincoln era historic homes in the Abraham Lincoln National Heritage Area.

- **Looking for Lincoln Community Capacity Building Training.** Looking for Lincoln developed and sponsored a training workshop entitled; Building & Sustaining a Successful Volunteer Program. The workshop addressed building a volunteer program, recruiting and retaining volunteers and best practices in volunteer management. This training workshop was designed for individuals who work with volunteers, manage volunteer programs, or individuals interested in starting or strengthening a volunteer program at their organization or historic site.

Forty-three individuals from eighteen organizations participated in training workshop that was held in the Looking for Lincoln Communities of Mahomet and Pittsfield, Illinois. The training workshop was so popular we scheduled another training workshop in November 2016.

- **Looking for Lincoln Community Designation Program.** In FY2016, Looking for Lincoln staff worked with the community of Paris, Illinois moving them forward in the community designation process. It is anticipated that Paris will be designated a Looking for Lincoln Community in FY2017. Staff also provided several communities within the ALNHA information about the community designation program.
- **Looking for Lincoln Signature Events.** The purpose of the LFL Signature Event program is to promote heritage tourism within the ALNHA by recognizing outstanding events that are representative of the Looking for Lincoln brand. The primary focus of these events is to promote



the education and interpretation of the life & times of Abraham Lincoln while providing a high level of visitor services.

Four events were designated LFL Signature Events: Lincoln's Festival in Bloomington, History Comes Alive-Springfield, Lincoln Days Civil War Reenactment- Pike County, and Lincoln's Trial & Tribulations- Coles County. Collectively, LFL invested \$7,250 the communities leveraged \$258,652.41 in cash and in-kind goods and services, and a total of 106,136 visitors were reached.

**Lincoln's Festival in Bloomington** was held on July 15-17, 2016 in Bloomington, Illinois. The Lincoln's Festival in Bloomington is an annual event that celebrates Abraham Lincoln's connection to Bloomington Normal and its surrounding communities. Through Civil War reenactments, tours of historic sites, lectures, and theatrical, cultural, and musical presentations, the Festival's mission is to entertain and engage audiences as well as to promote historic downtown Bloomington as a destination. This event is a collaborative effort between various local entities to tell the local Lincoln story. The event received \$2,750 in funding from Looking for Lincoln and matched this with \$43,496.75 in donated materials and volunteer time reaching 3,900 visitors.

**History Comes Alive** was held from June 7-August 13, 2016 in Springfield, Illinois. History Comes Alive is a daily living history program offered free-of-charge to visitors at the key Lincoln sites in Springfield and throughout the downtown area. In addition to driving visitors to the various Lincoln sites, the program was also designed to bring the HCA program into the downtown shops and restaurants as a business-driver within the historic downtown area. The event received no funding from Looking for Lincoln and matched this with \$100,000 in donated materials and volunteer time reaching 100,000 visitors.

**Lincoln Days Civil War Reenactment** was held on June 4-5, 2016 at Lake Pittsfield in Pike County. This living history event promotes the life and times of Abraham Lincoln through a Civil War encampment and battle, demonstrations, period music, and interpretive programming. The event received \$2,500 in funding from Looking for Lincoln and matched this with \$102,054.16 in donated materials and volunteer time reaching 2,100 visitors.

**Lincoln's Trial & Tribulations** with supplementary county-wide programming was held on May 29<sup>th</sup> and 30<sup>th</sup> and September 23<sup>rd</sup> and 24<sup>th</sup> 2016 in Coles County. Lincoln's Trial & Tribulations is a dinner theater presentation held in Oakland about the 1847 Matson Slave Trial, the only trial in which Lincoln represented a slave owner. Additional programming took place in several other communities in Coles county including: Lerna, Charleston, and Mattoon. The event received \$2,000 in funding from Looking for Lincoln and matched this with \$13,101.50 in volunteer time reaching 136 visitors.

- **Looking for Lincoln at the 2016 IL State Fair.** Looking for Lincoln brought history to life at the Illinois State Fair from Friday, August 12th to Sunday, August 21st, 2016 in collaboration with the Illinois Department of Agriculture, the Abraham Lincoln Presidential Museum & Library, the McLean County Museum of History, reenacting groups, Looking for Lincoln Communities and



countless volunteers. Over 400 volunteers participated with thirteen different Looking for Lincoln communities represented from throughout the Abraham Lincoln National Heritage Area during the ten day event.

Visitors to the area had an opportunity to interact with Abraham Lincoln, participate in period games, visit with Civil War and living history re-enactors, build with Lincoln Logs, watch period demonstrations, hear period music, drill with USCT Civil War reenactors and learn about all the sites and activities in the National Heritage Area to visit. Together, we created awareness of the National Heritage Area at the Illinois State Fair.

- **Annual International Route 66 Mother Road Festival & Car Show:** Looking for Lincoln participated in the 15<sup>th</sup> Annual International Route 66 Mother Road Festival & Car Show in Springfield, IL on Friday, September 23 and Saturday, September 24, 2016 to promote the Abraham Lincoln National Heritage Area. Abraham Lincoln was the parade marshal for the parade on Friday evening. Visitors had an opportunity to talk to and take photos with Abraham Lincoln and learn about the Abraham Lincoln National Heritage Area.
- **Looking for Lincoln Wayside Program.** A new Looking for Lincoln wayside was created and installed at Illinois College entitled; “Lincoln Home NHS Created.” The wayside tells the story of the creation of the Lincoln Home National Historic Site and the key role former Congressman Paul Findley played in establishing this National Historic Site.
- **George L. Painter Looking for Lincoln Lectures:** Every year, on the morning of Lincoln's birthday, February 12th, Lincoln Home National Historic Site partners with the Looking for Lincoln, in presenting the George L. Painter Looking for Lincoln Lectures. The goal of the lecture program is to provide information on the rich Lincoln heritage that can be found within the communities throughout the 42 county Abraham Lincoln National Heritage Area. Together, Lincoln Home NHS and Looking for Lincoln present stories that focus on the central Illinois communities that Lincoln impacted or that impacted Lincoln. The lecture series is part of a day-long program of events in Springfield, IL celebrating Lincoln’s life and legacy in coordination with the Abraham Lincoln Association. The 2016 program featured a variety of topics including: Lincoln’s Springfield Neighborhood, the Looking for Lincoln in Illinois Book Series, and the launch of the Illinois Freedom Project website. The program was attended by 100 people.

### **FY2016 Looking for Lincoln Community Accomplishments**

- Lincoln Douglas ‘Funeral Commemoration’ Oct. 15 – one day festival. 1,250 (Alton)
  - Collaboration with Grafton Historical Society, Chautauqua Historical Society, Alton Museum of History and Art, Alton Regional CVB and more.
- Dinner with Lincoln Friends – Nov. and Feb. (Alton)
  - Alton Little Theater, My Just Desserts & Alton CVB
- Living History Tours (multiple with groups and American Queen arrivals). (Alton)
  - Alton Little Theater & Alton Regional CVB.
- Incorporated LFL marketing materials into local promotional pieces (Atlanta)
- Reception honoring donors of important items. (Beardstown)



- Programs: The Humorous Mr. Lincoln featuring Kim Bauer on February 18, 2016 and Lincoln in Photographs featuring Mark Woods on June 23, 2016. (Clinton)
- Book Donations: Vespasian Warner Public Library - May, 2016: Looking for Lincoln in Illinois: Lincoln's Springfield by Bryon C. Andreasen (Author), Guy C. Fraker (Foreword) and Looking for Lincoln in Illinois: Lincoln and Mormon Country by Bryon C. Andreasen (Author), Guy C. Fraker (Foreword) (Clinton)
- Event: Thanksgiving Dinner - Victorian Christmas Customs featuring Max & Donna Daniels as President and Mrs. Lincoln on November 10, 2016 (Clinton)
- Completed installation of replacement wayside exhibits (Decatur)
- Conducted maintenance on all LFL Waysides (Decatur)
- Coordinated with Greenwood Cemetery, Macon County History Museum, and Lincoln Homestead historic site on continued Lincoln focused programs. (Decatur)
- Lincoln's Festival in Bloomington designated as Lincoln Signature Event by Looking for Lincoln HC.
- *Ex parte* Milligan Conference, Illinois State University (McLean County)
- Assessment of Wayside Exhibits for replacement of deteriorated signs—initiated (McLean County)
- Restoration of broken beam and new roof on courthouse (Mt. Pulaski)
- Courthouse window sills painted and sealed (Mt. Pulaski)
- Provided experience for the community and surrounding communities to enjoy (Mt. Pulaski)
- Lincoln Days Civil War Reenactment (Pike County)
- Updating our Talking Houses and new brochures (Pike County)
- Facilitated a Lincoln-related community event by serving as an umbrella group for the initial, annual "Lincoln in the District" festival and worked to develop it into a LFL/ALNHA Signature Event. (Quincy)
- Provided increased awareness of what Quincy has to offer as Lincoln-related tourism sites and facilities for visitors by working with the Quincy Area Convention & Visitors Bureau to create a Quincy's Lincoln brochure to provide easy to use information about local sites, direction, and public access. (Quincy)
- Initial steps have been taken in cooperation with the Historical Society to develop a Lincoln information center on the square with easy visitor access, direction to Lincoln-related sites, and the ALMHA gateway exhibit when ready. (Quincy)
- Replaced three LFL Wayside panels: Mini Park, Lincoln's Court Cases, Shelby County Tourism, Traveling the Circuit and Anthony Thornton. (Shelbyville)
- Attended volunteer training workshop by Looking for Lincoln (Vermilion County)
- Maintenance of Pioneer Cemetery with Lincoln Ties at Salt Kettle Rest Area (Vermilion County)
- Production of the Behind the Tombstone Cemetery Walk (Vermilion County)

### **FY2016 Looking for Lincoln Community Challenges**

The greatest challenges identified by Looking for Lincoln Communities in FY2016 were:

- Recruiting new volunteers, members and board members in order to expand the number of organizations participating in our working group and enhance the group's chances for success.
- Changes in leadership in partner organizations preventing planning for LFL Signature Event.
- We are also continuing to search for additional funding (via grants and sponsorships) so that we may support and promote a greater number of Looking-for-Lincoln-sponsored activities and programs in McLean County.
- Do not have anyone available to do the legwork needed.



- Lack of financial support; need to finalize an operational structure; limited but increasing involvement of volunteers. We have nearly completed the process of formulating and implementing an organizational and leadership structure and a process for insuring continued representation and involvement by different organizations and segments of the community, so an ongoing process is insured and enthusiastic involvement is nurtured.
- Loss of working group members for various reasons

### **Training Opportunities Requested by Looking for Lincoln Communities**

- Aid in identifying a Lincoln-specific event as basis for LFL Signature Event
- First-person interpretive techniques for local amateur theatre groups, such as B-N's Historic Acting Troupe.
- Membership Development
- Fundraising and institutional development
- A “mapping” session for working group members and a larger community representation to help visualize and develop a common strategy to accomplish the objectives in our action plan.
- A short intro workshop about LFL as it relates to volunteering as a working group member
- Grant Writing
- Leadership Training
- Recruiting volunteers and working group members