



**What We Collectively Accomplished
in 2017**

FY2017 Snapshot of Looking for Lincoln Communities*

There are currently twenty-four Looking for Lincoln (LFL) communities in the Abraham Lincoln National Heritage Area (ALNHA). Looking for Lincoln communities include:

- Alton
- Atlanta
- Beardstown
- Champaign County
- Coles County
- Decatur
- DeWitt County
- Edgar 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-four Looking for Lincoln communities, eighteen of the communities have active LFL working groups. During FY2017, Looking for Lincoln staff met with the community of Ottawa about the process of becoming a Looking for Lincoln Community. 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.



FY2017 Snapshot of In-kind Match

Looking for Lincoln In-kind Match: \$551,947.93

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

In-kind Match from Looking for Lincoln Communities: \$91,582.52

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

Total FY2017 In-kind Match for the Abraham Lincoln National Heritage Area: \$643,530.45

FY2017 Projects that Benefitted the Abraham Lincoln National Heritage Area as a Whole

- **Abraham Lincoln National Heritage Area Marketing Initiative.** In 2017, 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 travelers, but also among various constituent groups throughout the National Heritage Area. For potential travelers, the focus was on promoting historic sites and attractions, as well as significant events tied to the story of Abraham Lincoln – especially those designated “Looking for Lincoln Signature Events.”

The Illinois Office of Tourism in cooperation with Looking for Lincoln created three, one minute promo videos in the Abraham Lincoln National Heritage to be shared on social media during Abraham Lincoln’s birthday week. The purpose of the video project was to promote visitation to the three Lincoln sites in the National Heritage Area: Lincoln Home National Historic Site, Lincoln Log Cabin State Historic Site and Lincoln’s New Salem State Historic Site.

Looking for Lincoln reprinted and distributed a visitor’s guide for the Abraham Lincoln National Heritage Area. The brochures highlighted the Gateways to the National Heritage Area, Looking for Lincoln Signature Events, tourism offices in the ALNHA and how to stay connected with Looking for Lincoln via social media and websites. Looking for Lincoln maintained and made minor updates to its website for the Abraham Lincoln National Heritage Area. Looking for Lincoln actively engaged stakeholders and potential visitors with social media via Facebook, Twitter, and Instagram. At the end of FY2017, Looking for Lincoln had 106,411 page views on the Looking for Lincoln website. Our social media sites had 4,911 likes on Facebook, 290 followers on Twitter and 153 followers on Instagram. We also have 4,599 contacts in our email database.



- **Abraham Lincoln National Heritage Area Economic Impact Study.** In FY2017, Looking for Lincoln worked with Tripp Umbach to complete an economic impact study for the Abraham Lincoln National Heritage Area. The economic impact study found that the Abraham Lincoln National Heritage Area generates \$258.6 million in economic impact, supports, 3,234 jobs, and generates \$25.5 million in tax revenue.
- **Abraham Lincoln National Heritage Area *Passport to Your National Parks* Program.** This year, Looking for Lincoln expanded the number of passport stamps from one to thirty-three locations throughout the Abraham Lincoln National Heritage Area. The purpose behind increasing the number of stamp locations is to promote visitation to Looking for Lincoln Communities. An adhoc committee of the ALNHA Steering Council established criteria for the program which was implemented throughout the Abraham Lincoln National Heritage Area. The passport stamps are located in Looking for Lincoln Communities in visitor centers and sites connected to Abraham Lincoln life and times. Twenty of our twenty-four communities are currently participating in the program.
- **Abraham Lincoln National Heritage Area Signage.** This year, Looking for Lincoln added community signs to the twelve existing interstate signs located near the borders of the Abraham Lincoln National Heritage Area. The signs were designed to be placed at the entrances to designated Looking for Lincoln Communities identifying the communities with the Looking for Lincoln brand. Two versions of the sign were created to denote Looking for Lincoln Communities and Looking for Lincoln Gateway Communities. Staff continues to work with communities to get the signs in place.
- ***Bring a Lincoln to Your Community* program.** This program provided funds for eleven 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 \$6,350 and the communities leveraged \$278,835.05 reaching 23,916 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.** LEAD is a robust, one-of-a kind youth leadership program that utilizes immersive experiences to empower emerging leaders to develop leadership qualities. We specifically select students who have the potential to be leaders, but may not see it in themselves. Participants spend a full week exploring the qualities that made Abraham Lincoln such a great leader in his day. They learn 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.



In 2017, thirty-seven students from twenty-five communities in the Abraham Lincoln National Heritage Area participated in LEAD: Lincoln's Path to Leadership. The residential program was held on the campus of Illinois College in Jacksonville, IL from June 4-8, 2017.

The program was developed and implemented by Looking for Lincoln in partnership with: Illinois College, 4H University of Illinois Extension, Lincoln Home National Historic Site/National Park Service, Abraham Lincoln Presidential Library and Museum, Abraham Lincoln Association, Illinois Department of Natural Resources, Niemann Foods, with major support from Union Pacific.

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

In 2017, Lincoln Home National Historic Site and Looking for Lincoln worked with partners on 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 Looking for Lincoln 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 16th President of the United States.

In FY2017, Looking for Lincoln promoted the first three books in the series, *Lincoln's Springfield*, *Lincoln and Mormon Country* and *A Guide to Lincoln's Eighth Judicial Circuit*. 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. *A Guide to Lincoln's Eighth Judicial Circuit* published October 2017 is a guidebook to the circuit. Author Guy Fraker guides travelers through the prairies to the towns Lincoln visited regularly as he practiced law in east central Illinois.

In addition to promoting the first three books, Looking for Lincoln is working with Southern Illinois University Press on the publication of the third book in the series. The book was published October 2017. The fourth book in the series, *Historic Houses in Lincoln's Illinois* is scheduled to be published in fall 2018.

- **Looking for Lincoln Community Capacity Building Training.** Looking for Lincoln held two different training workshops during FY2017. Due to its popularity, Looking for Lincoln offered a third workshop of Building & Sustaining a Successful Volunteer Program in November 2016. The



workshop was held at the Abraham Lincoln Presidential Library and was attended by eighteen individuals representing eleven organizations.

Looking for Lincoln also developed a capacity building workshop entitled; Maximizing the Resources and Brand of Looking for Lincoln and the Abraham Lincoln National Heritage Area. The workshop provided an introduction to Looking for Lincoln and the Abraham Lincoln National Heritage Area's purpose, mission, goals, interpretive themes, and organizational structure. It addressed the role of Looking for Lincoln Communities, marketing and promotion of the ALNHA, and educational efforts of the Looking for Lincoln in the National Heritage Area. Fifty-eight individuals from thirty-five organizations participated in training workshops that were held in the Looking for Lincoln Communities of Bloomington, Danville, Quincy, and Springfield Illinois.

- **Looking for Lincoln Community Designation Program.** In FY2017, the community of Paris, IL was designated a Looking for Lincoln Community by the ALNHA Steering Council. In addition, Looking for Lincoln staff worked with the community of Ottawa, IL on the community designation process. It is anticipated that Ottawa will be designated a Looking for Lincoln Community in FY2018.
- **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 and times of Abraham Lincoln while providing a high level of visitor services.

Three events were designated LFL Signature Events: Lincoln's Festival in Bloomington, History Comes Alive - Springfield and Lincoln Days Civil War Reenactment - Pike County. Collectively, LFL invested \$5,500 the communities leveraged \$326,355.58 in cash and in-kind goods and services, and a total of 279,468 visitors were reached.

Lincoln's Festival in Bloomington was held on July 14-16, 2017 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 \$91,157.16 in donated materials and volunteer time reaching 5,200 visitors.

History Comes Alive was held from June 7-August 13, 2017 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 272,168 visitors.

Lincoln Days Civil War Reenactment was held on June 3-4, 2017 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 \$2,750 in funding from Looking for Lincoln and matched this with \$135,198.42 in donated materials and volunteer time reaching 2,100 visitors.

- **Looking for Lincoln at the 2017 IL State Fair.** Looking for Lincoln brought history to life at the Illinois State Fair from Friday, August 11th to Sunday, August 20th, 2017 in collaboration with the Illinois Department of Agriculture, the Illinois Department of Natural Resources, the Abraham Lincoln Presidential Museum & Library, the McLean County Museum of History, the Vermilion County Museum, the Lincoln Heritage Museum, reenacting groups, Looking for Lincoln Communities and countless volunteers. Over 200 volunteers participated with fourteen 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 and learn about all the sites and activities in the Abraham Lincoln National Heritage Area to visit. Together, we created awareness of the Abraham Lincoln National Heritage Area at the Illinois State Fair.

- **Annual International Route 66 Mother Road Festival & Car Show:** Looking for Lincoln participated in the 16th Annual International Route 66 Mother Road Festival & Car Show in Springfield, IL on Friday, September 22 and Saturday, September 23, 2017 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.
- **Lincoln Presidential Half Marathon.** Looking for Lincoln helped promote the Lincoln Presidential Half Marathon held the first weekend of April annually in Springfield, IL. The route takes runners past sites connected to Abraham Lincoln's life including: the Old State Capitol State Historic Site, the Lincoln-Herndon Law Office State Historic Site, Lincoln's Home National Historic Site, Lincoln's Tomb State Historic Site, and the Abraham Lincoln Presidential Library & Museum.
- **Looking for Lincoln Wayside Program.** This year, Looking for Lincoln Communities and staff worked hard to inventory Looking for Lincoln waysides and replace faded or damaged waysides before the warranty expires in 2018-2019. This is an ongoing effort that will continue through FY2018.



- **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 2017 program featured Tom Martin sharing about the Mt. Pulaski Courthouse Foundation's efforts to preserve the Mt. Pulaski Courthouse, Wayne Temple sharing about his book, *Lincoln's Springfield/Pittsfield Connection- A tale of two cities*, and Bill Thomas presenting "Uncovering Connections: the Story of the 1875 Grand Old Style Barbeque on the Grounds of the Atlanta Union Agricultural Society." The program was attended by 100 people.

FY2017 Looking for Lincoln Community Accomplishments

- Updated local Landmark booklet (Atlanta)
- Established participation in NPS Passport program (Atlanta)
- Participated in Beardstown's Annual Fall Festival. Lincoln interpreter was the Grand Marshall of the Festival Parade. Open house at the museum and tent with Lincoln Logs. (Beardstown)
- Held Lincoln's Birthday celebration for kids. (Beardstown)
- 10th Annual Lincoln Lecture Series at the Museum of the Grand Prairie featuring Kathryn Harris, James Cornelius and Guy Fraker. (Champaign County)
- Dedication of Lincoln Hesler Portrait at the Champaign County Courthouse. (Champaign County)
- Bringing awareness to the public about the Abraham Lincoln National Heritage Area through promotional material available at our sites. (Coles County)
- Cross promotion of our sites and steering visitors to visit our other local sites. (Coles County)
- Rehabilitation of the hiking and biking trail between Mattoon & Charleston and the installation of mile markers which tell the history of Abraham Lincoln in Coles County. (Coles County)
- "Visit the Sites In Your Own Backyard" event and passport program (Decatur)
- Continued maintenance of LFL Wayside exhibits (Decatur)
- Joined the ALNHA NPS Cancellation Stamp Program. Stamp is located at the C.H. Moore Homestead DeWitt County Museum. Purchase official stand for stamp. (DeWitt County)
- Program at the Vespasian Warner Public Library Museum Room, "Wayside Exhibits Brought to Life" February 16, 2017. (DeWitt County)
- Donated two Lincoln books to the Vespasian Warner Public Library: *Lincoln and the Power of the Press: The War for Public Opinion* by Harold Holzer and *Lincoln: Biography of a Writer* by Fred Kaplan. (DeWitt County)
- Produced a walking and driving tour pamphlet of Lincoln sites in Edgar County. (Edgar County)
- Erected LFL Community signs at the entrances to Paris (Edgar County)
- Offered walking tours of Lincoln sites in Paris, IL with an LFL member (Edgar County)
- Continue to work in partnership with Jacksonville Area CVB to provide annual cleaning of the Looking for Lincoln wayside exhibits (Jacksonville)



- Received from Looking for Lincoln Heritage Coalition the designation of Lincoln’s Festival on Route 66 as a Lincoln Signature Event. (McLean County)
- Sponsored and hosted in seven locations throughout the community a vastly expanded Lincoln’s Signature Event entitled Lincoln’s Festival on Route 66. (McLean County)
- Organized and administered a comprehensive Wayside Exhibits replacement project: arranged for fabrication (completed) and installation (partial completion) of 12 deteriorated graphics panels on 11 Wayside exhibit signs. [There are 12 wayside exhibit signs containing 15 panels in total. The project involved working closely with the ISU Facilities Management department, the City of Bloomington’s Public Works Department, and the City Manager’s office for the Town of Normal.] (McLean County)
- Changed the name of McLean County’s Looking for Lincoln Working Group from the Heritage Association of McLean County to Lincoln’s Festival in Bloomington Committee (which has 501 (c) (3) status). In the process, we also added new members and a new board structure to the newly designated working group. (McLean County)
- We continue to have the Mt. Pulaski Courthouse be the heart and soul of our community by having outreach events and programs along with fundraisers. (Mt. Pulaski)
- We have reorganized the Mt. Pulaski Courthouse Foundation so that it functions better and will be able to be sustained for many years to come. (Mt. Pulaski)
- Renovation Project Two for the Mount Pulaski Courthouse State Historic Site is scheduled for the Spring 2018. (Mt. Pulaski)
- Lincoln Days Civil War Reenactment (Pike County)
- Adding new talking houses and new brochures (Pike County)
- “A Journey Back in Time: Lincoln & the Honored Dead” a cemetery tour at Pittsfield West Cemetery that highlighted the people buried there who knew Lincoln and several Civil War soldiers. (Pike County)
- Facilitated a Lincoln-related community event by serving as an umbrella group for the annual “Lincoln in the District” festival and achieved LFL/ALNHA Signature Event status. (Quincy)
- Replaced all of Quincy’s LFL Wayside Exhibits needing warranty work (17), so the original impressive appearance is assured. (Quincy)
- Prepared and adopted “Procedures Providing Organizational Structure & Representation” for Quincy’s Lincoln Legacy. (Quincy)
- Awarded the first Passport to Your National Parks passport stamp for Looking for Lincoln (Shelby County)
- Partnered with USACE Visitor Center to host the Passport to Your National Parks Passport Stamp and provided cancellation station (Shelby County)
- Met with City Councilman for placement of Anthony Thornton Wayside exhibit on the newly completed Dacey Trail extension (Shelby County)
- Coordinated and financed passport stamp program and Looking for Lincoln Community Signs at four entrances to the city. (Taylorville)
- Coordinated replacement of three faded Looking for Lincoln waysides. (Taylorville)
- Held widely-publicized Christmas home tour and lavish tea to raise funds for our continuing preservation efforts in 19th century square. Visitors came from 100 Illinois cities and six states to experience our preservation initiatives and Lincoln legacy. (Taylorville)



- Grand Levee (Vandalia)
- Wine & Ale with Abe Event (Vandalia)
- Planning for 200th Bicentennial of Vandalia (Vandalia)
- Successful completion of Lincoln Birthday Open House and Card Contest (Vermilion County)
- Keeping working group informed on all Looking for Lincoln activities (Vermilion County)
- Updating the local “Walking in Lincoln’s Footsteps” booklet (Vermilion County)

FY2017 Looking for Lincoln Community Challenges

The greatest challenges identified by Looking for Lincoln Communities in FY2017 were:

- Re-establish our community committee, redevelop our goals and educate our members
- Reorganize and regroup LFL Working Group to create programming to benefit our local communities and further combine our Lincoln heritage.
- Find/locate additional funding for events, activities, and programs
- Increase new volunteer base for the Looking for Lincoln working group
- Identify additional funds
- Increase involvement of volunteers

Training Opportunities Requested by Looking for Lincoln Communities

- Learn more about Looking for Lincoln and the Lincoln Heritage Area
- Marketing/Promotion
- Branding of Events using social media
- Membership Development
- Fundraising and institutional development
- Grant Writing
- Mapping session for working group members and community representatives
- Volunteer Recruitment and Maintenance