

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Klondike Gold Rush National Historical Park - Seattle

August 2007

CENTENNIAL INITIATIVE



Site: KLSE

Year: 2007

Vision Statement

As Klondike Gold Rush National Historical Park - Seattle moves towards the Centennial Year the park looks forward to realizing several long-standing goals. In 2006 the park moved into its new home, the historic (1889) Cadillac Hotel building. It is the park's goal to buy this building from Historic Seattle by 2012. Visitation has increased at the new location, but beyond visitation to the park itself lay many opportunities. Now that the park's new exhibits have been installed, Klondike Gold Rush NHP is looking to assume a leadership role in the heritage and preservation community. Key opportunities are:

1. Expand outreach programs with cruise ship lines and Amtrak and to reach out to the diverse communities of the greater Puget Sound region.
2. Provide educational outreach to schools which cannot travel to the park.
3. Expand the educational programs within the park.
4. Klondike Gold Rush NHP plans to be an influential partner with state and local heritage and preservation organizations with a view to increasing public awareness about the park.
5. Establish a research program with local universities.
6. Take a leadership role in planning the Alaska Yukon Pacific Exposition Centennial (2009).
7. Expand awareness of National Park opportunities through the Outdoor Recreation Information Center located in the REI flagship store in Seattle.
8. Create the "Klondike Gold Rush Interpretive Trail" through partnerships with City of Seattle, Northwest Seaport, Amtrak, and the Northwest Interpretive Association which will extend from the King Street Railroad Station to the Washington Street Boat Landing.

Park/ Superintendent/ Program Manager

Sean O'Meara, Acting Superintendent

Site: KLSE

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)

By partnering with the University of Washington School of Architecture, the project to create histories of significant buildings in the Pioneer Square Historic District can be accomplished. These building histories would be mounted on panels and displayed in the buildings' street level windows during May, Historic Preservation Month.

The Washington Street Boat Landing, on Seattle's waterfront, is the preferred mooring point for the tugboat "Arthur Foss" (a National Maritime Historic Site). It is hoped that Seattle Parks would restore this park for use by Klondike Gold Rush National Historical Park. Seattle's waterfront was an integral part of the success Seattle experienced during the gold rush. King Street Station is being restored and the park wants to be the link between these two sites (waterfront & railroad station) of departures and beginnings.

GPRA goals IIa1A, IIb1, IVb1A

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

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ENVIRONMENT

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

Other Park/ Program performance goal(s)

The restoration of Washington Street Landing and the historic tugboat "Arthur Foss" will require the cooperation of several partners - NPS, Seattle Parks, Northwest Seaport, Pioneer Square Community Association, Pioneer Square Preservation Board. GPRA goal IVb1A

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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)

The park manages the Outdoor Recreation Information Center in the Recreational Equipment , Incorporated flagship store in Seattle. The ORIC can expand its' volunteer program to provide outreach services to diverse communities in the greater Seattle area. GPRA IIa1A
The accomplishment of creating the "Klondike Gold Rush Interpretive Trail" will be a collaborative effort between the NPS, city of Seattle (Parks, Department of Neighborhoods, Preservation Board), and local community (Pioneer Square Community Association). GPRA goal Ivb1A
The existence of a "Klondike Gold Rush Interpretive Trail" would provide much more incentive for schools to bring their students to the park for walking tours of the Trail. GPRA goal IIB1
The existence of a "Klondike Gold Rush Interpretive Trail" would be a major draw for tourism to this lesser-known park. GPRA goal IIa1A, IIB1

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RECREATION

Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

Other Park/ Program performance goal(s)

The park's education program can expand, with increased staff & volunteers, to provide outreach education programs to those schools which cannot travel to the park. Volunteers can be trained to present offsite programs. This program would require an increased volunteer budget to cover travel expenses of the volunteers presenting the programs. GPRA IIa1A, IIB1, IVb2

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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.

Klondike Gold Rush NHP presently has partnership programs with Amtrak and Holland-America Lines. By expanding these transportation-related partnerships to include other cruise lines (and Airlines) serving Seattle, there will be increased awareness of the park. GPRA IIa1A, IIb1, IVb1A

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EDUCATION

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

Other Park/ Program performance goal(s)

By working with focus groups of teachers who are already familiar with Klondike Gold Rush NHP, curriculum-based lesson plans can be developed which will dovetail with Washington State Office of the Superintendent of Public Instruction curricula. Additionally, workshops for teachers, conducted at the park and offering clock hours for continuing education, will create greater awareness of the park as a resource for historic education. GPRA IV1A

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EDUCATION

Promote life-long learning to connect generations through park experiences.

Other Park/ Program performance goal(s)

Existence of a "Klondike Gold Rush Interpretive Trail" would provide new opportunities for school groups (e.g. walking tours). Subject matter covered by wayside exhibits and other interpretive services would provide for enhancement of our school programs by being able to let school children visit a historic vessel and a historic railway station. GPRA IIb1
Existence of a "Klondike Gold Rush Interpretive Trail" would be exciting for young students, and a way to reflect on the past for older generations. All ages would enjoy it. GPRA IIa1A, IIb1, IVb2

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PROFESSIONALISM

Be one of the top 10 places to work in America.

Other Park/ Program performance goal(s)

Model working in partnership. The "Klondike Gold Rush Interpretive Trail" will require the collaboration of federal (NPS, Amtrak), City of Seattle, private non-profit (Northwest Seaport, Northwest Interpretive Association), and local community groups for success. The park already has partnerships with Amtrak, Northwest Seaport, Northwest Interpretive Association, and the Pioneer Square Community Association. The park is confident that the other necessary partnerships will be formed. GPRA IVb1A
The Trail project will require money, and the park has a demonstrated track record of success in competing for grants and raising funds for exhibits. IVb1A

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PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Klondike Gold Rush NHP is a partner with the Seattle Mayor's Office of Arts & Cultural Affairs in the planning of the 2009 Alaska Yukon Pacific Exposition Centennial. Other heritage groups in this partnership are: University of Washington, Washington State Historical Society, HistoryLink, 4Culture, Museum of History & Industry. This park also partners with Amtrak, Holland America Line, Northwest Seaport, Northwest Interpretive Association, & Historic Seattle. Klondike Gold Rush expects to expand its number of partnerships. GPRA IVb1A
Creation of the Klondike Gold Rush Interpretive Trail will call for increased partnerships with the City of Seattle to restore the Washington Street Boat Landing. GPRA IVb1A

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