

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

First Annual  
Centennial Strategy for

**Chickamauga &  
Chattanooga National  
Military Park**

August 2007

CENTENNIAL INITIATIVE



Site: CHCH

Year: 2007

**Vision Statement**

Chickamauga and Chattanooga National Military Park Centennial Vision

Chickamauga and Chattanooga National Military Park was established in 1890 "for the purpose of preserving and suitably marking for historical and professional military study the fields of some of the most remarkable maneuvers and most brilliant fighting in the Civil War." This legislation was the first to authorize the preservation of an America battlefield and laid the basis for the national historical park concept in the United States. Chickamauga and Chattanooga National Military Park is America's oldest and largest designated National Military Park.

In 2003, the preservation mission of the Park expanded with the creation of the Moccasin Bend National Archeological District. The 750 acre unit is geographically located near downtown Chattanooga at the crossroads where the Tennessee River turns and begins to knife its way through mountainous terrain. For more than 10,000 years people have passed through and lived at this crossroads.

The Centennial vision for the Park and its partners is expressed by the following desired future conditions:

By 2016, the educational opportunities offered by the Park will be comprehensive and provide relevance and meaning to the changing face of our publics. Delivery of educational programs will be based on technologies consistent with the way our society communicates, finds community, learns, and thinks. Such retooling will require a significant investment in innovative audio and visual delivery systems.

By 2016, the battlefields associated with the Campaign for Chattanooga will better reflect the landscape as it appeared in 1863. Restoration efforts will include exotics removal, implementation of forest and field management practices, re-establishing selected landscape features, and repairing/restoring damaged or missing monuments.

By 2016, appropriate facilities will be developed at the Moccasin Bend National Archeological District to adequately support visitor enjoyment. Presently no noteworthy NPS facilities exist at this the newly added area of the Park. Facilities to be considered include an interpretive/cultural center, development of a trail system, and innovative outdoor interpretive exhibits.

The Park is fortunate to exist in an urban environment where opportunities for partnerships with local/regional community leaders, civic organizations, and other special interest groups are truly bountiful. The Friend of Chickamauga and Chattanooga National Military Park and the Friends of Moccasin Bend National Park serve as our anchor partners. Both organizations have a demonstrated track record in philanthropy and partnerships.

**Park/ Superintendent/ Program Manager**

Shawn Bengé

Site: CHCH

STEWARDSHIP

Improve the condition of park resources and assets.

Other Park/ Program performance goal(s)

Chickamauga and Chattanooga National Military Park proposes to engage our communities and partners through a combined effort to restore priority components of the Park's cultural landscapes. Restoration efforts will include exotics removal, implementation of forest and field management practices, re-establishing selected landscape features, and repairing/restoring damaged or missing monuments.

The project will allow the public to more fully and easily understand the Park story. Improving and preserving the condition of these resources is not only relevant to today's partners, but consistent with the philanthropic endeavors of early supporters of the Park idea whose vision led to the creation of the National Military Park in 1890.

PMIS entries that focus on traditional fund sources such as cultural cyclic maintenance are currently in the PMIS system, however PMIS entries specific to the Centennial Challenge for the above initiative/project will be completed at the time a commitment is in place by targeted partners. The Park anticipates placing Centennial Challenge entries in PMIS to support this project in spring 2008.

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

Site: CHCH

**ENVIRONMENT**

Inspire an environmental conscience in Americans.

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

New visitor facilities to be developed and constructed in partnership at the Moccasin Bend National Archeological District will strive to meet a silver or higher LEEDS rating and serve as a model in demonstrating sustainability through innovative design solutions, construction practices, and operations. These facilities being located near downtown Chattanooga provide an opportunity not only to message to our visitors, but to lead by example in demonstrating sustainable practices to our neighbors within the center business district.

The Park is currently undertaking a Development Concept Planning (DCP) process to develop a range of reasonable facility options to support visitor enjoyment at Moccasin Bend. Once the DCP is complete (spring 2008) and the Agency makes a decision regarding the preferred alternative, appropriate and supporting PMIS statements will be developed. The Park anticipates placing Centennial Challenge entries in PMIS to support this project in summer 2008.

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Site: CHCH

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.

While proactively recruiting, training, and utilizing volunteers in carrying out the Park's mission pays dividends in an almost exponential way, the ability to execute such a program proves challenging due to competing demands for staff time. The Park is positioning to partner with the Friends of Chickamauga and Chattanooga National Military Park and the Friends of Moccasin Bend National Park to develop a more formal and aggressive volunteer program that will focus on recruiting, training, supervising, and appropriately recognizing volunteers through shared efforts by all partners. The Park believes this approach will result in a significant increase in volunteerism, while dividing the labor required to develop and manage a successful program. Partner contributions will include in-kind services and financial support for funding a term volunteer coordinator.

PMIS entries specific to the Centennial Challenge for the above initiative will be completed at the time a commitment is in place by targeted partners. The Park anticipates placing Centennial Challenge entries in PMIS to support this program in spring 2008.

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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)

The Park, with assistance from partners, is committed to developing a proactive outreach program with local schools. The current informal program is more reliant on interested school groups making contact with the Park. This approach does not allow the Park to effectively develop and manage a program to achieve specific objectives. The Park vision is for every school aged student in the greater Chattanooga and North Georgia area to understand the role the Park played in history, create ownership of this "backyard," resource, and instill a sense of meaning. The Park's immediate goal is to target schools near the Orchard Knob Reservation which will provide an opportunity to reach underrepresented groups and create a sense of relevance associated with this icon landmark within the Orchard Knob community.

A comprehensive strategy that includes partners' roles and responsibilities is being developed. The Park anticipates placing Centennial Challenge entries in PMIS to support this program in spring 2008.

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**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.

The face of America continues to change and the relevance that Chickamauga and Chattanooga National Military Park plays in the minds of Americans is a centerpiece issue for the Park. Additionally, the way Americans communicate, learn, find community, and think is significantly influenced by current technologies. The Park and its partners are committed to retooling the Park's message and delivering that message in a way that provides meaning and is able to effectively reach audiences. This effort will require new innovative audio and visual delivery systems which the Park does not currently employ.

Significant research, collaboration with our publics, and planning is required to best understand the solutions in meeting our challenge. Preliminary discussion with the Friends of Chickamauga and Chattanooga National Military Park has resulted in a firm commitment to assist the Park in meeting this challenge. Specific implementation strategies will result as an outgrowth of continued dialog with our partners. The Park anticipates placing Centennial Challenge entries in PMIS to support this project in summer 2008.

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**PROFESSIONALISM**

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Chickamauga and Chattanooga National Military Park will develop capacity within the Park organization to build upon and sustain a culture of partnership to achieve the Park mission. This effort will be accomplished through position management by developing specific partnership responsibility within the portfolio of duties for targeted positions.

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