

# NPS Centennial & Find Your Park Campaign

*South Carolina SHPO Conference*

*April 22, 2016*





## NPS CENTENNIAL GOAL

*Connect* with and *create*  
the *next generation*  
of park *visitors, supporters, and advocates*



## STRATEGY

# FIND YOUR PARK

**redefines** the word Park. More than just a physical, tangible place, a park can be a feeling, a state of mind, a sense of what it is to be an American. This is really what it means to be a national park and the totality of what NPS is all about.



## Find Your Park Campaign – Sizzle Reel



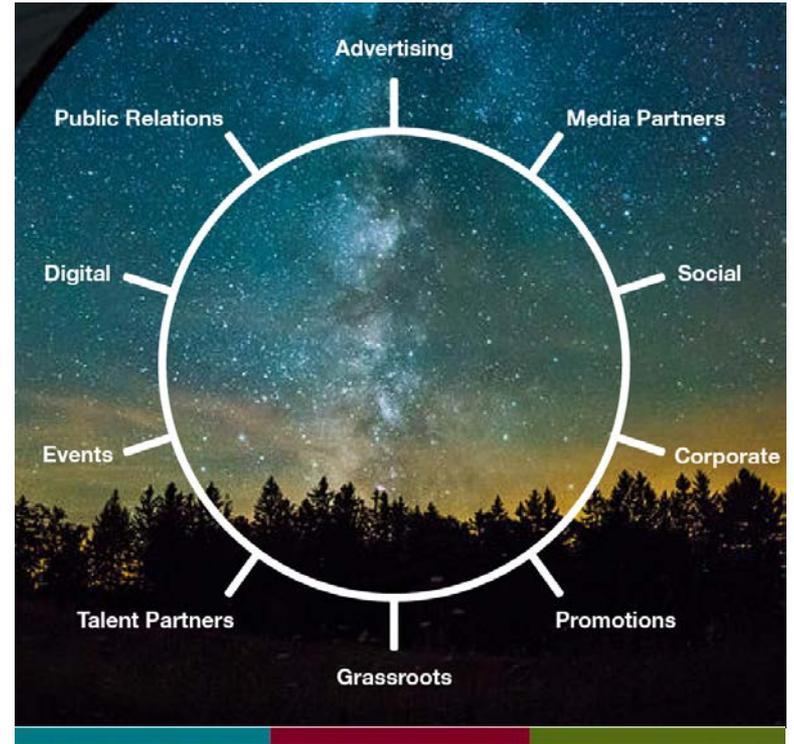
# STRATEGY

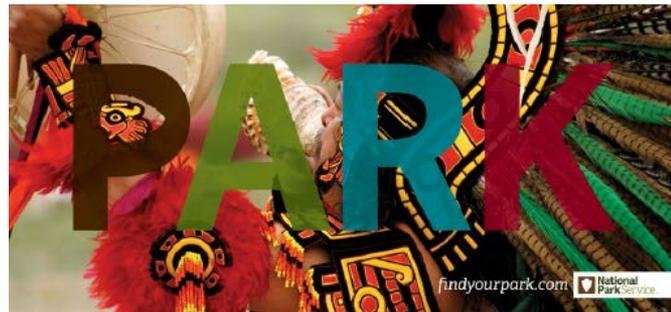
The two year campaign utilizes all possible channels and tactics to reach a Millennial audience in non-traditional ways.

We are igniting two-way communication and inviting the public to discover, engage and ultimately help create a **cultural movement**.

We are...

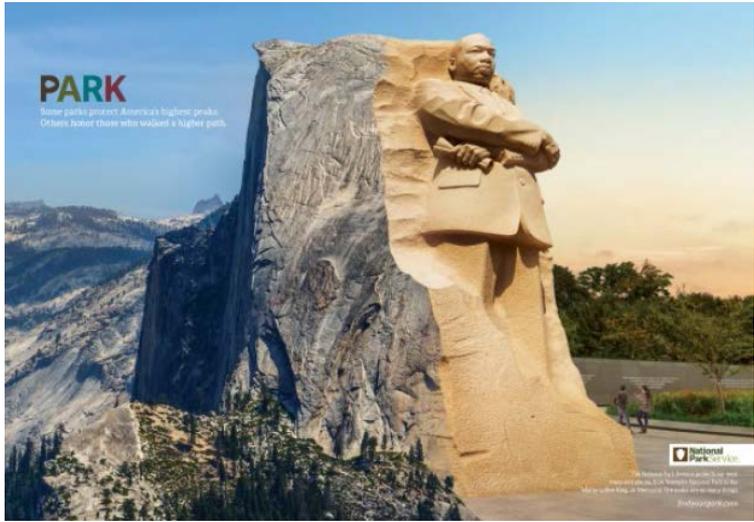
- Concentrating the campaign into a digital hub
- Facilitating sharing of user generated content, and collecting for collective inspiration
- Partnering with relevant influencers, including celebrities and rising social media stars to spread the word







## Find Your Park Campaign – PSA



# How do we connect these dots?

How do we help people see what we hope they will see?

What will guide us?

How do we demonstrate commitment to these concepts?

# A Call to Action

**IN OUR SECOND CENTURY**, *we will* fully represent our nation's ethnically and culturally diverse communities. To achieve the promise of democracy, *we will* create and deliver activities, programs, and services that honor, examine, and interpret America's complex heritage. By investing in the preservation, interpretation, and restoration of the parks and by extending the benefits of conservation to communities, the *National Park Service will* inspire a "more perfect union," offering renewed hope to each generation of Americans.



# Goals/Themes

*Connecting* PEOPLE TO PARKS

*Advancing the* NPS EDUCATION MISSION

*Preserving* AMERICA'S SPECIAL PLACES

*Enhancing Professional and* ORGANIZATIONAL EXCELLENCE

# **History and Preservation, for example**

## **History Lesson**

Expand the meaning of parks to new audiences and provide an opportunity for communities to learn more about their heritage by conducting history discovery events, using oral histories and other methods, in at least 100 parks.

## **What's Old is New**

Modernize historic preservation methods and technologies, show how historic structures can be made sustainable, and support efforts to rebuild the economic vitality of rural and urban communities by updating the Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties in consultation with historic preservation partners.

## C2A

**A SECOND-CENTURY NATIONAL PARK SERVICE** *will be relevant and valued by citizens as a source of discovery, economic vitality, renewed spirit, and deepened understanding of our individual and national identity.*

- We must promote the contributions that national parks and programs make to create jobs, strengthen local economies, and support ecosystem services.
- Use the collective power of the parks, our historic preservation programs, and community assistance programs to expand our contributions to society
- Integrate the work of the national parks with all the National Park Service programs that support community-based conservation and historic preservation.

## **NPS Cultural Resources – NHPA @ 50 & NPS @100**

Reminds me of. . .

“What lent Charleston its particular sense of place was that its preservation would be considered holistically, with entire neighborhoods – streets and houses alike – preserved for posterity, but also inhabited in the present.”

“...not in any sense as static museum pieces, but as useful parts of a living community potentially of enormous value to the city as a whole.”

-- The History of Preservation in South Carolina

# Heritage Initiatives



- Tell the stories of all Americans
- Exploring ways in which the legacy of underrepresented groups can be recognized, preserved, and interpreted for future generations.
- Broader inclusion in both the [National Register of Historic Places](#) and the [National Historic Landmarks \(NHL\) Program](#)

# Heritage Initiatives, con't



Women and the Making of the United States



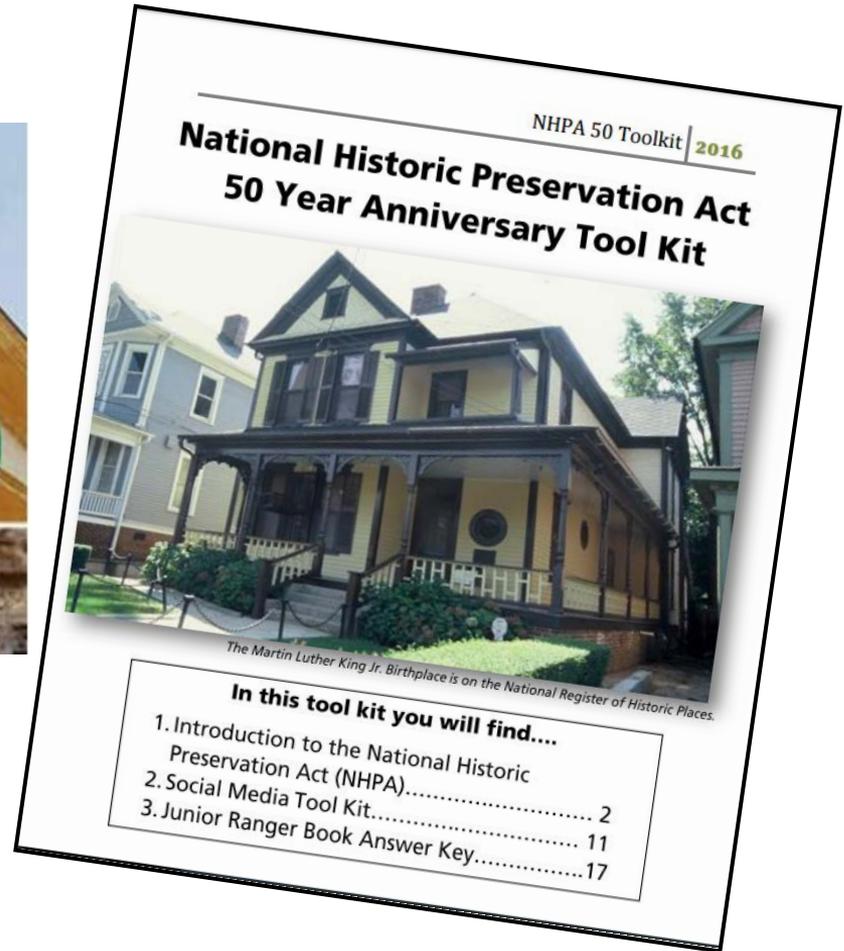
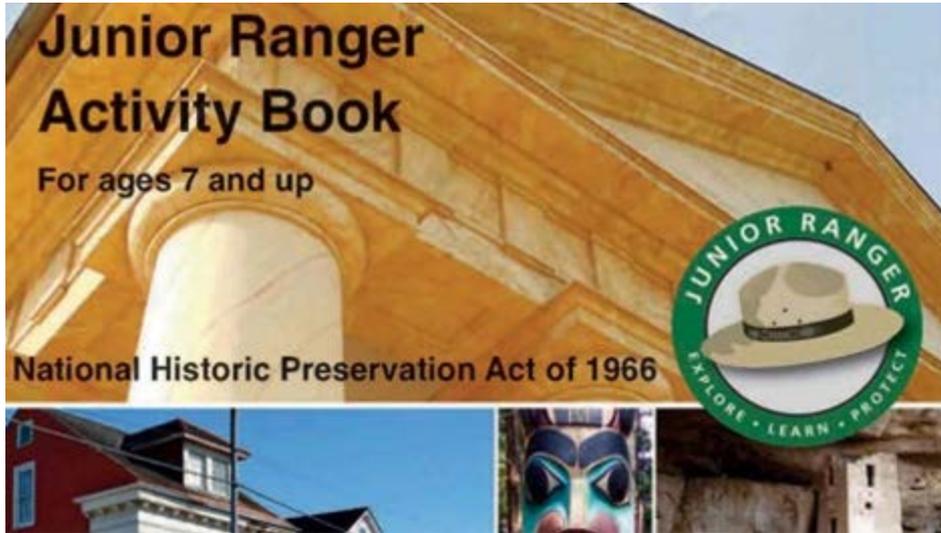
Lesbian, Gay, Bisexual, Transgender, and Queer



American Latino Heritage Projects

Cultural Resources  
National Park Service

# NHPA @50



# Self-reflection



- What role does the NPS play in contributing to the global community of science?
- How has the NPS told the “story” of slavery in the past? What are the best practices for engaging in this topic that will allow Americans to connect with and find value in the NPS mission?
- While we interpret historical events that have involved discord and protest, what is our role in the present? (Response to Ferguson)

# #50for50 Social Media Campaign

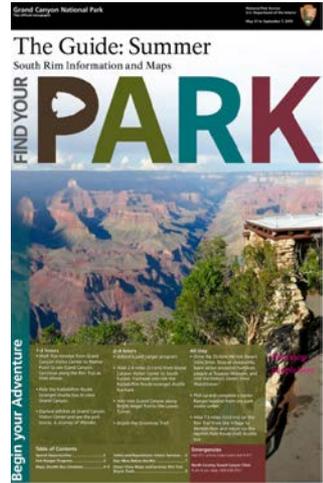
November 2015 through November 2016

We are [joining our partners](#) with the #Preservation50 hashtag for all [NHPA 50th anniversary](#) related posts and sharing preservation that has occurred in all 50 States (and territories) with the hashtag #50for50

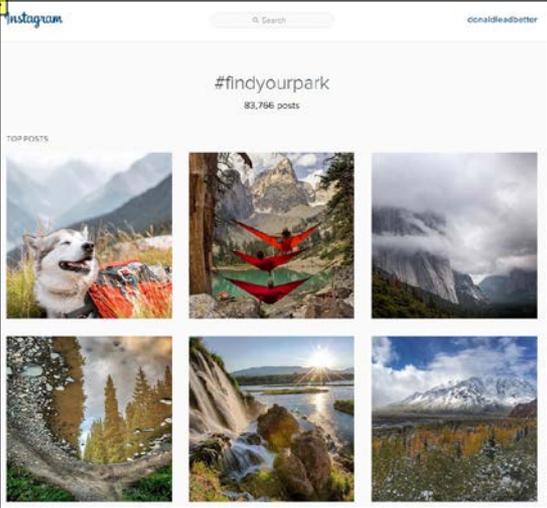
August 29 - South Carolina

NPSUrban and 45 others follow  
NPSParkCLP @NPSParkCLP · Apr 15  
Heritage in Motion in #Minnesota at Grand Portage NM - tmblr.co/Z3--Tq253ST\_8 #50for50 #FindYourPark @npsgrpo









# # FINDYOURPARK



Hampton by Hilton @HamptonByHilton · 1h  
Happy 98th b-day, @NatIParkService. Enjoy 1 of 401 national parks 4 free today. #FindYourPark nps.gov/findapark/inde...



Outdoor Afro @outdoorafro · 2h  
Serving Black Rosie Flawlessness @Rosie the Riveter WWII Home Front National Park #WeCanDoIt! #FindYourPark



Experience ND @ExperienceND · 38m  
See this «ND» legendary National Park for FREE on Aug. 25th on ly/R8t64 @TRoosveltNPS #findyourpark



Visit Utah @VisitUtah · 3h  
59 ways to #FindYourPark @NatIParkService locations: bit.ly/1THaSLggolden #GoldenSpireNPS @CapitolReefNPS



South Carolina @Discover\_SC · 37m  
Happy 99th to the @NatIParkService! Enjoy fee-free entry to all National Parks today! #DiscoverSC #FindYourPark





A park can be many different things to many different people.

WATCH THE VIDEO

### MANY PARKS, MANY STORIES

Everyone finds their park in a different place and in a different way. These stories might inspire you to find yours.

They found their park

FIND YOURS



Laura Bush  
Honorary Co-Chair, National Park Service Centennial

Michelle Obama  
Honorary Co-Chair, National Park Service Centennial

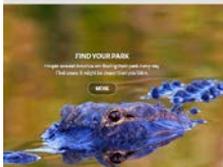
Joseph Gordon-Levitt  
HARD CORD



FIND YOUR PARK SHARE YOUR PARK SUPPORT YOUR PARK



VIEW ALL





All



David

via findyourpark.com



Carla Reid

@undefined



Victoria

via findyourpark.com



Kari

via findyourpark.com



stephen

via findyourpark.com

## FIND A PARK EXPERIENCE

There are many ways to find your park, and many places you can find it. Want to know where to start your journey?

CLOSE

Learn New Things

Culture

Family Friendly

Arizona

RESET QUIZ



Dive Into the Kelp Forests of the Channel Islands Without Getting Wet

Virtual Channel Islands National Park

READ MORE



Experience the Human Story at the Grand Canyon

Virtual Grand Canyon National Park

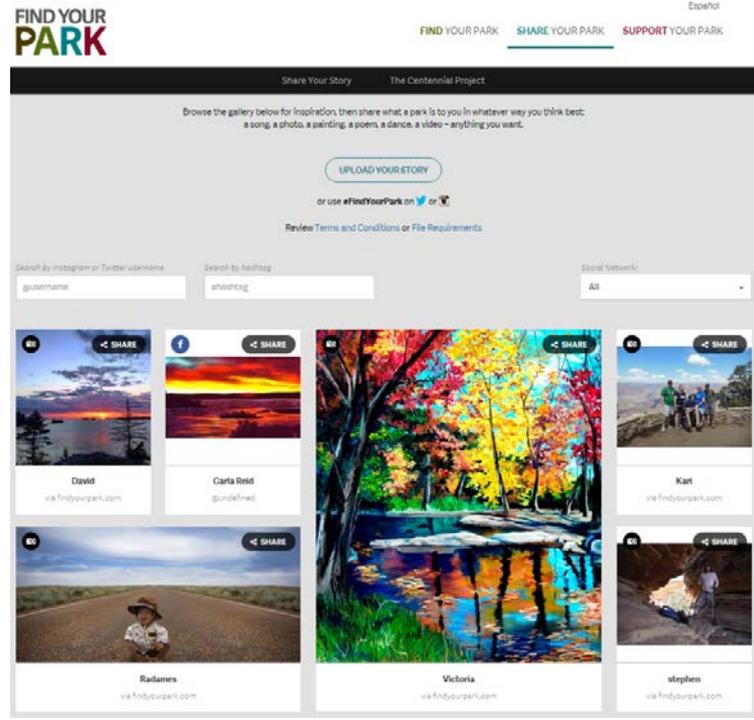
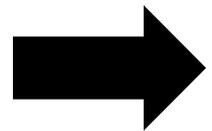
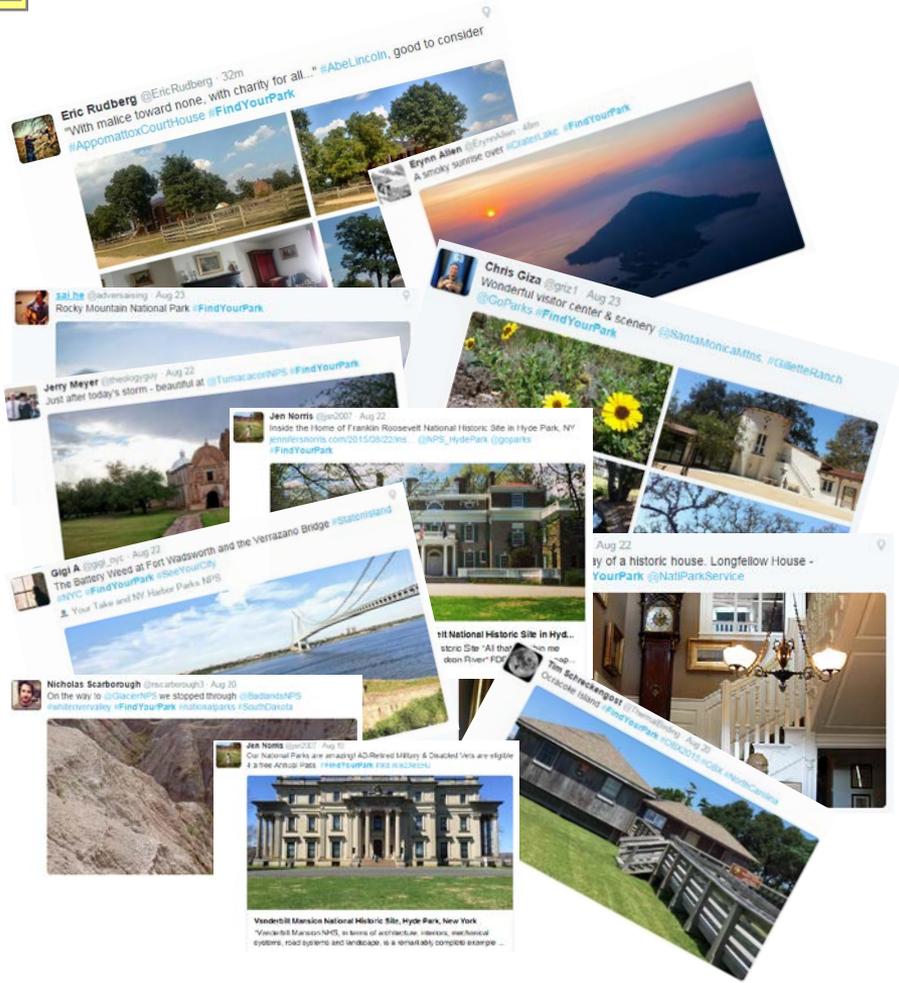
READ MORE



Understand Nature Conservancy Through Distance-Learning

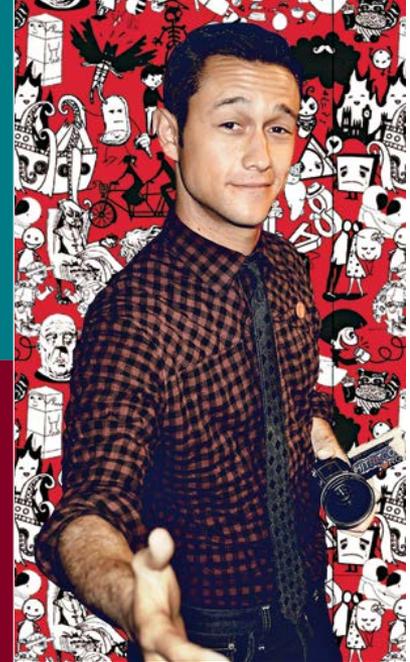
Virtual Grand Canyon National Park

READ MORE



# NPS CENTENNIAL AMBASSADORS

	 Facebook	 Twitter	 Instagram
 Roselyn Sanchez <i>Actor, Singer</i>	1.5 million	224 K	199 K
 Bill Nye <i>Science Educator, TV Host, Actor, Writer</i>	3.7 million	1.98 million	204 K
 Terrence J. <i>TV Personality</i>	627 K	1.8 million	1.2 million
 Bella Thorne <i>Actress, Singer, Model, Dancer</i>	8.8 million	5.9 million	3.6 million
 Mary Lambert <i>Singer, Songwriter, Poet</i>	152 K	79 K	80K



**HITRECORD**

Engage with **10 million+** Millennials through creative collaboration projects and PR/social media support from **Joseph Gordon-Levitt**



# Mary Lambert - FYP



# Media Partnerships

Social Media, Digital, Television, Out-of-Home, Print, Radio, and In-Park Displays

## TRADITIONAL MEDIA PARTNERSHIPS & PSA

## NON-TRADITIONAL MEDIA PARTNERSHIPS





**3.28  
billion**

Total number of impressions from campaign PR (est. value of \$54M)



**1.68  
billion**

Total number of impressions from media coverage (est. value of \$16.9M)



**2.4  
million**

Total number of impressions on social media



**43,938**

Number of "Find Your Park" stories submitted on findyourpark.com

## UPDATES ON THE FIND YOUR **PARK** CAMPAIGN AS OF JANUARY 31, 2016

**2**

Feature articles in nat'l mainstream publications that highlighted the Centennial



**5%**

Percent increase in total NPS visitation from 2014.



**7**

Number of finalists in the Find Your Park Centennial Project that represent SER parks



**5**

Number of FYP-branded bucket list images that become the top performing NPF social media to date





tech

Find Your Park GeoTour

493 Favorites

Log in to download this GeoTour

FIND YOUR PARK



For 100 years, the National Park Service has preserved America's special places "for the enjoyment, education, and inspiration of this and future generations". Celebrate its second century when you "Find Your Park" and explore these geocaches placed for you by National Park Service Rangers and their partners. (LATER: Download a passport to see how you can earn a Find Your Park GeoTour prize. SAMPLE ONLY: map & list below.)



What is Geocaching?

FindYourPark.com |

urban



youth



#weloveatl



**We're all that.**  
Highlight totality of NPS work

- State Park Systems
  - Formalizing many ongoing partnerships with state level MOUs
  - Collaboration on event planning, interpretation, and marketing
  - First Day Hikes
- Tourism Entities
  - Southeast Tourism Society
  - Travel South
  - State-level Tourism Entities



Southeast Region Staff with a delegation from Italy at the Travel South International Showcase (Dec. 2015)

outreach





# STRATEGY

Open – Inclusive – Aligned

- Toolkits
  - Logos
  - Graphics
  - Templates
  - Messages
  - Timeline
- EXPERIENCES AND EVENTS
- [www.NextCenturyforParks.org](http://www.NextCenturyforParks.org)

THE NEXT  
**100 YEARS**  
 FOR AMERICA'S NATIONAL PARKS

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[Login](#) | [Join](#)  
[Invite Your Friends](#)



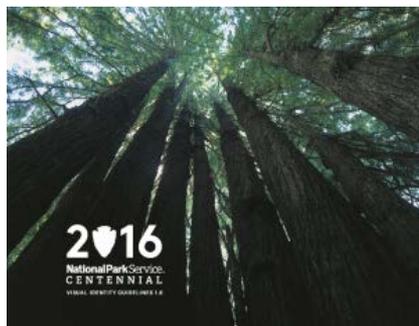
[Connecting to Parks](#) [Advancing Education](#) [Preserving Places](#) [Organizational Excellence](#) [Home](#) [About](#) [Tools](#) [Message Boards](#)

## CONNECTING TO PARKS

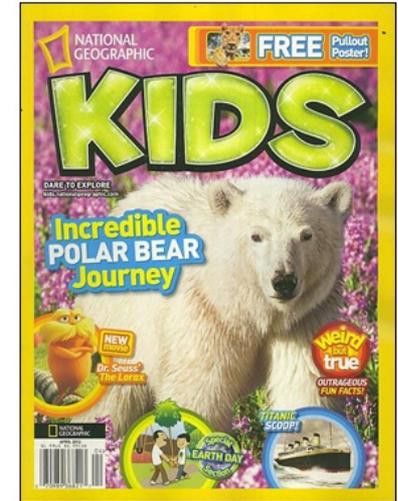
### CATEGORIES

- 2016
- [Connecting People to Parks](#)
- [Education](#)
- [Organizational Excellence](#)
- [Preservation](#)



# Special Events, Programs, Partners, and MORE

- Every Kid in a Park
- Website Improvements
- Urban Agenda
- Centennial Challenge
- Brand USA – IMAX movie
- National Geographic
- National Endowment for the Arts
- Rose Parade
- Events – BioBlitz, concerts, festivals, competitions, art exhibits, flower shows, and more



# HOW TO GET INVOLVED



- **Share the Find Your Park Campaign**
  - Use #FindYourPark on Social Media
  - Link to [FindYourPark.com](https://www.findyourpark.com)
  - Use FYP logos and creative assets in marketing and outreach
  - Add Experiences and Events to [FYP.COM](https://www.findyourpark.com)
- **Coordinate with parks and programs**
  - Plan special events and projects
  - Cooperative marketing and PR

## FYP from Vegas



# Happy Birthday PSA

Thank you!

2016

**National Park Service**™  
CENTENNIAL