

# National Park Service Centennial Celebrating 100 Years

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Montana Tourism Conference  
March 2015



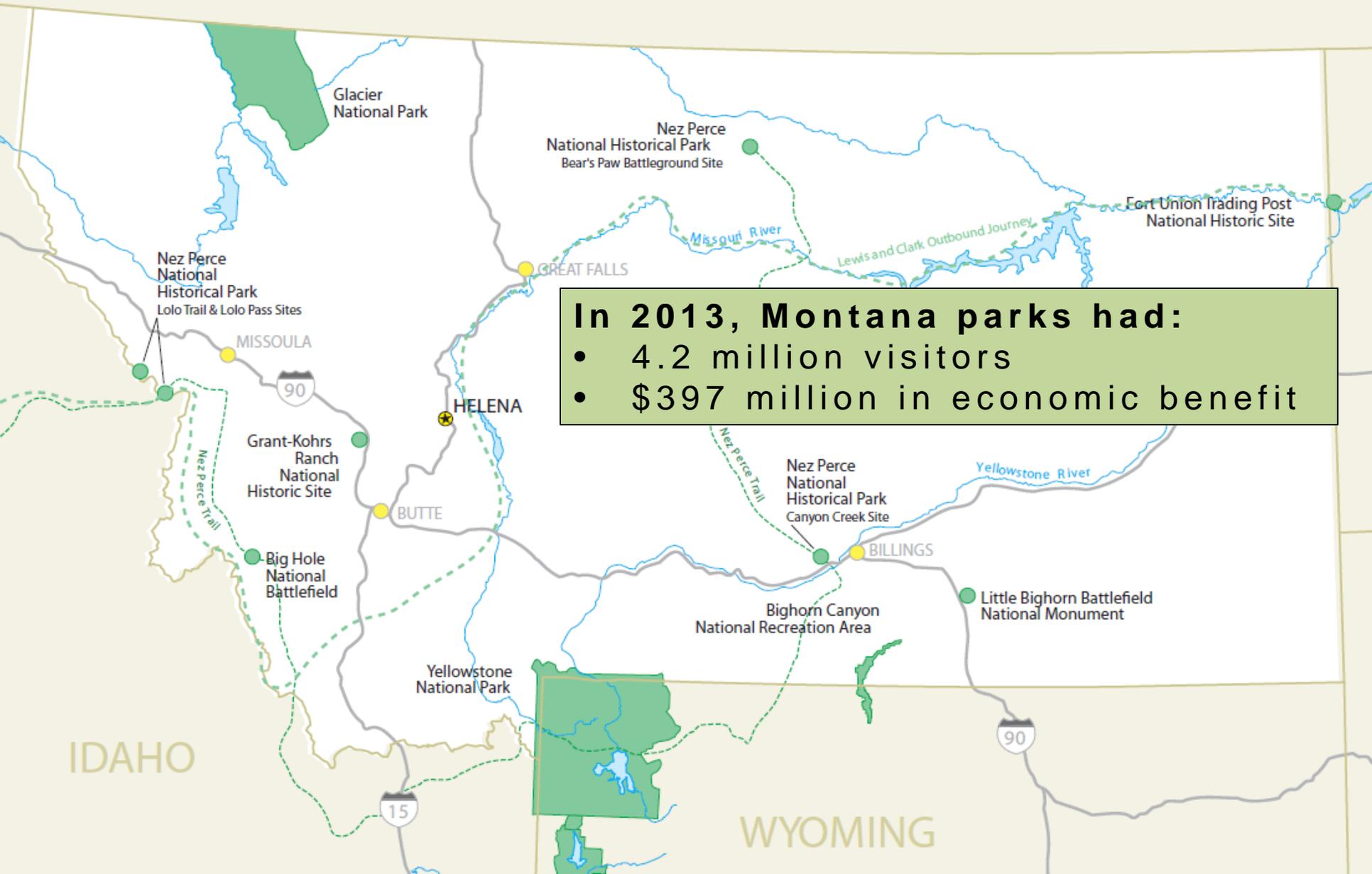
# NPS Highlights

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- Service established in 1916
- Mission to protect & preserve
- 407 sites in the system
- More than 84 million acres



# MONTANA'S NATIONAL PARKS



**In 2013, Montana parks had:**

- 4.2 million visitors
- \$397 million in economic benefit

# Centennial Goal

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



# The *Find Your Park* Campaign

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CAMPAIGN  
LAUNCH  
APRIL 02, 2015!

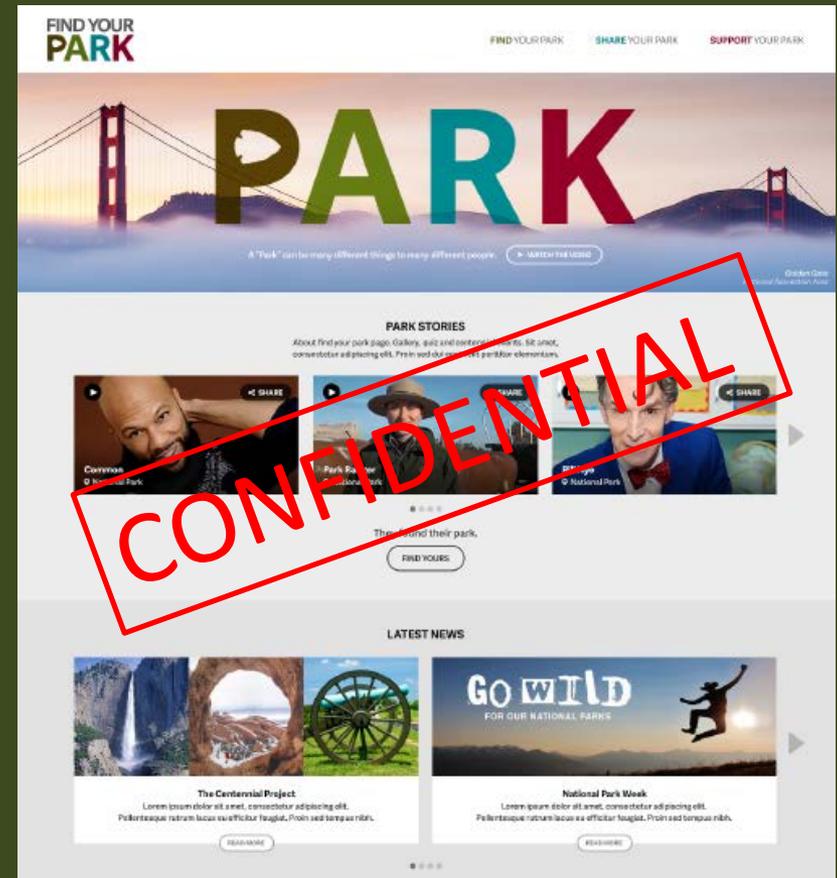
This campaign will redefine the meaning of “PARK.”

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 a celebration of all of America’s natural and cultural heritage, including national parks and partners.

# FindYourPark.com

FindYourPark.com will be the central hub of the campaign. All calls-to-action will drive the public to the microsite and encourage them to engage online.

- **Content**
  - Inspiring FYP story videos from Celebrity Ambassadors and NPS Employees
  - User-generated gallery of FYP stories from around the world (tied to a consumer contest)
- **Experiences**
  - Searchable list of exciting activities both physical and virtual from NPS, partners and NPF
  - Quiz to personalize results to your hobbies and location
- **Information**
  - Latest Centennial news
  - Centennial events from NPS, NPF and partners
  - Find parks near you
  - Learn more about supporting national parks



# Find Your Park Experiences

Experiences will let consumers discover activities based on location and an interactive quiz to deliver experiences custom to their interests.

Partners will be able to submit Experiences for inclusion via an online web form found at:

**NextCenturyforParks.org**

The screenshot displays a web interface for 'EXPERIENCES'. At the top, there is a header with the title 'EXPERIENCES' and a placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque rutrum lacus eu efficitur feugiat. Proin sed tempus nibh.' Below the header are three filter buttons: 'Make a difference', 'Environment', and '10010 / 5 mi.'. On the right side, there is a 'Quiz Results' dropdown menu. The main content area features a grid of six experience cards. Each card includes a representative image, a title, a short description, and a 'READ MORE' button. The cards are: 1. A cannon on a wooden carriage in a field. 2. A group of people in a yellow kayak on a river. 3. A snowy mountain landscape with a frozen lake. 4. A person mountain biking on a forest trail. 5. An archaeological site with stone ruins. 6. A person hiking on a trail with a 'National Park Foundation' logo in the top right corner. A large, red, diagonal watermark with the word 'CONFIDENTIAL' is overlaid across the bottom half of the grid.

# NextCenturyforParks.org

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

Brought to you by



Login | Join  
Invite Your Friends



Connecting to Parks

Advancing Education

Preserving Places

Organizational Excellence

Home

About

Tools

Message Boards

## Take Action

### What's On Your Mind

Know of a good topic or a great voice? Share your ideas for blog posts and bloggers.

Suggested Content

### Join The Conversation

Use the Message Boards to discuss the next century for parks with other visitors.

View Message Boards

### Why We Are Here

Need more information about this park community? Read more about this community.

Learn More

## CATEGORIES

2016

Connecting People to Parks

Education

Organizational Excellence

Preservation

Uncategorized

## GROUPS

The A – Z Of Kaputte  
Festplatte Daten Retten

Online Marketplace

February 25th, 2015

## New Centennial Licensing Program Retail Guide Available

by Donald Leadbetter from National Park Service

0 Comments

# Find Your Park Campaign Toolkit

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- Tools for parks, programs, and partners are here!
- Toolkits include campaign creative elements, templates, logos, social media tips, and more.
- Use these tools to deploy the campaign.



[www.NextCenturyforParks.org](http://www.NextCenturyforParks.org)

# Toolkit Contents

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## PHASE ONE (released)

- Broad Centennial Overview
- FYP Campaign Overview
- Logos and Style Guides
- Public Relations Tips and Tools
- Digital and Social Media Tips and Tools
- Creative Display Samples

## PHASE TWO (Feb/March 2015)

- Display items (downloadable PDFs of campaign posters, banners, signs)
- FindYourPark.com – details and instructions for submitting Experiences
- PR/Activation/Events
- Print Advertising



## Partner Use

- Use this logo broadly for events and activities to promote the Find Your Park campaign
- Broad use of #FindYourPark
- **Logo Restrictions** – no merchandising, no fundraising w/o agreement
- Use **AFTER** campaign launch on April 2, 2015



## Partner Use

- Use this logo on projects, programs, events, and publications developed in collaboration with NPS
- Broad use of #NationalParks
- **Logo Restrictions** – no merchandising, no fundraising w/o agreement

# Yellowstone National Park

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Centennial Events:

Grand re-opening of the  
Albright Visitor Center  
June 14, 2015

Gardiner-Gateway Project  
August 25, 2016



# Bighorn Canyon

## National Recreation Area

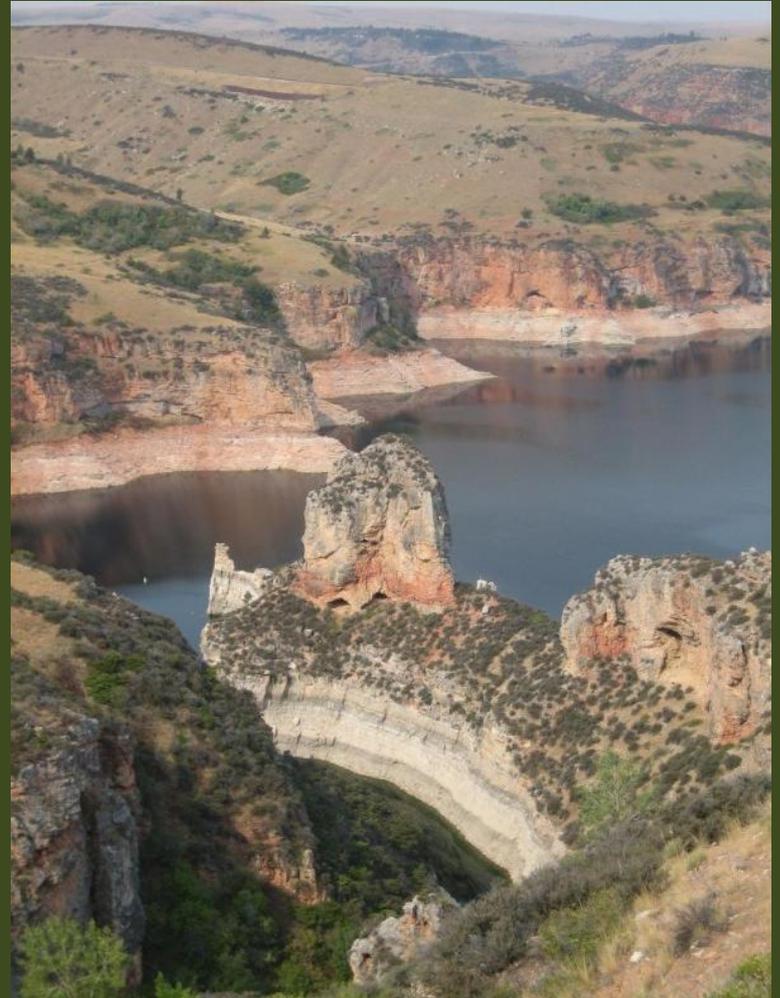
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Centennial Events:

Find Your Park Film Series  
Summer 2016

Rededication of Bighorn  
Canyon – October 15

Fort C.F. Smith Living  
History Weekend  
July 30 -31



# Grant-Kohrs Ranch National Historic Site

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## Centennial Events:

Junior Ranger Day April 16

Cattle Branding July 30

Haying with Horses July 31

Pumpkin Sunday October 16

Holiday Open House  
December 4



# Little Bighorn Battlefield National Monument

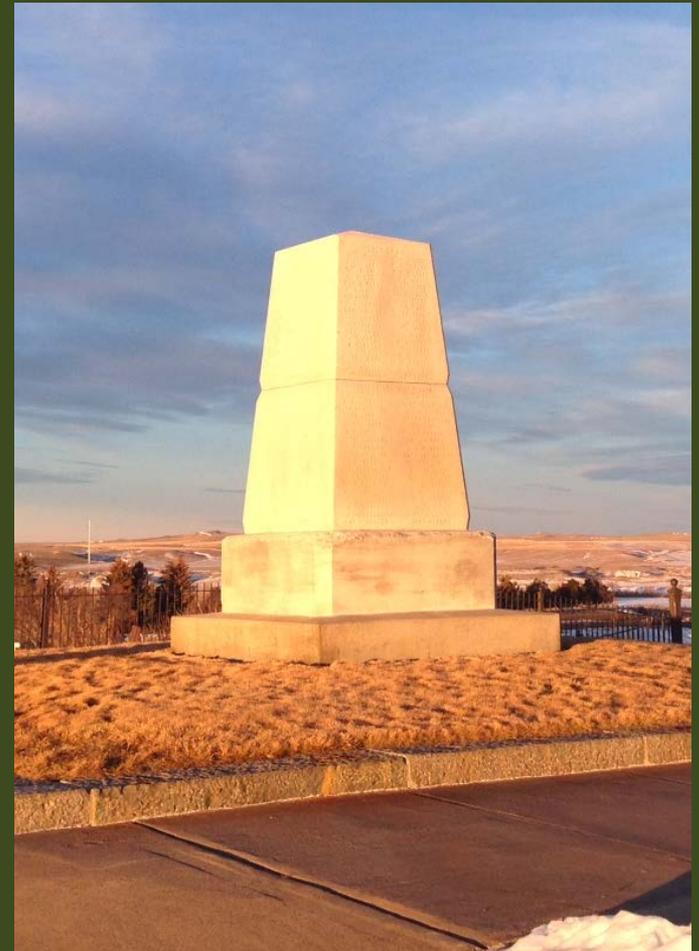
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Centennial Events/Projects:

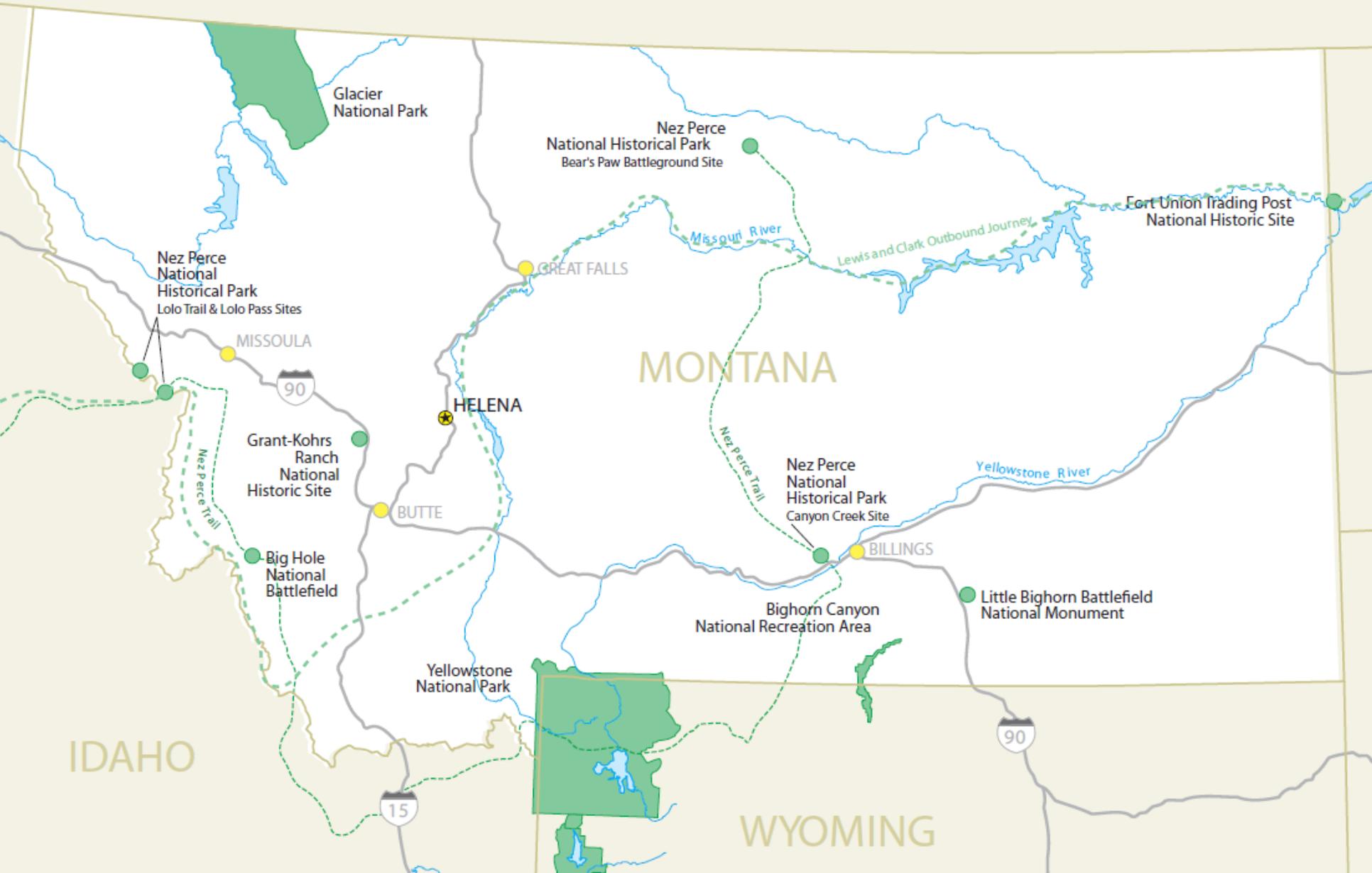
Eastern Montana cultural sites  
rack card (Find Your Park)

Expedition Little Big Horn

140th Anniversary of the battle  
June 25-26, 2016



# MONTANA'S NATIONAL PARKS



# Big Hole National Battlefield

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Centennial Events:

Annual Nez Perce  
Commemoration

August 8, 2015

August 6, 2016

Weekend Cultural  
Demonstrators and  
ranger programs all  
summer



# Nez Perce National Historical Park

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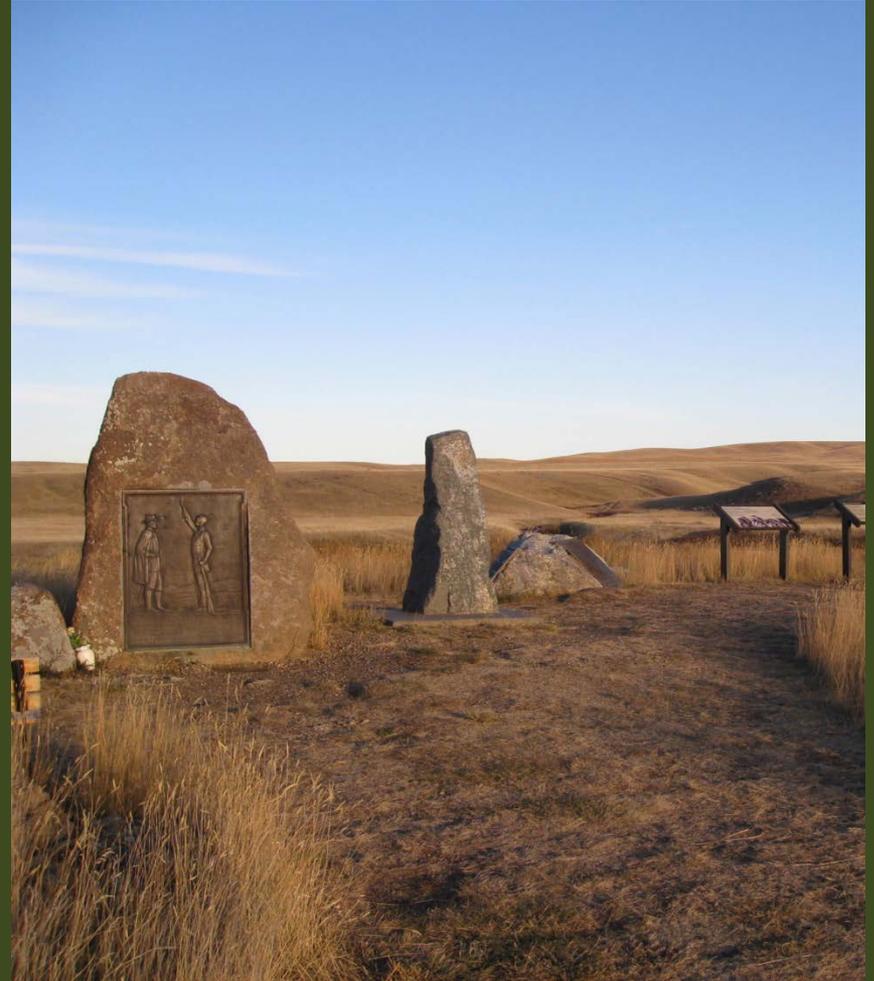
Centennial Events:

Guided tours all summer

Annual Commemoration

October 3, 2015

October 8, 2016



# Fort Union Trading Post National Historic Site

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Centennial Events:

50<sup>th</sup> Anniversary of Post  
June 20, 2016

Centennial activities  
June 17, 2016

Art and photo contests

Possible celebrity  
signature event



# Glacier National Park

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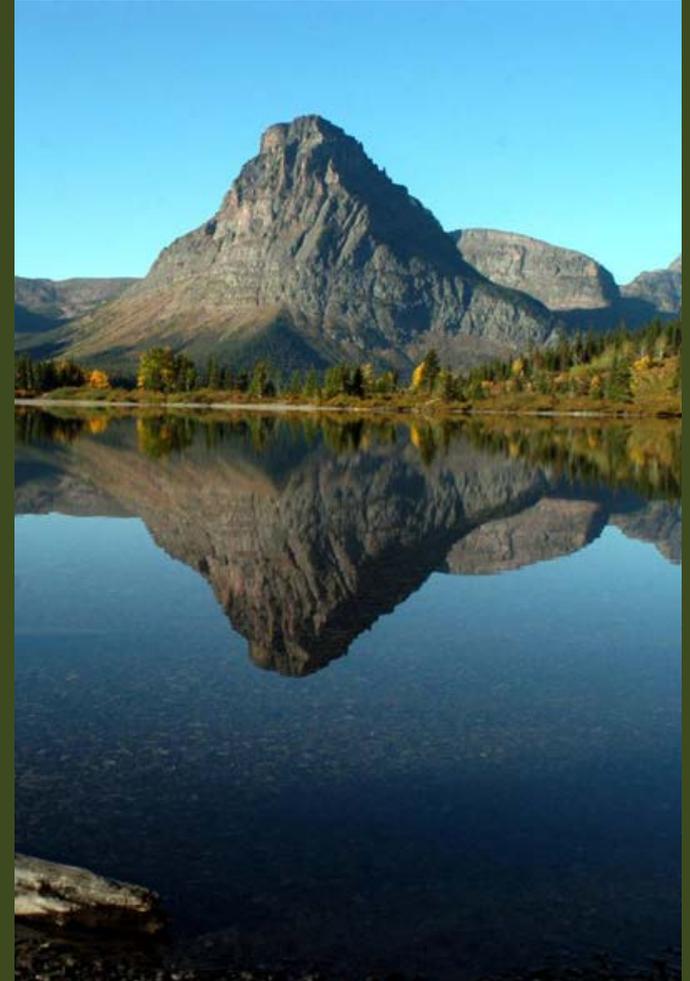
Centennial Events:

"Liking" Glacier National Park

Connecting & Engaging Youth

Celebrating the International  
Peace Park Legacy

Setting the Table for the Next  
100



STARTING THIS FALL, EVERY 4TH-GRADER IN AMERICA WILL GET  
**A ONE-YEAR PASS FOR FREE ADMISSION TO ALL OF OUR  
PUBLIC LANDS FOR THEM AND THEIR FAMILIES.**



#FindYourPark

# Every Kid in a Park

Available for the 2015-2016 school year  
Official app and website are in development  
More info on [www.nationalparks.org](http://www.nationalparks.org)

# Questions?

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