



Looking for Lincoln Signature Event Application



ALNHA Defined

The Abraham Lincoln National Heritage Area (ALNHA) is a 42 county area in central Illinois in which the story of the life and times of Abraham Lincoln is told. The ALNHA was created by legislation signed by the President on May 10, 2008. The legislation designates the Looking for Lincoln Heritage Coalition, a nonprofit 501c3 corporation, as the coordinating entity for the ALNHA.

The Looking for Lincoln Heritage Coalition works collaboratively with local, state, and national partners across the ALNHA to: tell the stories of Abraham Lincoln's life and times, promote heritage tourism by providing high quality experiences for visitors, and foster economic development in communities.

ALNHA Mission

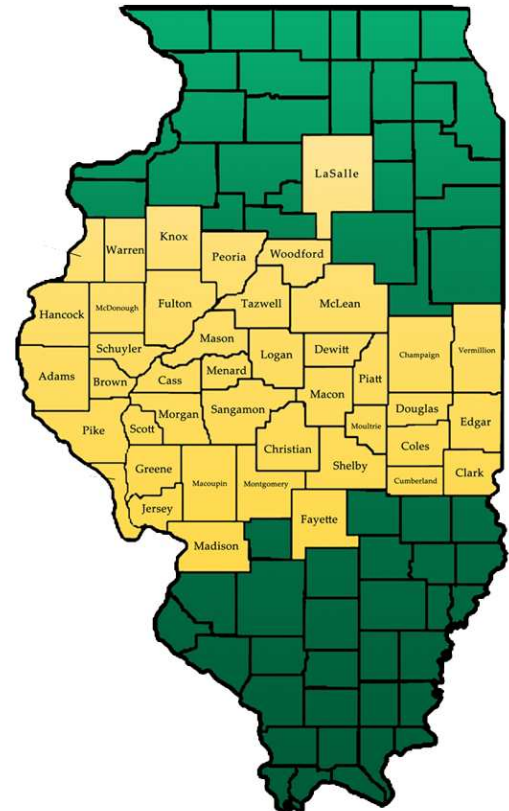
The Abraham Lincoln National Heritage Area is a partnership of organizations and individuals dedicated to enhancing the communities and landscapes of central Illinois through recognition and support of their significant natural, cultural, and historical legacies.

ALNHA Vision

The Abraham Lincoln National Heritage Area is a nationally significant landscape and network of sites associated with the social, cultural, economic, and political complexities of the Antebellum period of our nation's history. The heritage area explores this history and its meaning through the lens of Abraham Lincoln's life and times.

As the result of the heritage area's work, communities across the region understand their history and appreciate how life here has evolved over time. The region's legacy gives meaning and context to experiences today. Heritage area partners work collaboratively to preserve significant resources and strengthen local and regional economies through heritage based initiatives and innovation. Success is accomplished through a common vision of building prosperity through recognition of this shared heritage.

Residents explore the region's communities and landscapes and seek to know them better. The region's breathtaking and bountiful agricultural landscapes and preserved natural areas touch the soul. Community centers are active and vital places where residents like to gather. Cultural programs and events express residents' interest in community interaction and their commitment to education. Visiting audiences are attracted by the region's quality of life and hospitality and are intrigued by its stories. Even difficult and unpleasant stories have meaning and convey lessons to help guide daily life. Every place has a story to tell; authenticity and quality are prized. Through heritage area initiatives, new ways of working together are forged across the region; communities are strengthened; and new generations are inspired to community action and betterment.





ALNHA Goals

- **Goal 1:** Maximize the heritage area's effectiveness through strong partnerships that link communities, sites, organizations, ideas, and actions.
- **Goal 2:** Create engaging experiences that connect places and stories throughout the heritage area and promote public awareness of the region's history, culture, and significance.
- **Goal 3:** Promote heritage, cultural, and recreational tourism and related heritage development that support increased economic activity and investment in heritage resources.
- **Goal 4:** Participate in a national dialogue on keeping America's promise by examining national issues associated with the Antebellum period and in particular Abraham Lincoln's life and evolving thought.
- **Goal 5:** Raise public consciousness about the needs and benefits of preserving the historic and cultural legacies of central Illinois.
- **Goal 6:** Facilitate initiatives for the preservation and stewardship of the region's physical legacy of historic resources, communities, and landscapes.
- **Goal 7:** Strengthen the ability of sites and resources associated with Abraham Lincoln and his legacy to achieve long-term sustainability.
- **Goal 8:** Encourage and facilitate the enhancement of community character and quality of life related to the region's heritage for the benefit of residents and to strengthen the visitor experience.

ALNHA Guiding Principles

Long-Term Interests: We work in the best long-term interests of central Illinois, its people, communities, natural and historic resources, and environment.

Partnership: We work through a partnership structure; we welcome and respect each partner's input, perspective, and capabilities.

Purpose and Management: The federal enabling legislation for the heritage area is the fundamental guide for the ALNHA management plan and all programs and actions deriving from it.

Planning: Good planning is key to a successful endeavor. Every action we undertake is well planned for successful implementation.

Resource Stewardship: Historic preservation and natural resource conservation underlie all that we do and are a key means through which we achieve our goals.

Communities: Strong communities are central to our work both in how we are organized and in what we seek to achieve. Community character based upon our shared heritage is among our primary interests.

Property and Privacy: We respect private property rights and the privacy of individuals, especially their homes and neighborhoods.

Authenticity: We support authentic places and seek authentic experiences associated with our heritage and the stories we wish to tell.

Sustainability: We promote ecological and economic sustainability in our planning and our actions. We seek economic sustainability in our organization and operations.



Communication and Transparency: We maintain a policy of openness and frequent communication within our partnership, with other organizations, and with the general public.

Hospitality: We make our neighbors and visitors feel warmly welcomed within our communities and across the region.

ALNHA Interpretive Themes

The Life and Times of Abraham Lincoln

Communities throughout Illinois that have a Lincoln connection to share with the world emphasize three themes: “Lincoln the Man,” “Illinois’ Influence on Lincoln,” and “Lincoln’s Legacy.”

Lincoln did not become a prominent politician overnight. He worked steadily to make something of his life, endured adversity, and overcame obstacles. By highlighting Lincoln the laborer, surveyor, postmaster, lawyer, politician, husband, father, and friend, Illinois communities have stories to share that fundamentally define who Lincoln was as a man. Similarly, the physical environment, as well as the social and cultural landscape of antebellum Illinois and its people, helped mold Lincoln into the greatest statesman of his era. Finally, a key aspect to understanding the life and times of Abraham Lincoln involves tracing the tremendous impact he has had on the world.

1) **Lincoln the Man:** Abraham Lincoln arrived in Illinois poor and with little formal education, but left three decades later as a prominent attorney and president-elect of the nation. His early years were full of successes and setbacks as Lincoln tried his hand at many occupations as he continued a program of self-education. Initially a political novice, Lincoln learned quickly, interacting with the leading political minds in the state. Though he began his political career as a strict party-line Whig devoted to improving the infrastructure and economy of Illinois, he evolved into a Republican devoted to stopping the expansion of slavery on the national level. In Illinois, Lincoln developed into a statesman. An appreciation of Lincoln the Man serves as the backdrop for understanding Lincoln the President.

2) **Illinois’ Influence on Lincoln:** Illinois was the western frontier when Lincoln’s family arrived from Indiana. During the next three decades Lincoln lived in Illinois, the region evolved from a mix of subsistence farms to a thriving agrarian economy with pockets of industry. Equally important are the national events and issues that impacted the state and the evolution of the social, political, and physical landscape of antebellum Illinois. The tension in Illinois surrounding the issue of slavery uniquely prepared Lincoln to deal with the issue as President.

3) **Lincoln’s Legacy:** Few individuals in American history have left such an indelible mark on the world. The major issues that Lincoln’s generation confronted—the balance of power between the federal government and individual states, civil liberties during wartime, issues regarding race and equality, etc.—continue to define the challenges facing the nation today.

The life and times of Abraham Lincoln—the story of a boy born in absolute poverty who went on to guide the nation through its most tragic hour—continues to bring hope and inspiration to millions around the globe.



Looking for Lincoln Signature Event Program

The vitality of the Looking for Lincoln and the Abraham Lincoln National Heritage Area (ALNHA) is dependent on events that contribute to the mission and guiding principles of the ALNHA. The Looking for Lincoln (LFL) Signature Events program provides a system to recognize and support events that support the ALNHA mission, further understanding of the story of the life and times of Abraham Lincoln, and contribute to the broad experience of the national heritage area.

What is a Looking for Lincoln Signature Event?

A signature event is a Lincoln Centric¹ event that fits within the ALNHA interpretive themes and provides excellent visitor services. It is a marketable event that embodies the Looking for Lincoln brand and occurs on an annual basis, unless commemorative.

Purpose of the Looking for Lincoln Signature Event

The purpose of an LFL Signature Event 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 & times of Abraham Lincoln while providing a high level of visitor services.

Goals of the Looking for Lincoln Signature Event Program (ALNHA Goals)

- **Goal 2:** Create engaging experiences that connect places and stories throughout the heritage area and promote public awareness of the region's history, culture, and significance.
- **Goal 4:** Participate in a national dialogue on keeping America's promise by examining national issues associated with the Antebellum period and in particular Abraham Lincoln's life and evolving thought.
- **Goal 5:** Raise public consciousness about the needs and benefits of preserving the historic and cultural legacies of central Illinois.
- **Goal 7:** Strengthen the ability of sites and resources associated with Abraham Lincoln and his legacy to achieve long-term sustainability.

Looking for Lincoln Signature Event Eligibility Guidelines

- An LFL Signature Event should occur within a designated Looking for Lincoln community or county.
- An LFL Signature Event should be Lincoln Centric, meaning the event should pertain to or be centered on Abraham Lincoln's life and times.
- An LFL Signature Event should fit within the interpretive themes of the ALNHA.
- An LFL Signature Event should have a defined educational component. An education component refers to a structured learning opportunity that engages participants in learning about Lincoln's life and times.
- An LFL Signature Event may be a community or regional event.
- An LFL Signature Event should be open to the public, although an admission or parking fee may apply.
- An LFL Signature Event should provide a high level of visitor services. Visitor services should include: easily accessible parking, restroom facilities, ability to access food and beverages, and accessibility for individuals with physical limitations.

¹ A Lincoln Centric Event is an event that pertains to or is centered on Abraham Lincoln's life.



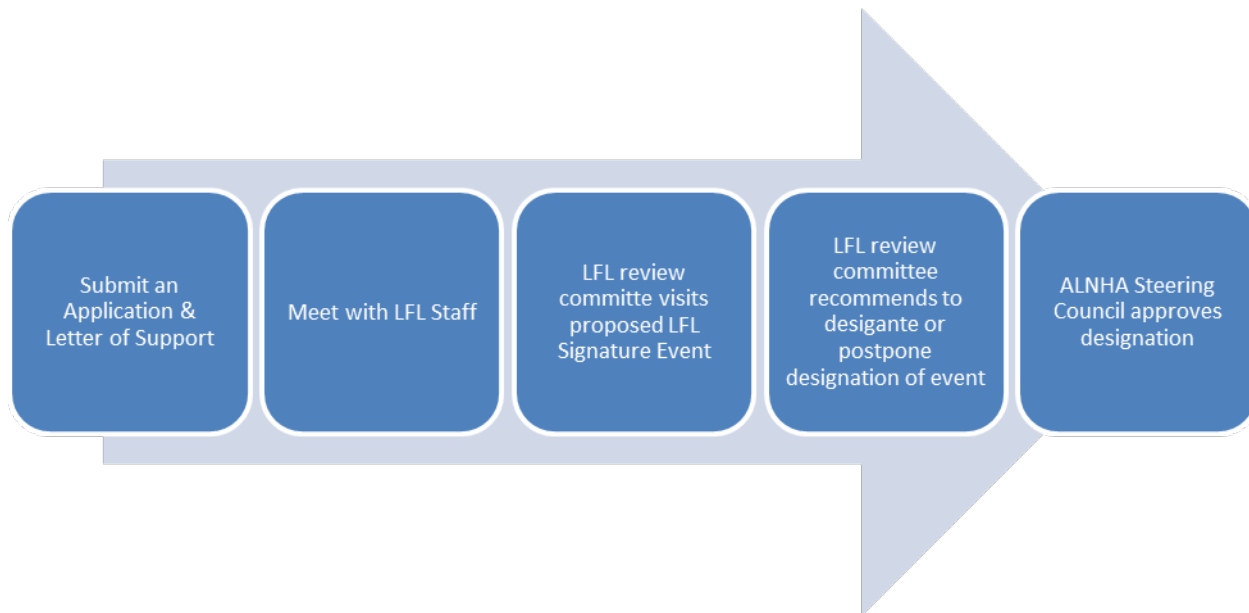
Looking for Lincoln Signature Event Designation Benefits

- Designation as an LFL Signature Event for a two year period with the possibility of renewal
- Marketing and promotion as an LFL Signature Event
- Use of Looking for Lincoln tent(s), banner(s), and brochures for the event (if applicable)
- Resources for the event including, but not limited to funding for the event (when available) and technical assistance
- Use of specific LFL logo on all promotional materials
- LFL t-shirts will be provided for information tent and visitor intercept survey volunteers

Looking for Lincoln Signature Event Designation Responsibilities

- Provide in-kind match information for the event to Looking for Lincoln.
- Allow designated Looking for Lincoln photographer and videographer to take images and record part of the event for promotion purposes.
- Use Looking for Lincoln logo on all promotional materials including banners and signage at the event.
- List the Looking for Lincoln and the Abraham Lincoln National Heritage Area as a sponsor.
- Provide volunteers to staff an ALNHA visitor intercept study and ALNHA information tent (if applicable).
- Provide one page promo for ALNHA in program (if applicable)

Snapshot of Looking for Lincoln Signature Event Designation Process





Designation Process for Looking for Lincoln Signature Events

1. Submit a completed LFL Signature Event application with a letter of support from the chairman of the community's Looking for Lincoln working group to Looking for Lincoln staff.
2. The LFL staff schedules an on-site meeting prior to the event with members of the event team to discuss becoming a LFL Signature Event as well as the roles and responsibilities of LFL Signature Event designation.
3. The LFL Signature Event Review Committee will visit the proposed LFL Signature Event to review the event for designation. The review committee is comprised of members of the ALNHA Steering Council members and LFL staff. All evaluations are based on existing conditions at the event.
4. The review committee will make a recommendation to the ALNHA Steering Council to designate or postpone designation of the proposed LFL Signature Event based on the committee's visit to the event. The event team will receive a report based on the recommendation by the review committee outlining the event's strengths and challenges with recommendations on how the event can be improved.
5. The ALNHA Steering Council will review the recommendation by the review committee and make a decision at the meeting following the proposed event.
6. Once the event has been designated a LFL Signature Event the event team will receive the following documents from Looking for Lincoln: an acceptance letter, an LFL Signature Event memorandum of understanding, and a welcome packet of information including logo etc. The event team should return a signed LFL Signature Event MOU within a month of receiving the welcome packet. No funds will be allocated to the event until the signed memorandum of understanding has been received by Looking for Lincoln.



Looking for Lincoln Signature Event Application

The vitality of the Looking for Lincoln Heritage Coalition and the Abraham Lincoln National Heritage Area (ALNHA) is dependent on events that contribute to the mission and guiding principles of the ALNHA. The Looking for Lincoln (LFL) Signature Events program provides a system to recognize and support events that support the ALNHA mission, further understanding of the story of the life and times of Abraham Lincoln, and contribute to the broad experience of the National Heritage Area.

Please complete the following Looking for Lincoln Signature event application. Please contact a member of the Looking for Lincoln (LFL) staff with any questions at 217-782-6817.

Application Date:

LFL Working Group Name:

Community or County Name:

LFL Signature Event Contact Information

Name of Event Contact:

E-mail:

Phone:

Mailing Address:

General Event Information

Name of the Event:

Frequency of the Event:

Date of the Event:

Example: Second weekend of June annually or actual date of the event each year

Average Annual Attendance

Length of the Event:

Is the event open to the general public? Yes No

Please provide a brief description of the event.

Is there an admission and or parking fee for the event?

Yes No

If yes, please include the price and a description of what is included in the price?

Where does the event take place? Inside Outside
 Both Inside & Outside
 Other

If the event is outside, does the event have the staff or volunteers that can pass out information during the event about Looking for Lincoln and the ALNHA?

Yes No

Connection to Abraham Lincoln

Please describe below how the event pertains to or is related to Abraham Lincoln's life.

Which of the ALNHA interpretive themes does the event fit within?

Lincoln the Man Illinois's Influence on Lincoln Lincoln's Legacy

Describe how the event educates visitors about Lincoln's life and times.

Visitor Amenities

Please describe the location or venue where the event takes place below.

Are restroom facilities available to visitors during the event?

Yes No

If food is not provided as part of the event, is their food and beverage vendors at the event or venues adjacent to the event where food and beverage and be purchased?

Yes No

Is the event accessible to visitors with disabilities or strollers?

Yes No

Promotion Information

Please describe below how the event is currently being promoted or marketed?

Please select all the methods of promotion or marketing below:

- | | |
|--|--|
| <input type="checkbox"/> press release | <input type="checkbox"/> flyers or brochures |
| <input type="checkbox"/> event calendars | <input type="checkbox"/> print ads |
| <input type="checkbox"/> online ads | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Other | <div style="border: 1px solid black; width: 400px; height: 15px;"></div> |

Thank you for completing the Looking for Lincoln Signature Event Application.

Please review your application to verify you have answered all the questions. Only complete applications will be processed. Please submit the application to Heather Wickens at hwickens@lflhc.org or mail to:

**Attention Heather Wickens
Looking for Lincoln Heritage Coalition
#1 Old State Capitol Plaza
Springfield, IL 62701
Phone: 217-782-6817**

A member of the Looking for Lincoln staff will contact you within a month of the day your application was received.