

Addendum to the

**Corridor Management Plan
Kansas Wetlands and
Wildlife Scenic Byway**

April 6, 2010

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1 Introduction

2005 REVISION OF THE CORRIDOR MANAGEMENT PLAN (CMP)

The March 2005 revision of the Corridor Management Plan (CMP) for the Kansas Wetlands and Wildlife Scenic Byway (KWWSB) outlines a plan of action to bring to fruition the community's dual vision of economic development and long term resource protection. In the ensuing five years, a remarkable number of actions spelled out in the CMP have been achieved, especially in those elements of visitor experience that include interpretation, marketing and promotion. The current work plan includes the development of a national marketing strategy, an intra-regional local awareness campaign, and economic development for the seven communities in the byway corridor. This addendum to the 2005 revision CMP documents those objectives that have been achieved, and recommends strategies for those opportunities and challenges that are outlined but that still lie ahead.

1.7 THE KWWSB CORRIDOR MANAGEMENT PLAN DESIGN

Five of the eight tasks listed in section 1.7 have been accomplished: The byway committee has provided a uniform voice endorsing corridor-wide projects, has provided a strong lobbying block that has successfully solicited funding for corridor-wide projects, and has achieved designations as both State and National Scenic Byway. The CMP provided a framework through which economic development may be encouraged without compromising the quality of life enjoyed by the residents of the region. To introduce this framework, a consultant in rural tourism development met with citizens of each of the seven corridor communities to outline how rural communities can benefit economically from visitors who travel the byway.

The byway committee has outlined a plan to develop a stronger community of linked counties and towns. It will include the development of a local public relations campaign that educates local stakeholders regarding the national marketing campaign for the KWWSB, and will help each community tell their own story that compliments and amplifies the byway story. This local awareness campaign will help community groups collect and record their stories, teach the fundamentals of a public relations campaign, integrate visitor information into their town website, and build an internal public relations team that will work together for the long term implementation of their marketing and public relations plan.

Once all seven communities have press kits in place, a "whistle stop" familiarization tour will be offered to introduce neighboring communities to one another, using the themes and travel packages that have been created within each community. Community communication task force representatives will work together throughout the year to cross-market the communities and to take advantage of tourism initiatives from the Kansas Department of Commerce, Travel and Tourism Division, from the Kansas

Sampler Foundation, and from other agency and foundation funding sources for community-based projects (see Appendix F).

1.9 REGIONAL NATURE-BASED STRATEGIC PLAN

Five different organizations play central roles in the strategic planning for the byway region:

Organization	Resource
Kansas Department of Wildlife and Parks	Cheyenne Bottoms Wildlife Area
The Nature Conservancy	The Nature Conservancy Preserve at Cheyenne Bottoms
US Fish and Wildlife Service	Quivira National Wildlife Refuge
Kansas Wetlands and Wildlife National Scenic Byway (Volunteer Board)	Wetlands and Wildlife National Scenic Byway
Kansas Wetlands Education Center at Cheyenne Bottoms	Fort Hays State University (The Sternberg Museum of Natural History) and the Kansas Dept of Wildlife and Parks

Because each of the organizations has its own mission, goals and objectives (discussed in Section Four), nature-based strategies fall into two groupings of responsibility:

Organization	Responsibilities
US Fish and Wildlife Service; Kansas State Parks and Wildlife; The Nature Conservancy.	Conservation, restoration, and visitor management
The Byway and the Kansas Wetlands Education Center	Education, economic development, and support for the conservation and restoration goals

2 The Corridor Defined

2.1 THE KANSAS WETLANDS AND WILDLIFE SCENIC BYWAY

It is recommended that the byway corridor, as defined in the 2005 revision, be expanded to include the WPA historic bridges near Claflin, Beaver and Hitschmann. These important historic transportation assets help anchor the north end of the byway and will enable the community of Claflin to contribute to the stories that help define the region.

2.3 GOALS

Work completed by the Byway Committee from 2005-2009 has faithfully and methodically addressed the goals outlined in the Corridor Management Plan. The work currently underway addresses the opportunity to produce economic benefits from tourism for the byway communities.

2.4 INTRINSIC QUALITIES

The goals in section 2.3 call for the protection of “natural, scenic, and historic resources;” In fact, the designation application for National Scenic Byway status focused tightly on two qualities, natural and scenic assets. The third of these, historic resources, is now being addressed as communities develop their local stories and a public relations/marketing plan that will share these stories with the public. In this process, emphasis will be placed on historic and cultural assets that make up the special fabric of each community. Thus all three of the CMP goals will be addressed.

2.5 SIGNIFICANCE OF INTRINSIC QUALITIES

Educating more local stakeholders about the international significance of the two wetlands is the single most important step that the byway can take toward preserving these ecosystems for generations to come. Many residents appreciate these “giant marshes” as natural jewels, yet few understand their profound importance for migrating shorebirds and endangered species.

3 History of the Corridor

The most significant change in the corridor since 2005 is the construction, dedication and launch of the Kansas Wetlands Education Center at Cheyenne Bottoms. Although the mission and purpose of the Center are firmly established, the staff has just begun to implement educational programs for residents, students and travelers.

4 Conservation and Restoration Goal: Identify and Protect Resources

The management of Intrinsic Qualities

Three different agencies manage the wetlands— USFW, KDWP and TNC—and each operates under their agency’s own officially adopted site management plan. The Nature Conservancy’s plan, written in 1996 by Lee Frederickson of the University of Missouri is titled, Wetland Restoration and Management of the Nature Conservancy Properties at Cheyenne Bottoms, Kansas, and is updated regularly by local staff. The Cheyenne Bottoms Wildlife Area Management Plan, 2005-2009, guides the staff of the Kansas Department of Wildlife and Parks. This document also undergoes regular revisions. The staff of Quivira is currently writing a plan that is scheduled for completion in 2012. All three have missions that address the health and sustainability of the wetlands as wildlife habitat, and all share conservation objectives and restoration techniques: controlled burns, grazing, tree removal, and removal of invasive plants. In both wetlands dikes, pools, and canals are actively managed. On Cheyenne Bottoms, some equipment is shared by TNC and the KDWP.

The three site managers and their staff manage for wet/dry cycles for seasonal and short term objectives, and collaborate with their agencies’ internal specialists for long term strategies that address the issues of hydrology and climate change. With each of the agencies under the direction of their own administrations, it is not feasible to implement a collaborative multiyear work plan called for in the 2005 CMP revision.

Within this framework of federal, state and private sector management, the role of the byway organization in sustainability is clearly to provide support—both financial and human—for the work of the three agencies. To do this effectively, it is recommended that the byway board members schedule an educational meeting once a year with each of the three site managers to stay informed about the objectives of each agency, and to outline how the three counties, seven communities, and volunteer groups (including Friends groups) can support the work plans of the managing organizations. The KWWSB has demonstrated its ability to secure funding from multiple sources, a track record that has clearly demonstrated its financial support role in this working partnership.

5 Enhancement Goal: Develop Corridor Enhancements

5.1 Overview

Enhancement Projects outlined in the Corridor Management Plan are now complete: The Kansas Wetlands Education Center is constructed and open for business, improvements on the bridge on Rural Secondary Road 980 are complete, and five interpretive panels are installed at Cheyenne Bottoms. In addition, KDOT installed a large informational kiosk at the K-4 Cheyenne Bottoms Scenic Overlook. Quivira National Wildlife Refuge developed a scenic overlook on NE 140th Street where four interpretive panels were also installed.

5.2 ENHANCEMENTS

5.2a *Experiential Tourism Strategic Plan*

Strategic actions to attract nature-based travelers recommended by Fermata, Inc have been accomplished in large part and include: a web-based marketing approach to communicating with travelers, an interpretive theme which provides a cohesive message, and marketable itineraries. Additionally, the byway received designation as a National Scenic Byway.

5.2d *Kansas Wetlands Education Center (KWEC)*

The Kansas Wetlands Education Center was opened for visitors on April 24, 2009. Curtis Wolf, Director, lists the Center's top four educational priorities as children, birders, tours to the general public, and hunters. The Center, a regional outreach operation of Fort Hays State University, also hosts scientists and students who are conducting research on the wetlands. The Center is staffed by two educational specialists who conduct programs on site and work with teachers and students throughout Central Kansas.

5.2e *Hike and Bike Trail*

"Soft adventure" is an important element of ecotourism. Although some short hiking trails are available in Quivira, additional hiking trails would enhance the visitor experience as this active element of the byway experience is highly valued by nature-based travelers. North Star Marketing recommendations for a national marketing plan include the promotion of bicycle routes and itineraries. Time tested routes currently used by local bicyclist are posted on the byway website. In the future, the byway committee should consider road markings for frequently used routes that will both help bicyclist and also alert vehicles to possible bicycle traffic.

5.2i Education Programs

The Byway has offered education and training to interested community members through interpretive guide training, and through educational sessions for each community in the economics of tourism development. Training in the basics of an ongoing public relations program will commence in April of 2010 with all of the seven byway communities; this program will help tie each community to the national marketing program. The opening of the Kansas Wetlands Center signals the beginning of a phase of education that will mark a significant increase in the educational opportunities for both children and adults in the region. The center has offered classes in bird identification through Rob Penner, Ornithologist.

A second educational anchor is located at the Raptor Center in Great Bend. A project called Revealing the Road to the Byway Traveler has just been funded that will initiate travelers into the natural mysteries and subtle attractions along the byway. A permanent display will be installed at the Raptor Center, and traveling displays will be developed for use by communities and visitor centers along the corridor. At the Raptor Center, visitors will be able to schedule tours complete with a trained guide, with binoculars and spotting scopes, and specialized field guides to make the tour of the byway a rich educational experience. This will personalize the byway for visitors, tell the story of the road itself, and move the traveler deeper into an understanding of the many facets of the byway experience.

5.2j Wings N' Wetlands Birding Festival

The Wings N' Wetlands Birding Festival has operated on alternative years, with attendance figures recording visitors from 23 states. Management of the festival has been operated through the Great Bend Convention and Visitors Bureau, with support from local, state and federal organizations. As the festival continues to grow, with attendant time and staff requirements for marketing and event management, the byway organization may need to shift responsibilities for the event to another organization. North Star reports that during stakeholders' interviews, many expressed a desire that the festival become an annual event.

5.2k Route Markers, Information and Wayfinding Signs

Visitors to the KWWSB will find an excellent cohesion between the interpretive signs they see through the windshield of their car (signs), and the print and audio materials (brochures and CD's) they carry in the car. Although there is a comprehensive system of interpretive signs and route markers installed at intervals throughout the byway, there is still a pressing need for directional signage on the roads inside both wetlands and in the seven communities. When these last elements of the wayfinding system are installed, it will provide reassurance to many travelers.

6 Enhancement Goal: Compatible Development

The byway committee continues to support the model guidelines for development promoted by the Ecotourism Society and recommended by Fermata Inc. Neither major changes nor development threats have emerged in the ensuing five years.

6.2 KWWSB ACTIONS

It will be very helpful to have more accurate data to better understand exactly how many visitors are coming to Cheyenne Bottoms and to Quivira. Currently, both agencies estimate visitation, citing the multiple automobile entrances to the refuge areas, and noting that a majority of visitors do not stop at visitor centers to sign in. Data gathering is expected to improve drastically at the Kansas Wetlands Education Center with scheduled weekend hours of operation and a staff that interacts with travelers. At this point, the Quivira Refuge Headquarters Office and Visitor Center is not open on the weekends, and there are currently no plans to staff the facility on weekends, a time of major visitation. The Friends of Quivira have discussed the possibility of staffing over the weekends with volunteers.

6.5 AGENCY COORDINATION AT VISITOR CENTERS

The Partnership between the Kansas Department of Wildlife and Parks and Fort Hays State University is working well. KDWP is funding one educational position, and Fort Hays State University funding the position of the director, a second educator, a biologist, and student interns and researchers. The Nature Conservancy works closely with all programs on Cheyenne Bottoms. Staff members from Quivira and The Nature Conservancy cooperate on Christmas Bird Counts, and reporting threatened and endangered species. The Great Bend Convention and Visitor Bureau currently staffs the Kansas Wetlands Education Center with one certified interpretive host at the visitor information desk.

7 Visitor Experience Goals: Enhance and Promote

7.1 OVERVIEW

Market research conducted by North Star Marketing, the contractor designing a national marketing program for the KWWSB, notes that although the byway offers world class natural areas and scenic vistas “at an affordable cost for budget travelers,” the expectation of many birders is for higher quality travel services. This information and related traveler data will be passed on to the communities during the Local Awareness Campaign beginning April 2010, when the byway will begin to strengthen linkages between the seven communities.

Both wetlands do cross-market the other in their visitor centers, and many visitors are aware that both resident and migrating birds are different on the two wetlands. Both refuge sites have commented that many visitors often view each refuge at different times of the day – morning/evening. Staff at both sites indicates they regularly send visitors to the other refuge. The weakness in this element of the visitor management system, however, is that the seven communities are not regarded as partners in the promotion of the wetlands. Dan Severson, the manager of the Quivira refuge, notes that it is the job of a US Fish & Wildlife Refuge to share the resource with visitors. The Kansas Wetlands Education Center now serves as a visitor information resource for both wetlands. A website, <http://ebird.org>, managed by The Cornell Lab of Ornithology, has the capacity to inform visitors on an up to the minute basis of bird sighted on both refuges. For serious birders this information is invaluable. At the same time, for this interactive tool to work, staff or volunteers at each refuge must commit to entering data on a daily basis.

7.3e *The Kansas Wetlands Education Center*

The Kansas Wetlands Education Center (KWEC) is the major new player on the byway, bringing a powerful educational capability to link the wetlands to both travelers and to regional residents. The center provides Fort Hays State University with an effective outreach into the region, establishes a research station for Fort Hays science students, and provides ongoing links between the University and public school teachers in the region. With one educator funded by Kansas Department of Wildlife and Parks, and a second by Fort Hays State University, the Center has the capability to make major inroads into the education of teachers and students regarding wetlands biology and the sustainability of resident and migratory birds.

The Center has the potential to reach far beyond annual field trips for local schools to an ambitious program that could train the next generation of homegrown wetland biologists and ornithologists. Likewise, the Center can play a major role in the marketing of the full range of resources of the byway, including wildlife resources at

both Quivira and Cheyenne Bottoms, and traveler services and attractions within each of the seven communities. The KWEC director plans to fill traveler needs that are not now being offered by the original three agencies, including the offering of fully guided tours (with transportation) for visitors.

7.4 Interpretation Plan

The KWWSB Interpretive Plan has been fully executed, producing a coordinated “family” of tools that includes a system of interpretive outdoor signage and an audio tour. Interpretive signage has played a major role in making the byway visible to local residents, and tying together Cheyenne Bottoms and Quivira refuges, although the KWEC interpretive installation does not currently extend the message of the interpretive plan. It is expected that the addition of interactive tools for school groups and other educational tools will develop over time to expand upon the themes and subthemes of the Interpretive Plan.

7.7 Marketing Plan

The marketing strategy for the KWWSB integrates elements of the interpretive plan with a visual “family” of marketing tools that includes the following: a brochure, a detailed trail guide book, press kits, an audio guide companion and the official byway Website www.kansaswetlandsandwildlifescenicbyway.com. North Star Marketing Inc. conducted a tourism marketing study with a sample size of 200 in Missouri, Colorado, Texas, Kansas and Nebraska. Of those interviewed, 31% reported that their primary purpose was to drive a scenic byway, 14.5% had traveled the Byway, 45% had made the byway a day trip. Forty-eight percent reported that their party of two spent between \$50 and \$299.

The North Star data analysis indicated that top trip activities included eating at restaurants, visiting Cheyenne Bottoms, taking photographs, visiting historic sites, hiking and bicycling. The most highly rated activities were scenic and photographic beauty, birding opportunities, the uniqueness of the wetlands, and “overall value”. The three-year North Star plan currently under development will recommend specific ways for the byway to build on these strengths to extend the brand (especially with local communities), and to identify ways that the recommended brand implementation be utilized at limited additional expense with the best use of existing human and financial resources. The plan will detail plans of action in six key areas: 1) Harness energies and resources to a common purpose, 2) Employ the strength of cross-over marketing, 3) Develop a strong local following, 4) Enhance the website and improve its position in the search engines, 5) Focus on core strengths, and 6) Coordinate and integrate every marketing tactic at each stage of byway visitor development.

Full implementation of the strategies recommended in the North Star national marketing plan will require both additional funding and additional staff time. Currently, only one community funds a tourism marketing program with paid staff -- the Great Bend Convention and Visitor Bureau. None of the other six communities or three counties

has an established marketing program. Realistically, in the current economic environment the byway committee will need to apply for additional grants to secure funds for the recommended marketing program.

Meanwhile, priority is being given to the establishment and sustainability of an ongoing public relations task force, whose local members will learn how to distribute information about their communities to media outlets. This ongoing effort will be fueled by volunteers from each of the seven communities who will make up the new Communication Task Force. Initial trainings, the byway committee will need to continue to build local capacity with this volunteer base and regularly acknowledge their contributions. This group will also have the potential to help build a strong local following for the work of the byway in each community. Over time, they will serve both as ambassadors for their own communities, and as links between the communities.

8 Promotion Goal: Community Involvement through Organizational Structure

8.3 COMMITTEE ACTIVITIES

The accomplishments of the byway committee to date are proof that the organizational structure of the byway, in combination with strong leadership, has been appropriate for the task at hand. The byway organizational structure must now flex to accommodate the three prime tasks that will be undertaken in the next phase: 1) A broader and deeper involvement with local residents and with the seven communities on the corridor, and 2) The considerable educational potentials afforded by the opening of the Kansas Wetlands Education Center, and 3) Support of the conservation and restoration activities of Cheyenne Bottoms Wildlife Area, the Nature Conservatory Preserve at Cheyenne Bottoms and Quivira National Wildlife Refuge.

Currently, staff members at both Quivira and Cheyenne Bottoms have relatively self-contained operations; neither management team currently views the surrounding communities as a significant resource that can help them deliver their organizational goals and objectives. Friends groups at both wetlands have the interest and ability to deliver more support through a network of volunteers, and the byway leadership has the ability to bring broader linkages and partnerships to the support of projects defined by the professional staff of the three wetlands management organizations.

Two new advisory teams will be developed to implement the national and internal marketing programs. The first, the Marketing Management Team will be responsible for implementing the national marketing plan recommended by North Star Marketing, and will be comprised of representatives from partner organizations that bring professional experience in marketing. It will include one member of the byway steering committee,

the Director of Information and Education for the Kansas Department of Wildlife and Parks, an information officer from the Kansas state headquarters of The Nature Conservancy, and the marketing specialist from the Denver regional office of the US Fish and Wildlife Service, a representative from the Ellinwood City Council, and a Chamber of Commerce Representative from Hoisington. This group will work under the direction of the Great Bend CVB.

The second team, comprised of one representative from each of the seven corridor communities, will work under the direction of Barton County to implement the educational and cross-marketing objectives of the local marketing program.

9 Implementation Plan

A three year action plan for the byway committee outlines a) the support of restoration and conservation activities, b) the support of visitor education and education for local residents through the Kansas Wetlands Education Center, c) economic development for individual communities, and d) the launch of an internal marketing program for communities on the corridor and implementation of the national marketing program.

Year One Tasks

A. Support Restoration and Conservation

- Transition the activities of the byway committee from the development of interpretive materials (now largely complete) to the question of how to sustain the wetlands and the extraordinary bird watching opportunities they afford.

THREE AGENCIES

1. Conservation
2. Restoration
3. Visitor Management

BYWAY COMMITTEE

1. Education
2. Economic Development
3. Support of Conservation & Restoration

- Schedule separate meetings at the three refuge sites (once each year) so the byway leadership understands in some depth the goals, objectives and work plans of each of the three wetlands managing agencies.
- Determine specific ways the byway committee can help support restoration and conservation activities on the three protected areas.
- Share this information with the byway communities so local residents understand what each of the refuge sites needs.

B. Education Program

- Meet with the Kansas Wetlands Education Center to collaborate on educational needs, to understand the goals of the new program, and to determine how the byway can best support the Center's new programs.
- Raptor Center Byway Project Team designs and constructs permanent display at Raptor Center in Great Bend, designs traveling displays for use by byway communities, Raptor Center and other byway communities to "take the byway on the road."
- Great Bend CVB begins delivering Interpretive Guide and Host training to volunteers and staff of Raptor Center, byway communities, the Kansas Wetlands Education Center, and interested byway residents as a part of the Revealing the Road to the Byway Traveler educational project.
- Educate travelers via tours operating out of the Raptor Center outfitted with a certified guide, field guides, binoculars, spotting scopes, and educational materials.

C. Economic Development

- Explore ways in which each corridor community can profit from byway travelers (a continuation of community workshops on economic development and rural tourism delivered by KWWWSB in March of 2009). Hold meetings in each of the seven communities April 19 - 23, 2010.
- Help each community sort out how rural tourism can work for them, and help each define what they can offer the byway travelers that will be profitable for local businesses.
- Create an action plan for each community with both short term objectives and longer term economic goals that may require new product development.

D. Internal Marketing

- Train a cluster of people from each community to independently market their own community. Equip each with both print and electronic communication tools to sustain an ongoing local public relations program.
- Complete an action plan for each community by May 31, 2010. A formal Memorandum of Understanding will be developed with each community before these internal marketing activities are started that ensures the involvement of at least three community members, thus making sure that the project gets off the ground initially and had enough local participation to sustain the program through the coming years.
- Create communication materials for the media. These initial materials will incorporate the byway design "look and feel" and be developed with the consulting team. Each community will have its own press kit for use with ongoing marketing to the media of local events and local news.

- Upgrade each community website to include services, experiences and amenities for travelers. This will be the responsibility of each community, and may tap the website training offered by the Kansas Sampler Foundation.
- Develop a photo library for each community (the responsibility of each community). The consultant team will provide technical assistance to provide sample agreements with photographers.
- Outline the fundamentals of a community marketing, and teach local representatives how to participate in cooperative marketing program, initially with the Wetlands and Wildlife Scenic Byway.

Year Two Tasks

A. Support Restoration and Conservation

- Revise Corridor Management Plan
- Conduct meetings during the year at each of the three wetlands management sites (3 meetings total) to stay abreast of agency goals, objectives, and challenges.
- Decide which of the agency objectives the byway can help support

B. Education

- Support KWEC educational programs via byway marketing tools and broad reaching support of their newly developed programs
- Support the integration of expanded KWEC educational programs in the regional public schools
- Educate local citizens (including teachers) regarding the international significance of the wetlands and migrating birds

C. Economic Development

- Sponsor Wings N' Wetlands Birding Festival
- Conduct "whistle stop tour" to help communities tell their stories
- Execute recommendations from North Star Marketing for a national marketing strategy, as funding permits
- Support communities in new product development, thus providing more opportunity to profit from visitors

D. Internal Marketing

- Organize the public relations taskforce to cross market the special events of the seven communities along the corridor—year round
- Partner with the two "Friends" groups to involve more community residents in the activities of the wetlands
- Celebrate small success in each of the communities
- Continue to issue press releases from each of the communities
- Build community understanding of travelers on the byways through regularly published visitor profiles and interviews

Year Three Tasks

- A. Support Restoration and Conservation
 - Conduct one meeting during the year at each of the three wetlands management sites (3 meetings total) to stay abreast of agency goals, objectives, and challenges
 - Garner community support (both financial and human) to support the objectives and work plan of the three wetlands management sites

- B. Education
 - Support the education programs of the Kansas Wetlands Education Center
 - Work to develop a homegrown cadre of specialists in ornithology, wetlands biology, and wildlife management

- C. Economic Development
 - Support local communities who are developing new visitor services in the seven communities
 - Expand itineraries to include new community offerings
 - Formally evaluate the understanding and involvement of local citizens with the wetlands, with birds, and with the economic impact of birders

- D. Internal Marketing
 - Continually build public relations program in the communities. Consultant supports local representatives via telephone coaching
 - Formalize cross marketing program into a community calendar year round

Appendix F - Funding Sources for Community Based Projects

Funding Possibilities for Communities On the Wetlands and Wildlife National Scenic Byway

1. **Kansas 150 Humanities Grant 2010** supports projects that connect people to ideas, places or history. From Fall 2009 through Fall 2011, Kansas Humanities Grants will provide resources to organizations that bring community members together to discuss the last 150 years and invite ideas about the next 150 years. Mini grants are awards up to \$3,500; major grants are those above \$3,500. More information can be found at www.kansashumanities.org.
2. **CHS Foundation Grant.** **CHS Foundation** is committed to investing in the future of rural America and recognizing the value of vibrant communities. Open to innovative and collaborative opportunities to address emerging issues and opportunities in rural communities. More information can be found at www.chsfoundation.org.
3. **National Trust Preservation Funds** are designed to encourage preservation at the local level by providing seed money for preservation projects focused on preservation planning or education efforts. Support is offered for obtaining professional expertise in areas such as architecture, archeology, engineering, preservation planning and fundraising. Grant funds may also be used to support preservation education activities. More information can be found at www.preservationnation.org. (Note: The **National Trust for Historic Preservation**, Mountain and Plains Region headquarters is in Denver.)
4. **The Hart Family Fund for Small Towns** is intended to assist small town preservation and revitalization initiatives around the country. The fund is available for project in towns with populations of 5,000 or less. Eligible projects include rehabilitation feasibility studies, structural investigations, education programs and workshops. Grants range from \$5,000 to \$10,000. More information can be found at www.preservationnation.org
5. **The Johanna Faust Fund** for Historic Preservation. Grants range from \$2,500 to \$10,000 to assist in the preservation or the recapture of an authentic sense of place. Funds may be used for professional advice, conferences, workshops and educational programs. More information can be found at www.preservationnation.org
6. **Preserve America.** The grant round for 2009/2010 has not been announced, up to \$120,000. Typically, Preserve America has had two funding rounds a year. It is a White House initiative that has not yet had funds allocated to it for next fiscal year. More information can be found at www.preserveamerica.gov.
7. **Save Our History.** HISTORY with the counsel of Rockefeller Philanthropy Advisors and American Association of State and Local History, created the Save Our History Program as an extension of the Save Our History philanthropic initiative and is

committed to inspiring and motivating local communities to learn about and take an active role in the preservation of the past through projects involving artifacts, oral histories, sites, museums or landmarks that exist in their own neighborhoods. The History Channel Grant Application is available on line along with a listing and description of previous grant recipients. The Website also provides a downloadable teacher's guide. For more information www.history.com/content/saveourhistory.

8. **National Endowment for the Humanities** (NEH) is an independent grant-making agency of the United States government dedicated to supporting research, education, preservation, and public programs in the humanities. The NEH provides grants in eight different categories at a variety of different funding levels for details and guidelines for each of these categories visit www.neh.gov.
9. **Museums for America** is the largest grant program of the Institute of Museum and Library Services, supporting projects and ongoing activities that build museum' capacity to serve their communities. Grants are awarded in the following categories: Engaging Communities (education, exhibitions and interpretation), Building Institutional Capacity (management, policy and training) and Collections Stewardship. For more information visit www.imls.gov/applicants/grants/forAmerica.shtm
10. **Save America's Treasures** are federal grants that are available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites. Eligible applicants include non profits, tax-exempt, 501c3, U.S. organizations, units of state or local government and federally recognized Indian Tribes. Grants are awarded through a competitive process and require a 1:1 non-federal match. The minimum grant request for collections projects is \$25,000 federal share; the minimum grant request for historic property projects is \$125,000 federal share. The maximum grant request for all projects is \$700,000 federal share. For more information visit www.saveameericastreasures.org.
11. **Tourism Cares** is the tourism industry's nonprofit organization. The organization awards grants to tourism-related nonprofit organizations worldwide for conservation or preservation of exceptional cultural, historic or natural sites. Tourism Cares considers projects or programs with either or both of the following goals: projects that protect, restore or conserve sites of exceptional cultural, historic or natural significance; preservation of sites. Historically, grants have ranged between \$10,000 and \$20,000 each. However, based on merit and availability of funds, grants of up to \$100,000 will be considered. More information can be found at www.tourismcares.org/apply.
12. **National Park Service's Rivers and Trails Conservation Assistance Program.** This is a community oriented program servicing towns and organizations all over the state of Colorado. More information can be found at www.nps.gov/ncrc/programs/rtca.

