



# LOOKING FOR LINCOLN<sup>®</sup>

Abraham Lincoln National Heritage Area

## Community Annual Report Summary 2020

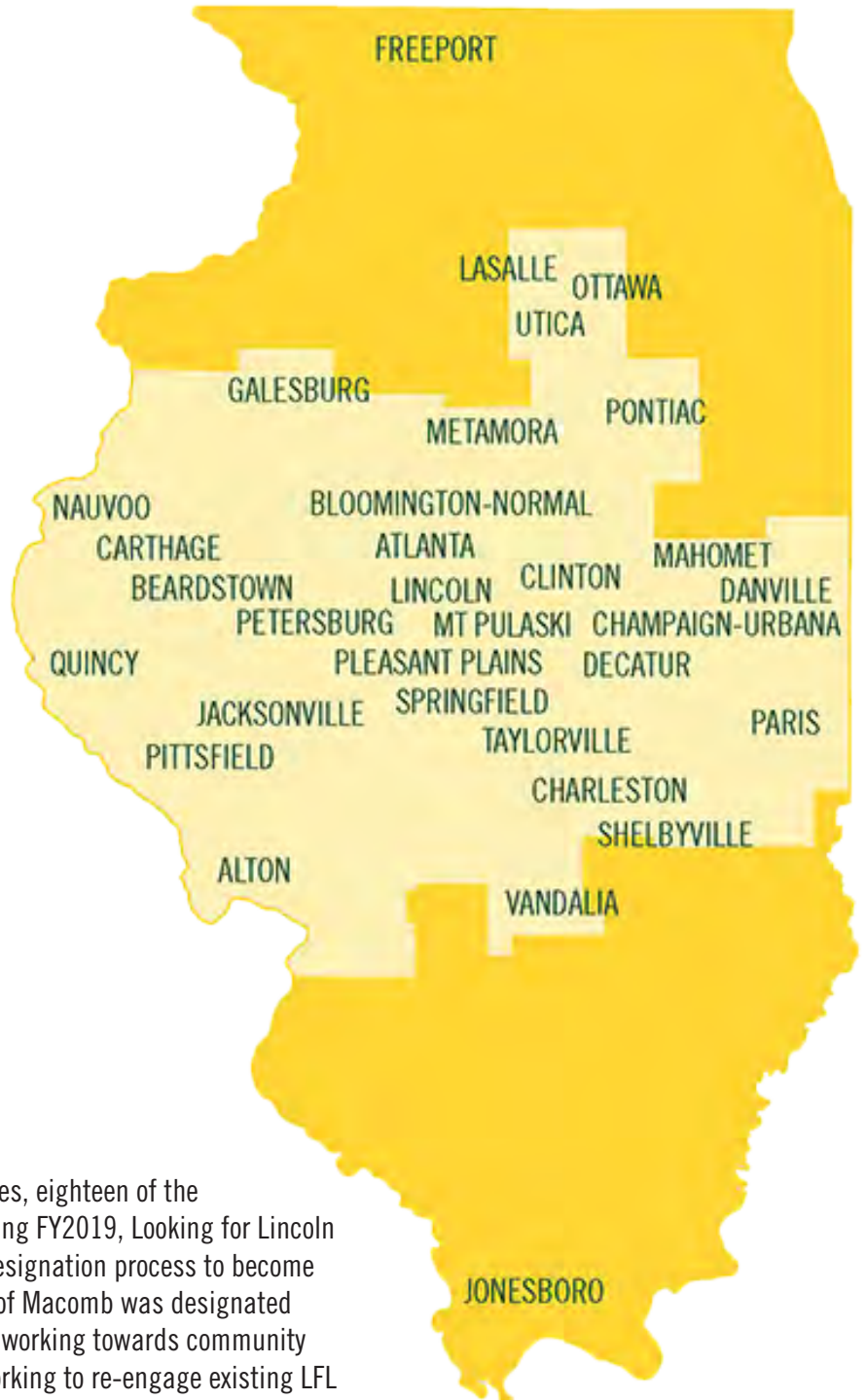


What We  
Collectively  
Accomplished  
in 2020

# FY2020 SNAPSHOT OF LOOKING FOR LINCOLN COMMUNITIES\*

There are currently twenty-eight, Looking for Lincoln (LFL) communities in the Abraham Lincoln National Heritage Area (ALNHA). Looking for Lincoln communities include:

- Alton
- Atlanta
- Beardstown
- Champaign County (Mahomet)
- Coles County (Charleston)
- Decatur
- DeWitt County (Clinton)
- Edgar County (Paris)
- Freeport
- Galesburg
- Hancock County (Nauvoo, Carthage)
- Jacksonville
- Jonesboro
- LaSalle County (LaSalle, Ottawa, Utica)
- Lincoln
- McLean County (Bloomington-Normal)
- Metamora
- Mt. Pulaski
- Petersburg
- Pleasant Plains
- Pike County (Pittsfield)
- Pontiac
- Quincy
- Shelby County (Shelbyville)
- Springfield
- Taylorville
- Vandalia
- Vermillion County (Danville)



Of the twenty-eight Looking for Lincoln communities, eighteen of the communities have active LFL working groups. During FY2019, Looking for Lincoln staff spoke with several communities about the designation process to become a Looking for Lincoln Community. The community of Macomb was designated a Looking for Lincoln Emerging Community and is working towards community designation. Looking for Lincoln staff continues working to re-engage existing LFL communities and establish LFL working groups.

\*Community denotes an individual community or a county that works collectively.

# FY2020 SNAPSHOT OF IN-KIND MATCH



## Looking for Lincoln In-kind Match

**\$110,376.66**

The above in-kind match was collected from ALNHA Steering Council Meetings, ad hoc committee meetings, grants, workshops, the Google Ads grant and other heritage area wide projects.

## In-kind Match from Looking for Lincoln Communities

**\$227,336.14**

LFL working group meetings, volunteer time and donated goods & materials for projects and programs that fit within the goals of the ALNHA. THANK YOU!



## Total FY2020 In-kind Match for the Abraham Lincoln National Heritage Area

**\$337,712.80**



# FY2020 SNAPSHOT OF ABRAHAM LINCOLN NATIONAL HERITAGE AREA PROJECTS

Abraham Lincoln National Heritage Area Marketing Initiative. In 2020, Looking for Lincoln promoted Looking for Lincoln Communities using a Flat Lincoln, a Flat Lincoln Road Trip social media campaign and the development of a new visitor guide for the Abraham Lincoln National Heritage Area. 2020 was a challenging year for marketing with COVID. Our answer was to use Flat Lincoln with his mask, social distancing on his roadtrips with Fido.



## FLAT LINCOLN

Since his inception in 2019, Flat Lincoln has been very popular. His popularity has grown in 2020 despite COVID-19. During the pandemic, Flat Lincoln has safely explored the Abraham Lincoln National Heritage Area social distancing and donning a mask when appropriate. Focusing on outdoor experiences Flat Lincoln and his dog Fido took day trips highlighting Looking for Lincoln Communities. Flat Lincolns were distributed to Looking for Lincoln Communities and many sites and local convention and visitors' bureaus have been very creative in utilizing Flat Lincoln to encourage residents to explore their local area while travel is limited. Visitors to the Looking for Lincoln websites can download a printable Flat Lincoln with and without a mask. In addition, we created Flat Lincoln with a mask coloring pages for children.

## ALL IN ILLINOIS

Looking for Lincoln partnered with the All in Illinois campaign a state-wide initiative to promote safety during COVID-19. We created short video message featuring an Abraham Lincoln reenactor who would share safety messages about sheltering in place, washing hands, wearing a mask, and social distancing. We also created printable coloring page of Flat Lincoln in Illinois promoting safe practices during COVID.



## VISITOR GUIDE

Looking for Lincoln developed a new visitor's guide for the Abraham Lincoln National Heritage Area which was distributed to Looking for Lincoln Communities. The brochure featured the Abraham Lincoln National Heritage Area Passport to Your National Parks program and highlighted the Gateways to the National Heritage Area, Looking for Lincoln Signature Events, tourism offices in the ALNHA and how to stay connected with Looking for Lincoln via social media and websites. Due to unforeseen circumstances the visitor's guide had to be pulled from circulation. It will be reprinted and distributed in the spring of 2021.





## LOOKING FOR LINCOLN VIRTUAL PROGRAMS

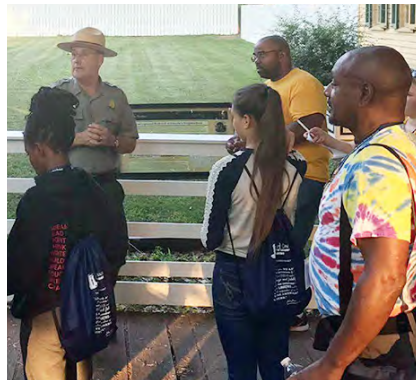
Due to COVID-19 Looking for Lincoln pivoted and has developed a robust series of virtual programs that will continue through 2021. On April 15, 2020 Looking for Lincoln co-hosted our first virtual program with musician Chris Vallillo for a live performance of Abraham Lincoln in Song. This first program had 650 views during the program and a total of 2,269 during the month it was available on Facebook and YouTube.

## LOOKING FOR LINCOLN CONVERSATIONS



Our virtual series, Looking for Lincoln Conversations, features conversations with individuals on a variety of topics surrounding the life and times of Abraham Lincoln. Each program ends with a Q&A session for the audience facilitated by Heather Wickens. The programs are hosted on both Looking for Lincoln’s Facebook

and YouTube accounts and many of the programs remain accessible on our YouTube channel. The first conversation held on August 19, 2020 was Folk Instruments of Early Illinois and had 259 views. This virtual program featured a conversation with Mike Anderson about folk instruments of early Illinois and musical demonstrations including the jaw harp, bones, mountain dulcimer, and banjo. Funding for LFL Conversations was provided by Illinois Humanities and the Illinois Arts Council Agency. In addition, Looking for Lincoln has received an additional grant from the Illinois Arts Council Agency to continue Looking for Lincoln Conversations through FY2021.



## ILLINOIS FREEDOM PROJECT EXHIBIT

The Illinois Freedom Project exhibit features thirteen interpretive panels that highlight the struggle for freedom in Illinois. Each panel tells a unique story using text and images and contains a “QR” code that links to a short video related to that exhibit panel. Designed as a travelling exhibit to reach a broad audience, it is offered free of charge to organizations, historic sites and museums around the Abraham Lincoln National Heritage Area. The exhibit travelled to six LFL Communities including: Danville, Freeport, Lerna, Quincy, Shelbyville and Springfield. The exhibit was visited by 57,550 individuals and generated \$364.01 in in-kind match.

## ABRAHAM LINCOLN NATIONAL HERITAGE AREA PASSPORT TO YOUR NATIONAL PARKS PROGRAM

In FY2019, Looking for Lincoln promoted the passport program on the website, in the visitor guide, Facebook, and Instagram. The purpose behind increasing the number of stamp locations is to promote visitation to Looking for Lincoln Communities. The passport stamps are located in Looking for Lincoln Communities in visitor centers and sites connected to Abraham Lincoln life and times. Twenty-five of our twenty-eight communities are currently participating in the program.





## LOOKING FOR LINCOLN WAYSIDE EXHIBITS

Looking for Lincoln has over 200 wayside exhibits throughout the Abraham Lincoln National Heritage Area. This year Looking for Lincoln staff worked with Looking for Lincoln Communities to replace wayside exhibits that were still under warranty. The warranty has now expired on all the Looking for Lincoln wayside exhibits. The community of Barry and Pittsfield are working on developing new LFL Wayside exhibits.

## BRING A LINCOLN TO YOUR COMMUNITY PROGRAM

This program provided funds for three Looking for Lincoln Communities to bring a Lincoln actor to their community to enhance existing or special community events or programs. Collectively, Looking for Lincoln invested a total of \$850 and the communities leveraged \$1,647.37 reaching 322 visitors. The Lincoln actors were used for both formal and informal educational programs in the communities including: special programs and Lincoln birthday celebrations.



## LEAD ACADEMY: LINCOLN'S PATH TO LEADERSHIP

LEAD Academy is a robust, one-of-a kind youth leadership program that utilizes immersive experiences to empower emerging leaders to develop leadership qualities. We specifically select students who have the potential to be leaders, but may not see it in themselves. Participants spend a full week exploring the qualities that made Abraham Lincoln such a great leader in his day. They learn why those same qualities are so important in our leaders today, and how, as individuals, they can apply those qualities as they develop their own leadership skills for the future.

In 2020 the LEAD Academy was cancelled due to COVID 19

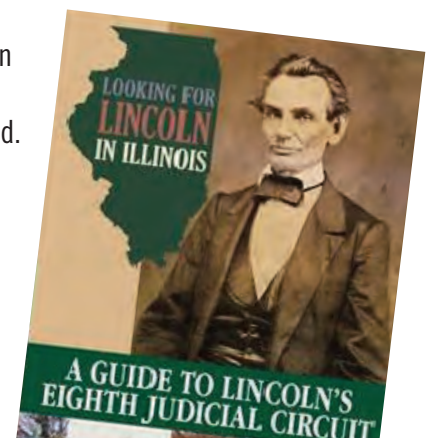
## SPIRIT OF LINCOLN YOUR LEADERSHIP ACADEMY

The Spirit of Lincoln Youth Leadership Academy was created to provide youth (5th to 12th grade) with meaningful and inspirational connections with our nation's heritage. Due to COVID-19 no in-person programming took place.

## LOOKING FOR LINCOLN IN ILLINOIS BOOK SERIES

The Looking for Lincoln in collaboration with Southern Illinois University Press is publishing a book series entitled Looking for Lincoln in Illinois. The purpose of the Looking for Lincoln in Illinois Book Series is to tell the story of the distinctive role the region known as the Abraham Lincoln National Heritage Area played in shaping the man who became the 16th President of the United States.

In FY2020, a total of 199 books in the Looking for Lincoln in Illinois series were sold. Looking for Lincoln promoted the first four books in the series, Lincoln's Springfield, Lincoln and Mormon Country and A Guide to Lincoln's Eighth Judicial Circuit. The stories in the first two books are drawn from more than two hundred illustrated wayside exhibits across fifty-two communities in Illinois. Lincoln's Springfield contains fifty stories about Abraham Lincoln and his hometown of Springfield, Illinois. Lincoln and Mormon Country tells more than thirty fascinating and surprising stories that show how the lives of Lincoln and the Mormons intersected. A Guide to Lincoln's Eighth Judicial Circuit is a guidebook to the 8th judicial circuit. Author Guy Fraker guides travelers through the prairies to the towns Lincoln visited regularly as he practiced law in east central Illinois. Historic Houses in Lincoln's Illinois, features 22 historic buildings in the Abraham Lincoln National Heritage Area that are open to the public to visit. Each site links today's visitors with a place Lincoln loved, a home of a Lincoln friend or colleague, or a spot that illuminates Lincoln's era and legacy in central Illinois.



# LOOKING FOR LINCOLN COMMUNITY CAPACITY BUILDING TRAINING

Looking for Lincoln held four different training workshops during FY2020. Marketing on a Cheap to Zero Budget was offered three times and The Nuts & Bolts on How to Produce Targeted Facebook Ads was offered twice. Forty-nine individuals from forty-three organizations participated in one in-person training workshop in Springfield and three virtual workshops on Zoom.



## LOOKING FOR LINCOLN COMMUNITY DESIGNATION PROGRAM

In FY2020, Looking for Lincoln staff worked with the community of Macomb, IL, a designated Looking for Lincoln emerging community. Local leaders and stakeholders are working towards Macomb's designation as a Looking for Lincoln Community. It is anticipated that the community of Macomb will be designated an LFL Community in FY2021.

## GEORGE L. PAINTER LOOKING FOR LINCOLN LECTURES

Every year, on the morning of Lincoln's birthday, February 12th, Lincoln Home National Historic Site partners with the Looking for Lincoln, in presenting the George L. Painter Looking for Lincoln Lectures. The goal of the lecture program is to provide information on the rich Lincoln heritage that can be found within the communities throughout the 43 county Abraham Lincoln National Heritage Area. Together, Lincoln Home NHS and Looking for Lincoln present stories that focus on the central Illinois communities that Lincoln impacted or that impacted Lincoln. The lecture series is part of a day-long program of events in Springfield, IL celebrating Lincoln's life and legacy in coordination with the Abraham Lincoln Association.

The 2020 program featured the little known story of Julius Rosenwald, one of the most important and socially impactful sons of Springfield, Illinois. Rosenwald spent his boyhood years in a home on Eighth Street across from Lincoln's home. The house is now part of Lincoln Home National Historic Site. The man who grew up in the shadow of Abraham Lincoln became the president of Sears, Roebuck and Company, eventually amassing a fortune, most of which he dedicated to helping those who faced the injustices of a racially divided America.



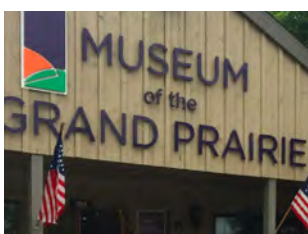
The home in which Rosenwald lived was renamed in his honor and a new exhibit panel about Rosenwald in Springfield and his legacy was unveiled. Remarks were presented by Kathryn Harris, Springfield and Central Illinois African American History Museum and Abraham Lincoln Association; Mike Jackson, Springfield Rosenwald Initiative; Dr. Wesley Robinson-McNeese, Springfield Rosenwald Initiative; Nancy Sage, Jewish Federation of Springfield; and, Dorothy Canter, Rosenwald Park Campaign. The newly renamed Rosenwald House opened briefly following the remarks. The program was attended by 100 people.

## LINCOLN LEGACY LECTURES

Looking for Lincoln co-sponsored the annual Lincoln Legacy Lectures at the University of Illinois Springfield campus held on October 15, 2019. The lecture is sponsored by the Center for State Policy and Leadership, in cooperation with the Chancellor Naomi Lynn Distinguished Chair in Lincoln Studies. The 2019 Lincoln Legacy Lectures, "Lincoln Immigration & Citizenship" program featured speakers Dr. Jason Silverman, Palmer Professor Emeritus, Winthrop University and Dr. Mark E. Steiner, Professor of Law, South Texas College of Law Houston, Dr. Michael Burlingame, Chancellor Naomi Lynn Distinguished Chair in Lincoln Studies, offered opening remarks and moderated the discussion. The program featured 250 attendees and the program was recorded and posted for public viewing.



# FY2020 Looking for Lincoln Accomplishments



- Living History Tours – Conducted for groups visiting our area. (Alton)
- Instituted a free mobile Walking with Lincoln passport. The passport incorporates our Lincoln & Civil War Legacy Trail brochure into a mobile passport which visitors can download at explore.riversandrout.com (Alton)
- Included Benjamin Godfrey Legacy Trail sites into a reprint of our Downtown Alton Map. These maps are distributed to visitors, attractions and businesses in our tourism region. (Alton)
- Weathered the trials and tribulations associated with the COVID-19 pandemic. (Atlanta)
- Recommitted to planning events/programs that were canceled in this fiscal year. (Atlanta)
- No significant accomplishments due to COVID-19 (Beardstown)
- The McLean County Museum of History sponsored a Virtual Zoom presentation by Sarah Sullivan history instructor at McHenry County College entitled; "The Emancipation Proclamation & Abraham Lincoln's Evolving Views on Slavery." This was on July 18, 2020 at 1 pm. There were 51 webinar attendees. (Bloomington-Normal)
- Lincoln Lecture Series at the Museum of the Grand Prairie which included: Harriet Beecher Stowe: The Road to Anti-Slavery Advocate, History Brought to Life: Susan B. Anthony, and Women, Politics and Abolition—a complicated collaboration. (Champaign County)
- Museum of the Grand Prairie hosted a President's Day Program featuring Mary Lincoln on February 17, 2020. (Champaign County)
- Lincoln Legacy Facebook and Instagram page established. (Champaign County)
- Successfully replaced one more Looking for Lincoln wayside panels; another is mounted to the blue sign and almost ready to rehang on the pole. \*We have 3 double sided signs (6 panels) to be replaced, however, only one of the exhibits is in poor condition. The other 2 are still very readable. The last panel will be placed as soon as we get permission from the new owners of the property. (Clinton)
- Bringing awareness to the public about the Abraham Lincoln National Heritage Area through promotional materials available at our sites. (Coles County)
- Cross promotion of our sites and steering visitors to visit our other local sites. (Coles County)
- Hosted virtual event, Lincoln the Great Communicator (Decatur/Macon County)
- Lincoln Trail Homestead State Park continued their tree planting/landscape clearing program (Decatur/Macon County)
- Decatur/Macon County LFL Committee sponsored the African American Civil War Soldiers (Decatur/Macon County)
- Monument for the Decatur Scavenger Hunt (a Covid-19 friendly event) (Decatur/Macon County)
- Hosted the Illinois Freedom Project exhibit at the Stephenson County Visitor's Center. High School and Middle School teachers throughout Northwestern Illinois were invited to include this item as part of their curriculum and bring their students to visit the exhibit January 1-March 1, 2020. (Freeport)
- Hosted a virtual Lincoln the Great Communicator on July 13th. (Freeport)
- Continue to work in partnership with the Jacksonville Area CVB to provide annual cleaning of the wayside exhibits. (Jacksonville)

*continued...*



- Hosted Heather Wickens to speak at our Chamber of Commerce Luncheon on October 3, 2019 with approximately 25 in attendance. (Jonesboro)
- Hosted the Lincoln, the Great Communicator program at the Anna Arts Center on October 13, 2019 approximately 60 in attendance. (Jonesboro)
- Coordinated with the Anna Arts Center for activities for the Civil War Weekend Feb. 7-9, 2020. (Jonesboro)
- Lincoln, The Great Communicator (LaSalle County)
- Promotional commercial for the County featuring Lincoln (LaSalle County)
- Promotions of Lincoln sites and or stories on County Social media (LaSalle County)
- Updated office, new bathroom vanities and motion sensor light switches (Mt. Pulaski)
- Lawn makeover including newly painted site signs and flower gardens (Mt. Pulaski)
- QR codes for self-guided tours (Mt. Pulaski)
- Publication of a new book, The Lincoln Connection: Pike County, Illinois—A Call To Arms, American Civil War 1861-1865. The book received the Illinois State Historical Society's 2020 Award of Excellence. (Pike County)
- Redesign of the Abe Lincoln Project Looking for Lincoln in Pike County and Talking Houses website. (Pike County)
- Received grant for 9 new Looking for Lincoln Wayside exhibits. (Pike County)
- Virtual tours of Clayville Grounds and buildings. (Pleasant Plains)
- Virtual Fall festival with reenactors. (Pleasant Plains)
- Visual displays of printed materials for use on and off site. (Pleasant Plains)
- Completed the installation of second floor exhibits at the Strevell House (Pontiac)
- Planned to host a virtual, Lincoln, the Great Communicator event. (Pontiac)
- Initiated a Lincoln-related community event, the "Samuel C. Rinella Jr. Memorial Lecture Series," on October 25, 2019. Harold Holzer, one of America's pre-eminent Lincoln historians and biographers, was the inaugural speaker. (Quincy)
- Rebuilt the 1828 Fraser Log Cabin in the Lincoln-Era Log Cabin Village on Quinsippi Island with contracted work completed on June 29, 2020. The Fraser Cabin was originally a stagecoach stop that was used as a pioneer school when it was moved to the viallbe in the 1960s. Work completed included assembling a floor on a foundation above the 100 year flood level, erecting original and vintage replacement logs for walls, installing end caps and a cedar shake roof, and chinking and daubing the walls. (Quincy)
- Successfully provided the Civil War Symposium, a two-day program with presentations including guerilla warfare in NE Missouri, Tad Lincoln surrounded by war, Mark Twain and Grant, Lincoln the Great Communicator, and Lincoln's assassination; projected completion on October 4-5, 2019. Attracted participants from the local area and from a number of states. (Quincy)
- Started to host the Freedom Exhibit until COVID shut down the state. (Shelbyville)
- Maintenance of pioneer cemetery with Lincoln ties at the Salt Kettle Rest Area on I-74 (Vermilion County)
- Upgraded website for online teacher's access for historical school programming. (Vermilion County)
- Added a teacher component to the website with links for remote learning (Vermilion County)

# FY2020 Looking for Lincoln Community Challenges

**The greatest challenges identified by Looking for Lincoln Communities in FY2020 were:**

- COVID-19/COVID-19 restrictions
- Ability to reach our audiences, struggled to engage with the community
- More members
- Addressing community needs and promoting online presence
- Challenges regarding social distancing/Inability to host in-person programs.
- Additional signage needed to direct visitors
- Better marketing
- The county had a Lincoln commercial that was filmed for promotions over the summer. Because of some unfortunate news the commercial had to be scrapped, but was paid for.

## **Training Opportunities Requested by Looking for Lincoln Communities**

- Visual displays, how and what to display to help tell our history.
- How to safely house items, but have them accessible to the public to help tell our story and engage visitors.
- Increase visitation
- Engaging younger generation in volunteering and investing in the community
- Developing a signature event that caters to schools and children
- Grant Writing
- Best practices for hosting online/virtual events
- Creative programming in the current COVID climate
- Social Media Marketing





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