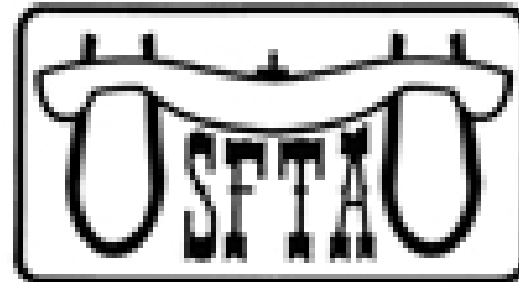




February 24th, 2021

National Trails

- National Park Service Office
- Based in Santa Fe, NM
- Nine National Historic Trails (NHTs)
- One historic highway
- 25,000 miles
- 24 states
- Partnership is our passion!



Santa Fe Trail Association



**Have you ever lucked into
something great?**

Missouri Intelligencer.

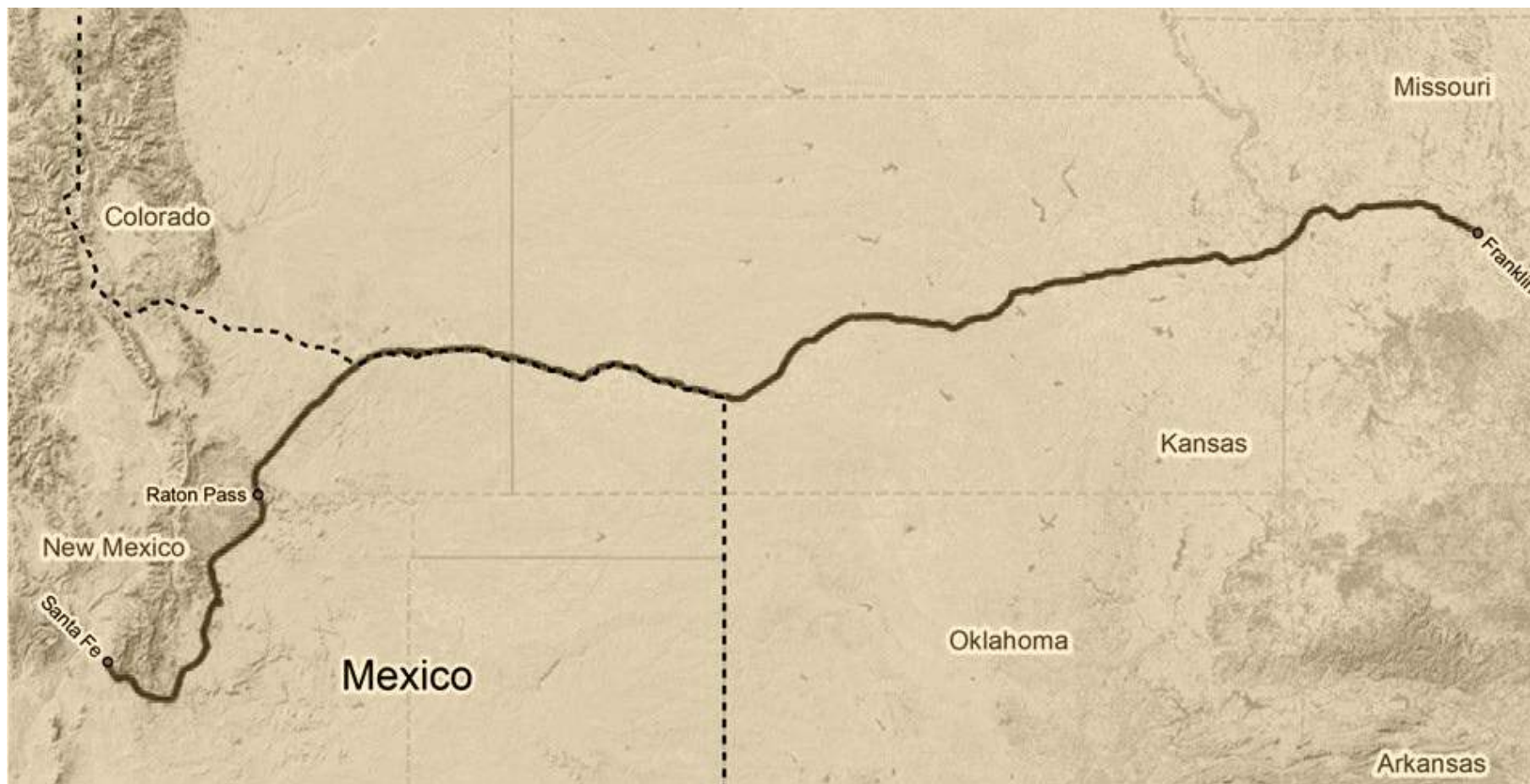
BOOK'S LACK, June 10, 1841.

AN article for the government of a company of men destined to the westward for the purpose of trading for Horses & Mules, and catching Wild Animals of every description, that we may think advantageous to the company.

Sec. 1. Every man will fit himself for the trip, with a horse, a good rifle, and as much ammunition as the company may think necessary for a tour or 3 months trip, & sufficient clothing to keep him warm and comfortable. Every man will furnish his equal part of the fitting outfit for our trade, and receive an equal part of the product. If the company consist of 30 or more men, 10 dollars a man will answer to purchase the quantity of merchandise required to trade on.

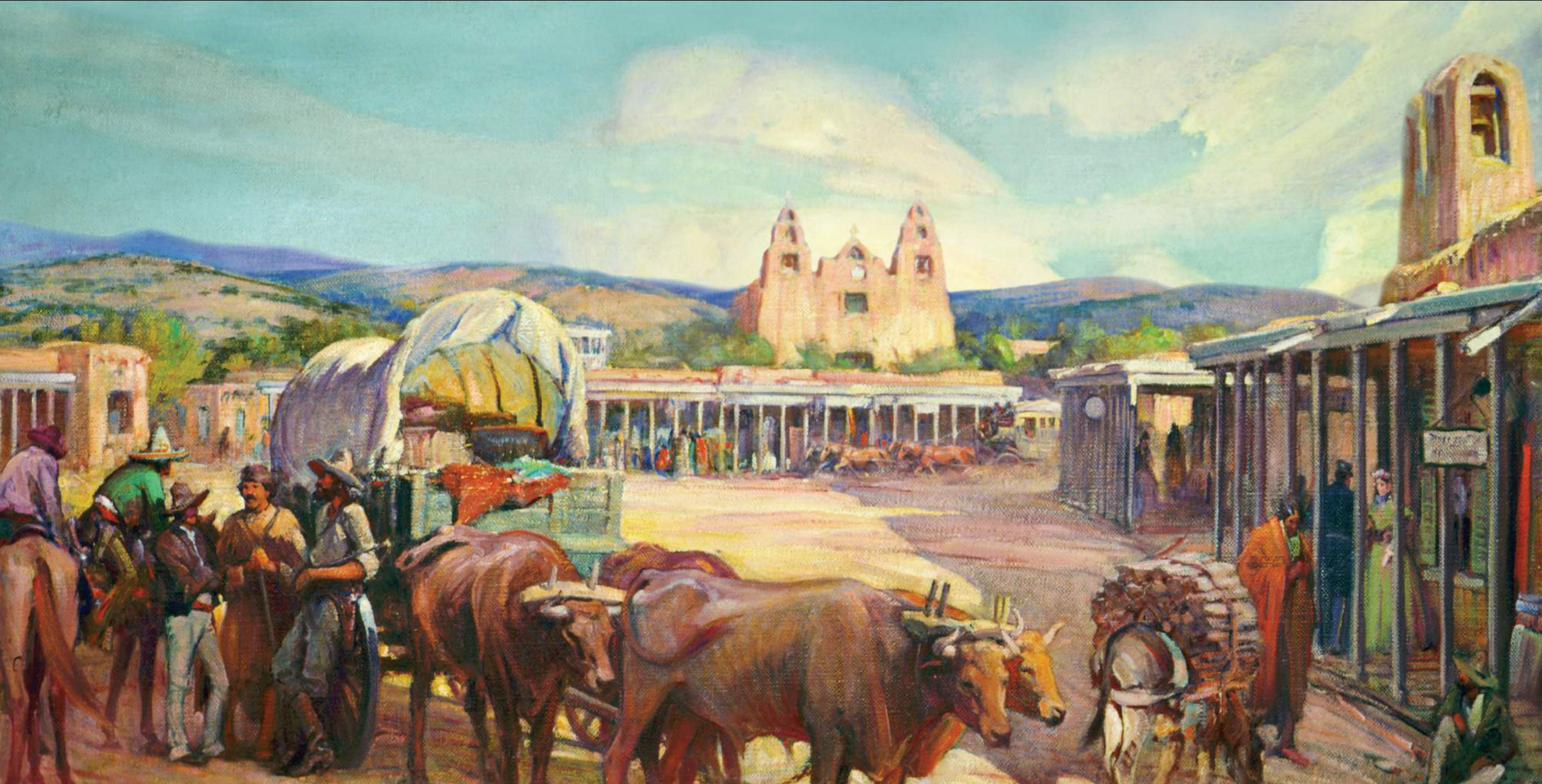
No man shall receive more

1821



Santa Fe
November 16

Franklin, MO
September 1



Bicentennial Events

Town Festivals

Bluegrass Festival

Outdoor Symphony

Living History

Concerts

Virtual Stories

Interactive Exhibits

Geocaching Gathering





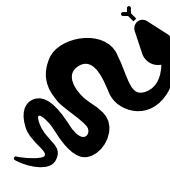
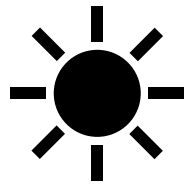
Bicentennial Commemoration

nps.gov/SAFE



Discover Events | Learn About the Trail | Connect

What should you expect on the Trail?



General Environment

- Rural and remote
 - Identify where food and restrooms are ahead of time
- Prairie and dessert
- Private property
- Variable cell service





Weather

- Weather changes quickly
- Hot Sun
 - Danger: heat stroke and dehydration
- Monsoon Season
 - Possible flooding
 - Lightening
- Strong winds
- Bring sunscreen, hat, raincoat, water
- Check weather regularly



Altitude

- High altitude
- Caution:
 - Altitude sickness
 - Breathing difficulties
 - Fatigue
 - Bad sunburns
- Bring sunscreen and a hat
- Minimize physical exertion
- Take breaks



Wildlife



Snakes



Cacti

Takeaways

- Beautiful!
- Keep an eye on the weather
- Bring a hat, sunscreen, water, and a raincoat
- Be aware of your surroundings
- Listen to your bodies





Communications





Communication Goals: ASC & NHTs



1. Collaborate with partners
2. Increase public awareness
3. Engage new audiences
4. Use cohesive messaging
5. Creating interesting, accessible, and safe content
6. Foster continued engagement

Four Strategies

Public Relations



Internal Promotion



Website



Social Media

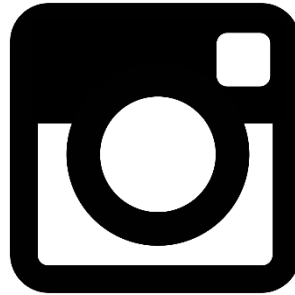


Let's Connect!

Social Media



@SantaFeTrailNPS
@santafetrail1821



@nationaltrailsnps
@santafetrailassociation



@NationalTrailsNPS

← **NHT**
← **SFTA**

Hashtags

#SantaFeTrail200

#NationalTrails

#ASC2021

#NPS

Keep an eye out for an. . .

ART CONTEST





Questions?

Put them in the chat or raise your hand.

We will read your question or call on you:)



Are You Ready? Let's Hit the Trail!



Fast Facts

- 1,203 miles*
- 5 states
- 2 routes
- 200 years

- *Designated trail*



Storyline

- Commerce
- Two-way trade
- Multiple cultures
- Representation
- Innovation
- Change



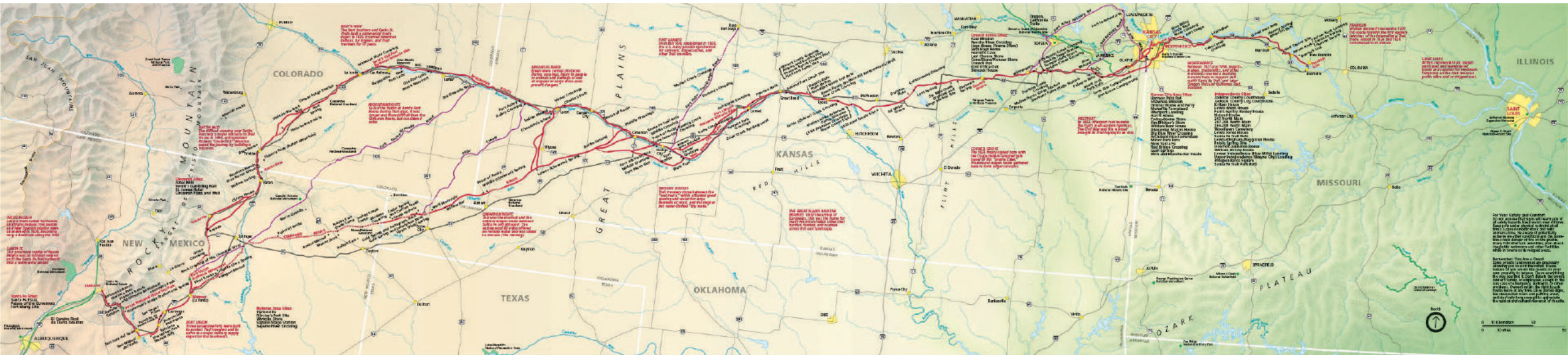
So Many Routes...



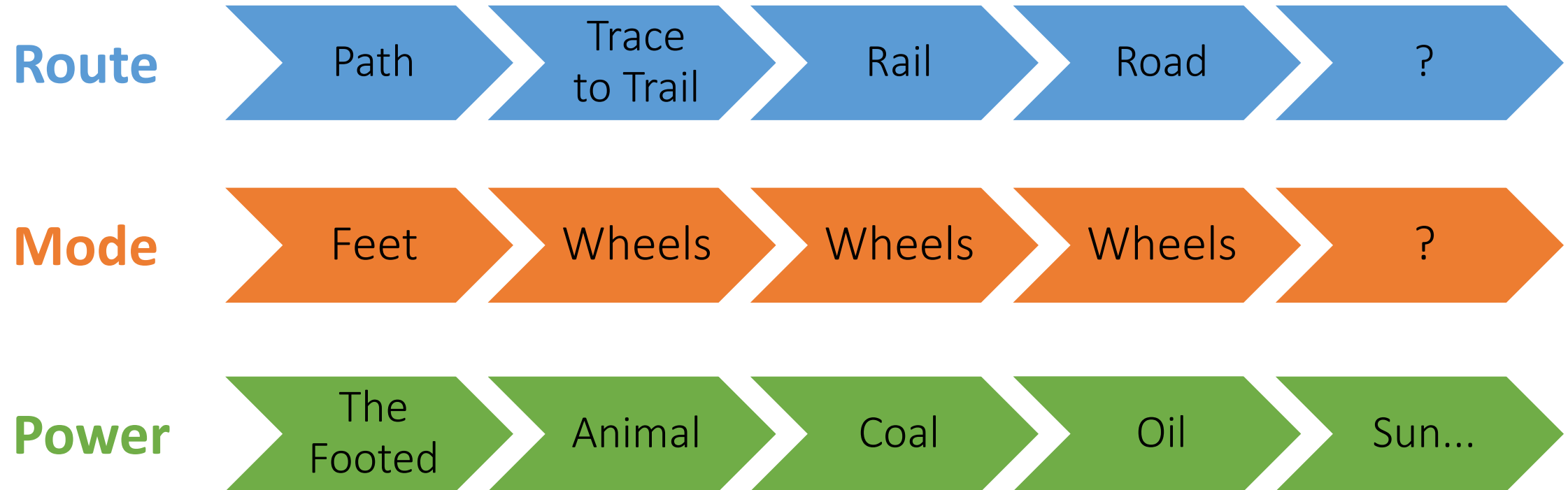
Historic Route

- Cimarron Route
- Mountain Route

ASC Route



Same Route, Changing Modes, Power





Hay, Rut's Up?

- The most expected resources are ruts and swales.
- Trails and parks are different experiences.



Rut



Oregon Trail Rut in Guernsey, Wyoming.



Swale



Oregon Trail Swale in Echo, Oregon.



Ruts have steep sides whereas swales are sloping.

Ruts have steep sides whereas swales are sloping.

Yup, You're in a Rut!

- Follow the shape and the line of people



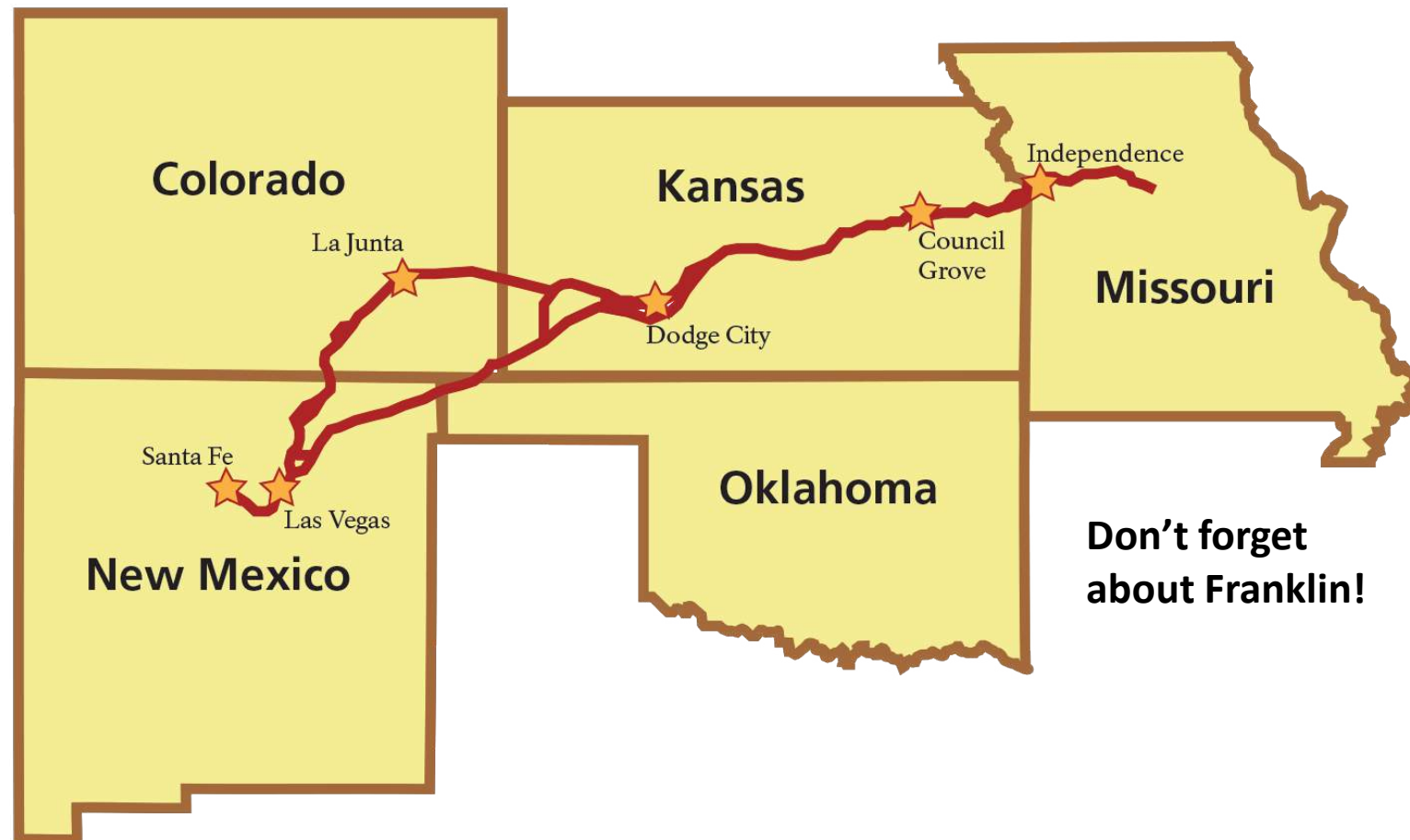
Tour Time!

- Iconic places
- Relevant stories
- Variety of experiences
- Paved access



Independence, Missouri

- Independence Square
(event start)
- McCoy Park
- Upper Independence
(Wayne City Landing)
- National Frontier
Trails Museum



Independence Square

- Start line!
- Downtown public space
- Multiple sites nearby



McCoy Park

- Neighborhood park
- Man of means
- International hub
- Three trails
- Railroad



Upper Independence Landing

- Overlook
- Supply and merchandise port
- Steam brings change
- Landings move west



National Frontier Trails Museum

- Museum
- If you get hooked on trails...
- Only museum devoted to three Santa Fe, Oregon, and California trails



Kansas City, Missouri/Kansas

- Westport Landing
- Minor Park
- Mahaffie Farmstead



Westport Landing

- Riverfront greenway
- Former industrial structure
- Changing the land
- Success
- Then and now





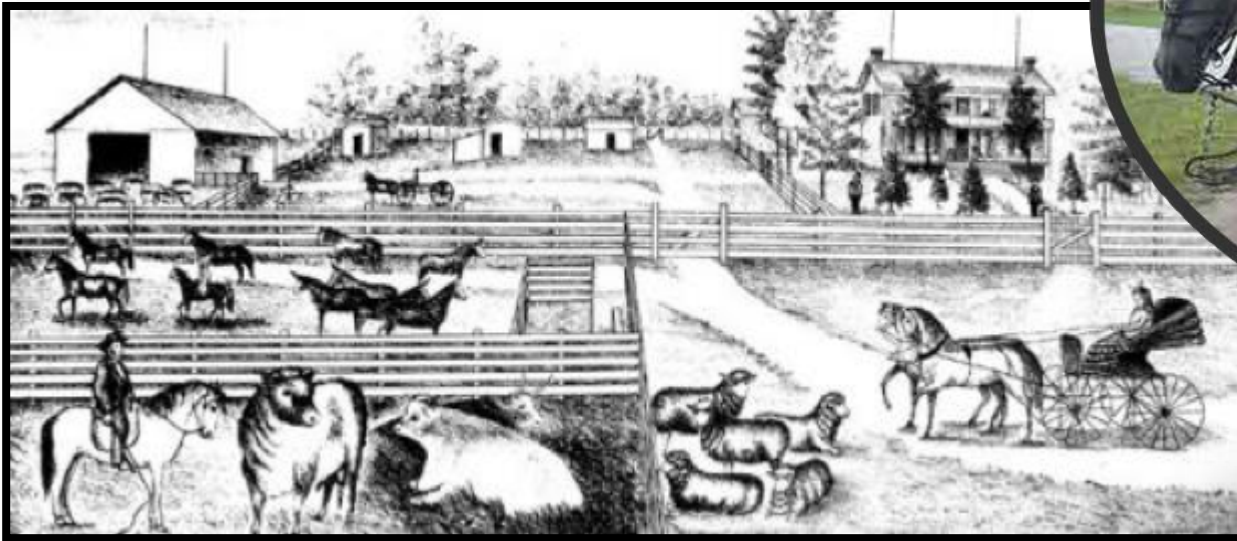
Minor Park

- City park
- Rolling swales
- Resources are in America's backyard



Mahaffie Farmstead

- Living history
- Daily life



Council Grove, Kansas

- Kaw Mission
- Hays House
- Last Chance Store



Kaw Mission

- State historic site
- Indian school
- Removal of children
- Treaty-making
- Reservation and reduction
- Annual event with Kaw Nation



Allegawaho Heritage Memorial Park

- Current and relevant
- Kaw re-acquired ancestral land east of Council Grove
- Connects by trail



Hays House

- Still in business, located on main street



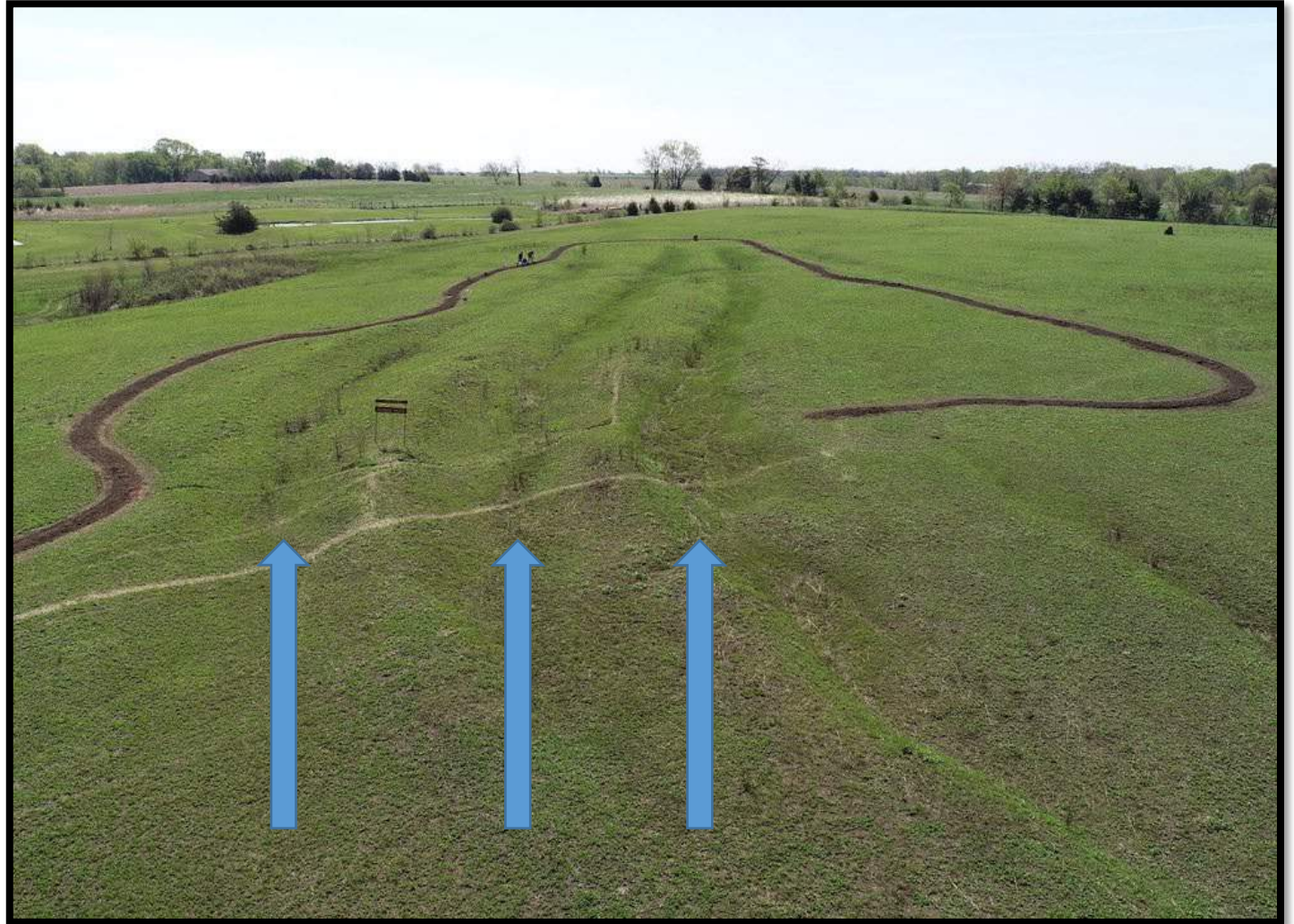
Last Chance Store

- Things get real
- Last opportunity to pick up supplies before crossing the prairie



Black Jack Ruts

- Real tallgrass prairie
- Amazing swales



Dodge City, Kansas

- Boot Hill
- Santa Fe Trail Tracks
- Fort Larned



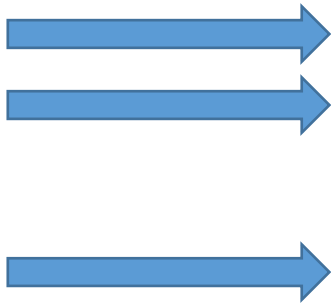
Boot Hill Museum

- Wild West
- Shoot outs
- Dress up
- Store front town
- Dodge City stop
- Manage Santa Fe Trail Tracks



Santa Fe Trail Tracks

- Can you see the swales?



Fort Larned National Historic Site

- Military
- Indian agency
- Buffalo soldiers
- Protection of commerce



La Junta, Colorado

- Bent's Old Fort
- Boggsville
- Cimarron National Grassland



Bent's Old Fort National Historic Site

- Trading fort
- Living history
- Traders, trappers, travelers, and tribes



Boggsville Historic Site

- Military
- Indian agency
- Buffalo soldiers
- Protection of commerce



Cimarron National Grassland

- Something for everyone
- Longest companion retracement trail on the trail
- Beautiful and remote



Las Vegas, New Mexico

- Plaza
- Fort Union
- Pecos



Las Vegas Plaza

- Nation change
- Center of community
- Perspective



Fort Union National Monument

- Military
- Indian agency
- Buffalo soldiers
- Protection of commerce



Pecos National Historical Park

- Stage station
- Civil War battle
- Trail travelers mentioned the mission church in journals



Santa Fe, New Mexico

- Plaza
- Museum Hill
- Fort Marcy



Museum Hill

- Life size, accurate
- Perspectives
- Along the historic route of the Santa Fe Trail as it heads to the Plaza



Santa Fe Plaza

- Hub of three trails
- Commerce center
- Cultural exchange
- Nation change
- Vibrant today



Old Santa Fe Trail Building

- Old meets new
- Techniques that bridge history eras



Santa Fe NHT App

- safe.toursphere.com
- Includes all the sites in this virtual tour
- Free!



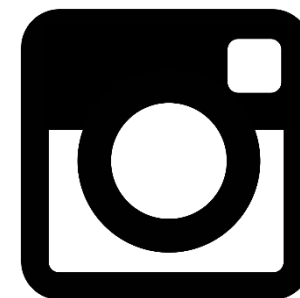


Do It Now!

- Use one of these hashtags and something cool from this presentation and share it!
- Now!
- Hit the trail!
- See you soon!



@SantaFeTrailNPS



@nationaltrailsnps

#SantaFeTrail200

#NPS

#NationalTrails



Questions?

Put them in the chat or raise your hand.

We will read your question or call on you:)





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