

**Iowa State
Historic Sites
Planning Project**

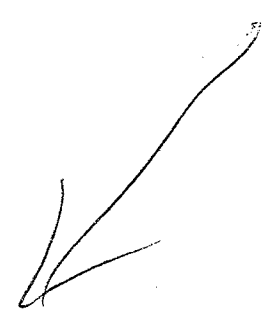
February 9, 1990

GENERAL RECOMMENDATION 3: A marketing plan should be developed to identify the level at which the resource will be promoted for visitation and the specific marketing techniques which will be employed in promoting the site.

Terrace Hill is the only site which has a marketing communications plan. For the remaining 18 sites there are no plans. Individual plans should be developed for each site and each site should have a plan tailored to its own audience, even if the audience is small. Some sites may be rich in educational value yet offer limited tourism potential, but all sites must pursue all communication avenues to attain the necessary awareness levels. Even sites such as the Turkey River State Preserve Archaeological District can be marketed, if only to a select g

Each plan should define a purpose or objective. An objective could be to increase awareness of the site as an educational resource or it could be to attract educational and recreational visitation. Each plan should identify target visitation groups, such as educational institutions and/or grade school groups, or other tour groups interested in Iowa's history and heritage, or other groups. Each plan should outline the marketing communication tools which will be employed for each of the various audiences and each plan should be reviewed on a regular basis as a means of refining and improving effectiveness.

The development of marketing plans for three sites, American Legion, and Edel Blacksmith Shop, is part of the third phase of the study in which this initial study is being conducted. The balance of the study is the development of individual marketing plans as well as inclusion in an overall marketing plan (see GENERAL RECOMMENDATION 6).



GENERAL RECOMMENDATION 4: Ongoing management of all cultural resources should follow an identified and consistent pattern which places primary administrative responsibility in the hands of the most appropriate State department.

Current management of the existing 19 historic sites included in this study is divided between the Department of Natural Resources and the Department of Cultural Affairs, State Historical Society of Iowa. There appears to have been no consistent pattern for determining the appropriate administrative department. For future purposes, it is recommended that;

- (1) SHSI is the appropriate management department for cultural resources which include physical structures and collections and other sites which require historical, archaeological, or archival knowledge to properly preserve, restore, or develop the resource under the standards set forth by the State;
- (2) DNR is the appropriate management department for cultural resources which include large tracts of land maintained as a preserve, forest, or other public access property;
- (3) Joint administration by SHSI and DNR may be the appropriate administrative structure for resources containing elements of both of the above.

Fourteen of the 19 properties included in this study were determined to be appropriately managed at this time. In general, the above recommendations are followed with a few exceptions.

Montauk, which includes elements of both structures and land preserves, is currently managed by SHSI. This property is very well managed, and no change in the currently administrative authorities is recommended.

Two of the sites include some or all segments of land in private ownership. The American Gothic House is currently privately owned, with State acquisition in process. It is recommended that SHSI remain the primary management authority following acquisition, working in conjunction with the American Gothic House Advisory Committee.

Blood Run is currently under the management of SHSI, with additional parcels of land considered essential to the integrity of the overall resource remaining in private ownership. It is recommended that SHSI continue as the appropriate management authority for this site, even though the site contains a large tract of land, because of the intense archaeological nature of the resource.

A change in administration and management is recommended for three sites. Fort Atkinson is currently under the management of DNR. Because of the historical and archaeological nature of this resource, SHSI is recommended as the appropriate management authority. Hitchcock House is currently managed by DNR, with a 28E agreement allocating day-to-day management to the Cass County Conservation Board and local support groups. The recommended appropriate management authority for Hitchcock House is SHSI. Hitchcock House, currently in the preliminary stages of building restoration and reconstruction, could benefit from SHSI guidance. Plum Grove is currently under the management of DNR. Although the site contains four acres of land currently under the status of State Preserve, because of the historical, archaeological, and archival nature of this resource, the house and surrounding land should be placed under SHSI management.

GENERAL RECOMMENDATION 5: When appropriate, the State should seek to acquire additional adjacent land(s) identified in the master plan as essential to maintaining and developing the integrity of the site to its fullest potential.

Preliminary evaluation of the 19 sites proposes additional land acquisitions at ten of the sites. The level of acquisition ranges from adjacent lots or street rights-of-way to control intrusions upon the site, such as at the American Gothic House, to hundreds of additional acres considered important to the integrity of the Blood Run site. Final determination of actual recommended acquisitions should be made as part of the individual master plan for each site.

GENERAL RECOMMENDATION 6: Marketing of the state's cultural resources should be included in the overall tourism marketing plan for the State, including identification of sites on the official transportation map.

To effectively market Iowa's historic resources, the resources must be economically packaged in a way that facilitates awareness and leads to appropriate visitation levels. Interpretive educational/informational material for each site has to be developed. Because the primary audience is Iowans, a strong public relations/public information program should be implemented within the state. Residents of surrounding states represent another group of potential visitors so a