

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Wolf Trap National Park for the Performing Arts

August 2007

CENTENNIAL INITIATIVE



Site: WOTR

Year: 2007

Vision Statement

Wolf Trap National Park for the Performing Arts began as a gift to the American people from Catherine Filene Shouse, who was inspired to preserve her former farm as a park which would provide visitors and patrons spiritual nourishment in the peacefulness of nature and in the performing arts. Wolf Trap has been co-managed since 1971 through a unique partnership between the National Park Service and the Wolf Trap Foundation for the Performing Arts (Foundation). Though the roles are distinct and well-defined, we continually strive to provide a seamless live performance experience for patrons - the "magic" of Wolf Trap.

Working with the Foundation and other partners, we'll strive to provide a broad spectrum of high quality performing arts and related year-round educational programs for local, national and international audiences. We will reach out to new audiences and expand the diversity of our visitors and patrons. One such outreach is through a collaborative effort with the Arts Council of Fairfax County which will expand our International Children's Festival, both nationally and internationally, through media and technology. We will work with our partners to increase visitor satisfaction, understanding and appreciation of Wolf Trap and other units of the NPS. We will collaborate with the Foundation for a new, site-specific "Face of America" project which will highlight multiple parks and hopefully attract visitors to some lesser known parks. We will work actively with our business partner and the Environmental Protection Agency to promote shared environmental stewardship with our communities, visitors and patrons by promoting recycling and Climate Friendly Parks. We will seek funds for a Centennial project to replace our exterior park lighting, to be both energy efficient and night sky sensitive.

Over the years, Wolf Trap has grown and expanded, however, infrastructure growth and improvements have not kept pace. Systems like the lawn sound system, have not been replaced since the Filene Center's opening in 1984 and are exposed to the elements year round. Wolf Trap will strive to make access and infrastructure improvements in order to better serve our visitors and patrons. We will investigate ways to fund construction of a pedestrian sidewalk along Trap Road, replace our Main Gate Structure, replace deteriorating ranger, usher, box office and USPP facilities and rebuild the Children's Theatre-in-the-Woods, built in 1977.

Park/ Superintendent/ Program Manager

William Crockett

Site: WOTR

STEWARDSHIP

Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

Other Park/ Program performance goal(s)

Continually evaluate and incrementally improve our visitor safety program
Strive for zero visitor accidents per year
Replace Main Gate structure
Construct pedestrian walkway along Trap Road

The work described currently is supported by OFS and/ or PMIS

Site: WOTR

STEWARDSHIP

Improve the condition of park resources and assets.

Restore native habitats by controlling invasive species and reintroducing key plant and animal species.

We will strive to control 25 canopy acres of lands infested with one or more invasive species

The work described currently is supported by OFS and/ or PMIS

Site: WOTR

STEWARDSHIP

Encourage children to be future conservationists.

Other Park/ Program performance goal(s)

Expand the Junior Ranger opportunities
Expand the partnership activities with neighboring elementary schools
Present expanded Face of America program and activities
Present expanded International Children's Festival

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Site: WOTR

ENVIRONMENT

Reduce environmental impacts of park operations.

Reduce the environmental impacts of park operations on air and water quality.

Wolf Trap National Park for the Performing Arts and our partner, the Wolf trap Foundation for the Performing Arts, will complete a greenhouse gas emission inventory and complete a waste sort analysis and take action based on the findings to reduce our environmental impact

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Site: WOTR

ENVIRONMENT

Engage partners, communities, and visitors in shared environmental stewardship.

Other Park/ Program performance goal(s)

Wolf Trap National Park for the Performing Arts will work with our partner, the Wolf Trap Foundation for the Performing Arts and the Environmental Protection Agency to earn a Climate Friendly Park designation and to encourage our visitors and patrons to participate in the "Do Your Part" program for recycling.

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Site: WOTR

RECREATION

Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

Other Park/ Program performance goal(s)

Expand activities with newly formed Wolf Trap Elementary School partnership.
Consider new programs and activities with Colvin Run Elementary School.
Deliver high quality and relevant education programs that inspire and engage students.

The work described currently is supported by OFS and/ or PMIS

Site: WOTR

RECREATION

Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Develop and present new Face of America program with the Wolf Trap Foundation for the Performing Arts.

The work described currently is supported by OFS and/ or PMIS

Site: WOTR

EDUCATION

Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

Other Park/ Program performance goal(s)

With our partner, the Arts Council of Fairfax County, we hope to expand the International Children's Festival curriculum-based program.

Deliver quality education programs which inspire and engage students.

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Site: WOTR

EDUCATION

Promote life-long learning to connect generations through park experiences.

Enroll an additional two million children in the Junior Ranger program.

Expand Junior Ranger opportunities

The work described currently is supported by OFS and/ or PMIS

Site: WOTR

EDUCATION

Impart to every American a sense of their citizen ownership of their national parks.

Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Work with partner to expand "Face of America" program as part of the Centennial Challenge

Work with Arts Council of Fairfax County to expand International Children's Festival as part of the Centennial Challenge

We will continue to strive for a minimum of 70% of our visitors understanding the significance of Wolf Trap National Park for the Performing Arts.

We will strive for 95% of our visitors being satisfied with appropriate park facilities, services and recreational opportunities.

We will deliver high quality and relevant interpretive programs which will engage and inspire our visitors and patrons.

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Site: WOTR

PROFESSIONALISM

Be one of the top 10 places to work in America.

Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.

Recruit and develop a diverse workforce representative of the demographics of the Washington, DC area.

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Site: WOTR

PROFESSIONALISM

Promote a safety and health culture for all employees and visitors.

Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

Continue an active and aggressive safety program for all employees which achieves a goal of zero accidents and injuries.

Strive for an annual visitor accident rate of zero per year.

Continue to evaluate and improve visitor safety program.

The work described currently is supported by OFS and/ or PMIS

Site: WOTR

PROFESSIONALISM

Model what it means to work in partnership.

Other Park/ Program performance goal(s)

Wolf Trap's partnership with the Foundation is effective, efficient and provides seamless activities and programs to the public.

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Site: WOTR

PROFESSIONALISM

Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.

Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.

Work with our partners to promote our proposed enhanced programs highlighted in the Centennial Challenge.

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