

Investing in the Future

The Abraham Lincoln National Heritage Area



National Heritage Area at a Glance

- 42 Illinois Counties
- 25,588 Square Miles
- 2.2 Million Residents/
564 Municipalities
- 10 National Historic Monuments
- 51 Historic Districts
- 214 Protected Natural Areas
- 140 State Parks/
Public Recreation Areas
- 5 National Scenic Byways
- Over 300 Lincoln Historic
Sites/Attractions/Exhibits
- Over \$3 Billion in Annual Visitor
Expenditures



Lincoln's Legacy to a Nation

Few individuals have so profoundly influenced American History as Abraham Lincoln. Still today, millions of visitors from throughout the world continue to be inspired by the story of his rise from humble beginnings to President of the United States. Long known as the “Land of Lincoln,” Illinois provided the backdrop for his life for over 30 years. Today Illinois celebrates the life and times of Abraham Lincoln throughout 42 counties Federally designated as the Abraham Lincoln National Heritage Area (ALNHA). Here Lincoln’s legacy is brought to life through amazing attractions such as the Abraham Lincoln Presidential Museum, the Lincoln Home National Historic Site, the Lincoln Log Cabin State Historic Site and many more. The stories of his life and the people he knew come to life through living history programs and special events designed to share his story with the world. The Looking for Lincoln Heritage Coalition (LFL) is the coordinating entity for the Abraham Lincoln National Heritage Area. It is a partnership of organizations and individuals dedicated to enhancing the communities and landscapes of central Illinois to continue to preserve the Lincoln legacy for generations to come.

Achievements

- Gateway Communities
- LFL Book Series Launch
- LFL Signature Events
- New Look/Marketing Program
- New LFL Communities



More Highlights

- Lincoln at the Illinois State Fair
- Lincoln's Last Days on Twitter



A Look into the Future

- LEAD/Spirit of Lincoln Academy Launch
- More LFL Books
- Gateway Exhibits
- ALNHA Travel Itineraries
- Signage Program



Gateway Communities

Whether travelers have just a day or two to explore or are planning a week-long vacation in the National Heritage Area – in each of the six Gateway Communities, they'll find a visitor friendly place to get information about what to do, where to stay, and the Lincoln places to see nearby. The Gateways include: Springfield, Bloomington/Normal, Quincy, Alton, Charleston, and Danville. These communities serve as the main visitor entry points to the National Heritage Area.

Looking for Lincoln Book Series

In partnership with Southern Illinois University Press, Looking for Lincoln has published the first two in a series of Lincoln books showcasing the stories of Lincoln's life and legacy in Illinois. The books will allow readers and visitors alike to connect these Lincoln tales to the actual locations where they happened. The books can be used as a guide for touring Lincoln's 19th century world in Illinois, while at the same time getting to know the very human Abraham Lincoln known by his family, friends and associates.

Looking for Lincoln Signature Events

The Signature Event program was established to promote heritage tourism within the Abraham Lincoln National Heritage Area. It recognizes events that focus on interpreting the life and times of Lincoln by creating an educational, authentic and fun visitor experience. The first four events designated Signature Events reached over 100,000 visitors and included: Lincoln's Festival/Bloomington (July); History Comes Alive/Springfield (June-August); Lincoln Days Civil War Reenactment/Pike County (June); and Lincoln's Trial & Tribulations/Coles County (August/September/October).

New Look/Marketing Program

A fully integrated strategic marketing program is now in place for promoting travel to the Abraham Lincoln National Heritage Area. Through a series of grant programs and partnerships with the National Park Service, the Illinois Office of Tourism, and Google, Looking for Lincoln established a new brand identity and launched a multi-faceted program including online/print advertising, a new web site, video, and public relations efforts aimed at building awareness and establishing the National Heritage Area as a travel destination for both domestic and international travelers – resulting in over 4 million impressions and 17,000 information requests in the first year.

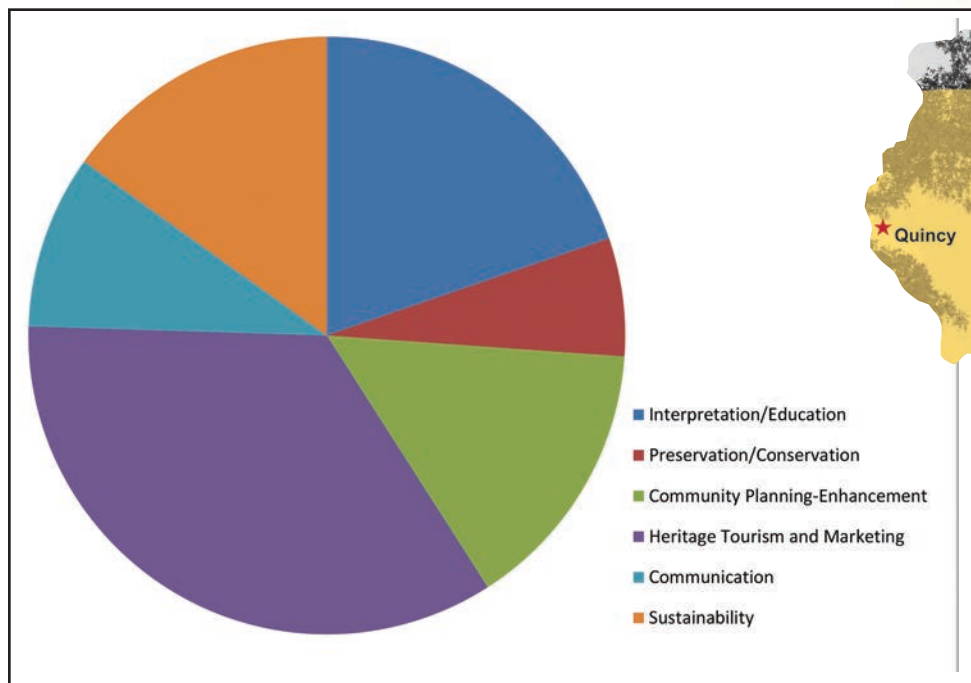
Looking for Lincoln Communities

A new Community Designation Program has been implemented establishing a process for new communities to become official "Looking for Lincoln" communities. Atlanta, Illinois was the first new community to complete the designation process and was officially named a "Looking for Lincoln" Community in April 2015. Several other communities within the National Heritage Area are currently in various stages of the process and are working closely with staff to achieve their designation. There are currently 23 official "Looking for Lincoln" Communities.

Investing Today

Preserving Lincoln's Legacy for the Future

Looking for Lincoln Heritage Coalition FY15 Activity



Follow us today!



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www.lookingforlincoln.com

Looking for Lincoln Endowment Fund Bequest Society

Keeping the legacy of Lincoln and the Abraham Lincoln National Heritage Area alive and flourishing for future generations is an integral part of the Looking for Lincoln Heritage Coalition mission. The Looking for Lincoln Bequest Society has been established to build an ongoing endowment fund to assist in this mission by recognizing individuals and families that have made provisions in their estate plans to bequeath assets to the Looking for Lincoln Endowment Fund. The Bequest Society will be publicized through the website, newsletters, social media and public relations efforts to encourage participation in this worthy endeavor.





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Partners in Preserving the Lincoln Legacy

It is with much gratitude that we thank our many partners who have helped and continue to help us in our mission to preserve and share the life of Abraham Lincoln in the Abraham Lincoln National Heritage Area with the world. Mr. Lincoln's words of farewell to Illinois in 1861 still resonate in our efforts to preserve his legacy today:

To this place, and the kindness of these people....we owe everything.

Sincerely,

The Looking for Lincoln Heritage Coalition

