

AARP National Rural Livability Workshop

Enhancing Community Infrastructure: Parks



Tim Summers, AARP Montana

Video: Blackfeet Park

Matt Schanandore, Abraham Lincoln State Park, North Dakota

Engaging the Visitor Through Experience-Based Programming and Events

Gary Williams, AARP New Mexico

Video: Friendship Park





ENGAGING THE VISITOR THROUGH EXPERIENCE- BASED PROGRAMMING AND EVENT

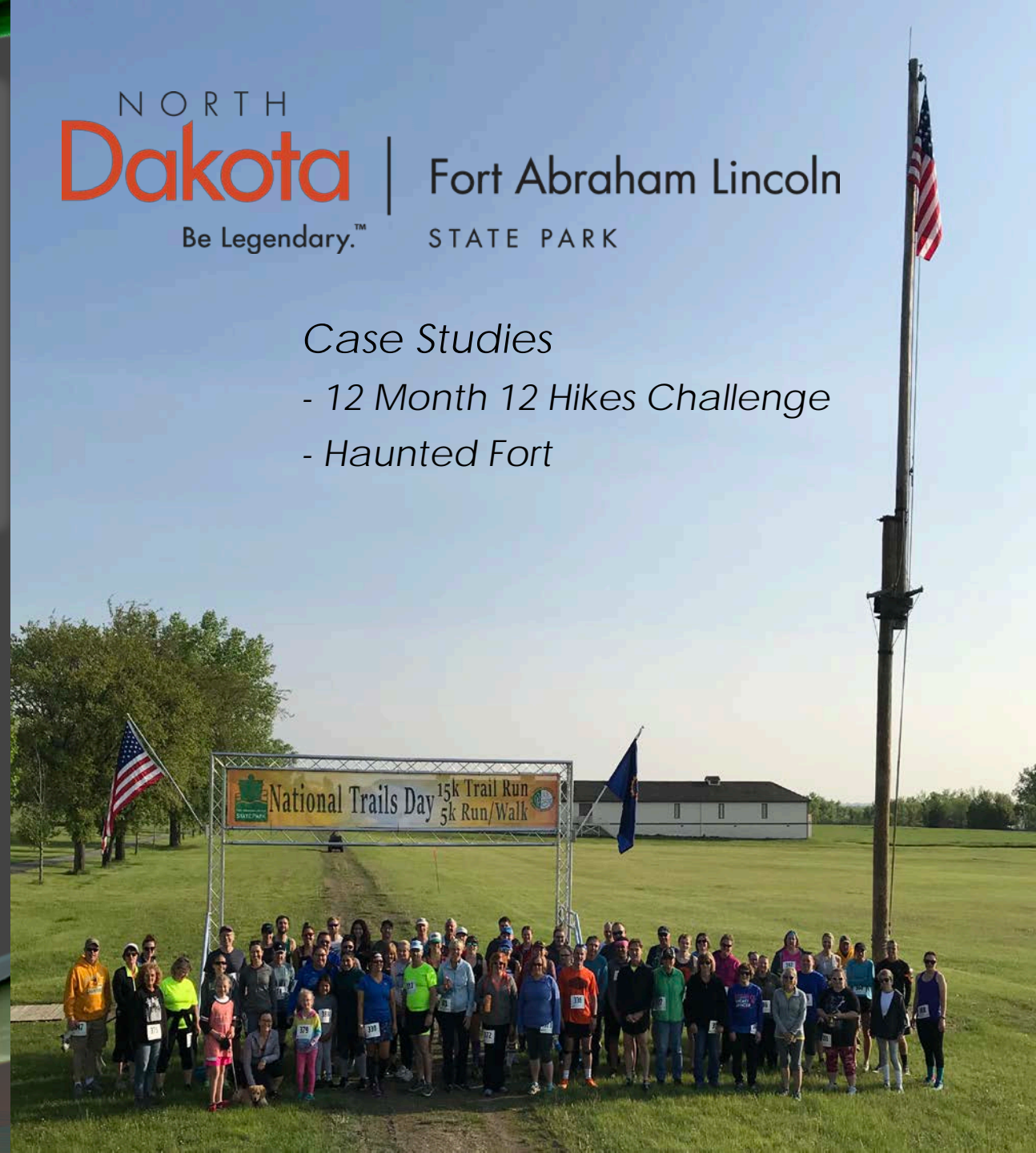
Matt Schanandore – Fort Abraham Lincoln
State Park, Mandan ND

NORTH
Dakota
Be Legendary.™

Fort Abraham Lincoln
STATE PARK

Case Studies

- 12 Month 12 Hikes Challenge
- Haunted Fort





12 MONTHS - 12 HIKES CHALLENGE

FREE TO PARTICIPATE

3,800 ANNUAL PARTICIPATION

275 AVERAGE HIKERS PER HIKE

HIKES HAVE HIGHEST SOCIAL
MEDIA ENGAGEMENTS

HIGHEST ATTENDED-675+ HIKERS
ON THE ANNUAL GLOW HIKE





HAUNTED FORT

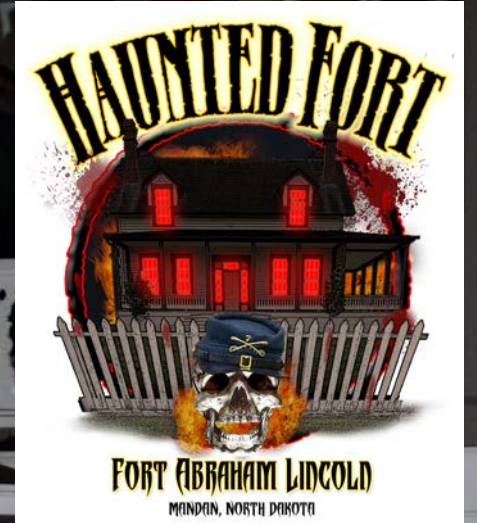
8,500+ ATTENDANCE, EACH
SEASON. 9 NIGHTS

FULLY IMMERSIVE EXPERIENCE

5 DIFFERENT HAUNTED
ATTRACTIONS

REVENUE FOCUSED ATTRACTION

OPERATING FOR 18 YEARS





CULTIVATING A PROGRAM INTO AN EXPERIENCE

OUR FOCUS IS ON CREATING
UNIQUE, GENUINE, INDIVIDUALIZED MOMENTS

DEVELOPMENT AND
STICK TO A CONSTANT
NARRATIVE

ESTABLISH CLEAR
“MOMENT” GOALS

GREAT FIRST
IMPRESSIONS

TAKE NORMAL AND
MAKE UNIQUE

USE - MASLOW’S
HIERARCHY NEEDS

DESIGNED AROUND
THE SENSES

KEEP GOING AFTER
THE “MOMENT”



12 MONTHS 12 HIKES CHALLENGE

PREPLAN AND SCHEDULE - 12 MONTHLY
HIKES, AND 4 BONUS HIKES

ALL HIKES ARE THEMED

FEATURE DIFFERENT TRAILS
AND TRAIL TYPES IN THE PARK

COMPLETE CHALLENGE BY
PARTICIPATING IN AT LEAST 12 HIKES,
COMPLETION EARNS ANNUAL PASS FOR
NEXT SEASON.

THE EXPERIENCE

MUST REGISTER AND PARTICIPATE IN
THE PLANNED HIKES – *BUILDS
COMMUNITY/MASLOW'S NEEDS*

THEMED - *CREATES A CONSISTENT
NARRATIVE/EXPECTATION*

PHOTO MOMENTS, TO SHOWCASE
AND SHARE. - *KEEPS THE ENGAGEMENT
CONTINUED*

CLEAR INCENTIVE/GOAL - *COMPLETE
12 HIKES*

HAUNTED FORT

HEAVY DESIGN AND THEMES
THROUGH OUT

DEVELOPED CORE NARRATIVE

MULTIPLE CORE “MOMENTS”

ATTACKS ON ALL THE SENSES

DECONSTRUCT MASLOW’S
HIERARCHY OF NEEDS

THE EXPERIENCE

FULLY IMMERSIVE – *DESIGNED
AROUND THE SENSES*

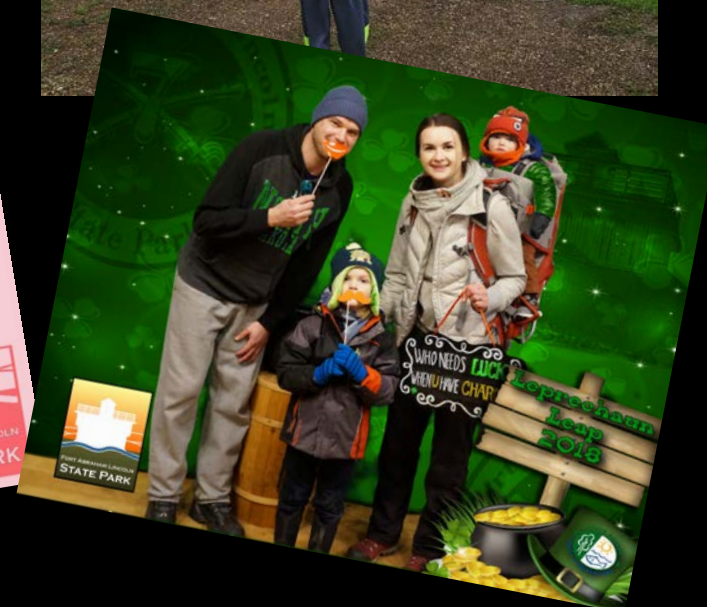
THEMED - *CREATES A CONSISTENT
NARRATIVE/EXPECTATION*

MULTI FIRST IMPRESSIONS MOMENTS
– *MANY IMPRESSION MOMENT'S*

PHOTO MOMENTS, TO SHOWCASE
AND SHARE. - *KEEPS THE ENGAGEMENT
CONTINUED*

CLEAR “SCARY” OBJECTIVE

MAKE MEMORABLE “MOMENTS”





THANK YOU

Questions? More Information?

Matt Schanandore
Interpretive Events Director,
Fort Abraham Lincoln State Park, North Dakota

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A Day in the Park: Music With Friends

(Of all ages!)

Welcome to Eastport!

The Easternmost City in
the U.S.A!







Cony Park circa
1930



Cony Park circa
1960





Cony Park Today...



Beach Access and Walking Trails to Shackford Head State Park





The orange dotted circle on this late 19th century map of Eastport shows the approximate location of Cony Farm.

The Tumultuous History of Cony Park

It is here that a portion of the original Cony Park was located, at the former site of Cony Farm, which extended from Broad Cove to Deep Cove at the entrance of Shackford Head. The farm remained in the family until the last member, Samuel Cony, died in 1895. The old federal style Cony house which overlooked Broad Cove above Cony Beach was eventually torn down. Throughout the late 19th and early part of the 20th century, this spot was already a popular Sunday afternoon gathering place for local residents who enjoyed games, picnics and public cookouts.

In the early 1920s...

the Cony heirs wanted to donate the old farm land to Eastport so that it could be used by the public as a park. However, at the time Eastport was looking to expand the cemetery, and the city council thought the old farm would be a good location. The Cony heirs didn't like the idea, and withdrew their offer.



The open air dump that once stood here (c. 1970)

In the early 1930s...

at the time of the Great Depression, the heirs once again offered the old farm to Eastport as a park. This time, the city council accepted. Soon after, the W.P.A.^(*) built a baseball field, a tennis court and a playground as well as campsites and fire pits for overnight visitors. Cony Park became very popular, and was used throughout the 1930s until the early part of World War II.



A small section of the popular Cony Park in the mid 1930s. Note the campsites and the tall swing sets, the 3-masted schooner in the background, and further back, the bow and gunwale of a half-submerged wreck.

In 1943-1944...

the U. S. Navy needed land for a seaplane base and the Deep Cove side of Cony Park was chosen.

When the war ended, the navy returned the land to Eastport. Unfortunately, Cony Park suffered from neglect during wartime and was forgotten.

Around 1947...

the city council was looking for a location for a new open air dump. The site of Cony Park was selected because it was not being sufficiently used and was remote.

The Eastport city dump was used until the mid to late 1970s, when the state of Maine banned all open air dumps.

the Works Progress Administration (W.P.A.) was an ambitious employment and infrastructure program created by President Roosevelt in 1935, during the bleakest years of the Great Depression. Over its eight years of existence, the W.P.A. put roughly 8.5 million Americans to work.

Finally, in 2016, the City of Eastport invested over \$250,000 to remediate the site and turned it back into a park. Enjoy!





OCT/29/2018



“Individually we are one drop. Together, we are an ocean.”

-Ryunosuke Satoro

Volunteers
Make it
Happen!



Questions? More Information?

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