

...in a cabin by
a pond, along
a battle road,
or hidden
deep within
a secret glen...

the stories continue

Freedom's Way National Heritage Area
2017 Annual Report



Making An Impact

Freedom's Way National Heritage Area 2017 Annual Report

Two years ago, the Secretary of the Interior approved the Freedom's Way National Heritage Area Management Plan. An ambitious document, the plan outlines a vision for the heritage area as a place that values its natural, cultural and historical resources and works to preserve, interpret and protect them for future generations.

Affirmed was the unique cultural perspective of the Freedom's Way National Heritage Area and its significant role in shaping an American identity.

It is our mission to build upon this legacy. To do so we strive daily to champion the heritage area's unique sense of place and foster collaborative interpretive and educational initiatives to serve as catalysts for discovering and appreciating the region's rich history and cultural and natural resources.

There is much to celebrate. Steady progress has been made in advancing the management plan's objective to develop a shared identity for the heritage area through the creation of a collective, regional narrative. To integrate and support the interpretive and educational sites of our partner organizations, new initiatives, including **Hidden Treasures** and **Declaring Independence: Then & Now**, have been launched. An expanded platform for communication and collaboration has introduced the heritage area's rich history and culture to new audiences.

There is much to accomplish. Together with our partners and the thousands of people who care deeply about this place we will continue to explore and share all that makes the Freedom's Way National Heritage Area special. With a renewed commitment to the stewardship of the region's stories and treasured places, we will move forward to protect and preserve the region's sense of place for the enjoyment of future generations.

We invite you to join us on this journey and to find your place in the heritage area.





FWNHA HISTORY—LOOKING BACK

ESTABLISHED IN 2009 BY AN ACT OF CONGRESS, THE FREEDOM'S WAY NATIONAL HERITAGE AREA IS A LARGE LANDSCAPE OF 995 SQUARE MILES (636,160 ACRES). ENCOMPASSING 45 COMMUNITIES IN MASSACHUSETTS AND SOUTHERN NEW HAMPSHIRE, IT IS HOME TO MORE THAN 750,000 PEOPLE.

REFLECTIVE OF ITS SCALE, THE HERITAGE AREA CONTAINS A RICHLY TEXTURED MOSAIC OF UNIQUE HISTORICAL, NATURAL AND CULTURAL FEATURES AND SITES THAT REVEAL THE REGION'S STORY AND ROLE IN THE SHAPING OF AN AMERICAN IDENTITY.

HOME TO MINUTE MAN NATIONAL HISTORICAL PARK AND WALDEN POND, THE HERITAGE AREA IS STEEPED IN CONCEPTS OF INDIVIDUAL FREEDOM AND RESPONSIBILITY, COMMUNITY COOPERATION, DIRECT DEMOCRACY, IDEALISM, AND SOCIAL BETTERMENT, PERSPECTIVES THAT HAVE INSPIRED NATIONAL AND INTERNATIONAL MOVEMENTS IN GOVERNANCE, EDUCATION, ABOLITIONISM, SOCIAL JUSTICE, CONSERVATION AND THE ARTS.



MINUTE MAN
NATIONAL HISTORICAL PARK

*Front cover: Plastic Pink Flamingo Lawn Ornament created
by Donald Featherstone of Leominster, MA in 1957.*



Sharing the Heritage Area's Stories

Together, with its partners, Freedom's Way creates and implements a coordinated heritage area-wide presentation to enhance the quality of life within individual communities and establish a compelling regional narrative.

Through shared stories that narrative is strengthened to provide interpretive experiences that link the past to the present and encourage individuals to explore their relationship to the rich history of the heritage area.

We invite you to explore the diverse stories that make the heritage area special.



SOURD GRAPES

Born in 1806, Ephraim Wales Bull, was the son of a silversmith and trained as a goldbeater. An avid gardener, he moved to Concord where he cultivated 17 acres of land that included a wild grape variety later known as the "Concord" grape.

Despite propagating 22,000 grapes, Bull entered the market with his "Concord" grape patents prematurely. Enamored of the sweet juice of Bull's grapes, Thomas B. Welch made the first non-alcoholic communion wine and created Concord Grape juice, which remains headquartered in Concord to this day. As for Bull, poor and bitter he died without enjoying the financial fruits of his labor.

Buried in Concord's Sleepy Hollow Cemetery Bull's epitaph reads, "He sowed Others reaped."

THE PINK PLASTIC FLAMINGO

An icon of pop culture, the three-dimensional, plastic, pink flamingo was designed by Don Featherstone while working at Union Products, a maker of plastic lawn ornaments.

A graduate of the school of the Worcester Art Museum, Featherstone's first assignment at the Leominster, MA plastics manufacturer was a duck, which he modeled after a live one he kept in his kitchen sink. The flamingo, his next assignment, was harder to come by, and was modeled from photographs in the National Geographic. Three-feet-tall, sold in pairs with one bird upright and other with head low to the ground feeding, and signed by their creator, the birds sailed off the assembly line in 1957 and into fame as lawn art. The Sears catalog offered them for sale with the simple instructions: "Place in garden, lawn, to beautify landscape."

Featherstone sculpted hundreds of different items, but none have had the cultural appeal and success of the flamingo.

"IF HISTORY WERE TOLD
IN STORIES IT WOULD
NEVER BE FORGOTTEN."

—RUDYARD KIPLING



16,225

SURVEYED HISTORIC
SITES & AREAS

THE LOST VILLAGE OF MONSON

A historic gem, the “lost” village of Monson, New Hampshire, provides a mesmerizing setting in which to contemplate some of the early settlers of New England, who unable to survive, abandoned their pursuits to the passage of time.

Covering more than 17,000 acres, Monson Village existed for just thirty years. Today a series of paths and dirt roads, set within rolling fields and woodlands, lead to the center of the abandoned town where cellar holes bear testament to those who lived and worked here.

A remaining colonial house on the property, restored by Rick Dickerson serves as a visitor center and museum, sharing tales of Monson’s past.

MOTHER OF THE BOSTON TEA PARTY

Everyone knows the story of the Boston Tea Party yet few have heard of Medford’s Sarah Bradlee Fulton. Credited with the idea of disguising the men who participated as “Indians,” Sarah dressed them in Native American clothing and later disposed of their disguises.

Her valor did not end there. During the Battle of Bunker Hill, Sarah organized women to nurse and tend to wounded soldiers. A year later she travelled alone across enemy lines to deliver an urgent message to General George Washington. When a shipment of wood was confiscated, Sarah went in pursuit, reportedly grabbing a pair of oxen by the horns and leading them away, even as the British prepared to shoot her. Defiant, Sarah told them to “shoot away” and astonished, they surrendered without resistance.

Never afraid of man or beast Sarah told her grandson that she “never turned her back on anything.” A hero of the revolution, she is buried in the old Salem Street Cemetery in Medford.





150

FREE
PROGRAMS

75+

HIDDEN TREASURES
PARTNERS

Hidden Treasures

During the past three years, Freedom's Way has coordinated **Hidden Treasures**, a regional celebration of the heritage area's cultural, natural and historical resources. The program, which in 2017 was expanded to take place during the entire month of May, encourages people to explore the heritage area's landscape, monuments, historic buildings, cultural and natural features, objects and documents.

In 2017 more than 150 **Hidden Treasures** programs were offered, free of charge, in partnership with more than 75 organizations. By exploring the exceptional places and stories of Freedom's Way, residents and visitors are inspired to find their place in the heritage area.

Connecting Communities: Along Our Trails

Trails are the pathways that connect us to our land, communities and special places, allowing us to retrace earlier footsteps and explore natural and cultural landscapes.

Connecting Communities: Along Our Trails, which offers free monthly guided hikes, introduces diverse audiences to the vibrant trail network within Freedom's Way, inviting them to experience the wonders of our parks, forests, open spaces, scenic landscapes and community places firsthand.

Developed by knowledgeable local guides, each hike is a unique opportunity to gain a local perspective and discover new connections between the past and the present.

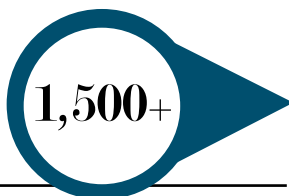


Engaging Participants Through Communications and Collaboration

To strengthen the heritage area's identity and visibility and serve as a catalyst for the promotion of a place-based identity, Freedom's Way has updated its website, www.freedomsway.org and bi-monthly e-newsletter and enhanced our social media platforms. As the curator of the Freedom's Way experience we are engaging new audiences and enriching the content of others by sharing the projects and programs of our partner organizations.

Building upon the fresh approach to interpreting the heritage area's natural and cultural history articulated through the management planning process, Freedom's Way is producing a series of three videos to introduce our interpretive themes. The first **A Mosaic of Subtle Beauty**, was presented at last year's annual meeting. The second, **Inventing the New England Community**, will be presented at the 2017 annual meeting. Both have been created by Oakfield Studios. They are available on our website and YouTube.

The videos of our themes provide background and context for the stories within Freedom's Way. Combined with our expanded communications outreach, which explores stories about various topics within the heritage area, we continue to promote heritage area programs and events and explore different areas of interest to our heritage area partners and friends.



1,500+

SOCIAL MEDIA FOLLOWERS



FREEDOM'S WAY
National Heritage Area | Nature | Culture | History

October 2017

INSIDE this ISSUE

Massachusetts Archaeology Month Annual Meeting | Save the Date | Translating Thoreau | Walden Woods Film Premiere | Membership Renewal Calendar

Explore the Past
Don't miss interesting events that reveal the past. Explore human culture through things left behind. Learn more...

DELVING INTO THE PAST

October 18
Massachusetts Archaeology Month

WE'RE COUNTING OUR CHICKS! Have You Signed-Up?
RSVP for Annual Meeting. See what we've accomplished in 2017 and learn about new initiatives. Learn more...

WHAT makes a COMMUNITY?

Freedom's Way Annual Meeting—October 26, 2017

Translating Thoreau
Translation matters. This unique panel of international translators explores translating Thoreau for different languages, cultures and audiences. Learn more...

October 19, 7:00-8:30PM

Translating Thoreau

Walden Woods Film Premiere
Don't miss this special film, executive produced by Ken Burns, which chronicles the life and legacy of Henry David Thoreau. Registration required. Learn more...

Ken Burns

National Historic Landmark Study

With support from the National Park Service and guidance from the NPS National Historic Landmarks program, Freedom's Way is working with consultant Elizabeth Watson of Heritage Strategies to identify potential National Historic Landmark sites within the 45 communities within the heritage area.

Currently there are 17 National Historic Landmarks within Freedom's Way, most of which represent outstanding architecture sites related to the Colonial era (with the Revolutionary War as a subtheme). All but two are in Middlesex County and none are in New Hampshire.

While the study is not intended to pursue actual designation, it will provide a framework for future research and exploration. By focusing on underserved communities within the heritage area the study expands the narrative through which we interpret the region's rich history to represent the full spectrum of its story.

NATIONAL HISTORIC LANDMARKS

17



WHY SEARCH FOR NHL'S?

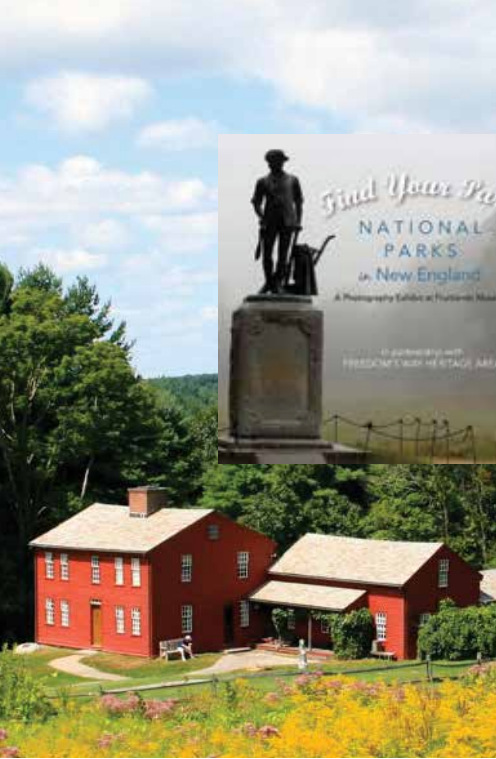
PRESERVATION—to encourage property owners to continue to respect and care for nationally significant properties

RECOGNITION—to gain added recognition for Freedom's Way and its significance and build community pride

RESEARCH—to encourage more intensive documentation of potential sites, to build interpretive resources for the region

TOURISM—to build tourism potential

FUNDING & PUBLICITY—to add protection for nationally significant sites through funding and publicity



The National Park Service Centennial

On August 26, 2016 the National Park Service celebrated its 100th birthday. To join in the celebration, Freedom's Way worked in partnership with Fruitlands Museum and The Trustees of Reservations to mount the photography exhibit, *Find Your Park: National Parks in New England*.

Covering more than 84 million acres and including 410 sites, our national park system encompasses majestic natural wonders, urban centers, historical sites and beautiful rural landscapes. Focusing on New England's national parks, the exhibit highlighted 14 sites with 20 large scale photographs illustrating four key themes and encouraging people to FIND YOUR PARK.

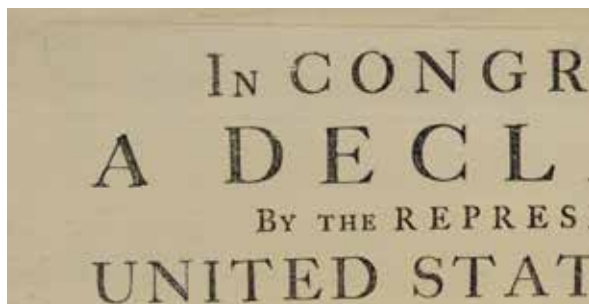
Bringing History to Life

Declaring Independence Then & Now

What does the Declaration of Independence mean today and what did it mean to citizens throughout the heritage area when it was conceived and debated during their lifetime? In a series of public readings held within cultural and historic venues during the week surrounding the Fourth of July, we explored both questions through **Declaring Independence: Then & Now**.

Using first person accounts from individuals from within the heritage area, the public performance piece integrates a narrated reading of the **Declaration of Independence** with commentary presented by five costumed living-history performers. As the 18th century words and ideas are performed, a narrator explores their meaning to challenge the audience to consider their relevance and power for today.

Offered in partnership with the **American Antiquarian Society**, **Declaring Independence: Then & Now** is an offshoot of our highly successful Patriots' Paths citizen-led research initiative. In this, its first year, it was enjoyed by more than 1,800 people throughout the region in a series of lively and thought-provoking performances.



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Partnering with Minute Man National Historical Park

Teacher's Summer Institute

During the summer of 2017 Freedom's Way partnered with MMNHP to offer the summer Teacher's Institute, *Lexington and Concord—The Stories We Tell*, providing a close-up look at the people, communities, and events of April 19, 1775 that set America upon the path to nationhood.

The week included visits to historic sites, an introduction to primary source materials, sessions with historians and academic readings designed to explore the stories to be told about the human drama leading to the opening of the American Revolution.

UMASS Studios

Calling on the expertise of students and faculty from the Landscape Architecture and Regional Planning Program of the University of Massachusetts, Amherst, Freedom's Way initiated a fall studio with Professor Ethan Carr to research, analyze and design proposals to improve the "Battle Road" Entrance and Visitor Center Areas in Minute Man National Historical Park.

This was followed by the spring Greenway Planning and Cultural Landscape Design studio, Patriots' Day—Building Connections to the Minute Man National Historic Park. Led by Professors Robert Ryan and Theodore Eisenman, the studio explored four communities contiguous to MMNHP—Lincoln, Lexington, Concord and Bedford—and proposed solutions to improving their connectivity to the park.



COMMUNITY
CONCERTS

MILES
HIKED

5

60



Thoreau Bicentennial: Celebrating 200 years of Henry David Thoreau

To commemorate the bicentennial of Henry David Thoreau's birth, the Freedom's Way Heritage Association partnered on a series of initiatives designed to celebrate his legacy.

Working with more than a dozen Concord-area organizations, we supported the development of a Thoreau Bicentennial website, where organizations and individuals from around the world post bicentennial-related events and find resources about Thoreau, his life and his work. In partnership with The Walden Woods project, UMass Lowell Honors College and the Massachusetts Center for the Book, Freedom's Way sponsored the Thoreau Bicentennial Statewide Read, the first of its kind in Massachusetts.

Perhaps our most ambitious undertaking was *A Walk to Wachusett*, a six-day hike accompanied by the Massachusetts Walking Tour. Initiated as a Thoreau Bicentennial legacy project with support from the National Park Service's Rivers, Trails and Conservation Assistance Program, the hike followed the spirit of the route Thoreau travelled in 1842, which he recorded in the essay, *A Walk to Wachusett*.

Led by volunteer guides, more than 100 hikers walked the approximately 60-mile preliminary route from Walden Pond in Concord to Mount Wachusett in Princeton. A series of five community concerts organized by the Massachusetts Walking Tour highlighted local artists and musicians.



A Special Thank You to Our Supporters

National Park Service
Minute Man National Historical Park

BUSINESSES

Enterprise Bank
Fidelity Bank
Fundraising Focus
Gioiosa Design
Halagan Design Group
Hilton Garden Inn-Devens
LexVest Group / Phoenix Park
Massachusetts Society of the Cincinnati
MassDevelopment
Oakfield Productions
Smith, Sullivan & Brown, PC

ORGANIZATIONS

Acton Historical Society
Acton Memorial Library
American Antiquarian Society
Amherst, NH Heritage Commission
Amherst, NH Recreation Department
Andres Art Institute
Appalachian Mountain
Club-Boston Family Outings
Arlington Historical Society
Ashburnham Light Infantry
Ayer Historical Commission
Beaver Brook Association
Bedford Public Library
Belting Memorial Library
Bolton Access TV
Bolton Committee
Bolton, Town of
Boulder Art Gallery
Boxborough Historical Society
Chair City Community Arts Center
Citizens For Lexington Conservation
City of Gardner, Community
Development Office
Clark Farm
Concord Center for Visual Arts
Concord Museum
Conservation Trust
Bolton Historical Society
Bolton Trails
Concord Television
Concord Trails Committee
DCR-Division of Water Supply Protection
The Discovery Museums
Dunstable Rural Land Trust
First Church of Christ Unitarian, Lancaster
First Parish Church of Concord
First Parish of Bedford, Unitarian Universalist
Fitchburg Historical Society
Fitchburg Public Library
Food Link
Food Project & CSA, The
Fort Devens Museum
Frederick Collection of Historical Grand Pianos
Friends of Job Lane House
Friends of Oxbow
Friends of the Middlesex Fells Reservation
Fruitlands Museum
Gaining Ground
Great American Downtown
Great Brook Farm State Park
Groton Commissioners of Trust Fund
Groton History Center

Groton Public Library
Groton Trails Committee
Growing Places
Harvard Alpaca Ranch
Harvard Historical Society
Harvard Public Library
Harvard, Town of
Hibernian Hall, MPDC
Historic New England-Lincoln
Hollis Heritage Commission
Hudson, Town of Park & Recreation
Lancaster Historical Commission
Lancaster Land Trust
Lancaster, Town of
Lanni Orchards, Inc.
Leominster City Hall
Leominster Trail Stewards
Lexington Conservation Stewards
Lexington Historical Society
Littleton Community Farm
Littleton Conservation Trust
Littleton Historical Society
Mass Audubon
Mass Audubon/Wachusett Meadow
Mass Audubon/Drumlin Farm
Mass Department of Conservation
& Recreation
Mass Historical Commission
Mass Humanities
Mass Walking Tour
Maynard Historical Commission
Milford Historical Society
Milford Historical Commission
Monroe Center For the Arts
Montachusett Regional
Planning Commission
Nashua Historic District Commission
Nashua River Watershed Association
New England Forestry Foundation
New Hampshire Dept. of Cultural
Resources
New Hampshire Preservation
Alliance
North County Land Trust
Northeastern University
Old Frog Pond Farm
Old North Church/Boston Harborfest
The Old Schwamb Mill
Old Sturbridge Village
Pepperell, Town of
Preservation Collaborative, Inc.
Princeton Historical Commission
Princeton Historical Society
Rauscher Farm
The Robbins House
Royall House & Slave Quarters
Seven Bridges Writers' Collaborative
Shirley Historical Society
The Shirley Meeting House
Smith's Country Cheese/Otter
River Farm
Squannacook Greenway
Sterling Lancaster Community TV
Stoneham Historical Commission
Stow
Conservation Trust
Stow Historical Society
Stow TV
Stow, Town of
Sudbury Historical Society
Sudbury Valley Trustees
Thayer Memorial Library
Thoreau Farm

The Thoreau Institute at
Walden Woods
Townsend Historical Society
U.S. Fish and Wildlife Services
UMass-Amherst Landscape
Archaeology & Regional
Planning Program
UMass-Lowell
Walden Pond State Reservation
The Walden Woods Project
Wayside Inn
Westminster Farmer's Market
Westminster Historical Commission
World Farmers

INDIVIDUALS

Robert Adam
Neil Anderson
Mary Askeland
Lisa Ayers
Maud Ayson
Margaret E. Bagdonas
Audrey & John Ball
John Barrett
Michelle Barry
Sheri Bean
Brad Bennett
Margaret Carroll-Bergman
Sharon Bernard
Jeanne Blauer
Bill Brown
Jill Brown
Joe Brown
Cristina Burwell
Dillon Bustin
Steve Carlin
Debra Cary
Tim & Paula Castner
Jay Chittidi
Rachel Coffin
Alice Coggeshall
Russ Cohen
Will Contino
Tom Coots
Margaret Coppe
Patricia Elen Costello
Dona Cozzens
Andrew Cushing
Betsey Cutler
Marge Darby
Anne DeBoalt
Desiree Demski-Hamelin
David DeMuth
John Denis
Cindy Dunn
Maribeth Eugene
John Fallon
Alan Field
Rick Findlay
Elizabeth Fletcher
Lisa Foley
Anne Forbes
Richard Forman
Tom Fortmann
Susan Fougstedt
William Fowler, Jr.
Patricia Frederick
Betsy Friedberg
Mary & Jeff Fuhrer
Paul Funch
Chris Gallert

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 Michaela Moran
 Maria Moreira
 Carolyn Mueller
 Kevin Natwick
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 Dustin Neild
 Jody Newman
 Dick O'Brien

SUPPORT & REVENUE

Federal	\$175,213.00
Contributions/Grants/ Sponsorships	\$21,933.00
In-Kind Support	\$366,860.00
Total Support & Revenue	\$564,006.00

EXPENSES

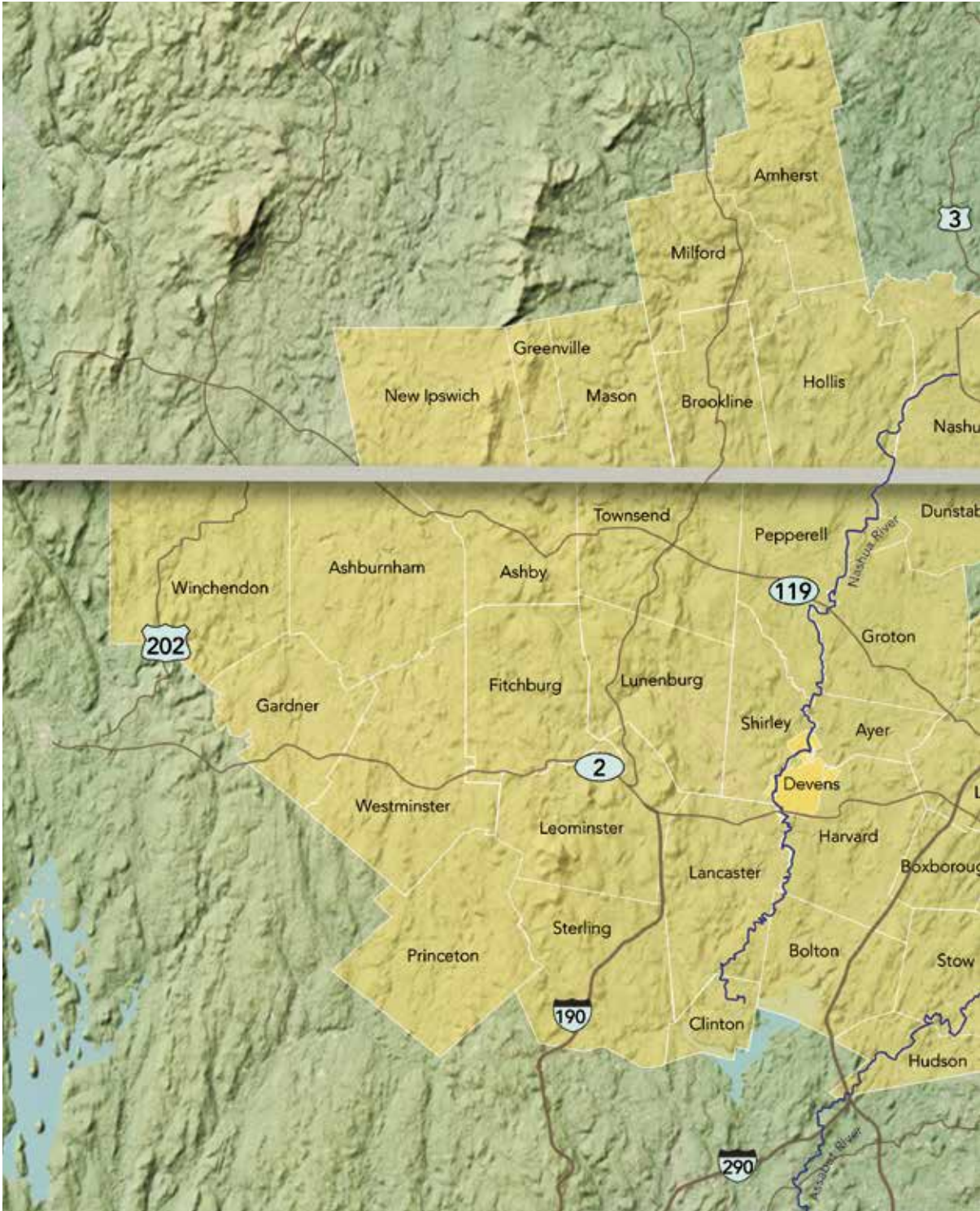
Program Expenses	\$117,879.00
Outreach Expenses	\$97,393.00
Operating Expenses	\$40,927.00
In-Kind Expenses	\$366,860.00
Total Expenses	\$623,059.00

Jim O'Brien
 Mimi Palmore
 Gloria Parkinson
 Theodore Peluso
 Celeste Phibrick-Barr
 Noreen Piazza
 Robert Pine
 Traci Poulot
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 Dolly Wilson
 David Wood
 Charles Worcester
 Joan Wotkowicz
 Janice Wright
 Bob Young
 Tom & Marilyn Zavorski

We apologize if we have inadvertently omitted your name as a supporter.

The Freedom's Way National Heritage Area—Did You Know...





24.72 Percent permanently protected conservation land

23 Local land trusts

3 National Wildlife Refuges
(Assabet, Great Meadows, Oxbow)

1 National Historical Park (Minute Man)

21 State parks, state forests, and other state-level public recreation areas

13 Regional trails, about 121 miles

17 National Historic Landmarks

337 Listings in the National Register of Historic Places

61 Historic districts (as listed in the National Register)

39 Local governments with historical or heritage commissions

21 Locally designated historic districts

6 Certified local governments

16,225 Surveyed historic sites and areas
(15,584 in MA; 371 in NH)

155 Farms serving the general public, plus 28 farmer's markets

