

Arkansas State Parks Interpretive Plan

Historic Washington State Park, Arkansas



At Historic Washington, the 106 Group gathered community input by conducting informal interviews with residents, stakeholders, and park visitors on the front porch of the local restaurant. In addition, we facilitated a formal workshop to generate principles and goals for the park.

In 2007, the 106 Group launched a comprehensive interpretive planning process with Arkansas State Parks for Historic Washington State Park. Located in southwestern Arkansas, Historic Washington State Park includes over 30 restored historical structures and is listed on the National Register of Historic Places as a National Historic Landmark.

The goal of the 106 Group's work at Historic Washington State Park was to synthesize nearly 200 years of history across over 30 distinct sites into a cohesive, meaningful experience for visitors. Our work included facilitating stakeholder involvement to define the park's overall mission and to generate consensus around the goals for the park's interpretation. Based on stakeholder input and careful audience analysis, we carefully crafted interpretive themes for the park and proposed a clear path for their expression throughout the park using both existing interpretive programs and new forms of interpretation. In the end, the park hopes to attract more visitors and transform itself from Arkansas' "best kept secret" to a jewel in the park system's crown.

