National Heritage Areas

An Option for the Sacramento-San Joaquin Delta

Delta Protection Commission
June 2010
What are National Heritage Areas (NHA)?

A "national heritage area" is a place designated by the United States Congress where natural, cultural, historic and recreational resources combine to form a cohesive, nationally-distinctive landscape arising from patterns of human activity shaped by geography. These areas tell nationally important stories about our nation and are representative of the national experience through both the physical features that remain and the traditions that have evolved within them.

John H. Chafee Blackstone River Valley NH Corridor

Cane River NHA
NHA’s

Combine preservation, recreation, economic development, heritage tourism, and heritage education to interpret and promote their region’s distinctive landscape.
Since 1984, 49 places have been designated as NHAs.

Examples:

2) John H. Chafee Blackstone River Valley NH Corridor
12) Ohio & Erie Canalway NH Corridor
13) Rivers of Steel NHA
15) Silos and Smokestacks
20) Yuma Crossing NHA
25) Mississippi Gulf Coast NHA

Designated NHAs as of 2006. Source: National Park Service
Benefits of NHA Designation (Tangible)

- Branding of region as place of national stature
- Limited financial assistance from National Park Service (NPS) that provides valuable “seed” money that can help leverage other money from state, local and private sources
- Help to connect with other federal agencies
- Planning and interpretation assistance and expertise from NPS
- Use of NPS arrowhead symbol
Benefits of NHA Designation (Intangible)

• Retain/interpret the landscape for future generations
• Protect community identity, pride and sense of place
• Educational and inspirational opportunities that encourage residents and visitors to stay in a place
• Building of strong commitment to stewardship
• Offer a collaborative approach to conservation that does not compromise local control over the landscape
## Economic Development Benefits of NHA

### Economic Impact of Heritage Tourism Spending 2005

<table>
<thead>
<tr>
<th></th>
<th>Total of 5 Surveyed NHAs</th>
<th>Projected Estimate for All 27 NHA Sites (based on total visitors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heritage Area Visitors</strong></td>
<td></td>
<td></td>
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<tr>
<td>Heritage Area Visits</td>
<td>5,534,534</td>
<td>68,301,409</td>
</tr>
<tr>
<td><strong>Direct and Total Effects of Heritage Area Visitor Spending</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales ($000's)</td>
<td>$440,617</td>
<td>$5,437,634</td>
</tr>
<tr>
<td>Personal Income ($000's)</td>
<td>$166,521</td>
<td>$2,055,030</td>
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<tr>
<td>Jobs</td>
<td>9,415</td>
<td>116,192</td>
</tr>
<tr>
<td>Value Added ($000's)</td>
<td>$251,170</td>
<td>$3,099,672</td>
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<tr>
<td><strong>Total Economic Effects</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales ($000's)</td>
<td>$689,104</td>
<td>$8,504,204</td>
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<tr>
<td>Personal Income ($000's)</td>
<td>$258,096</td>
<td>$3,185,148</td>
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<tr>
<td>Jobs</td>
<td>12,343</td>
<td>152,324</td>
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<tr>
<td>Value Added ($000's)</td>
<td>$406,161</td>
<td>$5,012,413</td>
</tr>
</tbody>
</table>

NHA vs. National Park

• The Federal government does not impose land use controls to NHAs
• No federal land acquisition authority is granted with NHA designation
• NHAs are locally-managed designations that are coordinated by a local entity in partnership with stakeholders that work collaboratively on projects to meet stated goals
• NPS staff are enlisted as partners with the community in planning and implementing heritage area area activities
• NPS is always advisory, neither makes nor carries out management decisions
NHA management entity

- May be a state or local agency, federal commission or private nonprofit corporation
- Empowered to create a management plan for the NHA, and is authorized to receive federal funds on the area’s behalf
- Examples:
  - Silos and Smokestacks NHA: *Silos and Smokestacks*, 501(c)(3) non-profit organization
  - Delaware and Lehigh NHC: *Delaware and Lehigh NHC Commission*, congressionally authorized commission
  - Yuma Crossing NHA: *Yuma Crossing National Heritage Corp*, 501(c)(3) non-profit organization
Management Plan

• Upon receiving designation, management entity and partners have three years to develop a plan and receive approval by the Secretary of the Interior
• Plan describes how management entity and partners will work together towards a common vision
• May include: interpretation/marketing plan, economic development plan, special projects, partnership development, organizational structure overview, and more
Case study #1 – Silos and Smokestacks (America’s Agricultural Heritage Partnership) 
Agritourism and Regional Branding
Case study #2 – Delaware and Lehigh National Heritage Corridor

Small town revitalization

Map of Pennsylvania, showing Delaware and Lehigh NHC
NHA Criteria

1. An area has an assemblage of natural, historic, or cultural resources that together represent distinctive aspects of American heritage worthy of recognition, conservation, interpretation, and continuing use, and are best managed as such an assemblage through partnerships among public and private entities, and by combining diverse and sometimes noncontiguous resources and active communities.

2. Reflects traditions, customs, beliefs, and folklife that are a valuable part of the national story.

3. Provides outstanding opportunities to conserve natural, cultural, historic, and/or scenic features.

4. Provides outstanding recreational and educational opportunities.

5. The resources important to the identified theme or themes of the area retain a degree of integrity capable of supporting interpretation.
6. Residents, business interests, non-profit organizations, and governments within the proposed area are involved in the planning, have developed a conceptual financial plan that outlines the roles for all participants including the federal government, and have demonstrated support for designation of the area.

7. The proposed management entity and units of government supporting the designation are willing to commit to working in partnership to develop the heritage area.

8. The proposal is consistent with continued economic activity in the area.

9. A conceptual boundary map is supported by the public.

10. The management entity proposed to plan and implement the project is described.
How is the Delta nationally significant?

**Natural Heritage**
- One of the only ‘Inverse Deltas’ in the world
- Second largest estuary in U.S.
- Pacific flyway stopover
- Mediterranean climate, that supports anadromous fish
- Inland delta in the middle of huge urban areas
- Wealth of natural resources

**Cultural Heritage**
- Gold Rush Corridor
- Major center for water based recreation
- Multi-Cultural rural landscape
- Key act of hydraulic infrastructure/engineering
- Productive agricultural region which shipped products throughout the world
- Innovative center for agricultural equipment invention
Natural Heritage and Natural Resources

1873 map illustrating the large size of the Delta's watershed
Gold Rush and Reclamation

Pre-1850 chart of the Sacramento River (current Rio Vista to Sacramento) for Gold Rush navigation

“Tule-Breakers,” pre-1900

Clamshell dredger constructing levees
Agricultural Heritage

Levi Painter’s farm near Courtland ca 1880

Various produce labels, 1910-1930

The original Caterpillar, 1906
Recreational Paradise
Multicultural Rural Landscape

Map of Asian landholdings in Delta, circa 1920

Mainstreet Locke, 1939

Courtland’s Chinatown, circa 1920

Isleton’s Japantown, pre 1926
Completion of a Feasibility study

1. Defining the study area.
2. Public involvement strategy.
3. Determination of the region’s contribution to the national heritage and development of potential themes.
4. Natural and cultural resources inventories, integrity determinations, and affected environment data.
Completion of a Feasibility study (cont.)

   a. No action/use of existing authorities alternative.
   b. NHA designation.


7. Heritage area administration and financial feasibility.

8. Evaluation of public support and commitments.
Potential Projects

Heritage Tour Routes
Regional Branding
Historic Preservation

Heritage Education
Agritourism
Ecotourism
More Information

• Delta Protection Commission
  http://www.delta.ca.gov/heritage.htm

• National Park Service
  www.nps.gov/history/heritageareas/

• Alliance of National Heritage Areas
  www.nationalheritageareas.org