

# National Heritage Areas Alliance Update

ANHA

## Alliance of National Heritage Areas to Hold 10th Annual Meeting and Congressional Reception in Washington, DC

The 10th Annual Alliance of National Heritage Areas (ANHA) Annual Meeting and Congressional Reception will take place from Monday, March 3rd to Thursday, March 5th in Washington, DC. The week begins with the ANHA Board of Directors Business Meeting on Monday morning, which will feature both general sessions and more specialized meetings geared towards the concerns of specific ANHA committees.

On Monday evening, the ANHA will sponsor its 10th Annual Congressional reception. The event will take place from 5:30 to 7:30pm in the Hart Senate Office Building, Room 902. It is being co-hosted by Preservation Action, the National Conference of State Historic Preservation Officers (NCSHPO) and the National Trust for Historic Preservation (NTHP). This important evening continues an exciting partnership begun last year, which allows the organizations to come together and promote common goals and initiatives. Several hundred people are expected to attend the gathering.

On Tuesday, March 4th, from 8:30am until 1:30pm, the meeting will feature the ANHA Program Roundtable. The topic is "Heritage Development Finances: Looking Beyond the NPS Funds." The ANHA Program Roundtable presentations will be made by the Executive Directors of five National Heritage Areas with emphasis on facilitated questions and comments from those in attendance. The focus will be on finding and utilizing diverse heritage development funding sources.

Finally, on Tuesday afternoon and Wednesday, Heritage Area representatives will "hit the Hill" to meet with Members of Congress and their staff. For more information on the Congressional reception or to take part in ANHA programming throughout the week, contact John W. Cosgrove at the ANHA at [anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net).



*Top photo: NPS Director Mary Bomar and ANHA Chairman Dayton Sherrouse at the 2007 ANHA Congressional Reception.*

*Above left: Hundreds of preservation supporters gathered in 2007 for the reception sponsored by ANHA, NCSHPO, NTHP and Preservation Action*

*Above right: In 2007, participants enjoyed the opportunity to discuss heritage development issues in the historic Rayburn Grand Foyer*

*Immediately above: Blue Ridge National Heritage Area Executive Director Penn Dameron and colleague converse*

*Below: U.S. Senator Bob Casey, ANHA Executive Director John Cosgrove and NPS Director Mary Bomar enjoy the festivities.*

## Legislative Update

On December 26, President Bush signed into law **H.R. 2764**. No public law number has been assigned at the writing of this update. The bill provides \$15,500,000 for the National Heritage Areas program.

**HR 4457** (Thompson, D-MS) – A bill to establish the Mississippi Delta National Heritage Area and the Mississippi Hills National Heritage Area, and for other purposes.

**S. 2512** (Cochran, R-MS) A bill to establish the Mississippi Delta National Heritage Area in the State of Mississippi, and for other purposes.



## Forum Journal Highlights Heritage Corridors

The Fall 2007 issue of *Forum Journal* is entitled Heritage Corridors: Pathways to History. It highlights the protection and interpretation of several important linear heritage resources including the Great Allegheny Passage, Route 66, the Trail of Tears in southern Illinois and the state of Texas' heritage trails program. For more information visit [http://www.preservationbooks.org/Bookstore.asp?category\\_id=10&Item=1310](http://www.preservationbooks.org/Bookstore.asp?category_id=10&Item=1310).



## Safety and Security for Tourism

The George Washington University's Tourism Destination Management and Marketing Certificate Program announces the launch of "Safety and Security for Tourism Destinations: Achieving a Safe and Secure Tourism Environment." This is a course designed to help tourism professionals understand the importance of safety and security within a destination, as well as provide them with the "tools" needed to create a secure environment for both visitors and residents. The course is available worldwide via Internet-based distance learning. For more information please email [dmpdl@gwu.edu](mailto:dmpdl@gwu.edu).

# News from the Heritage Areas

## American Planning Association's Top 2008 National Planning Award Goes To Erie Canalway National Heritage Corridor

The American Planning Association (APA) has named the Erie Canalway National Heritage Corridor Preservation and Management Plan recipient of the 2008 Daniel Burnham Award for a Comprehensive Plan, the organization's top national planning award. "The ambitious Erie Canalway National Heritage Corridor Preservation and Management Plan not only is an innovative approach to preserving the cultural and historic treasures of yesterday's working canal system, but for energizing and enhancing the strength of the communities it connects today and tomorrow," said 2008 National Planning Awards Jury Chairperson Carol Rhea, AICP. "The plan provides a much needed model for others involved in the growing trend of heritage tourism and historic resources preservation," she added.

Representatives involved with the Canalway Plan will receive their award at a luncheon ceremony April 30 during APA's National Planning Conference. "The plan reflects the tremendous energy and enthusiasm demonstrated all along the Canalway Corridor to draw upon our past and bring forth the best of what we can be," said Eric Mower, Erie Canalway National Heritage Corridor Commission Chairman. "We're proud to accept the award on behalf of the many people who are working diligently with us to enhance and celebrate the Erie Canalway for all to use and enjoy." For a list of all 2008 National Planning Excellence, Achievement, and Leadership Award recipients, visit [www.planning.org/awards/2008winners.htm](http://www.planning.org/awards/2008winners.htm).

## Silos & Smokestacks National Heritage Area (SSNHA) Reaches Benchmark with New Site Designations

Each year, SSNHA holds a designation process where potential sites may apply to become heritage area partners. Organizations must demonstrate how their site tells a part of the story of American agriculture. Partner site designations are divided into three categories based on the level of interpretation, services and facilities available. Strategic Investment Partners provide full services, including staff, exhibits, programs and restrooms. Affiliates are open less frequently and/or have more limited public services. Points of Interest may not be staffed or have public services. In 2007, SSNHA has announced the designation of 11 new agriculture related sites to the Heritage Area, as well as an upgraded affiliation level for two previously designated sites. There are now 106 sites within the Heritage Area interpreting different stories of agriculture, ranging from dairy farms and museums to vineyards and tractor assembly plants.

## Yuma Crossing National Heritage Area Project Receives National Recognition

The Pivot Point, Yuma Project, a downtown riverfront revitalization initiative, was recently awarded the 2007

International Economic Development Council (IEDC) Partnership Award for areas with a population of 50,000 to 200,000. Once a vibrant commercial hub, the 22 acre Pivot Point site had lain dormant since the early 1900's. In 1998, the city of Yuma assembled a team of professionals and partnered with Clark-Lankford, LLC to bring new retail and



residential development to the historically significant location. The National Heritage Area played a critical role in the plan by increasing community involvement and bringing in federal funding. The development agreement, approved in December 2004, has now begun implementation with a \$30 million hotel/conference center due to open in late 2008 and a total of \$100 million of investment expected by 2012. The project was also featured in the fall 2007 issue of the IEDC Economic Development Journal.

## Rivers of Steel NHA Expands Interpretive Tours

When the New York Times #1 bestseller, *1,000 Places to See and Do Before You Die in the USA and Canada*, hit the book shelves at the end of 2007 there were only three listings for the City of Pittsburgh – the Andy Warhol Museum, Primanti Brothers (for its famous sandwiches) and Pittsburgh's Steel Heritage with a recommendation to get aboard a Rivers of Steel NHA tour to "explore what is left of Pittsburgh's steel era." Recognition of Rivers of Steel's tours in this bestseller reflects the steady increase in the popularity of ROSNHA programming, especially its two core tours, Babushkas & Hard Hats and Carrie Furnaces - which operate from May until September and sell out weeks in advance. Using former steel workers and life long residents as guides, the tours deliver an authentic experience right down to lunch at a local ethnic club and a taste of the region's delicious "cookie table."

With each year, the tour program continues to expand. By working with heritage partners such as the Frick Art and Historical Center and the John Heinz Regional History Center, Rivers of Steel has been able to tap into the popular Elderhostel market, and, in a single month, the NHA led five Elderhostel tours related to Pittsburgh's industrial and cultural heritage. Student programming has also gained momentum with the highly, interactive "Life on \$1.65" program that introduces middle school students to life as an immigrant in the steel valley. In addition to becoming a popular field trip, it has attracted the attentions of organizations such as the United State Steel Workers of America who book it annually for their member's children.



*ROSNHA tour group*

# Partners Column

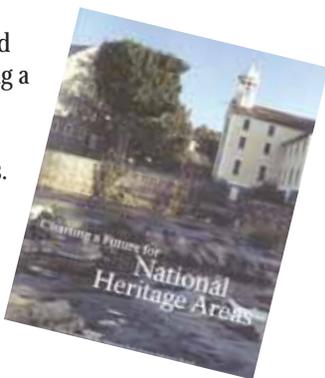
## New Members of National Park System Advisory Board Named

The National Park System Advisory Board has five new members and a new chairman, William F. Baker, PhD. The Advisory Board has been inactive since January 2007 when its Congressional authorization expired. First authorized in 1935, under the Historic Sites, Buildings, and Antiquities Act, the Board advises the Director of the National Park Service and the Secretary of the Interior on matters relating to the National Park Service, the National Park System, and other programs administered by the National Park Service. "The Board provides valuable advice to the National Park Service leadership on many important issues relating to our 391 park units and our other natural and cultural heritage responsibilities," said National Park Service Director Mary A. Bomar. "I was pleased to name Bill Baker to lead the board, and I look forward to a wonderful working relationship with both the new and reappointed members."

The Board's membership consists of 12 United States citizens having a demonstrated commitment to the mission of the National Park Service and representing various geographic regions. For a list of all the new and continuing board appointment see <http://home.nps.gov/applications/release/Detail.cfm?ID=777>.

In 2006, the Advisory Board issued Charting a Future for National Heritage Areas. The report presents case studies of National Heritage Areas and recommendations for future programmatic directions.

A PDF version of the report is available at <http://www.nps.gov/history/heritageareas/NHAreport.pdf>.



# Conferences, Workshops and Events

## AASLH offers course in Board Development



This online course is designed to provide training to staff and board members of history organizations. The course includes information on the characteristics of a good board and good board members; the day-to-day management of boards including information on a board member's legal, ethical, and financial responsibilities; and methods and techniques for training and rewarding board members for their service. For more information, go to [www.aaslh.org](http://www.aaslh.org).

This online course is designed to provide training to staff and board members of history organizations. The course includes information on the characteristics of a good board and good board members; the day-to-day management of boards including information on a board member's legal, ethical, and financial responsibilities; and methods and techniques for training and rewarding board members for their service. For more information, go to [www.aaslh.org](http://www.aaslh.org).

## Preservation Leadership Training in Portland, ME from June 21-28, 2008

Preservation Leadership Training (PLT) is an intensive one-week program that provides participatory learning experiences in leadership and organizational development. It is geared towards board members and staff of preservation organizations and agencies, Main Street communities, and others who are in a position to influence preservation efforts in their communities. The deadline to register is March 31, 2008. For more information: Call 202-588-6067, e-mail [plt@nthp.org](mailto:plt@nthp.org), or visit [www.nationaltrust.org/plt](http://www.nationaltrust.org/plt).

## National Council on Public History Annual Conference, April 10-13 in Louisville

From April 10-13, the National Council on Public History will hold its annual meeting in Louisville, KY. The theme of the conference is *Public Histories of Union and Disunion*. For more information on registration and conference programming, visit <http://www.ncph.org/Conferences/2008/tabid/301/Default.aspx#program>.

## 2008 National Preservation Conference

The National Trust for Historic Preservation invites you to submit a proposal for an education session for the National Preservation Conference in Tulsa, Oklahoma, October 21 – 25, 2008. We seek proposals that present critical issues that challenge communities across the country and cutting-edge historic preservation strategies and models that address these. We invite a broad range of proposals that include cultural, subject matter, and geographic diversity.



For more information visit <http://www.nthpconference.org/Sessions/index.html>.

## For more information on heritage areas, please visit our websites.

*The Alliance Update is a partnership project of the Alliance of National Heritage Areas and the National Park Service National Heritage Areas Program.*

Send your heritage area events and news to the editor by the 18th of the month for inclusion in the following month's bulletin.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

- Reach the editor at [Eleanor\\_Mahoney@contractor.nps.gov](mailto:Eleanor_Mahoney@contractor.nps.gov)
- To subscribe or unsubscribe, send an email to the editor.

**John W. Cosgrove**  
Executive Director  
Alliance of National Heritage Areas  
202.528.7549  
[anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net)  
[www.nationalheritageareas.org](http://www.nationalheritageareas.org)

**Eleanor Mahoney**  
National Park Service  
National Heritage Areas  
202.354.2268  
[Eleanor\\_Mahoney@contractor.nps.gov](mailto:Eleanor_Mahoney@contractor.nps.gov)  
[www.nps.gov/history/heritageareas/](http://www.nps.gov/history/heritageareas/)



# Assistance

## Landscape Architects Announce 2008 Awards Call for Entries

Each year, the American Society of Landscape Architects (ASLA) honors the best in landscape architecture from around the globe. Award recipients receive featured coverage in *Landscape Architecture* magazine and in many other design and construction industry and general interest media. For more information, visit [http://www.asla.org/awards/2008/rules\\_entries/](http://www.asla.org/awards/2008/rules_entries/).

## Cynthia Woods Mitchell Fund for Historic Interiors

The Mitchell Fund assists in the preservation, restoration and interpretation of historic interiors. Grants are made in the amount of \$2,500 to \$10,000 and do not require a match. Eligible applicants are nonprofit organizations and government agencies unless the project funded is a National Historic Landmark (NHL). For NHL projects, applicants may be individuals and for-profit businesses. Mitchell Fund grants can not be used for repair work or acquisition of objects, but may be used to hire consultants, produce marketing materials and design interpretive programs. There is one funding round in 2008, with a deadline of February 1. For examples of funded projects, visit [http://www.nationaltrust.org/funding/Mitchel\\_Examples.pdf](http://www.nationaltrust.org/funding/Mitchel_Examples.pdf).

# Blue Ridge National Heritage Area

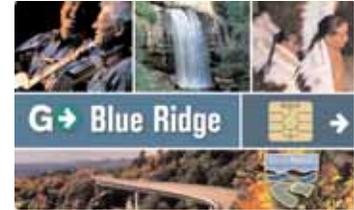
The Blue Ridge National Heritage Area (BRNHA) experienced a banner year in 2007 with the completion of a number of new programs and initiatives.

Comprised of the 25 westernmost counties in North Carolina, the BRNHA emphasizes the preservation, interpretation and development of five cultural thematic areas that define the uniqueness of the Blue Ridge Mountains — Agriculture, Cherokee, Craft, Music and Natural Heritage.

A nine-member board of directors provides oversight of Heritage Area programs and initiatives. The nine members are appointed by five different agencies named in the BRNHA's authorizing legislation, including AdvantageWest Economic Development Group, the Governor of North Carolina, the Eastern Band of Cherokee Indians, the Education and Research Consortium and HandMade in America.

## Go Blue Ridge Card

In seeking ways to creatively market the many visitor attractions and resources in the region, the BRNHA partnered with Smart Destinations, Inc. of Boston to create a Go Blue Ridge Card. This multi-attraction pass (with an accompanying guidebook) provides discounts and special offers at venues large and small throughout the Heritage Area, and invites users to enrich their visits by exploring attractions that are off the beaten track as well as the more familiar sites.



The New Go Blue Ridge Card



The new Blue Ridge Parkway Destination Center in Asheville, NC

## Traditional Artists Directory

The BRNHA will soon publish a *Traditional Artists Directory* on its website. This juried directory, compiled in partnership with the North Carolina Folklife Institute, lists 240 crafters, musicians, storytellers, folk artists, instrument makers, wild crafters and preservers of the traditional foodways of the Blue Ridge Mountains. A second phase is underway which will include 200 additional traditional artists.

## Blue Ridge Parkway Destination Center

The offices of the Blue Ridge National Heritage Area have moved recently into their permanent home at the beautiful new and incredibly "green" Blue Ridge Parkway Destination Center. A National Park Service (NPS) facility, the Destination Center is located just south of Milepost 384 on the Blue Ridge Parkway, near Asheville, NC. It includes museum-quality exhibits prepared by the National Park Service, which interpret the cultural and natural heritage of the region, and a 24-minute movie about the Parkway and the five thematic areas of the BRNHA.

The BRNHA is responsible for staffing an information desk at the Destination Center and has established a strong volunteer program. BRNHA also partnered with the NPS to develop the 22-foot long "I-Wall," an interactive exhibit with a plasma screen that when guided over an enlarged map of the Parkway displays text, video and still photography which highlight features and attractions on and near the Parkway.

## E-newsletters for Partners and Visitors

Finally, this year the BRNHA launched two e-newsletters. *On the Blue Ridge* features news for and about the partners of the Heritage Area and is published bi-monthly. *The Blue Ridge Explorer* goes to subscribers who are interested in visiting the area. Distributed monthly, this e-newsletter contains stories about events happening throughout the region.

## Looking Forward

The Blue Ridge National Heritage Area will move into 2008 with a completed Management Plan and Environment Assessment, a new marketing program enhanced with matching state funding, and a permanent location on the Blue Ridge Parkway. The Board and Staff are also looking forward to hosting the quarterly ANHA meeting in Asheville October 7-10, 2008.



The BRNHA will soon publish a Traditional Artists Directory on its website

BLUE RIDGE NATIONAL  
HERITAGE AREA