



ANHA

June/July 2009

NATIONAL HERITAGE AREAS

Alliance Update

Legislative Update

Congress designates nine new National Heritage Areas

- HR 2167 (Cuellar, TX) To authorize the Secretary of the Interior to conduct a study to assess the suitability and feasibility of designating certain lands as the Los Caminos del Rio National Heritage Corridor, and for other purposes.
- HR 2383 (Fleming, LA) & S 1017 (Landrieu, LA) To reauthorize the Cane River National Heritage Area Commission and expand the boundaries of the Cane River National Heritage Area in the State of Louisiana.



The Clipper Ship *Pride of Baltimore II*, a symbol of invention, maritime history and the War of 1812, sails in Baltimore Harbor, part of Baltimore NHA. Credit: Bill McAllen

Atchafalaya National Heritage Area hosts ANHA board meeting



A fisherman checks Crawfish traps in the Atchafalaya National Heritage Area.

From April 21st to 23rd, the Alliance of National Heritage Areas (ANHA) held its annual Spring Board Meeting in the Atchafalaya National Heritage Area in Louisiana (www.atchafalaya.org). Hosted by the heritage area, with the assistance of the Lafayette Convention and Visitors Commission, the meeting attracted heritage development professionals from across the country as well as National Park Service regional representatives.

ATCHAFALAYA, continued on page 3

On March 30th, 2009 President Obama signed the Omnibus Public Lands Management Act of

2009 into law. This landmark piece of conservation legislation designated nine National Heritage Areas, (NHA) bringing the total to 49 NHAs in 32 states. The new areas encompass a wide range of landscapes, stretching from the Delta of Mississippi to the Kenai Mountains of Alaska. Rich in history and culture, the stories of each NHA add depth and diversity to our country's shared narrative. Below is a brief introduction to each of these nationally distinctive regions:



A traditional Shaker Barn in the Freedom's Way National Heritage Area. Photo Credit: Massachusetts DCNR

NEW NHAS, continued on page 2



Elvis Presley Birthplace in the Mississippi Hills National Heritage Area. Photo Credit: Tupelo Convention and Visitors Bureau

Baltimore National Heritage Area (MD) – Located in Maryland’s largest city, Baltimore NHA includes a diverse array of urban neighborhoods, historic sites and natural resources, including the shoreline of the Patapsco River. The NHA was also certified as a Maryland State Heritage Area in 2001. <http://www.ci.baltimore.md.us/government/heritage/>

Freedom’s Way National Heritage Area (MA & NH) Encompassing land in two states, New Hampshire and Massachusetts, Freedom’s Way NHA is about beginnings – of the America Revolution and of our concepts of liberty, freedom and land use. The region has produced a great number of nationally renowned patriots, writers, environmentalists, thinkers, and visionaries. <http://www.freedom-sway.org/>

Kenai Mountains – Turnagain Arm National Heritage Area (AK) – Alaska’s first NHA celebrates the natural beauty, cultural traditions and rich history of this mountain corridor. The stories and experiences of Native Alaskans, Russians, explorers, gold miners and settlers are visible upon the landscape and interpreted in five community museums.

Mississippi Delta National Heritage Area (MS) – Encompassing all Mississippi counties that contain land in the great alluvial floodplain of the Mississippi river, the area known as “The Birthplace of the Blues” is home to a rich

culture and history. Much of our modern American culture has its roots in the Delta, a region that played a pivotal role in the early civil rights movement.

Mississippi Hills National Heritage Area (MS) - Thirty counties, in the northeastern part of the Magnolia state, are included in this NHA. The Mississippi Hills region represents a distinct cultural landscape shaped by the dynamic intersection of Appalachian and Delta cultures. Lasting contributions to our country’s musical and literary legacies were forged by Hills’ natives Elvis Presley, William Faulkner, Tennessee Williams, Howlin’ Wolf and others. <http://www.mississippihills.org>

Muscle Shoals National Heritage Area (AL) – This river valley in Northwest Alabama covers six counties and includes the Wilson Dam along the Tennessee River. Associated with the distinctive “Muscle Shoals” musical sounds, the area also includes the W.C. Handy home and the birthplace of Helen Keller.

Northern Plains National Heritage Area (ND) – North Dakota’s first NHA follows the length of the Missouri River, an area farmed and settled by Mandan and Hidatsa people and later traveled by the Lewis and Clark expedition. Within the Heritage Area there is a National Historic Site, an interpretive center, and a state park. <http://www.northernplainsheritage.org>

Sangre de Cristo National Heritage Area (CO)- Alamosa, Conejos and Costilla counties in the San Luis Valley of Colorado form this new NHA. Recognized as a confluence of American Indian, Latino and Anglo cultures, the region also includes the Monte Vista National Wildlife refuge and the Great Dunes National Park and Preserve, home to the largest sand dunes in North America.

South Park National Heritage Area (CO) – Home to a rich mining history as well as some of the most spectacular mountain scenery in the country, South Park NHA is located in central Colorado. The region supports 19 working ranches along 30 miles of stream corridor and 17,000 acres of wetlands and agricultural lands in the headwaters of the South Platte River.



ANHA members enjoy an exhibit at the Jean Lafitte National Historical Park-Acadian Cultural Center.

As part of the ANHA meeting, attendees toured the Atchafalaya region, a Louisiana State Heritage Area since 1997 and a NHA since 2006. Stretching across 14 parishes, the landscape is culturally rich and ecologically varied. Frequently referred to as “the South’s last wilderness” and “the Other Glades,” the Atchafalaya Basin is comprised of bottomland hardwood forests, swamps, bayous, backwater lakes and marshes. It is an exceptional illustration of river systems and lakes, water control technology and recent

geologic history as well as one of only a handful of actively growing river deltas in the world. The region is also recognized for its unique heritage and is home to a diverse population of European, African, Caribbean and Native-American descent. It is best known for its Cajun culture and is the center of Cajun cuisine, music, arts and folk traditions.

In order to showcase the diverse natural and cultural resources of the Atchafalaya, emphasis was placed on the themes of dance, music, language, cuisine, storytelling and ecotourism. Stops on the itinerary included Jean Lafitte National Historical Park-Acadian Cultural Center in Lafayette, La Maison de Begnaud in Scott and Crawfish Town and Des Amis in Breaux Bridge.

In addition to its dynamic wildlife and scenery, the region is also recognized for its rich cultural heritage and is home to a diverse population of European, African, Caribbean and Native-American descent. It is best known for its Cajun culture and is the center of Cajun cuisine, music, arts and folk traditions. The lifeways of local residents continue to be directly related to the dramatic natural resources: hunting, fishing, crawfish farming, trapping are but a few examples. The financial impact of the Basin’s fisheries, wildlife and recreational resources are estimated at some \$100 million annually.

PUBLICATIONS/RESOURCES

The Chronicle of Philanthropy archives exciting Web conversations

The Chronicle of Philanthropy sponsors regular interactive web discussions on topics of interest to organizations and individuals engaged in philanthropy. Topics include fundraising in tough times, building the next generation of leaders and social media. To read transcripts of past sessions or to find out when the next discussion will be, visit <http://philanthropy.com/live/>.

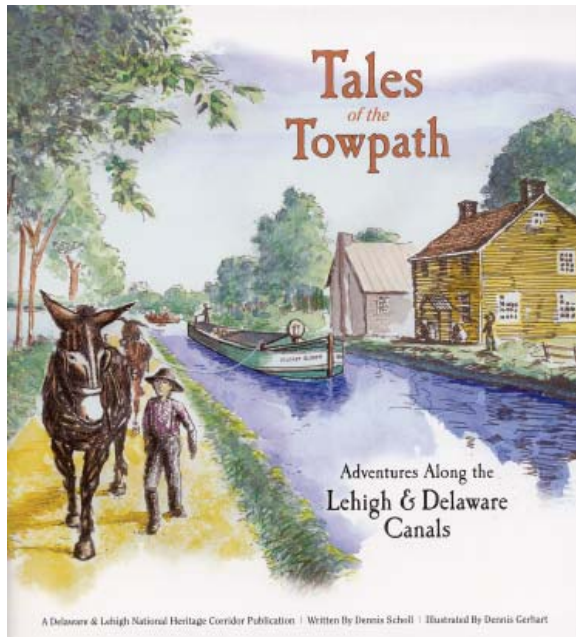
2010 National Historic Landmark Photo Contest announced

The National Park Service is proud to announce the Tenth Annual National Historic Landmark Photo Contest. All National Heritage Areas have NHLs located within their boundaries so grab your camera, snap some photos and share your heritage with the nation! For more information on the contest and for a list of National Historic Landmarks by state, visit: www.nps.gov/nero/nhlphoto.

Photo at right: 2009 National Historic Landmark Photo Contest Honorable Mention, Wayne Peters, Photographer: A view inside Fort Niagara, located within the Colonial Niagara Historic District NHL in the Niagara Falls National Heritage Area.



Tales of the Towpath curriculum a success



Tales of the Towpath, a children's book authored by D&L Outreach Coordinator Dennis Scholl

The Delaware & Lehigh National Heritage Corridor (D&LNHC) in Pennsylvania recently released *Tales of the Towpath*, a new, interdisciplinary curriculum for 4th and 5th graders. Within its first few months of release, the curriculum has already journeyed to 27 elementary schools within 10 school districts, reaching hundreds of children throughout the state.

Written by D&LNHC Outreach Coordinator, Dennis Scholl, *Tales of the Towpath* introduces students to life along the Lehigh and Delaware canals in the 1850s, when canal commerce was at its peak and the United States was emerging as an industrial nation. The focal point of the curriculum is a new children's book about the adventures of a young boy who sails with his family to America in 1846 and eventually owns and operates his own canal boat. Wonderfully illustrated, the text takes students on an enjoyable journey through time and also serves as a source of standardized classroom lessons that emphasize language arts, math, science, geography, social studies, art and music. The project was developed by a 20-member volunteer team of current and retired teachers, principals and historians.

When the curriculum arrives at a school, it is housed inside reproduction ship trunks, built by an advanced wood-working class. Each trunk holds copies of the book and a teacher's manual that includes lessons, activities, a book glossary, field trip and assembly opportunities, historical resources, and an expanded teacher's version of the storybook filled with inquiry questions, internet links, historical tidbits

and other teaching options. The trunks also contain reproductions of 19th-century items that are mentioned in the book's 24 chapters as well as some more modern DVDs and CDs. "We really are giving the teachers everything they can possibly need," Scholl says.

The curriculum, offered free of charge for four to six weeks, moved forward last summer after teachers attended D&L's first training workshop. Funding for the "Tales of the Towpath" pilot program was made available through a grant from the Keystone Nazareth Charitable Foundation, as well as grants by the PA DCED, PA DCNR Resources; Luzerne Foundation; Sovereign Bankcorp; Sovereign Securities; Embassy Bank; Capital BlueCross; and the D&LNHC. To learn more about the "Tales of the Towpath" curriculum contact Dennis Scholl at dennis@delawareandlehigh.org.

On two wheels or two feet - It's a boost for the Journey Through Hallowed Ground NHA

The Journey Through Hallowed Ground Partnership supported this year's Bike Virginia 2009 – a cycling tour expected to generate more than a \$1.5 million in local revenue. Running through the heart of the Virginia Piedmont, the event brought more than 2,000 riders of all levels closer to the towns, natural beauty and heritage characteristic of the region. "This is a special opportunity to connect Orange, Culpeper and Charlottesville with thousands of folks from around the National Heritage Area, said Cate Magennis Wyatt, president of the Journey Through Hallowed Ground Partnership. "Whether on two wheels or two feet, everyone is welcome to explore and enjoy these truly amazing communities in this magnificent region."

Yuma Crossing NHA and Augusta Canal NHA receive support of voters

Voters in Yuma, AZ and Augusta, GA recently voted in favor of proposals that would use tax dollars to support heritage development, including the respective heritage areas in each community. The multi-year funding initiatives will sustain the good work already begun in both cities. To learn more visit www.augustacanal.com or www.yumaheritage.com.

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National Aviation Heritage Alliance develops Wright B Flyer simulator



The NAHA Wright B Simulator is enjoyed by a group of youngsters at the recent Night at the Air Force Museum. Photo Credit: Aviation-Dayton.com

Imagine the excitement of flying in one of the Wright Brothers early airplanes. The National Aviation Heritage Alliance (NAHA) has made that dream a reality. In partnership with *Wright B Flyer, Inc*, NAHA has developed a simulator that replicates piloting a Wright brothers' plane. The device is equipped with aircraft controls similar to the Wright B model and, with the aid of computer software, the "pilot" has an opportunity to take off, fly and then land a plane just as the Wrights did at Huffman Prairie, Ohio in the early 20th century.

Since *Wright B's* delivery of the simulator, it has been used at a number of conventions and meetings in the National Aviation Heritage Area as well as a regional convention of meeting planners in Grand Rapids, Michigan. It will be the focal point for the Dayton Montgomery Convention and Visitors Bureau's exhibit at the ASAE and The Center For Association Leadership Annual Meeting and Exposition in Toronto, Canada in August 2009. The simulator is a great marketing tool, drawing in visitors to learn more about the Wright brothers and all of the aviation heritage attractions in the National Aviation Heritage Area.

Erie Canalway NHC Passport to Your National Parks © Sites announced

The Erie Canalway National Heritage Corridor recently announced selection of 16 cultural heritage sites to participate in the Passport to Your National Parks © program. The sites will join five existing National Park sites in the National Heritage Corridor where visitors can collect free cancellation stamps in a special spiral-bound National Park Service Passport.

Millions of people participate each year in visiting hundreds of National Parks and NPS-affiliated areas nationwide and recording their experiences with the free cancellation stamps. Passport to Your National Parks © is coordinated by Eastern National, a National Park Service partner, in cooperation with the Erie Canalway National Heritage Corridor. "Collecting passport stamps will encourage people to visit multiple sites, each one telling a different part of the canal story," explained Lori Solomon-Duell, Erie Canalway director of heritage tourism. "By linking sites along the Erie Canalway, the passport program offers visitors a more complete experience and memories to last a lifetime."

Passport Stamps will be available starting June 18, 2009. Additional details about Passport sites are available at: www.eriecanalway.org. National Park Service Passports are available online at www.estn.org and at National Park Service visitor centers. A Kids' Passport ® To Your National Parks Companion is also available.

Silos and Smokestacks Awards Grants

Silos & Smokestacks National Heritage Area has awarded \$47,128 in grants to help sites, communities and organizations tell the story of American agriculture in north-eastern Iowa. With \$91,928 in requests, SSNHA awarded grants 13 recipients for the 2009 SSNHA General Grant Program. Some of the selected projects include: \$3,000 to the Buchanan County Conservation Board to restore the interior of the Richardson-Jakway House to the time period of 1850-1875; \$3,000 to the Fort Des Moines Museum to provide marketing and program support for the museum's new permanent exhibit, "The Victory Garden; and \$1,000 to the Vesterheim Norwegian-American Museum to partner with Decorah schools to develop historical event lessons for third graders.

Documentary film in the works for Northern Rio Grande NHA

The Rio Grande River, together with wind and time, shaped the landscape of Northern New Mexico, determining where and how life happens in the region. The Northern Rio Grande NHA is working with the Water in Motion Film Company to produce a documentary exploring the ties that bind generations of people to the land. Interviews with Tribal elders, Hispanic viejitos, new comers of diverse backgrounds and young people will illuminate the history that lives in the heritage area today. The film will be shown at community meetings, in classrooms and as part of presentations to local service organizations. Visit www.nps.gov/norg/ to learn more about the NHA.

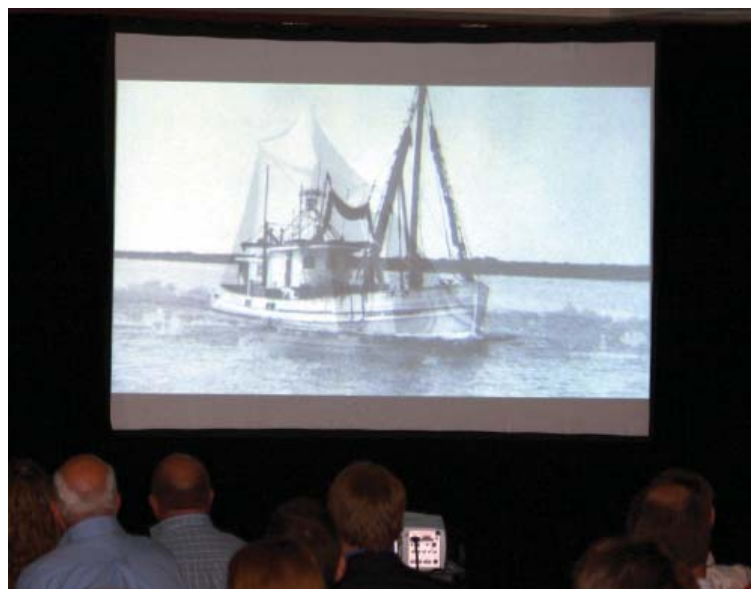
Eastern Pennsylvania Heritage Areas partner to produce colorful new birding guide

Birders in eastern Pennsylvania now have a free, new resource at their fingertips. A 130-page guide that aims to answer the question “*Where can I go birding?*” is available at sites in Philadelphia, Montgomery, Chester, Berks and Schuylkill counties. Funded in part through a Pennsylvania Department of Conservation and Natural Resources (DCNR) grant from Growing Greener, the book was created through a partnership of the Schuylkill River Heritage Area (SRHA), Delaware and Lehigh National Heritage Corridor (D&L) and Lehigh Gap Nature Center. “We know that our busy lifestyles focused around driving and electronic entertainment have contributed to people spending less time outdoors,” Acting DCNR Secretary John Quigley said. “We were happy to support this project to provide handy information about bird and wildlife watching that we hope will lead people to exciting outdoor adventures.”

The guide covers 13 counties, with a breakdown of various sites such as parks, state game lands and wildlife sanctuaries in each county. Site descriptions include information about which species of birds and other wildlife may be seen in every season, accompanied by beautiful, full-color photographs and illustrations. Information on parking, restrooms and any pertinent historical background is also included. Special vignette pages take a more in depth look at exceptional regional sites and birding opportunities.

For a list of locations where the guide can be obtained visit the Heritage Area’s Web site at www.schuylkillriver.org or the D&L Web site at www.delawareandlehigh.org.

Mississippi Gulf Coast NHA debuts oral history video



Attendees of the 10th annual Coastal Development Strategies Conference learn about the heritage of Seafood on the Mississippi Gulf Coast through a new oral history documentary.

As part of the 10th annual Coastal Development Strategies Conference on May 12th and 13th in Biloxi, more than 400 attendees were treated to a new perspective on the seafood industry. This perspective was given through oral histories of fishermen, seafood processors and their families who experienced the business firsthand in its hay-day. These individuals are now working to preserve this cultural heritage for future generations. The Mississippi Gulf Coast National Heritage Area collaborated with the Mississippi Department of Marine Resources, the Mississippi-Alabama Sea Grant Consortium and the Gulf of Mexico Alliance to document these unique stories, which explore the story of the Gulf Coast’s connection to seafood production.

Prior to Hurricane Katrina, there were over 800 resident commercial shrimp fishermen in Mississippi. Now there are about 300 and their numbers are dwindling as the combination of rising fuel costs and imported shrimp driving earnings down. As these icons of the coast disappear, the personal stories and a large part of the coastal fishing community stories are being lost. “Biloxi used to be known as the seafood capital of the world,” said Tina Shumate, Mississippi Gulf Coast NHA director. “So much history was learned by interviewing the families who played a part in making the seafood industry a part of our culture and tradition.” Plans are currently underway to continue the oral history series with a look at the region’s timber and shipbuilding industries.

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Mormon Pioneer NHA breaks ground on new project

The Mormon Pioneer National Heritage Area (MPNHA) in Utah has broken ground for the Karen H. Huntsman Library. In 2004, the Utah State Legislature authorized creating a center to encourage research and studies that explore and enhance Mormon pioneer heritage. This building, called the Mormon Pioneer Heritage Center, will be located in the Karen



Breaking ground at the new Mormon Pioneer Heritage Center

H. Huntsman Library on the campus of Snow College. The library will stand on a heritage plaza that will feature a bronze statue of two Mormon pioneers, Lorenzo and Erastus Snow. Heritage Area community partners have raised \$13.9 million toward the creation of this center. A donation from the MPNHA is pending.

Ground has also been broken for an equestrian park and arena in the MPNHA. This project will emphasize the role that horses played, and continue to play, in the

economy of the region.

The park and arena will serve as a horse boarding facility with excellent access to riding trails. Local cowboys will interpret this important aspect of Mormon heritage. The nearby Wasatch Academy offers an equine program at its boarding school. Community partners have raised \$1.945 million and matching funds of \$75,000 are pending from the MPNHA.

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Alliance of National Heritage Areas/National Park Service National Heritage Areas Program

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 25th 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
- To subscribe or unsubscribe, send an email to the editor.



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Graphic design services for the *Alliance Update* are provided by **Susan Lepoma Perkins, APR**, Mississippi Gulf Coast National Heritage Area.

National Trust Conference in Nashville to highlight Civil War stories and resources in the Tennessee Civil War NHA

In October, Nashville will host the National Trust for Historic Preservation's 2009 Preservation Conference, *Sustaining the Future in Harmony With Our Pasts*. The National Trust has partnered with the Tennessee Civil War National Heritage Area and many other organizations to develop interactive field sessions that highlight the state's significant Civil War stories and sites. Attendees can experience firsthand the Civil War's impact from the 1860s through the Civil Rights movement. These learning laboratories will explore how communities are preserving the best of the past in partnership with the needs of the future.

For example, in Nashville, the Heritage Area plans an innovative session at the new Glen Leven Center, a 60-acre farm and antebellum mansion in the midst of the remains of the Battle of Nashville, to demonstrate best practices in land conservation, adaptive reuse, and sustainable environments by maximizing reciprocal partnerships. Alternately, in Murfreesboro, the Heritage Area and Main

Street Murfreesboro will lead an interpretative workshop on preserving urban properties and landscapes associated with the 1862 Battle of Murfreesboro in the midst of a thriving downtown Main Street environment. Attendees can also experience the devastation of the 1862-1863 Battle of Stones River and ways to continually maintain and improve cultural and natural resources from experts at Stones River National Battlefield.

The 2009 Trust conference in Nashville represents the first time in 50 years that the gathering has been held in Tennessee. Exploring the successes and challenges in Middle Tennessee's historic communities, these mobile workshops offer an opportunity to tailor the conference to your own career development. For information on registration and reserving a booth at the Exhibit Hall, please visit: <http://www.preservationnation.org/resources/training/npc/>. Learn more about the NHA at www.tncivilwar.org.

ASSISTANCE/AWARDS

Tom's of Maine offers grants

Small differences in a community can make a large difference in the world. In an integrated campaign called *50 States For Good*, Tom's of Maine will award five American non-profit organizations \$20,000 in funding. Tom's is taking applications until August 30, 2009. The applications will be narrowed down by a review panel, then the finalists will be posted on tomsofmaine.com for the public to decide who should receive funding. Learn more at <http://www.tomsofmaine.com/community-involvement/project-sponsorships.aspx>



NARA Professional Development Grants

The National Historical Publications and Records (NARA) Commission is seeking proposals to improve the training of professionals in the archival and historical publishing fields. Projects can be for professional education curriculum development, basic and advanced

institutes, or research seminars. Surveys, focus groups, and other activities to understand these professions and their educational and training needs are also eligible. This program does not support requests from individuals for their own professional advancement. Application deadline is October 5, 2009. Learn more about these and other grant opportunities at <http://www.archives.gov/grants/>

\$10 million Climate Showcase Communities Grant Program

The Environmental Protection Agency (EPA) recently announced the availability of up to \$10 million in "Climate Showcase Communities" grants for local and tribal governments to establish and implement climate change initiatives. EPA requests proposals that create replicable models of sustainable community action, generate cost-effective and persistent greenhouse gas reductions, and improve the environmental, economic, public health, or social conditions in a community. The agency expects to award a total of approximately 30 cooperative agreements ranging from \$100,000 to \$500,000. Approximately 5% of the funds are set-aside for tribal governments.

ASSISTANCE, continued on page 9

National Park Service Southeast Regional Office congratulations to Marlene Riley

In May, Student Conservation Association (SCA) intern Marlene Riley completed her yearlong internship with the NPS Southeast Region National Heritage Areas office. While working in the Atlanta office, Marlene focused on improv-

ing program management and accountability. In addition, she helped organize a two-state planning project focused on telling the story of the American Revolution in the southeastern United States. We wish Marlene the best of luck!

NPS Northeast Region Hosts National Heritage Areas Workshop

On May 19th and 20th the NPS hosted a workshop in Gettysburg, Pennsylvania for the 21 National Heritage Areas and their park partners in the northeast region. The two-day workshop was facilitated by Donna Asbury, a consultant with the Association of Partners for Public Lands. It was set up as a series of “learning” sessions, some of which included panels and breakout groups, and others that were managed as more traditional classroom presentations. There were multiple objectives for the workshop including: achieving stronger partnerships between National Parks and Heritage areas, exploring various meanings of sustainability, discussing approaches to improving financial effectiveness, and managing board relationships. Nineteen of the heritage areas in the northeast were represented, and seven superintendents, whose parks are directly associated with the heritage areas, attended. From the northeast region Maryanne Gerbauckas, the associate regional director for heritage preservation, planning and compliance played a key role, and Bonnie Halda and Peter Samuel from the Division of Preservation



Workshop participants provide feedback to a presentation on financial effectiveness.

Assistance and Heritage Areas helped to organize the workshop. Martha Raymond, the national coordinator for National Heritage Areas in Washington, DC also attended and led a presentation on sustainability issues. The group participated in sessions on agreements, partnership building, sustainability, fund raising, and programs for engaging youth. Many

of the heritage area directors presented specific experiences and case studies from their areas. Park Superintendents gave examples of how NPS park units work effectively with the heritage areas and the benefits of reaching out and creating strong partnerships with communities. Through Regional Director Dennis Reidenbach the heritage program in the Northeast is committed to building a lasting relationship and ensuring that the technical assistance provided to heritage areas is responsive and of the best quality. Other workshop sessions are being planned for the future. Contact Peter Samuels, Peter_Samuels@nps.gov for more information.

Eleanor Mahoney Accepts New Position

Assistant National Coordinator for Heritage Areas Eleanor Mahoney has accepted a new position with the Friends of Chesapeake Bay Gateways, a non-profit partner to the Chesapeake Bay Gateways Network (CBGN). CBGN is a system of national, state and local parks, refuges, museums, historic communities and water trails throughout the Chesapeake Bay watershed.

Managed by many different entities, each of these 155+ Gateways represents a different part of the Bay story. The CBGN provides a way for visitors and residents to experience and understand the Chesapeake as a whole. Over the past 2 years, Eleanor has truly enjoyed working with the 49 NHAs and their NPS partners and feels fortunate to have visited so many unique places and heard so many wonderful stories about our country's history and cultural heritage.

Good luck Eleanor!

ASSISTANCE, CONTINUED FROM PAGE 7

Eligibility for the program includes local governments (a county, municipality, city, town, township, local public authority, school district, special district, intrastate district, council of governments, any other regional or interstate government entity, or any agency or instrumentality of a local government), federally recognized Indian tribal governments, and inter-tribal consortia. Proposals are due by July 22, 2009 at 4:00 p.m. EDT. An optional notice of intent to apply is requested by July 1, 2009.

For more information: <http://epa.gov/cleanenergy/energy-programs/state-and-local/show-case.html>

Featured

Essex National Heritage Area



Saltwater marshes are common in Essex National Heritage Area.



The Tall Ship Friendship near the port of Gloucester.

The Essex National Heritage Area is comprised of the 34 communities of Essex County, a 500-square mile coastal region north of Boston. Designated by the U.S. Congress in 1996, the Heritage Area is managed by Essex National Heritage Area Commission (ENHC), a non-profit organization. Working in close collaboration with the National Park Service, as well as other public and private partners, ENHC promotes and develop programs that enhance, preserve and encourage regional awareness of Essex County's unique cultural and natural resources, which include historic seaports, New England town commons, industrial mills and pristine beaches.

In the spirit of regional cooperation that defines its mission, the ENHC is fostering a new marketing strategy this summer aimed at the growing number of Americans taking a "staycation." Alongside a host of non-profit and for-profit heritage partners, ENHC is encouraging residents and visitors alike to "Celebrate the Coast" of Boston's North Shore. This broad-based approach, which combines the resources of three regional organizations and a host of smaller organizations, appealed to funders, who continue to seek more efficient and effective service delivery strategies. To that end, ENHC sought sponsorship and underwriting for this initiative from a lead-

ing regional corporation, which had traditionally only sponsored its premier community outreach event, Trails & Sails. By expanding the scope and reach of the initiative - to include more partners and to extend the shelf life of published materials - funders got more bang for their buck and a longer period of sustained visibility and association with the initiative.

With grant and sponsorship funding from several sources, Essex National Heritage Commission published a new, free brochure, *The Maritime Guide - Exploring the Coast of Essex County*, highlighting the many must-see attractions along Boston's North Shore. This publication was written with the intention of having a two-year shelf life. It is being used as a jacket for several other maritime-related event rack cards that will be inserted and made available at 10 Heritage Area visitor centers, chambers of commerce, partner sites and sponsor retail locations throughout the season and beyond. Residents and visitors can use this guide to explore lighthouses, beaches, historic homes and much more. Backyard adventure seekers can explore Lowell's Boat Shop in Amesbury, the country's oldest continuously operated boat shop, discover the similarities and differences between the many lighthouses that stretch along the coast, and learn about the fishing industry that has flourished in Essex County at the Gloucester Maritime Heritage Center. In addition to the hardcopy guide, a number of events compliment and reinforce the coastal focus this summer. Visitors can discover the homes of merchants and captains during the Maritime Mansions at Twilight program, coordinated by the North of Boston Convention & Visitors Bureau, or experience maritime history firsthand at the Salem Maritime Festival on August 1 at the Salem Maritime National Historic Site. Then from August 13 - 17, the NPS ambassadorial vessel, *Friendship of Salem*, will sail to the historic city of Newburyport, where *Friendship* will be berthed at Waterfront



The Schooner Fame sails off the Massachusetts Coast.

Park and will be open for free, public dockside tours. Essex Heritage considers this foray into integrated marketing programs to be a significant leap forward in building a regional identity and cross-promoting its unique maritime resources among partners who specialize in cultural and eco-tourism. For more information about the Essex National Heritage Area's maritime heritage, or to download a copy of *The Maritime Guide - Exploring the Coast of Essex County*, visit www.essex-heritage.org/maritime.