

PROGRAM HISTORY & PURPOSE

Pennsylvania, with its rich history, rolling hills, and sprawling farmlands is home to some of the most prestigious and unique areas in the nation. To help revive, promote, and develop the potential of these special places, Pennsylvania designated certain geographic regions and corridors as heritage areas. These 12 state designated heritage areas contain a multitude of historic, recreational, natural, cultural, and scenic resources of state and national significance.

Established in 1989, the **Heritage Areas Program** is a comprehensive, multi-faceted regional strategic initiative to conserve and enhance key resources and promote a region's heritage for tourism development. The program provides a catalyst for diverse groups within to join together and develop a unified strategy through planning assessing the values of the region. Representatives from public, private, and non-profit sectors are involved and community vitality is strengthened. Most critically, **the Heritage Areas Program and state's Heritage Areas play a key role in the development and enhancement of one of the state's leading industries — tourism.**

The twelve heritage areas share the same fundamental philosophies and goals:

- To plan regionally and invest strategically
- To preserve historic and cultural resources
- To conserve and enhance the development of natural and recreational resources
- To develop educational and interpretive resources
- To help stimulate heritage tourism and economic development
- To establish partnerships to steward the advancement of the region as a whole

This well-established, national model operates in **57 counties** across the Commonwealth.

The Heritage Areas Program is housed in the **Department of Conservation and Natural Resources' (DCNR) Bureau of Recreation and Conservation**, but administered in partnership with other state agencies, the National Park Service, and several statewide non-profit organizations. Each area has its own manager.

ECONOMIC BENEFITS OF THE HERITAGE AREAS PROGRAM

Since the inception of the Heritage Areas Program, tourism and revenues in Pennsylvania's heritage areas have increased significantly. These areas have successfully demonstrated the ability to create public, private, and nonprofit investment partnerships leveraging significant investments for every dollar of Commonwealth funds spent in these regions.

All 12 Heritage Areas create vibrant communities rich with history, cultural and recreational resources, they also create jobs and bring businesses to the region, especially small businesses, resulting in hundreds of millions of dollars of added value in personal income, profits, community revitalization and government taxes.

In 2014 tourists to the Commonwealth spent an estimated 7.5 million days/nights in the 12 Pennsylvania Heritage Areas, purchasing \$2 billion worth of goods and services. The total contribution of heritage visitor spending to the state economy was 25,708 jobs and \$798 million in labor income.

In 2008, eight of the twelve Heritage Areas participated in a study to assess the characteristics of the visitors to their sites and estimate the impact of these visitors on the local economies. The results from these surveys were used to estimate the total economic impact of the entire Pennsylvania heritage area network. Based on those surveys, it can be said that:

- Visitors to Heritage Areas generated \$1.6 billion in direct and indirect sales last year – supporting more than 31,500 jobs, which paid nearly \$600 million in wages and salaries.
- The total direct and indirect value-added to the community from heritage tourism, in the form of personal income to workers, profits and rents to businesses, and indirect business taxes paid to government, is estimated to be \$934 million in 2008.

According to a 2009 report, Pennsylvania is the fourth leading state attracting cultural heritage visitors. Pennsylvania reported 126 million visitors annually. The total impact of travelers' spending on Pennsylvania's economy is approximately \$34 billion a year and provides more than 563,000 jobs for Pennsylvania families.

THE HERITAGE AREAS ARE THE BEATING HEART OF PENNSYLVANIA — OUR STATE'S HISTORY, OUR STATE'S PRIDE — A GUIDE FOR OUR PAST ACHIEVEMENT AND A ROADMAP FOR OUR FUTURE PROGRESS

Economics Research Associates (ERA) assessed the effects of Pennsylvania's Schuylkill River Valley National Heritage Area on the regional economy and identified the following:

5.87 million

Approximate number of heritage visitors

(5.05 million to heritage attractions and 825,000 to special events)

70 percent

Amount of visitors that come from outside the region

(43 percent from out of state and 28 percent from elsewhere in Pennsylvania)

10.3 million

Total nights that heritage visitors spend in the region

37/44 percent

Amount of heritage visitors in summer (37 percent) & fall (44 percent)

\$358 million

Total annual spending by heritage visitors

(28 percent/food and drink, 21 percent/retail purchases, 20 percent/lodging, 11 percent on recreation & entertainment, and 20 percent/transportation & other purchases)

These are just snapshots of a few of the economic benefits a handful of the Heritage Areas bring to the Commonwealth



In 2005, tourists spent **\$276 million** while visiting sites within the Delaware & Lehigh National Heritage Area generating an estimated 6,067 jobs, personal income of \$104.3 million and a total value added to the local economy of \$157.5 million. Add the indirect economic impact of tourism spending and nearly 7,900 jobs were created, generating \$250 million in total economic value.



The Oil Region National Heritage Area, in Venango and Eastern Crawford Counties, directly and indirectly generates **\$41.2 million** per year in Pennsylvania according to a 2014 Economic and Community Impact of National Heritage Area Sites study. This work creates and supports more than 600 jobs and generates \$3 million in tax revenue for state and local economies.



A 2015 study by The Center for Rural Pennsylvania, found that Allegheny Ridge Heritage Area visitors spent an estimated 344,903 party days/nights, spending **\$66 million** in 2014, with direct heritage-defined visitor spending supporting 564 jobs within Allegheny Ridge. The spending of heritage-defined visitors in 2014 directly affected Allegheny Ridge salaries and small business owner income by \$14 million, which increased to nearly \$21 million when including secondary multiplier effects.

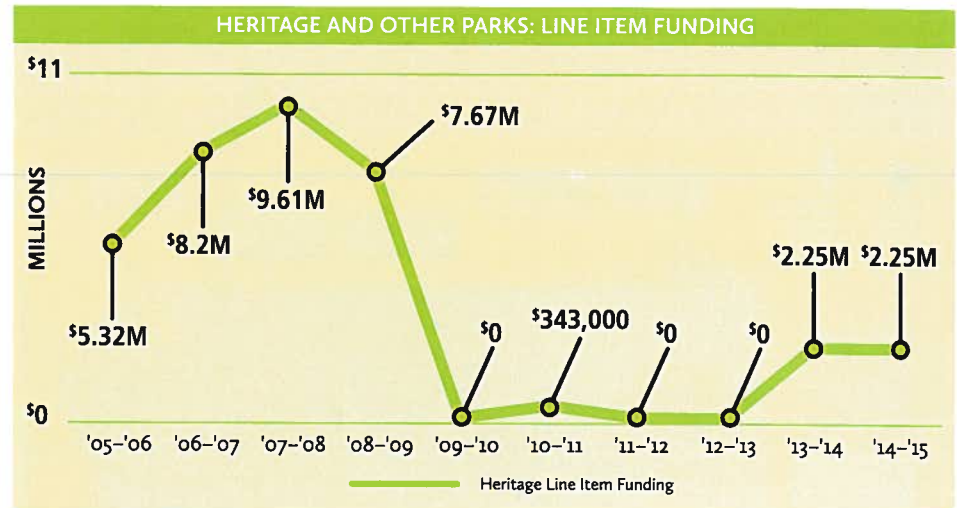


Combine all 12 areas together and the picture is complete - Heritage Areas create jobs, grow the economy, and benefit all Pennsylvanians.



## NEED FOR CONSISTENT & INCREASED PROGRAM FUNDING

Funding for the Heritage Areas Program is currently identified as the "Heritage and Other Parks" line item under the Department of Conservation and Natural Resources' section of the Pennsylvania state budget. The program has been 'zeroed out' in the **Governors' proposed budgets** for the past five years. However, legislative leaders and the general assembly have restored a portion of the funding in the FY 2013-2014 and FY 2014-2015 budgets. **The Heritage Area Program needs a dedicated source of revenue in the amount of \$5 million per year, grown over the next three years, to continue the successful work it has been able to accomplish.** If revenues in the amount of \$3 million are not implemented for the **2015-2016 budget**, this national model of Heritage Areas management and execution may cease to operate and



hundreds of needed community projects, small business economic development and many jobs will not be realized for undertakings such as trail building, parks and recreational areas, the conservation of

land, water, and other national treasures, the preservation of cultural, scenic, and historic assets, and the development of tourism related products in support of our travel industry.

## SUCCESS STORIES OVERVIEW

Below are examples of a few of the hundreds of initiatives the 12 Heritage Areas have completed over the past 20 years and show a cross-section of projects that not only enrich the experience of area visitors, but also those of the people who live and work in our heritage-rich communities

### Allegheny Ridge Heritage Area

*Project Title:* Altoona Heritage Discovery Center | *Project Type:* Community Revitalization DCNR | *Grant:* \$250,000 | *Project Cost:* Exceeds \$10,000,000

### Delaware & Lehigh

#### National Heritage Corridor

*Project Title:* Get Your Tail on the Trail | *Project Type:* Health & Wellness | *DCNR Grant:* \$20,000 | *Project Cost:* \$40,000

### Endless Mountains Heritage Region

*Project Title:* Eagles Mere Historic Museum | *Project Type:* Community Revitalization | *DCNR Grant:* \$60,000 | *Project Cost:* \$2.7 million

### Lackawanna Heritage Valley

*Project Title:* Nature Play Area at the Nay Aug Avenue Trailhead | *Project Type:* Community Revitalization | *DCNR Grant:* \$100,000 | *Project Cost:* \$400,000

### Lincoln Highway Heritage Corridor

*Project Title:* Lincoln Highway Reaches Communities | *Project Type:* Partnerships | *DCNR Grant:* \$170,000 | *Project Cost:* \$500,000

### Lumber Heritage Region

*Project Title:* Pennsylvania Lumber Museum Exhibits | *Project Type:* Education & Outreach | *DCNR Grant:* \$75,000 | *Project Cost:* \$9.7 million

### National Road Heritage Corridor

*Project Title:* Laurel Highlands Falls Area Visitor Center | *Project Type:* Visitor Center | *DCNR Grant:* \$5 million | *Project Cost:* \$9.7 million

### Oil Region National Heritage Area

*Project Title:* Oil City Visitor Center | *Project Type:* Community Revitalization | *DCNR Grant:* \$17,845 | *Project Cost:* \$143,704

### PA Route 6 Heritage Corridor

*Project Title:* Communities Program | *Project Type:* Economic Development | *DCNR Grant:* \$100,000 | *Project Cost:* \$520,000

### Rivers of Steel National Heritage Area

*Project Title:* Solar Power at Carrie Furnaces | *Project Type:* Tourism & Historic Preservation | *DCNR Grant:* \$22,600 | *Project Cost:* \$210,000

### Schuylkill River National & State HA

*Project Title:* Leesport Gap: Schuylkill River Trail Segment | *Project Type:* Recreation Development | *DCNR Grant:* \$76,500 | *Project Cost:* \$227,941

### Susquehanna Gateway Heritage Area

*Project Title:* Zimmerman Center Enhancement | *Project Type:* Design & Construction | *DCNR Grant:* \$128,000 | *Project Cost:* \$1.58 million

Additional project information and source citations can be found at <http://www.heritagepa.com/content/uploads/2015/07/Heritage-Areas-Program-Master-1.pdf>

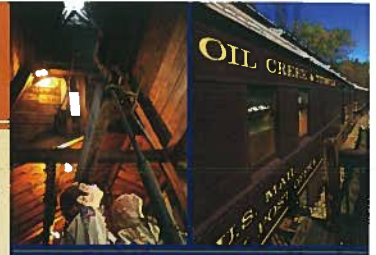
## HERITAGE AREAS PROGRAM LEGISLATION

The *Heritage Legislation Act* was introduced during the 2014 legislative session and passed the House unanimously. This Act provides guidelines for how the Department of Conservation and Natural Resources administers the program and appropriates line-item budget funding in the future. Unfortunately, the Senate was unable to take up the legislation for a floor vote.

The Heritage Legislation Act is being re-introduced for the 2015 session and it is the desire of the Heritage Areas that the legislation be swiftly passed.



MAKE A **CONNECTION** WITH YOUR HERITAGE AREA



**HERITAGE AREAS HAVE THE CAPACITY TO BUILD YOUR DISTRICT.**

State officials, the Heritage Area program, and local stakeholders in community and government partnership have an immense opportunity to act as an advocate without direct funding. They're the most efficient and effective stakeholders available for administering projects and programs, and providing a leadership role.

Heritage areas bring together local and state governments, nonprofits, businesses, the public and private sector, and business interests to create partnerships through a unified effort and allow them to benefit from the collective wisdom and expertise gathered by the PA.

Heritage areas have the capacity to build your district. They can help you connect with the past and build the future.



Pennsylvania's destination for "Fun in the Making!"

- Turkey Hill Experience supports Pennsylvania Tourism. Our attraction and taste lab hosted 130,000 visitors in 2014 and employs 60 people.
- Turkey Hill Experience offers an opportunity for guests to create their own virtual ice cream flavor, design a package and star in their own Tea-V commercial. Visitors can then bring their creation to life in the hands-on taste lab. Unlimited samples of Turkey Hill Ice Cream and drinks are the ultimate treat!
- Turkey Hill Experience — We are PA Tourism!

