NATIONAL HERITAGE AREAS: A New Model to Strengthen Our Economy, Our Heritage, and Our Environment

21ST CENTURY NATIONAL HERITAGE AREAS ARE:

- **Cost Effective:**
  NHAs leverage an average of $5 of additional public and private investment for every federal dollar invested.

- **Entrepreneurial:**
  NHAs operate like a business and work with the private sector to bring 148,000 jobs to the nation.

- **Accountable:**
  Independent evaluations commissioned by the National Park Service demonstrate the program’s worth.

- **Community-Based Partnerships:**
  NHAs bring disparate partners together to get things done.

- **Supporting The Economy And Tax Base:**
  An independent 2012 study by Tripp Umbach found that the federal government’s annual $20 million investment in NHAs generated an overall annual economic impact in the U.S. of $12.9 billion.

---

**Cost Effective**

NHAs generate $5 of local and private investment for every federal dollar invested.

![Yuma Crossing (AZ)](image)

**Entrepreneurial**

National Heritage Areas run their operations like businesses.

Yuma Territorial Prison State Historic Park. Yuma Crossing took over operations when Arizona State Parks planned to close the park in 2010. Since then, total revenues have doubled, including a five-fold increase in gift shop sales.

[ANHA](https://www.nationalheritageareas.us)
Community Based Partnerships

National Heritage Areas implement projects through public/private partnerships with a variety of stakeholders, and collaborate with state and local governments to ensure that the regional goals of cultural, historical and natural resource protection are met.

Supporting the Economy and Tax Base

NHAs are catalysts for economic development in the communities in which they are located.

Augusta Canal (GA) generates hydropower and revenues to help operate its Heritage Area. In addition, it has attracted major new private investment and revitalized old mill buildings.

Niagara Falls National Heritage Area led efforts to create a shuttle system connecting the millions of visitors to Niagara Fall, cultural attractions, and local businesses along the Niagara River corridor.

Accountability

Rigorous and independent evaluations of 12 NHAs have proven the federal dollars are being wisely spent and NPS has recommended continued support for every one of them.

“Based on the findings of the Ohio and Erie Evaluation, ... the NPS recommends a future role with the Ohio and Erie National Heritage Canalway (OECA). ... OECA has the governance, business and administrative structures to support sustainability. ... The Ohio and and Erie National Heritage Canalway is fulfilling its legislative mandate.”

— (Excerpt From Letter To Congress) Michael Bean, Principal Deputy Assistant Secretary For Fish And Wildlife And Parks, Department Of Interior.

Community Based Partnerships

National Heritage Areas implement projects through public/private partnerships with a variety of stakeholders, and collaborate with state and local governments to ensure that the regional goals of cultural, historical and natural resource protection are met.