

# HDI



## HERITAGE DEVELOPMENT INSTITUTE

A training initiative of the Alliance of National Heritage Areas

**November 30, 2004**

### **Omnibus Bill Yields Three New Heritage Areas**

The omnibus appropriations bill recently passed by Congress approved the creation of three new National Heritage Areas bringing the total number to 27. The newly created National Aviation Heritage Area in Southwest Ohio, the Oil Region NHA in Northwest Pennsylvania, and the Mississippi Gulf Coast NHA in southern Mississippi were part of the \$388 billion spending bill approved by lawmakers.

According to the legislation (HR 4818), the National Aviation Heritage Area is centered in Montgomery, Greene, Warren, Miami, Clark, Champaign, Shelby, and Auglaize Counties in Ohio where the development of the airplane and aerospace technology established our Nation's leadership in both civil and military aeronautics and astronautics. The Aviation Heritage Foundation, Inc., will serve as the management entity overseeing the development of the heritage area.

Previously designated by Pennsylvania's governor as a State Heritage Park Area, the Oil Region NHA features six national historic districts and 17 National Register sites in parts of Venango and Crawford Counties. The region is home to Drake well in Titusville, which was drilled in 1859 and became the nation's first commercially successful oil



### **In This Issue...**

- Omnibus Bill Yields Three New Heritage Areas
- Spotlight on the HDI
- Additions to Your Heritage Development Reading List

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well. After the subsequent oil boom, this area became known as “the valley that changed the world.” The Allegheny River traverses the Oil Region connecting several of its major sites. The management entity overseeing the heritage area is the Oil Heritage Region, Inc.

Congress also approved the designation of a six-county area in southern Mississippi known as the Mississippi Gulf Coast NHA. This coastal and riverine environment is rich in natural, scenic, historic, and recreational resources. The Mississippi Department of Marine Resources will serve as the management entity.

Prior to HR 4818, the last heritage area to receive congressional designation was the Blue Ridge NHA in 2003. The designation of these new national heritage areas expands the partnership base for the Alliance of National Heritage Areas and the Heritage Development Institute.

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## Spotlight on the HDI

### *A Brief History*

The Alliance of National Heritage Areas (ANHA) created the Heritage Development Institute (HDI) as an educational outreach initiative to meet the needs of the professional heritage development community as well as to promote its vision and approaches through partnerships. The HDI provides training and analysis of the best practices in our heritage areas.

The first HDI workshop was organized by the ANHA with the support of the South Carolina National Heritage



To learn more about the newest heritage areas and their respective management entities, visit these Internet links:

<http://birthplaceofaviation.com>

[www.oilregiontourist.com/](http://www.oilregiontourist.com/)

[www.dmr.state.ms.us/](http://www.dmr.state.ms.us/)



[www.ihdc2005.org](http://www.ihdc2005.org)

Corridor and the College of Charleston in 2001. Funds generated by that meeting, together with additional financial support from the ANHA, sponsored additional development of the HDI concept. In 2003, the ANHA contracted with the Center for Historic Preservation at Middle Tennessee State University and the Tennessee Civil War National Heritage Area to jointly administer and develop the HDI concept more fully. Since its formation, over 400 heritage development professionals have participated in eleven workshops held around the country.

### *HDI Structure and Organization*

The HDI offers *Basics* and *Advanced* courses. The *Basics* course focuses on the key ingredients for success and include such topics as:

- Why Heritage Areas and Heritage Development?
- Building Capacity for Heritage Development
- Interpretation and Education in Heritage Areas
- Conservation Stewardship in Heritage Areas
- The Federal Role in Heritage Areas
- How the ANHA Supports Heritage Development

Participants have the opportunity to learn about heritage development, ask questions about heritage development opportunities in their region, and network with other professionals. All participants receive a workbook full of supporting information and publications about the topics of the meeting and about heritage areas in general.

The need for a *Basics* course remains as long as the heritage area movement expands and as heritage areas themselves add new staff, board, and partners. Thus, the

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[www.cr.nps.gov/heritageareas](http://www.cr.nps.gov/heritageareas)

- National Heritage Area (NHA) Contact Information
- NHA Economic Data
- Criteria for National Designation
- GAO Report on NHAs
- List of Current Designation and Study Bills
- Sample Studies, Plans
- Monthly Heritage Areas Bulletin

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number of *Basics* courses in a given year varies according to new opportunities provided by linking with existing conferences and by regional interest.

To complement the *Basics* course, the HDI plans to offer *Advanced* courses on specific themes including:

- Marketing and Development
- Telling and Teaching the Story
- Building Capacity for Heritage Development
- Measuring Success
- Advocacy

Conservation Stewardship in Heritage Areas

#### *HDI Activities in 2004*

The ANHA focused the HDI outreach initiative on two major goals: increasing the ANHA's visibility as a national organization and strengthening its partnership network. The effectiveness of this initiative as an outreach tool is evidenced by a recent award presented to the ANHA by National Trust for Historic Preservation and the Advisory Council on Historic Preservation. The award, featured in last month's HDI newsletter, recognized the ANHA and the National Park Service for their successful and sustained partnership.

In 2004, the HDI achieved its most ambitious schedule to date offering eight workshops and forums in communities throughout the United States: Augusta, GA; St. Helena Island, SC; Oxford, MS; Reston, VA; Ottawa, KS; Virginia City, MT; Butte, MT; and Louisville, KY. These meetings are summarized in previous HDI newsletters and online at [www.heritagedevelopmentinstitute.org](http://www.heritagedevelopmentinstitute.org).

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The ANHA views the HDI initiative as key to further developing its partnership network, especially through such tools as this monthly electronic newsletter and the recently-launched website. Upcoming workshops are being planned and information will soon be available on the HDI website. To learn more about the program or to become involved, contact the HDI staff at [hdi@mtsu.edu](mailto:hdi@mtsu.edu).

### **Additions to Your Heritage Development Reading List**

- Hoagland, Alison K., and Kenneth A. Breisch, eds. *Constructing Image, Identity and Place*. Knoxville: University of Tennessee Press, 2003.
- Lofgren, Orvar. *On Holiday: A History of Vacationing*. Berkeley: University of California Press, 2002.
- Schulten, Susan. *The Geographical Imagination in America, 1880-1950*. Chicago: University of Chicago Press, 2001. (This book examines the popular institutions that shaped the nation's geographical self-image including commercial publishers of maps and atlases and the subject of geography as it was taught in schools and established in the university.)

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HDI  
e-newsletters at

[www.heritagedevelopmentinstitute.org](http://www.heritagedevelopmentinstitute.org)

The Alliance of National Heritage Areas (ANHA) established the Heritage Development Institute (HDI) as a way of providing leadership to the heritage development field as well as creating training and analysis of the best practices in our heritage areas across the country. The HDI Newsletter is sponsored by the ANHA, Middle Tennessee State University's Center for Historic Preservation, and the Tennessee Civil War National Heritage Area. To submit information, and update e-mail addresses, please e-mail us at [hdi@mtsu.edu](mailto:hdi@mtsu.edu).