

HERITAGE TOWNS & TOURS PROGRAM

EXPLAINING THE HERITAGE ACTION PLAN

A Guide for Becoming a Heritage Destination
Schuylkill River National & State Heritage Area

Schuylkill River Heritage Towns & Tours Toolkit

Schuylkill River National & State Heritage Area
104 College Drive
Pottstown, PA 19464

Peter Johnson & Associates, LLC, Project Planner
416 Goldsborough Street
Easton, MD 21601



The Schuylkill River Heritage Towns & Tours Toolkit

ORGANIZE & PLAN

FORM USEFUL PARTNERSHIPS

HOW TO IDENTIFY PARTNERS & STAKEHOLDERS

GOAL: Build a detailed list of partners for your Heritage Action Plan using the tools below.

Ask yourself, who are your community partners in the world of heritage preservation and tourism? Is it a local historical society or maybe your community's elected officials? Is it local businesses, some community action group, or the general public as a whole? First, get a [Letter of Interest](#) from your partners, stating that they want to be part of this heritage planning and programming process. In terms of creating a heritage destination, partnerships are crucial for success. This is particularly true when communities are seeking to create an effective local heritage program.

Use this "Form & Model" to assist in preparing this section of the Heritage Action Plan:

[Partnership Form & Partnership Model](#)

Some of your community's partners and stakeholders may manage a historic museum, building, or business located in a historic structure. If an interested partner administers, manages, and/or owns a specific historic site or structure, have them provide additional information for your Heritage Action Plan:

If a Partner has a Historic Site:
Use this "Form & Model" to supplement information from the [Partnership Form for the Heritage Action Plan](#):
[Historic Resource Form & Model](#)



"Define Partnerships by listing contact names, partner skills, and responsibilities"

HERITAGE PLANNING TOOLS

The Schuylkill River Heritage Towns and Tours Toolkit provides many resources to assist your community in developing the Heritage Action Plan

Contacts: Lists useful contacts in the Schuylkill River Heritage Area region including heritage entities, local communities, and State and Federal Agencies.

Forms and Models: Provides worksheet forms and models to prepare specific Heritage Action Plan sections. A Checklist is provided at the end of each Toolkit section to check your work.

Resources & Guides: Provides a full list of many case studies, resources, and other guides, which can be used to develop your Heritage Action Plan.

Reference Materials: Provides a full "Bibliography" of reference materials used for the development of the Heritage Towns and Tours Toolkit.

SCHUYLKILL RIVER NATIONAL & STATE HERITAGE AREA (SRHA)



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA



Peter Johnston & Associates, LLC - Easton, Maryland

WHAT IS THE HERITAGE TOWNS & TOURS PROGRAM?

The *Heritage Towns & Tours Program* is a SRHA initiative to:

- ❖ Assist local grassroots efforts to preserve and promote significant historical, cultural, recreational, and environmental resources.
- ❖ Guide communities to increase tourism and enhance local economies using heritage resources and connections to the Schuylkill River Heritage Area.
- ❖ Connect Heritage Towns to the larger Schuylkill River Trail and Water Trail system, thus creating a regional tour with local heritage destinations.
- ❖ Revitalize and restore the Schuylkill River Heritage Area region.



“Highlighting the unique history and cultural traditions of the Schuylkill River Heritage Area with individual communities.”



WHAT IS THE HERITAGE ACTION PLAN?

The *Heritage Action Plan* (HAP), created locally using the Heritage Towns & Tours Toolkit, will assist you by outlining a community's path forward and providing actions for:

- ❖ Building successful public and private partnerships at local and regional levels;
- ❖ Planning for community revitalization and the improvement of local economies through heritage preservation and tourism;
- ❖ Defining a community's distinct heritage preservation and tourism program to achieve short-term and long-term heritage-related goals and objectives; and
- ❖ Initiating a sustainable long-term process for community revitalization and heritage tourism.



WHAT IS THE HERITAGE ACTION PLAN PROCESS?

A five step process with distinct tasks in each step;

- ❖ **STEP 1: Organize & Plan** Organize the community into a partnership-based initiative to plan for heritage preservation and tourism;
- ❖ **STEP 2: Identify & Assess** Identify and assess heritage resources that have, or could have, the potential to draw tourists;
- ❖ **STEP 3: Market & Improve** Develop marketing strategies for your community;
- ❖ **STEP 4: Protect & Manage** Develop strategies to protect/manage heritage resources;
- ❖ **STEP 5: Prepare & Implement** Define project activities and implement recommendations.

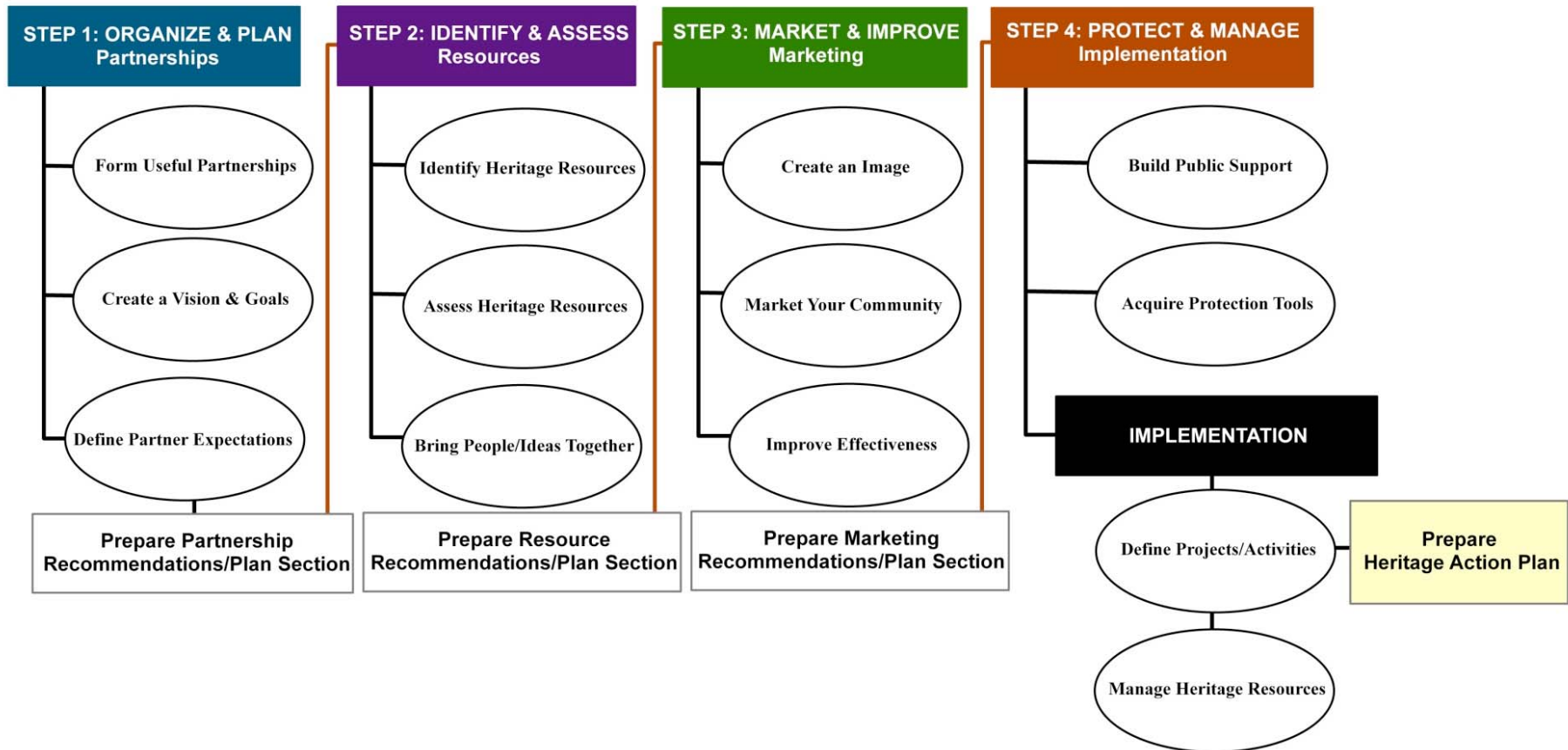
“The Heritage Action Plan is the document that summarizes the results of the heritage action planning process.”



“The Toolkit is a digital product to navigate the Heritage Action Plan process.”



HOW DOES THE TOOLKIT WORK FOR PLAN DEVELOPMENT?



- Provides a five-step process for Partnerships, Resources, Marketing, Protecting, and Implementation, as shown above, with distinct tasks under each main step.
- Prompts users to work through the Toolkit steps, checking your work after each step.



WHAT ARE THE TOOLKIT RESOURCES?

- 1. FORMS & MODELS:** The HT&T Toolkit has a series of forms to assist communities in completing Heritage Action Plan sections. Model forms are filled-out for you as a direct guide, based on a fictional town called Schuylkillville.
- 2. CONTACTS:** A contacts table provides information on who to get in touch with in the Heritage Area region if you have problems or need further guidance.
- 3. RESOURCES & GUIDES:** The resources and guides provide a digital library, a wealth of information on how to plan for heritage preservation and tourism, community revitalization, and community sustainability.
- 4. TOOLS & CASE STUDIES:** Tools and case studies are links within specific Toolkit sections to further assist your community's heritage planning efforts by providing examples of other heritage-related plans and programs.
- 5. DIRECT GUIDANCE:** The Consultant and SRHA staff.
- 6. CHECKLISTS:** These are at the end of each section. Use them to look over your work at the end of each step.



OUR ROLE IN THE HERITAGE ACTION PLAN PROCESS

- ❖ Assisting communities navigate and use the HT&T Toolkit (questions and answers);
- ❖ Providing guidance during the process such as directing communities to potential sources of background information;
- ❖ Reviewing draft Plan sections once completed, offering recommendations and advice, and assisting to arrange sections into a cohesive Heritage Action Plan;
- ❖ Assisting communities with meetings, workshops, hearings, etc. to inform the public and local officials about the purpose of the HT&T Program and the Heritage Action Plan process;
- ❖ Assisting communities with reports, presentations, meeting materials, and/or discussions (technical assistance); and
- ❖ Reviewing the final Heritage Action Plan.



WHAT WILL IT LOOK LIKE?

- ❖ This is meant to be a free-form and flexible process – this is your plan.
- ❖ Your plan doesn't have to look like the models or examples in the Toolkit, it's going to be unique and represent a community's distinct vision.
- ❖ Your plan should energize your partners, increase community awareness and pride in its heritage, and result in broader community involvement/support.



HERITAGE ACTION PLAN STRUCTURE

What your HAP will look like	Which part of the Toolkit is this?
♦ Purpose of the Heritage Action Plan	♦ <i>Introduction</i>
1. <u>Organize & Plan</u>	<u>Section I: Organize and Plan:</u>
♦ Partnerships	♦ <i>Form Useful Partnerships</i>
♦ Action Plan Vision, Goals & Objectives	♦ <i>Create a Vision & Goals</i>
♦ Partner responsibilities	♦ <i>Define Partner Expectations</i>
2. <u>Identify & Assess</u>	<u>Section II: Identify and Assess:</u>
♦ Heritage Resource Summary List	♦ <i>Identify Heritage Resources</i>
♦ Evaluation/Assessment Criteria	♦ <i>Assess Heritage Resources</i>
♦ Refine the Heritage Action Plan	♦ <i>Bring People & Ideas Together</i>
3. <u>Market & Improve</u>	<u>Section III: Market and Improve:</u>
♦ Image/Brand	♦ <i>Create an Image</i>
♦ Marketing Strategy	♦ <i>Market Your Community</i>
♦ Events	♦ <i>Improve Effectiveness</i>
4. <u>Protect & Manage</u>	<u>Section IV: Protect & Manage:</u>
♦ Sustainability	♦ <i>Build Public Support</i>
♦ Heritage Resource Preservation	♦ <i>Acquire Protection Tools</i>
5. <u>Prepare & Implement</u>	<u>Section V: Prepare & Implement:</u>
♦ Action Plan Recommendations	♦ <i>Define Projects & Activities</i>
♦ Complete the Heritage Plan	♦ <i>Manage Heritage Resources</i>

“This is not War and Peace! A typical Heritage Action Plan will be about 30 pages.”

“You CAN do this and we are here to help.”



CONTACT INFORMATION

Peter Johnston & Associates

416 Goldsborough Street
Easton, Maryland 21601
Phone: 410-822-9630
Fax: 410-820-5039

Email: sej@peterjohnstonassociates.com or plj@peterjohnstonassociates.com

Website: www.peterjohnstonassociates.com

Schuylkill River National and State Heritage Area

140 College Drive
Pottstown, PA 19464
Phone: 484-945-0200
Fax: 484-945-0204

Email: kwilson@schuylkillriver.org or rfolwell@schuylkillriver.org

Website: www.schuylkillriver.org



SCHUYLKILL RIVER
NATIONAL & STATE HERITAGE AREA

PJA

Peter Johnston & Associates, LLC - Easton, Maryland