

*Washington State*

# **NATIONAL MARITIME HERITAGE AREA**

*Feasibility Study*



**DEPARTMENT OF ARCHAEOLOGY & HISTORIC PRESERVATION**

*Protect the Past, Shape the Future*

Overview, May 2009

# A National Heritage Area

## *Celebrating and Supporting* Washington State's Maritime Culture

- ✦ *Enhancing* Heritage Tourism
- ✦ *Benefiting* Community Heritage Groups
- ✦ *Celebrating* Working Waterfronts
- ✦ *Supporting* Healthy Marine Waters



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# *What is a National Heritage Area?*

- ✦ Recognizes the best examples of our nation's cultural and historic heritage
- ✦ **LOCALLY INITIATED AND MANAGED**
- ✦ Designated by Congress
- ✦ Technical support from National Park Service



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# *Why Should Washington Pursue National Heritage Area Designation?*

- ✦ **Unique resources of national significance**
- ✦ **Local maritime heritage organizations would benefit** from wider recognition and support
- ✦ **Enhanced tourism revenue for communities**
- ✦ **Limited and manageable negative impacts**





# *Benefits of a National Heritage Area*

## **ECONOMIC DEVELOPMENT –HERITAGE TOURISM**

- National recognition
- Coordinate marketing
- Improve product

## **SUPPORT COMMUNITY HERITAGE GROUPS**

- Improve attendance
- Enhance competitiveness for grants
- Improve in-network marketing

## **SUPPORT WORKING WATERFRONTS**

- Improve community awareness of maritime industries
- Partnerships between heritage groups, ports, industry, labor

## **RECOGNIZE VALUE OF MARINE ECOSYSTEMS**

- Interpret links between ecosystem health and maritime history
- Partnerships with natural resource programs and groups



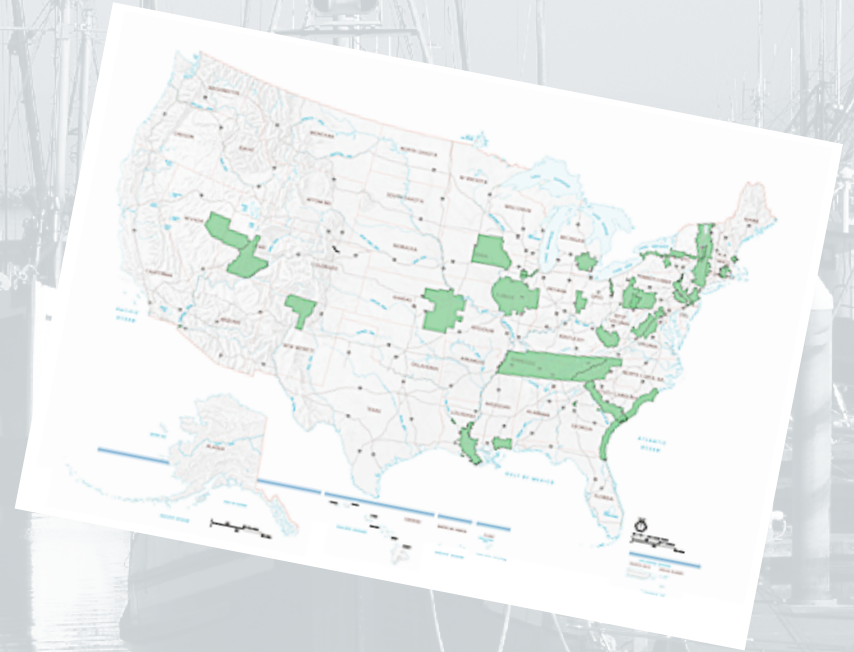
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# *The National Heritage Area Program*

- ✦ First areas designated in the 1980's
- ✦ Currently 49 Heritage Areas, mostly in the eastern US
- ✦ 9 of 49 Heritage Areas designated in 2009
- ✦ **Federal pass-through grants available**





# The Designation Process



## FEASIBILITY STUDY MANAGED BY DAHP

### Steering Committee—

**Dick Thompson**, Chair

**Senator Karen Fraser**, 22nd District

**Leonard Forsman**, Chair, Suquamish Tribe

**Rep. Pat Lantz (ret.)**, 26th District

**Lita Dawn Stanton**, City of Gig Harbor

**Pete Mills**, office of Rep. Jay Inslee

**Chris Endresen**, office of Sen. Maria Cantwell

**Chuck Fowler**, PNW Maritime Heritage Council

**Gretchen Luxenberg**, National Park Service

**Jennifer Meisner**, Washington State Trust for Historic Preservation

**Flo Lentz**, 4Culture



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# The Feasibility Study



- ✦ Demonstrate the quality of Washington's resources
- ✦ Demonstrate widespread support for the idea
- ✦ Could a Heritage Area here be managed effectively AND with sustainable financial support?





# *The Study Area and Boundaries*

- ✦ Washington's saltwater coast north of Pacific County, including the Pacific, Strait, and Puget Sound coasts
- ✦ Seattle's Ship Canal, Salmon Bay, and Lake Union
- ✦ Proposed boundaries extend 1/4 mile inland of shoreline, plus locally nominated sites



# *Maritime Heritage Resources*

- ✦ Museums and Interpretive Centers
- ✦ Historic Vessels (with public access)
- ✦ Maritime Education & Activity Centers
- ✦ Maritime Events
- ✦ Lighthouses & Locks
- ✦ Ferries and Public Passenger Vessels
- ✦ Waterfront Communities
- ✦ Public Places with Great Maritime Stories



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# *Managing the Heritage Area*

- ✦ **Not a government program** –managed by an existing or new non-profit organization
- ✦ Typically funded by mix of **donations, state funding, and federal funding**
- ✦ Draw on **leadership from heritage groups**
- ✦ Develop **partnerships with tourism organizations, ports, scenic byways, and other groups** with shared goals



# *Potential Management Activities*

- ✦ Host regional coordinating meetings
- ✦ Compile and share resources (best practices, reports, studies, etc.)
- ✦ Develop a regionally consistent brand
- ✦ Partner for regional and statewide tourism promotions
- ✦ Create new region-wide brochures and website (trip planning, etc.)
- ✦ Design and potentially fund signage
- ✦ Develop interpretive areas
- ✦ Support education and academic research
- ✦ Provide grants for local heritage projects
- ✦ More...



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# *Concerns About NHA Designation*

- ✦ REGULATORY or PROPERTY IMPACTS
- ✦ REGIONAL REPRESENTATION
- ✦ SUSTAINABLE MANAGEMENT & FUNDING



# *Concerns About NHA Designation*



## **REGULATORY or PROPERTY IMPACTS**



**Program has no regulatory OR eminent domain impacts**



**Management group NOT ALLOWED to acquire property with federal funding from the NHA program**



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# ✦ Draft Recommended Legislative Language

1. The overarching goal of designation is to encourage and strengthen partnerships and collaboration among maritime interests for the purpose of economic development and heritage tourism.
2. This designation recognizes that waterfronts are both a foundational part of Washington's heritage and dynamic places that are constantly adapting to new opportunities and technologies.
3. Designation is not intended to directly or indirectly regulate land use, public land policy, or private activity.
4. Federal law prohibits a designated national heritage area from the following:
  - a. Authorizing the management organization to regulate the right of any person with respect to private property or local zoning ordinance or land use plan.
  - b. Modifying, by enlarging or diminishing, the regulatory authority of any state, tribal or local government to regulate land use.



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# *Concerns About NHA Designation*

## ✦ REGIONAL REPRESENTATION

- ✦ Expected to be managed by a 501(c)(3)
- ✦ Steering committee/policy group will be primarily maritime stakeholders
- ✦ Structured to provide representation across the region on the governance board and steering committees
- ✦ Tribes, local governments, ports and agencies will have role on an advisory/coordination committee



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# *Concerns About NHA Designation*

## ✦ SUSTAINABLE MANAGEMENT & FUNDING

- ✦ Management organization will likely be an existing 501(c)(3) with proven stability and governance
- ✦ Limited role of management organization— coordination, region-wide branding and marketing, and possible funding distribution— is achievable without unrealistic expectations for funding
- ✦ Community heritage organizations would have the ability to build on the platform created by the management organization



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A background image showing several fishing boats docked at a pier in a harbor. The boats are white with dark hulls. One boat in the foreground has "LUXOR" written on its side. Another boat further back has "NORTH" written on its side. The water is calm, and the sky is overcast.

# *Selected supporting organizations*

**San Juan County**

**Clallam County Parks and Recreation**

**Port of Everett**

**Grays Harbor 2020**

**Historic Everett**

**Island County Historical Society**

**Sound Experience**

**Whidbey Island Chamber of Commerce**

**Drayton Harbor Maritime**



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# *Stay involved and lend a hand*

## **1** WRITE A LETTER OF SUPPORT

- To: Allyson Brooks, State Historic Preservation Officer

## **2** SPREAD THE WORD

- Raise awareness about the Heritage Area by:
- Encouraging other heritage organizations & maritime interests to participate
- Asking for letters of support from your city, county, tribe, port, State representative, or local businesses, service clubs, or citizen groups
- Sending us your contact lists so we can keep them informed

## **3** PARTICIPATE IN NEXT STEPS

- Please continue to share your excitement and concerns with us by:
- Attending future meetings
- Providing written comments on the Draft Feasibility Study via email



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# *Thank You!*

**A National Heritage Area**  
*Celebrating and Supporting*  
**Washington State's Maritime Culture**

*Have a comment or need more information?*

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