

Sacramento-San Joaquin Delta National Heritage Area
August 2021 Public Workshops
Breakout Group Topics

The Story—Interpretation and Education

The story of the Delta, whether professionally created and told, or informally passed down through generations, is the thread that ties together the region and its people. We will present the draft of the Sacramento-San Joaquin Delta NHA (SSJDNHA) interpretive themes and then discuss how they contribute to sharing our stories, educating our youth and lifelong learners, and raising awareness to support stewardship.

- How should SSJDNHA support and encourage interpretation to enhance the assets of the Delta?
 - ...to encourage interest and understanding for locals?
 - ...to enhance attractions for visitors?
 - ...to build awareness of stewardship?
- What can SSJDNHA do to help and support partners?
- Will partner sites understand and support criteria for quality interpretation?
- What support can SSJDNHA give to encourage and enable quality interpretation?
- What, if anything, might SSJDNHA want to take on directly?

Stewardship – Conserving, Building, and Enhancing our Heritage Resources

When one thinks of “heritage,” we often think of history, storytelling, interpretation, and cultural traditions - those "intangible" resources that make our communities, the places we live and work, special. We often don't consider the tangible resources of heritage, the built environment – our buildings, our downtown communities – and how we use them. This session will combine the tangible and intangible to discuss their impact and benefits to our communities and their economies. We will examine specific roles, and brainstorm ideas, the

role the National Heritage Area can play with helping communities build stewardship of their assets and how they all enhance community development and revitalization in the NHA.

- What is the connection between living traditions (intangible) and special places (tangible) such as the key historic and natural places/spaces in the Delta?
- What are the major obstacles or challenges to preservation of historic assets in the SSJDNHA region?
 - Historic structures
 - Cultural landscapes
 - Collections (museums and archives)
- How can these obstacles or challenges be addressed to support and encourage preservation of historic resources?
- How can we better engage with and support private sector businesses? ...especially businesses that incorporate or reflect the region's heritage: tourism, agriculture, and maritime/seafood industry businesses?
- How can we better engage and support nonprofits that focus on preservation of historic assets?
- What might be helpful in building and supporting the human capacity to get things done? (How do we get past the "same few people do everything" issue to engage more citizens in community action, especially in the Delta itself, with a small population)
 - What can SSJDNHA do to help and support partners?
 - What, if anything, might SSJDNHA want to take on directly?

The Natural Environment and Recreation

The Delta is a special place, a natural environment of land and water used for work and play. We are linked to these natural assets, forming an interconnected web of community, culture, commerce, and capital. How can the National

Heritage Area work with the private and public sectors in the Delta to continue our traditional work, while allowing for opportunities of recreation, leisure, and other activities that differ from our traditional uses?

- What role does outdoor recreation play in our communities? Discuss how we can enhance and maintain the infrastructure and amenities on which a successful outdoor recreation economy depends.
- How does outdoor recreation connect to our heritage? (The historic cultural landscape(s) is the platform on which all activities occur.)
 - What can SSJDNHA do to help and support partners?
 - What, if anything, might SSJDNHA want to take on directly?
- What experiences are currently available in the Delta? What outdoor trends are growing right now, and how are we making that available to visitors (residents and travelers)?
- What is the role of the Great California Delta Trail in the region, and how do the opportunities/challenges it presents align with the NHA?
- What is the role of agriculture in the region today? What is the role of agritourism?
- How can SSJDNHA support ongoing conservation initiatives? What is the NHA's role in conservation (promotion/awareness, etc.?)
- How do we educate the public on natural resources and how to make them aware of their footprint? What are the awareness challenges?
 - How do we educate the public on natural resources?
 - How may SSJDNHA support its stakeholders in these objectives?
 - What roles should SSJDNHA take lead on?
- What are the challenges for conserving, maintaining, and making available, and promoting recreation opportunities?

Tourism

Tourists have many choices when they select a destination. Currently, Visit California divided the state into 12 regions. The Delta is in two state-identified regions but is not promoted as the Delta. Marketing of the Delta region has been undertaken by the Delta Chambers and Visitors Bureau, the Delta Protection Commission, the Delta Conservancy, and other partners. A five-year marketing plan was developed in 2017. There is now an opportunity to assess accomplishments and challenges and identify new opportunities to promote visitation to the Delta and to recognize the region as the first NHA in California.

- The marketing plan identified brand values, brand icons, and niche audiences. Are these still accurate? What should be added or deleted?
- Looking at the list of niche audiences, what do we know about who is actually coming to visit the Delta and why?
- Is there a consistent message for the Delta – has the Delta been branded as a place? If not, what are some ideas for how to accomplish this?
- How can messaging expand to communicate that the Delta is a National Heritage Area?
- How can Visit California be engaged to promote the Delta as a Place?
- Do residents in the Delta want tourism to be a significant part of their economy? If there are concerns, how can they be addressed?
- Who are the primary partners in promoting tourism in the Delta?
- How can SSJDNHA support tourism partners?
- Are there specific tourism activities where SSJDNHA should consider being the lead?