

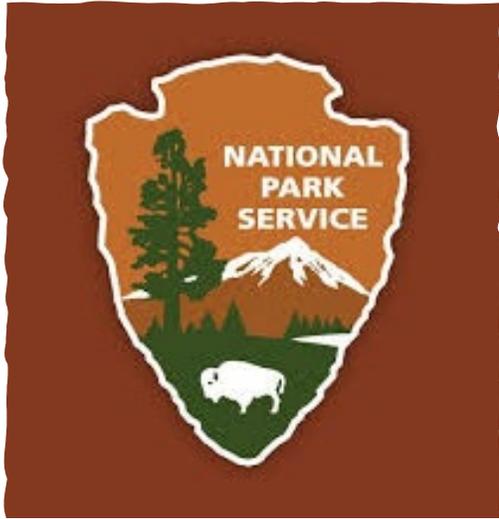
# Sacramento San Joaquin Delta National Heritage Area Planning Workshop August 30 and 31, 2021



# Agenda

- Welcome and introductions
- Overview of management plan process and timeline
- Breakout groups
  - The Story – Interpretation and Education
  - Stewardship – Conserving, Building, Enhancing Heritage Resources
  - The Natural Environment and Recreation
  - Tourism – Promoting the Delta
- Reporting and discussion
- Next steps

# What is a National Heritage Area?



A National Heritage Area is a place designated by the United States Congress where natural, cultural, historic and recreational resources combine to form a cohesive, nationally significant landscape arising from patterns of human activity shaped by geography.

*National Park Service*



# How Are NHAs Designated and Managed?

- Only Congress can designate NHAs through authorizing legislation.
- The National Park Service is the federal partner to provide technical and planning assistance and funding.
- All decision-making authority is locally based.

# The Value of a Management Plan

**Documents the process**

**Serves as an education and marketing tool**

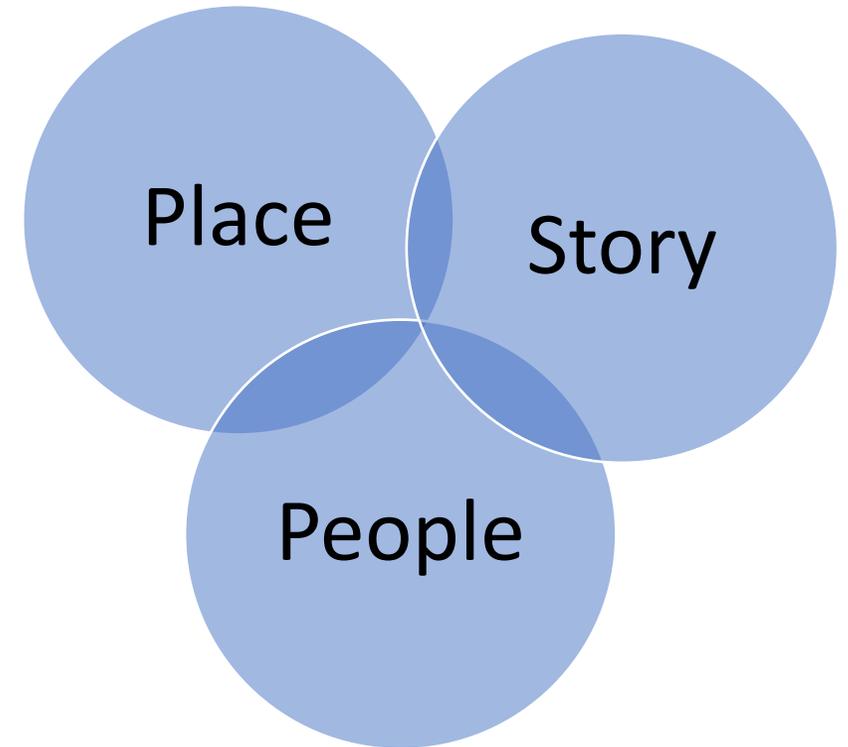
**Provides a roadmap for the future and a guide for decision making**

**Serves as a baseline for evaluation**

**Fulfills requirements of authorizing legislation**

# The Value of the Planning Process

- Identifies a regional vision, priorities and strategies
- Manages expectations – focuses on quality not quantity of projects and programs
- Builds consensus
- Establishes partnerships
- Shows commitment of partners



# The Management Plan

The management plan shall incorporate an integrated and cooperative approach for the protection, enhancement, and interpretation of the natural, cultural, historic, scenic, and recreational resources of the NHA.

Congressional Authorizing Legislation, March 2019

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## **A BILL**

To establish the Sacramento-San Joaquin Delta National Heritage Area.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Sacramento-San Joa-  
5 quin Delta National Heritage Area Establishment Act”.

6 **SEC. 2. DEFINITIONS.**

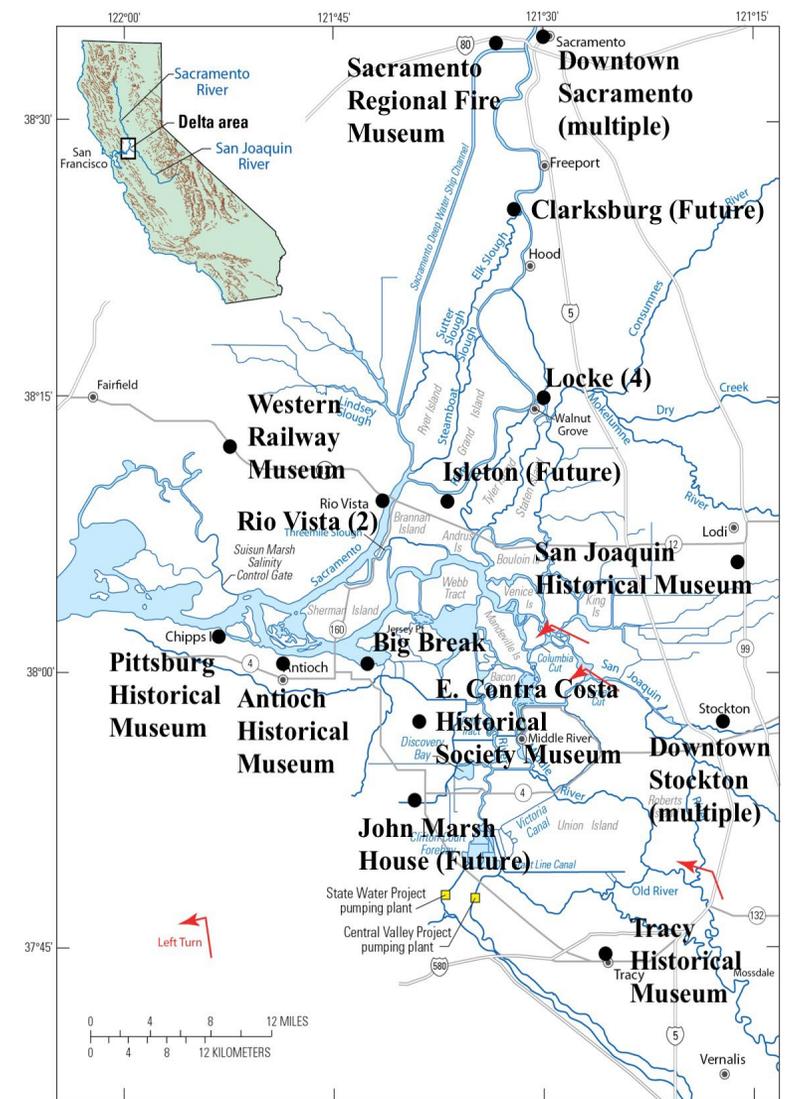
7 In this Act:

8 (1) **HERITAGE AREA.**—The term “Heritage  
9 Area” means the Sacramento-San Joaquin Delta  
10 Heritage Area established by section 3(a).

# The Story

The story of the Delta is the thread that ties together the region and its people.

- Themes and historic context
- Resource inventory
- Living traditions
- Interpretive plan - goals and strategies
- Partnerships



Exhibits – Tours – Educational Programs – Signage – Events – Public Art  
Interpretive Center – Museums – Historic Sites – Heritage Trails

# Resource Stewardship

Special places – historic structures, cultural landscapes, and collections – connect to the Delta’s living traditions, community development and revitalization.

- Resource inventory
- Identify challenges and opportunities
- Goals and strategies
- Partnerships



Historic tax credits - National Register nominations - Restoration assistance  
Collection assessments - Training workshops

# The Natural Environment and Recreation

The Delta is a natural environment of land and water used for work and play. We are links to these natural assets, forming an interconnected web of community, cultural, commerce, and capital.

- Resource inventory
- Identify challenges and opportunities
- Goals and strategies
- Partnerships



Agritourism programs -Volunteer programs – trail maintenance, tours -Accessibility resources  
– bikes, kayaks - Business recruitment and training -Special events

# Tourism

“Delta as a Place” conveys this region’s cultural, historic, recreational, and natural resources and the opportunity to attract visitors to the National Heritage Area.

- Marketing messages
- Audiences
- Promotional venues
- Goals and strategies
- Partnerships



**Advertising -Travel industry outreach - Public relations –Sales- Educational programs for partners**



# National Heritage Area Roles

## **Organizer**

Bring partners together to work on projects; may provide initial project funding

## **Project Implementer**

Plan and develop projects that preserve the region's heritage; support economic development; enhance quality of life

## **Technical Assistance**

Provide resources and expertise to help organizations develop and implement activities that contribute to NHA goals

## **Funder**

Serve as a source of funding through helping organizations write grants or obtain sponsorships or by providing direct funding to approved projects

## **Promoter**

Create awareness and interest in the region's culture and heritage among residents and tourists

# Timeline

- Create Advisory Committee (January 2021)
- Create task groups - interpretation, resource stewardship, heritage development and tourism, organization (February 2021)
- Develop themes (January – July 2021)
- **1<sup>st</sup> round of public meetings (August 2021)**
- Stakeholder outreach – surveys and interviews (Sept.-Oct. 2021)
- 2<sup>nd</sup> public meeting (Delta Heritage Forum) (November 2021)
- Vision and mission statements (January – June 2022)
- Develop goals and strategies (January – June 2022)
- Draft plan (March – June 2022)
- Public comment period/NPS review (July – August 2022)
- 3<sup>rd</sup> round of public meetings (September – October 2022)
- Submit final to NPS (October 2022)