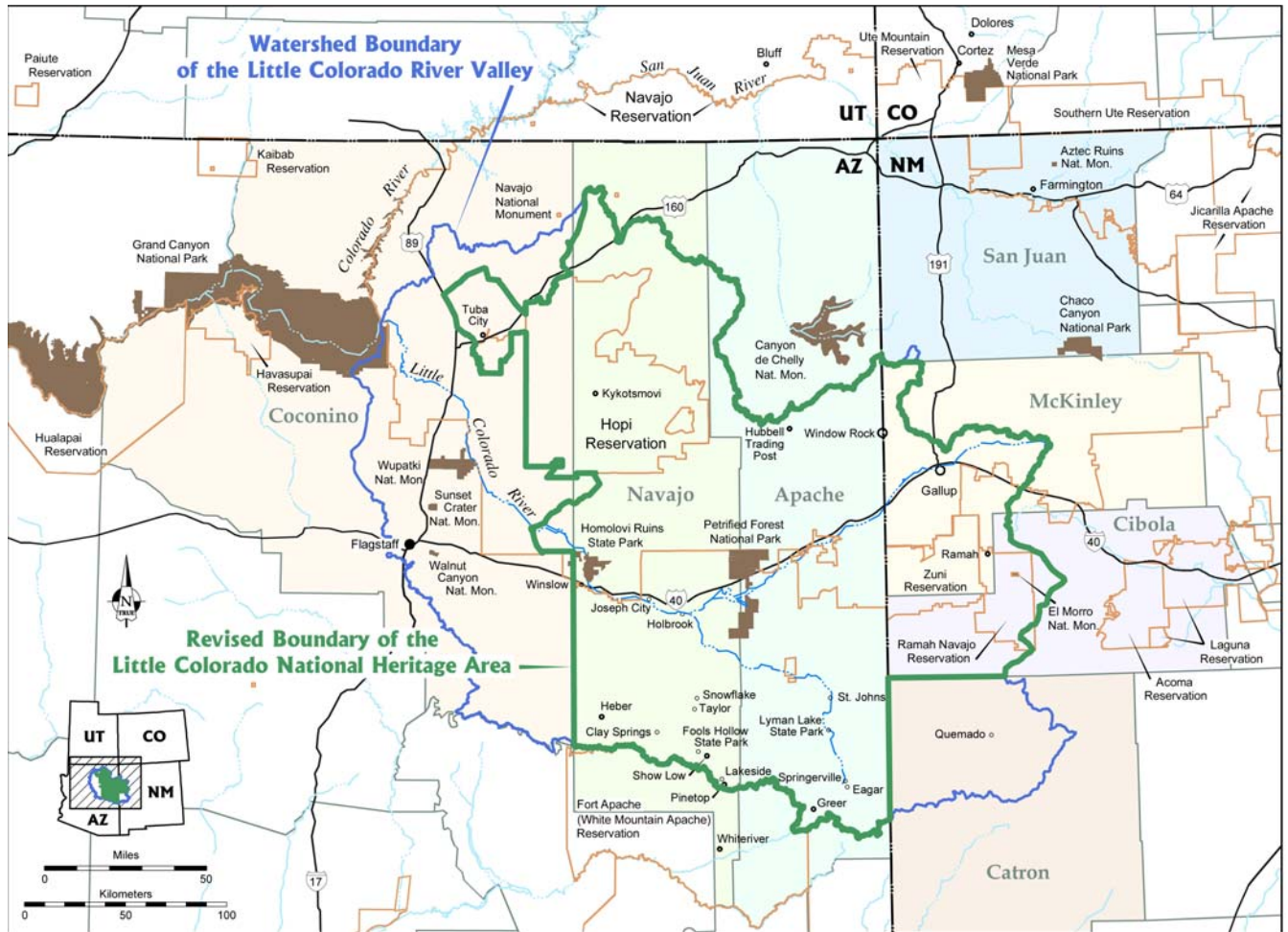


# appendix b

## alternate heritage area map



# appendix c

## nps criteria for designation

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### National Park Service National Heritage Areas

### Critical Steps and Criteria for becoming a National Heritage Area



#### Critical Steps

The National Park Service has outlined *four critical steps* that need to be taken prior to congressional designation of a national heritage area. These steps are:

1. Completion of a suitability/feasibility study;
2. Public involvement in the suitability/feasibility study;
3. Demonstration of widespread public support among heritage area residents for the proposed designation; and
4. Commitment to the proposal from key constituents, which may include governments, industry, and private, non-profit organizations, in addition to area residents.

#### Suggested Criteria

The following components are helpful in assessing whether an area may qualify as a national heritage area. *A suitability/feasibility study should include analysis and documentation that illustrates that:*

1. The area has an assemblage of natural, historic, or cultural resources that together represent distinctive aspects of American heritage worthy of recognition, conservation, interpretation, and continuing use, and are best managed as such an assemblage through partnerships among public and private entities, and by combining diverse and sometimes noncontiguous resources and active communities;
2. The area reflects traditions, customs, beliefs, and folk life that are a valuable part of the national story;

3. The area provides outstanding opportunities to conserve natural, cultural, historic, and/ or scenic features;
4. The area provides outstanding recreational and educational opportunities;
5. Resources that are important to the identified theme or themes of the area retain a degree of integrity capable of supporting interpretation;
6. Residents, business interests, non-profit organizations, and governments within the proposed area that are involved in the planning, have developed a conceptual financial plan that outlines the roles for all participants including the federal government, and have demonstrated support for designation of the area;
7. The proposed management entity and units of government supporting the designation are willing to commit to working in partnership to develop the heritage area;
8. The proposal is consistent with continued economic activity in the area;
9. A conceptual boundary map is supported by the public; and
10. The management entity proposed to plan and implement the project is described.

For more information, visit our website:  
<http://www.cr.nps.gov/heritageareas/>

# appendix d

## nps distinctive criteria

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### **NATIONAL HERITAGE AREA FEASIBILITY STUDY GUIDELINES**

#### **APPENDIX 1**

#### **EXAMPLES OF NATIONALLY DISTINCTIVE LANDSCAPES**

Nationally distinctive landscapes are places that contain important regional and national stories that, together with their associated natural and/or cultural resources, enable the American people to understand, preserve and celebrate key components of the multi-faceted character of the Nation's heritage. The landscapes are often places that represent and contain identifiable assemblages of resources with integrity associated with one or more of the following:

1. important historical periods of the Nation and its people;
2. major events, persons and groups that contributed substantively to the Nation's history, customs, beliefs, and folklore;
3. distinctive cultures and cultural mores;
4. major industries and technological, business and manufacturing innovations/practices, labor movements and labor advancements that contributed substantively to the economic growth of the Nation and the well-being of its people;
5. transportation innovations and routes that played central roles in important military actions, settlement, migration, and commerce;
6. social movements that substantively influenced past and present day society;
7. American art, crafts, literature and music;
8. distinctive architecture and architectural periods and movements;
9. major scientific discoveries and advancements; and
10. other comparable representations that together with their associated resources substantively contributed to the Nation's heritage.

# appendix e

detailed budgets, 2009–2011

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**Proposed Budget for Year 1 (2009)**

**Income**

Municipal governments	45,000
Private support	30,000
Grants	20,000
Memberships	5,000
Earned income	0
Program support	0
In-kind & volunteer	20,000
National Park Service	0
<b>Total Income</b>	<b>120,000</b>
<b>Cash Income</b>	<b>100,000</b>

**Notes**

All cities, towns, counties  
 Center for Desert Archaeology  
 Tourism; other small  
 5 corporate @ \$500; 50 regular @ \$50  
 —  
 —  
 Non-cash  
 Only after designation

**Expenses**

Salaries and wages	50,000
Travel	12,000
Insurance	2,500
Office rental	0
Equipment & supplies	5,000
Printing & postage	7,500
Program expenses	1,000
Contracted services	2,000
Employee costs	12,500
<b>Total Expenses</b>	<b>92,500</b>
<b>Net gain (loss)</b>	<b>7,500</b>

One full-time admin. staff  
 Washington DC; 12K miles @ \$0.50; per diem  
 Liability; Board  
 Assumed to be donated  
 Computers; copier; fax; office supplies  
 Brochures; mailings  
 Establish new 501(c)(3)  
 Legal; accounting  
 Health insurance, payroll costs



**Proposed Budget for Year 2 (2010)**

<b>Income</b>		<b>Notes</b>
Municipal governments	45,000	All cities, towns, counties
Private support	30,000	Center for Desert Archaeology
Grants	20,000	Tourism; other small
Memberships	5,000	5 corporate @ \$500; 50 regular @ \$50
Earned income	0	—
Program support*	0	Income to support specific programs (see Program Expenses)
In-kind & volunteer	20,000	Non-cash
National Park Service	0	Only after designation
<b>Total Income</b>	<b>120,000</b>	
<b>Cash Income</b>	<b>100,000</b>	
 <b>Expenses</b>		
Salaries and wages	54,000	One full-time admin. ftaff
Travel	12,000	Washington DC; 12K miles @ \$0.50; perdiem
Insurance	2,500	Liability; Board
Office rental	0	Assumed to be donated
Equipment & supplies	5,000	Computers; copier; fax; office supplies
Printing & postage	7,500	Brochures; mailings
Program expenses*	0	—
Contracted services	2,000	Legal; accounting
Employee costs	13,500	Health insurance, payroll costs
<b>Total Expenses</b>	<b>96,500</b>	
<b>Net gain (loss)</b>	<b>3,500</b>	

\*Program Revenue: assumes that money is received for implementing a specific project or program. That program will not be initiated unless revenue is received first. For planning purposes, an equal and offsetting amount is included in Program Expenses. It is possible that some programs will generate some Earned Income.

**Proposed Budget for Year 3 (2011)**

<b>Income</b>		<b>Notes</b>
Municipal governments	45,000	All cities, towns, counties
Private support	25,000	Need to identify potential sources
Grants	90,000	Heritage Fund (\$80K); Small (\$10K)
Memberships	15,000	10 corporate @ \$500; 200 regular @ \$50
Earned income	6,000	Sales of calendars, CDs, books, etc.
Program support*	20,000	Income to support specific programs (see Program Expenses)
In-kind & volunteer	30,000	Non-cash
National Park Service	200,000	Congressional appropriation for Management Plan
<b>Total Income</b>	<b>431,000</b>	
Cash Income	401,000	
 <b>Expenses</b>		
Salaries and wages	147,000	Exec. Dir; Prog Mgr; Admin. Asst
Travel	15,000	Washington DC; 16K miles @ \$0.50; perdiem
Insurance	10,000	Liability (\$8K); Board (\$2K); [Liability insurance increases with total revenue]
Office rental	20,000	1000 sq. ft * \$20 per sq. ft. annually
Equipment & supplies	12,200	Computers (2); copier; fax; office supplies
Printing & postage	9,600	Brochures; mailings
Program expenses*	20,000	e.g. Regional Festival; Calendar. Only if Program Support is provided.
Contracted services	90,000	Specialists: Planning; Econ.; Archaeo.; History; Natural Res.
Management plan	40,000	Planning conf.; Printing of Plan & Exec. Summary
Employee costs	36,750	Health insurance, payroll costs
<b>Total Expenses</b>	<b>400,550</b>	
<b>Net gain (loss)</b>	<b>450</b>	

\*Program Revenue: assumes that money is received for implementing a specific project or program. That program will not be initiated unless revenue is received first. For planning purposes, an equal and offsetting amount is included in Program Expenses. It is possible that some programs will generate some Earned Income.