



The Vermont Legislative Research Shop

According to the Heritage Tourism Program of The National Trust of Historic Preservation, helping rural areas make the most of their historic and cultural heritage has economic benefits. In 2000, travel and tourism contributed \$584.3 billion to the U.S. economy. Travel and tourism supported more than 7.8 million jobs and indirectly supported another 11.5 million jobs, creating a total of 19 million jobs (Heritage Tourism Program).

The National Trust for Historic Preservation [NTHP] is a non-profit organization that provides states and local organizations with the assistance needed to convert historic land and structures into an economic and environmentally sustain

towns surrounding a lake or river have formed alliances in order to cultivate heritage and open it to greater visitation.

History: Outline the history to the town and look for significant details that are intriguing. Historical interpretation can be created through placement of signs and promotion of walking tours, museums and historic celebrations and events.

People: Who are the historically significant people of the town? How has the population changed over the course of history and what ethnicities have influenced the town? Museums, festivals, ethnic celebrations, historical markers and statues can emphasize the story of a town's people.

After assessing the town, determine goals and develop a mission statement. Do you want to educate local citizens, bring visitors to the town or develop the economy and community?

Next, plan on how to promote the story of the town. Develop group itineraries, brochures, websites and walking tours. Erect plaques to explain important sites. Educate local citizens on their town through newspaper articles, slide shows and other displays. Stimulate community projects and ideas. Collaborate with other tourism groups. Visit other towns to see what they have developed. Create more tourism alliances. Continue promoting through the newspaper and statewide websites.

The "Historic Preservation Resources" website, published by the National Agricultural Library of the USDA offers a wealth of information on historic and cultural preservation. The website highlights both the economic and social benefits of historic preservation. They suggest that such programs create jobs, "revitalize downtown areas," and provide stimulation for local businesses. Historic preservation is also linked with possibilities for funding, tax incentives, and provides members of the community with motivation to become more involved. In short, "[h]istoric preservation enables communities to become economically viable and livable" (National Agricultural Library, 2005).

"Historic Preservation Resources" is a great starting off point for anyone interested in information on any aspect of historical and cultural preservation, from the general to the technical for the most specific preservation projects. Beyond these "how to" links, "Historic Preservation Resources" also provides a list of organizations that provide not only information on historic preservation, but also funding and protection for preserved sites and communities. Among these organizations is the National Park Service's Heritage Preservation Services (HPS), an organization that protects a variety of categories of preserved sites, sets the standards for every stage of the preservation effort, manages both the Preservation Tax Incentive program and the Historic Preservation Fund grants-in-aid program, and monitors the status of National Historic Landmarks (National Agricultural Library, 2005).

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This report has been prepared by undergraduate students at the University of Vermont under the supervision of Professor Anthony Gierzynski. The material contained in the reports does not reflect official policy of the University of Vermont.