

SUPPORTING REGIONAL ECONOMIES

National Heritage Areas and Their Impact

ANHA

Alliance of National Heritage Areas



Erie Canalway National
Heritage Corridor

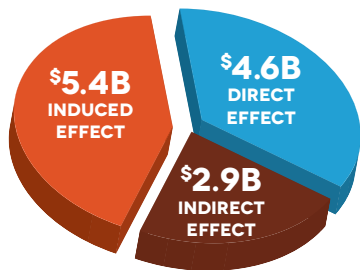
“National Heritage Areas are places where small investments pay huge dividends, providing demonstrable benefits in communities across the country and in partnership with our national parks.”

— National Park Service Director Jon Jarvis

National Heritage Areas (NHAs) are designated by Congress as places where natural, cultural, and historic resources combine to form a cohesive, nationally important landscape. Forty-nine NHAs have been designated since 1984. These areas are affiliated with the National Park Service (NPS) and managed by independent Federal Commissions, non-profit groups, or state or municipal authorities. Through their resources, NHAs tell nationally important stories that celebrate our nation’s diverse heritage.

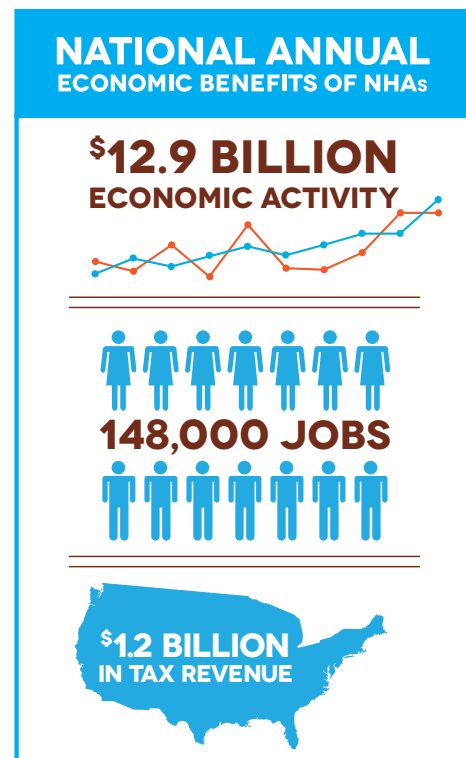
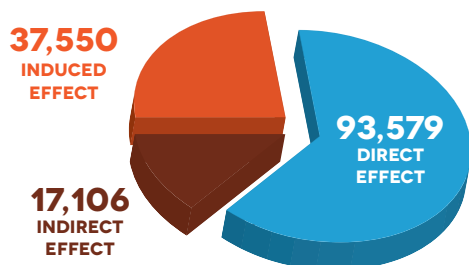
ANNUAL NHA CONTRIBUTION TO THE US ECONOMY

TOTAL EFFECT: \$12.9 BILLION



ANNUAL EMPLOYMENT SUPPORTED BY NHAs

TOTAL EFFECT: 148,235 JOBS



SOURCE: TRIPP UMBACH

NATIONAL ECONOMIC EFFECT

NHAs contribute \$12.9 billion annually to the national economy. The economic activity supports approximately 148,000 jobs and \$1.2 billion annually in Federal taxes from sources such as employee compensation, proprietor income, indirect business tax, households, and corporations.

Heritage areas actively collaborate with local partners to carry out their mission. Along with the goals of cultural, historical, and natural resource protection, heritage area management organizations strive to improve the quality of life in their regions by fostering the development of sustainable economies.

The economic benefits of NHAs are realized in three primary methods: tourism and visitation, operational expenditures, and grantmaking and support. Of the \$12.9 billion benefit to the national economy, the majority (99%) is attributed to tourism and visitation spending.

NHAs support more than 148,000 jobs of which approximately 94,000 are directly supported by NHAs and 54,000 are indirect and induced jobs. The majority of employment supported by NHAs nationally is concentrated within sectors traditionally associated with visitor spending and travel. Food service, retail, lodging, and amusements comprise the businesses that have experienced the greatest increase in employment due to NHAs in their regions.

2012

NATIONAL EMPLOYMENT SUPPORTED BY NHAs TOP TEN BY INDUSTRY SECTOR

INDUSTRY	JOBS
FOOD SERVICES AND DRINKING PLACES	33,849
RETAIL STORES – GENERAL MERCHANDISE	16,965
HOTELS AND MOTELS, INCLUDING CASINO HOTELS	16,435
RETAIL STORES – GASOLINE STATIONS	12,823
OTHER AMUSEMENT AND RECREATION INDUSTRIES	10,795
RETAIL STORES – FOOD AND BEVERAGE	9,882
REAL ESTATE ESTABLISHMENTS	3,260
SERVICES TO BUILDINGS AND DWELLINGS	1,749
WHOLESALE TRADE BUSINESSES	1,648
OFFICES OF PHYSICIANS, DENTISTS, AND OTHER HEALTH PRACTITIONERS	1,606

ECONOMIC BENEFITS OF THE 21 NHAs IN THE NORTHEAST REGION

The economic benefit of the Northeast Region NHAs is approximately \$5.4 billion annually. Combined, NHAs in the Northeast Region support more than 66,880 jobs and \$602.7 million annually in local and state taxes.

This independent assessment demonstrates the incremental increase of economic benefits from the individual NHA level within the Northeast Region and ultimately demonstrates the overall economic benefits supported by all NHAs throughout the United States.

ANHA



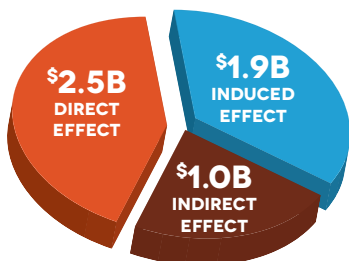
CASE STUDIES: LOCALIZED ECONOMIC BENEFITS

In order to calculate the national and Northeast regional economic benefits of NHAs, our research specifically included site visits to six NHAs: Baltimore National Heritage Area; John H. Chafee Blackstone River Valley National Heritage Corridor; Delaware & Lehigh National Heritage Corridor; Hudson River Valley National Heritage Area; Rivers of Steel National Heritage Area and; Wheeling National Heritage Area.

NHAs are a grassroots, community-driven approach to heritage conservation and economic development. Through public-private partnerships, NHA entities support historic preservation, natural resource conservation, recreation, heritage tourism, and educational projects. NHAs are eager to capitalize on development opportunities and can provide synergy for organizing collaborative efforts. This theme was consistent among all of the NHA case study sites.

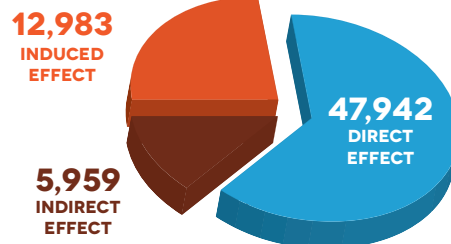
ANNUAL NHA CONTRIBUTION TO THE NORTHEAST REGIONAL ECONOMY

TOTAL EFFECT: \$5.4 BILLION



ANNUAL EMPLOYMENT SUPPORTED BY NORTHEAST REGIONAL NHAs

TOTAL EFFECT: 66,884 JOBS





For more information on the Alliance of National Heritage Areas or the National Park Service, contact:

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www.nps.gov/history/heritageareas

National Heritage Areas,
 Northeast Regional Office
 200 Chestnut Street
 Philadelphia, PA 19106
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www.nps.gov/history/heritageareas



NATIONAL HERITAGE AREAS WITHIN THE NORTHEAST REGION

SOURCE: THE NATIONAL PARK SERVICE

ABOUT THE RESEARCH

The analysis utilized recommendations from previous research establishing how NHAs impact the economy. Six NHAs were selected by their Northeast Region peers to participate in the analysis. The research protocol utilized existing NHA data collection processes to facilitate the efforts of NHAs seeking to complete their own regional benefit analysis.

The national and regional economic effect projections are extrapolations of the overall contribution of six specific NHAs on their regional economies. Data from the six NHAs was aggregated as an average to represent projected visitor counts and organizational spending among all NHAs. Because the spending of each heritage area is different, the analysis utilized geography as a distinguishing characteristic of visitation and spending. All NHAs were classified as a specific geographic type upon which average visitor and organizational spending were applied. The final inputs were entered into IMPLAN to produce the projected National and Northeast Region economic benefits.

For additional information about the research protocol and analysis contact Tripp Umbach or the National Park Service – Northeast Region.



Founded in 1990, Tripp Umbach is a nationally recognized consulting firm that provides comprehensive services ranging from research and strategic planning to impact analyses for organizations, communities, and corporations throughout the world.

Headquartered in Pittsburgh with offices throughout the United States, Tripp Umbach has completed thousands of assignments worldwide and provided the blueprint for its clients to leverage their assets and seize new opportunities.

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