

# SUPPORTING REGIONAL ECONOMIES

National Heritage Areas and Their Impact

ANHA

Alliance of National Heritage Areas



Erie Canalway National  
Heritage Corridor

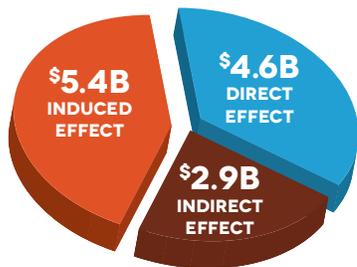
“National Heritage Areas are places where small investments pay huge dividends, providing demonstrable benefits in communities across the country and in partnership with our national parks.”

— 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.

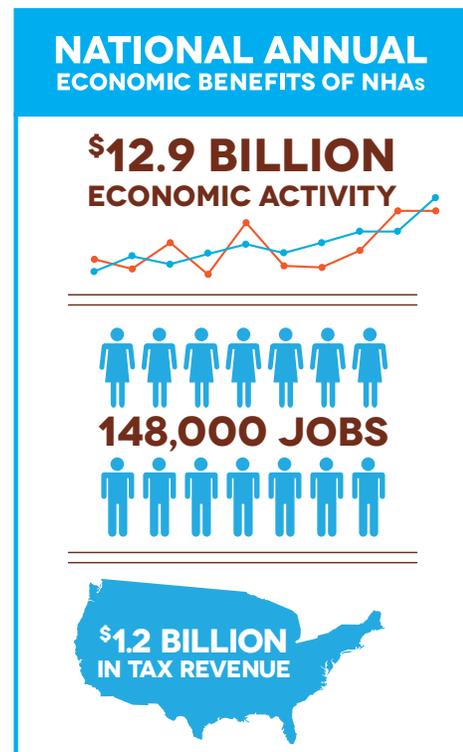
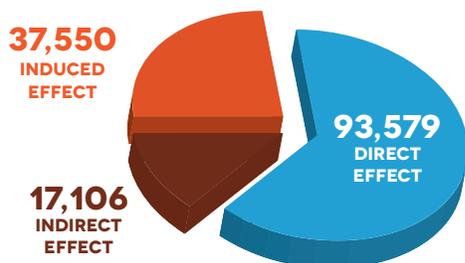
#### ANNUAL NHA CONTRIBUTION TO THE US ECONOMY

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



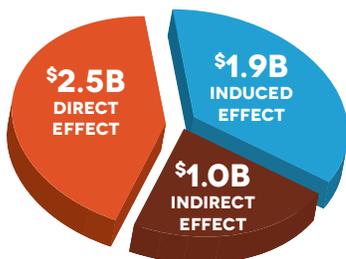
### CASE STUDIES: LOCALIZED ECONOMIC BENEFITS

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.

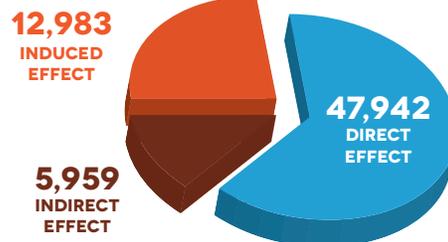
### ANNUAL NHA CONTRIBUTION TO THE NORTHEAST REGIONAL ECONOMY

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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444 North Capitol Street, NW  
Washington, DC 20001  
(610) 923-3548  
[www.nationalheritageareas.us](http://www.nationalheritageareas.us)

National Heritage Areas,  
Program Office  
1201 "Eye" Street, NW, 6th Floor  
Washington, DC 20005  
(202) 354-2222  
[www.nps.gov/history/heritageareas](http://www.nps.gov/history/heritageareas)

National Heritage Areas,  
Northeast Regional Office  
200 Chestnut Street  
Philadelphia, PA 19106  
(215) 597-1848  
[www.nps.gov/history/heritageareas](http://www.nps.gov/history/heritageareas)



## ABOUT THE RESEARCH

The research protocol used a conservative approach based on Tripp Umbach's research, recommendations from prior National Heritage Area economic impact studies, and IMPLAN data and software. The IMPLAN system creates an economic model to investigate the consequences of projected economic transactions in a specific geographic region. This analysis included local, regional and national modeling. Used by over 2,000 public and private institutions, IMPLAN is the most widely employed and accepted regional economic analysis software for predicting economic impacts.

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. The six NHAs were selected by their Northeast Region peers to participate in the analysis. 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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