

## **Creating a Calumet National Heritage Area**

### **Best Practices, Key Messages and Talking Points for PowerPoint Presentation**

#### **Best Practices:**

- Before you give a presentation, please familiarize yourself with these documents and project background.
- Explain your connection with the Calumet NHA Initiative – what role do you play in the project/process?
- Be enthusiastic and feel free to show your passion for the region/project.

#### **Key Messages:**

- CHP & Field Museum, together lead the Calumet NHA Initiative
- The Calumet region is a bi-state region, southern end of Lake Michigan -
- NHA – where natural, cultural, historical and recreational resources combine to form a nationally significant landscape
- NHA's are NOT National Parks, but rather they are lived-in landscapes
- Benefits of NHA (economic development, spur conservation and preservation efforts, provide wayfinding and branding, create bi-state coordination)
- Feasibility study process is underway to identify regional themes (stories) and the key assets/resources that embody the themes, the boundary that encompasses them, a management structure, and a coordinating entity to organize and run the heritage area.
- Find out more at CHP Website, FB & Twitter

\*\*Please let us know of any outreach opportunities you participate in so that we can keep track and update our public outreach list.

### **TALKING POINTS**

Slide 1: There is an exciting effort underway by the Calumet Heritage Partnership, in collaboration with The Field Museum, to create a Calumet National Heritage Area for the Calumet region.

Slide 2: The Calumet region spans the southern end of Lake Michigan and is anchored by two national parks, the Pullman National Monument in the west and the Indiana Dunes National Lakeshore in the east, which from a landscape of high biodiversity, terrific economic power, and huge cultural diversity.

In between these national parks, and overlapping them, could be the Calumet National Heritage Area. This area includes some of the most significant places of ridge and swale topography (as it is called by geologists) in the nation. It contains places with very high

biodiversity, right next to the beating heart of the American Steel industry, the largest refinery in the Midwest, and a huge collection of churches and neighborhood centers, and of course the people, that make up the landscape of Calumet.

Slide 3: National Heritage Areas are nationally significant places, and the Calumet region might meet the criteria of national significance. Designated by Congress for natural, cultural and historical resources that combine to form a nationally important story, they aren't national parks in and of themselves, but rather they are local, grass-roots, community driven approaches to heritage conversation, community revitalization, and economic development. In short, they are lived-in landscapes rather than national parks, which are places that are set-apart from lived-in landscapes.

The first National Heritage Area in the country was the Illinois and Michigan Canal National Heritage Area, created in the Chicago region in 1984. There are now 49 National Heritage Areas in the United States. Some that might be of special interest to the people of this region include Rivers of Steel National Heritage Area in Pittsburgh and the Ohio and Erie Canalway National Heritage Area in Cleveland that really show how the national heritage area concept can meet well and work well with a large, industrial landscape.

Slide 4: What could a Calumet National Heritage Area designation do? What would it look like?

- Wayfinding: Help to “brand” and market the region’s natural, cultural, historical, industrial, and recreational resources to folks -- outside the region and inside the region.
- Economic development: A recent study concludes that every dollar of federal investment to a National Heritage Area generates \$5.50 for local investment.
- Create a network to coordinate local and regional efforts: Support, coordinate, and highlight conservation and preservation of the natural and cultural landscape for the future generations.
- Education and stewardship programming: Wayfinding and interpretation can help to bring people to the region’s environmental and cultural gems, help folks understand the resources they have in front of them, and help them take care of those resources.
- Create a process for bi-state coordination: Perhaps above all, a national heritage area could bridge the bi-state divide between Illinois and Indiana through a process of dialogue, coordination, and management.

Slide 5: Who would direct this National Heritage Area? How would it be managed and coordinated?

- A feasibility study is being prepared right now, with guidelines created by the National Park Service.
- The feasibility study is being led by The Calumet Heritage Partnership, which has been here now for 16 years and is a bi-state, non-profit organization. The Field Museum is a key partner in The Calumet Heritage Partnership and is co-leading the feasibility study.

- The study identifies 1) the nationally significant stories and resources, and the boundary that encompasses them, and 2) the management and coordination of the national heritage area to meet regional goals and priorities.
- There are very strong, emergent efforts happening in Illinois and in Indiana: the Millennium Reserve project in Illinois, the Marquette Planning process in Indiana, One Region in Indiana, these are all examples of multi-stakeholder efforts that are taking place in this landscape. How those things come together and across the state line is a matter of much discussion.

Slide 6: To find out more, visit [calumetheritage.org](http://calumetheritage.org), the place of record for information about the Calumet National Heritage Area. Like the Calumet Heritage Partnership on Facebook and follow us on Twitter.

#### Public Outreach Toolkit

Q&A Brochure (PDF)

Heritage Area 101 Sheet (PDF)

PowerPoint Presentation (PPT)

PowerPoint Presentation Slides (PDF version)

Key Talking Points – (PDF)

Brief Program Description and Bio template (Word doc)

Video (MP4)

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