



**MARITIME
WASHINGTON**
NATIONAL HERITAGE AREA

February 2022 Update for WSAC Coastal Caucus



National Heritage Areas

- Designated by Congress
- Landscapes of national importance
- Supported by National Park Service but not park units– government does not assume ownership nor jurisdiction of land
- Non-regulatory
- Build public-private partnerships to better tell the stories of these places and support communities in maintaining and sharing their unique resources
- Facilitated by a local coordinating entity



Maritime Washington National Heritage Area

- Feasibility Study in 2010
- Designated by Congress in 2019
- 3,000 miles of coastline from Grays Harbor County to the Canadian border.
- **13 counties**, 18 federally recognized Tribes, 32 incorporated cities, and 33 port districts.
- First and only NHA in the country focused entirely on maritime heritage.

Management Plan

- Road map for the heritage area.
- What will the Maritime Washington NHA look like?
- What will it do? How?
- Required by Congress
- 3 years to complete and submit to National Park Service for approval
- Non-regulatory!

Planning activities to date

- 1 Steering Committee (Kate Dean!)
- 5 Working Groups
- 67 planning team members
- 15 public workshops, focus groups, and summits
- 369 respondents to values survey
- 211 maritime sites submitted by the public
- 180+ individual interviews and meetings
- 40 Anchor Organizations
- 1,500 volunteer hours



Planning timeline

November Staff writes draft Management Plan

December Planning team review

January Staff finalizes and designs draft Plan

February **Draft Plan posted for public comment**

March Staff and planning team review public comments and recommend changes

April Staff revises Plan and submits to National Park Service

Draft Management Plan available now at preservewa.org/ahoy

Goals

1. **Build a network** of cross-sector partners dedicated to advancing and honoring Washington's maritime cultures
2. **Provide support and resources** for communities and Tribes working to enhance and share maritime heritage
3. **Share diverse stories** and increase visibility of Washington's maritime heritage, past and present
4. **Encourage sustainable experiences** of maritime heritage for residents and visitors alike
5. **Preserve our region's unique maritime identity, resources, and lifeways**

Key Functions

1. Partner support
2. External messaging
3. Advocacy

Goal One: Build a network

Build a network of cross-sector partners dedicated to advancing and honoring Washington's maritime cultures.

Objectives



1. Recruit partners

2. Capacity building through sharing of best practices

Educational workshops, partner-facing newsletter, awards, partner portal on website, annual partner survey

3. Facilitate communication and relationship-building amongst partners

Annual network-wide meetings, affinity groups around topics of interest, communications platforms, conferences

Goal Two: Provide support and resources

Provide support and resources for communities and Tribes working to enhance and share maritime heritage

Objectives

- 1. Develop and execute grant program**
- 2. Connect partners with additional funding**

Link funders with partners, share funding opportunities



Goal Three: Share diverse stories

Share diverse stories and increase visibility of Washington's maritime heritage, past and present

Objectives

- 1. Create a website for sharing maritime sites and stories**
Two major sections: stories and Mapper. Additional sections for partners, educators
- 2. Create additional platforms to publicly promote maritime sites/stories**
Including social media, public-facing e-newsletter
- 3. Collaborate with partners and community members on new maritime storytelling projects**
Community-based storytelling projects, Tribal Guide, photo contest(s)
- 4. Elevate maritime stories in public spaces**
- 5. Help partners tie their sites and stories to larger heritage area narratives**

Goal Four: Encourage sustainable experiences

Encourage sustainable experiences of maritime heritage for residents and visitors alike

Objectives

1. **Centralize information about what to do in the heritage area**

Maritime Mapper, travel itineraries, partner- and public-facing e-newsletters, limited printed collateral

2. **Promote awareness of and engagement with the MW-NHA region and the sites, experiences, and partners within it**

Promotional partnerships, collaboration with DMOs, brand rollout, etc.


3. **Encourage responsible tourism and visitation within the NHA**

Centered around messaging and sharing of best practices by partners

Goal Five: Preserve the region's maritime identity

Preserve Washington state's unique maritime identity, resources, and lifeways

Objectives

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- 1. Advocate for preservation of maritime resources**
 - 2. Support projects that preserve and increase access to historic maritime sites and stories**
 - 3. Increase awareness of modern maritime careers and trades**

Centered around storytelling and amplification of partners



Major Implementation Milestones (Years 1-3)

Q2 2022 **Submit Management Plan to NPS**

Q3 2022 Establish and recruit Advisory Board, Tribal Working Group

Q4 2022 ***Upon approval of Management Plan: funding increase***
Hire staff

Q1 2023 **Kick off** & initial brand rollout
Begin recruiting partners

Q2 2023 Launch website

Q3 2023 Begin affiliation groups

Q4 2023 Launch grant program

2024 Begin annual all-partner meetings

2025 **Begin annual conference**
Complete Tribal Guide



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Shaped by Sea & Story