## A Year Later

Only 12 months ago, the Heritage Tourism staff at the National Trust was concluding the threeyear demonstration program with 16 pilot areas in the states of Indiana, Tennessee, Texas and Wisconsin. The staff was busy documenting measurable results, completing the program evaluation for the National Endowment for the Arts, and preparing to begin a new phase as a permanent National Trust program with new clients to begin in the spring and be comand national goals.

reported on some of the activities at (219) 773-5731. which have occurred in pilot areas since the conclusion of the demonstration program. However, a more extensive catalog follows to provide you with a continued update of the challenges and opportunities afforded in heritage tourism. Enjoy and celebrate!

## Indiana

Nappanee received a \$500,000 grant from the State of Indiana Community Focus Fund, part of the federally-funded Small Cities Community Development Block Grant program. These monies will be pooled with the city's matching grant of \$203,000 to renovate buildings for sale or lease to new businesses, replace sidewalks and alleys and renovate the railroad depot in town. The city plans to purchase the railroad depot from CSX along with the lot beside it, which is currently a parking area for Amish buggies and cars. Renovation will make the lot more attractive for parking at the depot and create a covered waiting area for passengers. The plaza adjacent to the depot will be made into an area for various community functions and events. The renovation projects are expected



pleted by fall of 1994. For more During the past year, we've information, contact Larry Andrews

the year 2000.

With proposed revenue from ri- motion this year. verboat gaming and increased tour-

district of 98 buildings on the Na- ern Indiana, at (812) 465-7014. tional Register of Historic Places.

They have also conducted an event to raise funds and enhance awareness about the architecturally unique structures of Gary's downtown.

The 26-country area of Historic Southern Indiana reports a number of developments and activities from the past year. Historic Southern Indiana's (HSI) hospitality training program, developed during the demonstration program, has become a model for other communities and regions around the state. The Craft Guild is now conducting a membership drive and organizing craft demonstrations around the region.

Last summer, HSI revised its Using the momentum from regional brochure into a new forproposed riverboat gaming, Gary mat to be more representaive of is moving forward with efforts to the historic, cultural and man-made develop and market its history as attractions of the region. Over part of a quality travel experience. 60,000 copies were distributed to To date, the Aquatorium Restora- travel buyers and information cention Society has generated over ters in major market cities. Track-\$180,000 in contributions toward ing of the brochure's effectiveness the restoration of the historic site. is conducted through response With a proposed opening of the from the regional group's 800#. Bath House in June 1996 (to com- The Passport Program, featured in memorate the 100th year of flight), the fall 1993 issue of UPDATE, the Society has plans to have the has been quite successful with sites complete complex operational by distributing hundreds of stickers to travelers wanting to participate The city has also recognized in the multi-site promotion. HSI the need for additional signage. plans to continue the Passport pro-

HSI continues its educational ism, the city will put up historical thrust by hosting quality seminars markers and directional signs to on various topics for regional repencourage visitation to and appre- resentatives. HSI will prepare a ciation of the diverse heritage of complete list of products available as reference materials for other Through the Main Street pro- regional heritage organizations. gram, a nomination for downtown For information, contact Dr. Dar-Gary has been submitted to put the rel Bigham, University of SouthA Year Later (from page 4)

Many activities have occurred in Columbus during the past year. Perhaps most significant is the completion of the park adjacent to downtown by Columbus 2000. Another successful project is the relocation of Chatauqua Art Festival from Madison to Columbus last year. Restoration of the Youth Camp is moving forward with plans to reuse the facility as a conference retreat center utilizing many of the original cabins. Rouse & Company is currently conducting a study of the downtown retail area to determine appropriate mixed use opportunities for the center shopping district. Indianapolis Museum at Columbus relocated to the Commons Shopping center downtown. Over 3,000 people went through the museum in January, more than ever before. The excellent museum gift shop has been an attractive shopping magnet for residents as well as visitors.

## Tennessee

The four pilot areas from the Heritage Tourism Initiative received a special Gold Seal Award, the first such award for successfully completed projects during the Tourism Initiative. The award was presented by the governor of Tennesseeat the annual Tourism Conference in September.

The state will continue Heritage Tourism activities through their Community Development program. In the next several months, initial assessments will be conducted of the two project areas -- Big South Fork Region and Erwin/Unicoi County -selected as the first participants from a new round of applicants, says Diane Hays, Director of Community Development for the Tennessee Department of Tourist Development.

The Tennessee Overhill area received an ISTEA grant for \$18,500 Transportation to assist with the development of the industrial heritage corridor project Titled "The Tennessee Overhill Experience: 263-7232. From Furs to Factories," the project involves production of interpretive wayside exhibits and a booklet that will help visitors examine the changing uses of the land in the Overhill and how man interfaced with the natural landscape to shape the cultural landscape and history of the area. Other programs of the Overhill area in-

- Secured USDA Forest Service rural development grant for \$10,000 to help the region plan for area will host the whitewater events.)
- Harwell Chapel.
- Formed a regional theatre and a new musical production to commemorate the restored Gem Theatre as official home for the alliance.
- group tours. The Tennes- (615) 794-5555. see Overhill area attended its first major travel shows last winter

For more information about the Tennessee Overhill area confrom the Tennessee Department of tact Linda Caldwell, The Tennessee Overhill Heritage Tourism Association, P.O. Box 143, Etowah, TN 37331 or call (615)



The Natchez Trace Corridor Association adopted a new logo to market tourist information areas throughout the region. The association, which added 700 new communities last year, constructed Visitor Information Panels on the Natchez Trace Parkway. The panels contain a map of the corridor, the 1996 Olympics (the photos and descriptions of the nearest attractions and a distribution box for the new Visitor Services Guide, which lists sites, services, Launched an African- events and loop tour itineraries for American Heritage Tour- the area. The Trace was featured in Demonstration the October issue of Destinations Project in partnership with magazine as the suggested tour of two African-American the month. Additional developchurches -- Mount Olive ment activities include approval AME Zion Church and for the creation of a new state bike route which will link the Natchez Trace Parkway and nearby towns (an ISTEA project) and recognition of the Tennessee Antebellum Trail, one of the loop tours, as an official state heritage trail which will be promoted with signage, coop advertising and a dedicated publication. For more information Published an itinerary about Natchez Trace Parkway acbooklet with 10 trips for tivities, contact Tony Turnbow at

## Wisconsin

The legislation approved continuation of the heritage tourism program with a two-year matching

(continued on page 6)