

**National Heritage Areas Program Office  
Annual Program Report – Part II Progress Report  
Deadline: JANUARY 10, 2015**



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**Heritage Area Name:**

**Purpose**

The information collected through this form will be used by the National Park Service (NPS), National Heritage Areas (NHA) Program Office and regional program offices to track each heritage area management or coordinating entity's (coordinating entity) progress on management plan implementation. The progress measures outlined in the categories below capture information about the diverse heritage area activities and approaches to these activities (process measures), direct products or services offered (output measures), and the results of the products or services (outcome measures).

The NPS will use the responses to the questions reported here in annual program reports and publications and to inform individual heritage area evaluations.

**Reporting Instructions**

The progress measures in this form are grouped under eight categories, capturing the diverse work of national heritage area coordinating entities throughout the country. We recognize that each heritage area and coordinating entity is unique. Therefore, not all of the categories or measures presented below will apply.

- The data reported here shall reflect the work that the coordinating entity led, funded or partnered with others to complete this year.
- **Report all work where Heritage Partnership Program (HPP) funds were involved. Include staff time on projects, programs or services that was paid for by HPP funds.**
- **Measures that have been added or modified as a result of feedback provided last year are indicated with an (\*).**
- Report data for the same **12-month cycle** (calendar, federal, and fiscal) that you reported last year.
- Measures under categories 2 – 7 are sequenced to capture work in progress, work that is completed, and the outcomes of completed work.
- Follow the specific instructions for each category and measure. Please be consistent in how you categorize your work. When deciding how to categorize a specific project or program, it may be helpful to consider the project or program purpose in relation to your NHA goals.
- If you are implementing or funding multicomponent projects, please count each component separately. *For example, you might be working on a project that involves the preservation of a building or site, site interpretation, and an event. Using this example, each component would be counted as a separate project under the preservation, education and interpretation, and promotion categories.* If it is not possible to separate project components, please report on the project under the category that is most appropriate given the funding amount.

- Retain all supporting documentation used in filling out this form in your office files until a program evaluation has been completed for your heritage area. Per 2CFR Part 215.53, the NPS, as well as the Inspector General or Comptroller General, reserve the right to review supporting documents. The NPS NHA Program Office reviews these forms and may contact you periodically to insure consistent and accurate reporting.

**Form Submittal**

Identify the name of the heritage area you represent at the top of this page. The complete form includes your NHA name, goals, responses to applicable categories and metrics, and a scanned copy of page 2 with your name, signature, and date verifying the accuracy of the information provided.

Email this form to the NHA Program Office attention Martha Raymond, [martha\\_raymond@nps.gov](mailto:martha_raymond@nps.gov), and Heather Scotten, [heather\\_scotten@nps.gov](mailto:heather_scotten@nps.gov), and copy your regional coordinator and agreements technical representative by close-of-business on the date listed at the top of this form.

**Data Collection Pilot Project Feedback**

If you wish to provide feedback on this form as part of the pilot project, please use the last section titled “Feedback on Part II.” The Feedback section is also the appropriate place to identify activities that do not fit into one of the measures below.

**Assurance Statement**

As the authorized representative of the local coordinating entity, I certify that the progress indicators reported below are supported by documentation that is verifiable in our records.

**Name:**\_\_M. Nicole Gallo \_\_\_\_\_

**Signature:**\_\_M. Nicole Gallo\_\_\_\_\_

**Date:**\_\_\_\_1/09/2015\_\_\_\_\_

## Heritage Area Goals

In the space below please identify the heritage area goals that appear in your management plan or management plan update.

Examples of our management plan goals include the following:

### Education and Interpretation

- \* Support efforts to enable the communities in the heritage area to appreciate and tell the story of the pioneers, their settlements, and their interaction with the land.
- \* Assist existing attractions and institutions in communicating the breadth of the MPNHA's story to the public and place resources in a heritage area context.
- \* Provide mechanisms for families and heritage organizations to share their stories.
- \* Communicate the role of Native Americans, Presbyterian educators, and others who interacted with the Mormon pioneer settlers.

### Revitalization and Preservation

- \* Identify, document and preserve significant Mormon pioneer heritage resources and structures.
- \* Provide recognition and support to communities in Little Denmark, Sevier Valley, Headwaters, Under the Rim and Boulder Loop as they preserve heritage resources.
- \* Build community awareness of the effectiveness of adaptive reuse of properties as a means of accomplishing preservation while achieving economic returns of historic properties.

### Tourism and Economic Development

- \* Increase cultural and heritage tourism, creating economic benefits for the MPNHA and its communities.
- \* Reinforce existing attractions and cultural institutions, helping these organizations communicate the story of the MPNHA.
- \* Encourage community development efforts that protect and use heritage resources.
- \* Support improvement of local infrastructure and community building.

### Quality of Life

- \* Set an agenda with a long-term vision and short-term goals that will bring positive benefits across the heritage area.
- \* Achieve tangible, quantifiable outcomes that can be evaluated and will build support and constituency in the MPNHA.
- \* Operate efficiently and effectively, with the flexibility to respond to unforeseen opportunities and situations.
- \* Achieve significant leverage with federal funds that are targeted for the MPNHA and develop sponsors and financial supporters from the private and non-profit sectors.

Please identify your reporting cycle here by name (Federal fiscal, state, calendar, etc.):  
**Federal fiscal** \_\_\_\_\_

## 1. Financial Assistance and Capacity Building

The numbers captured here reflect the work of the coordinating entity only. Leverage metrics are intended to capture the economic contribution of NHAs.

### LEVERAGE

Leverage is using what you already have, in this case HPP funding, to bring about more support than would be possible otherwise. Leverage funds can include match funds reported this year, as well as other dollars you leverage beyond your matching funds, including other Federal funds (not including HPP funds).

**1A.1 Total amount of funding leveraged, including other Federal funds, to implement heritage area activities this year \$4,122,558**

**1A.2 Provide a breakdown of leveraged funds, include cash and in-kind donations in totals.**

State \$ \_\_\_\_\_

Local Government \$ \_170,606

Private \$3,951,9522 \_\_\_(NON-PROFIT)\_\_\_

Other Federal Funding (not HPP, but include other NPS funding) (specify funding source): \_\_\_\_\_  
\$ \_\_\_\_\_

Other (please specify): \_\_\_\_\_ \$ \_\_\_\_\_

### GRANTS

**1B.1 Total number of grants awarded this year \_\_\_23\_\_\_**

**1B.2 Total grant dollar amount awarded this year \$236,406 \_\_\_\_\_**

Please provide a breakdown of the grant funds distributed this year under the categories (2 - 7) below.

### CAPACITY BUILDING

Capacity building assistance includes guidance related to historic preservation, education, heritage tourism, natural resource conservation, etc., or the organizational capacity of a partner organization. Capacity building assistance does not include oversight related to administration of subgrants, phone calls directing the individuals to resources or informational meetings, etc.

Count the number of organizations, not people. For example, if one person represents two organizations, the number of organizations is two.

**1C.1 Number of organizations to whom you provided capacity building assistance through trainings, workshops, onsite assessments, etc. \_N/A\_**

**\*1C.2 Number of capacity building grants awarded this year\_ \_N/A**

**\*1C.3 Total dollar amount awarded \$** N/A

**1C.4 In the space provided below, share any outcomes that have resulted from your capacity building assistance this year or in previous years.** Provide a short description with the project name, year project was completed, and indicator and data source for outcome.

## 2. Historic Preservation & Community Development Projects

If you did not engage in historic preservation or community development work this year, please skip these metrics and move on to category 3: collections.

**WORK in PROGRESS.** The numbers reported under 2A – 2B below capture work that is advancing, but not yet completed.

### HISTORIC PRESERVATION GRANTS AWARDED

**2A.1** Number of historic or cultural resource preservation grants awarded this year N/A

**2A.2** Total dollar amount awarded N/A

**PROJECTS in PROCESS** - Number of projects begun or continued to enhance listed or eligible national register properties (e.g., condition assessments, plans, research, etc.). The same project can be reported on over multiple years, until it is completed.

**2B.** Number of historic preservation projects begun or continued: N/A

**COMPLETED WORK.** The numbers and information reported under 2C – 2F below captures completed work that the coordinating entity funded, led, or partnered-on with other parties.

**2C. NOMINATIONS COMPLETED** - Number of historic or cultural resources nominated to the National Register of Historic Places 0

**SITES PRESERVED** - Historic sites (i.e. those listed or eligible for listing on the National Register of Historic Places) preserved through restoration, rehabilitation or adaptive reuse, and reconstruction

**2D.1 Number of sites preserved** 7 (for a grouping of buildings indicate 1 district/number of contributing buildings)

**2D.2 Total acreage of preserved landscapes, such as battlefields, etc.** N/A

**SITES MAINTAINED** – Historic properties (i.e. listed or eligible for listing on the National Register of Historic Places) maintained through monitoring and small-scale maintenance projects

**2E.1 Number of sites maintained** 0 (for a grouping of buildings indicate 1 district/number of contributing buildings)

**2E.2 Total acreage of preserved landscapes, such as battlefields, etc.** N/A

**\*2F. COMMUNITY DEVELOPMENT PROJECTS COMPLETED** – In the space provided, provide

name and a short description of streetscape or façade improvement projects, as well as other projects that are intended to enhance communities (e.g., art projects or business development projects).

#### **WASATCH ACADEMY COMMUNITY DEVELOPMENT PROJECT**

The Wasatch Academy Restoration/Renovation Project is a partnership project that includes the MPNHA, the Mt. Pleasant Main Street Program and the primary partner, Wasatch Academy. The Academy is on The National Register of Historic Places and is the oldest private boarding school east of the Mississippi River, established in 1875, by the reverend Duncan McMillan, a Presbyterian minister. The students come from throughout the United States and countries ranging from China and South Korea to India. We have partnered on many projects, the latest being the development of the \$3,500,000 Music Conservatory, which consists of restoring/renovating a historic Presbyterian church for adaptive use. The project was completed in December, 2014.

#### **AGRITOURISM/EQUESTRIAN CENTER COMMUNITY DEVELOPMENT PROJECT**

As outlined in the Management Plan, this project is on-going and to date the development total is approximately \$2.5 Million. This section of the Plan reads as follows: “This project will involve partners at local, state and national levels...” The phase of the project completed this fiscal year totaled \$75,000.

**OUTCOMES OF COMPLETED WORK.** The outcomes reported under question 2G captures the results of your the historic preservation and community development activities. Outcomes do not need to reflect the work that was completed this year, unless outcomes occurred. Outcomes related to individual and cumulative grant activities may be included.

**2G. HISTORIC PRESERVATION & COMMUNITY DEVELOPMENT OUTCOMES** - In the space provided below, please share outcomes that have resulted from your historic preservation work, including grant work, reported this year or in previous years. Provide a short description that includes the project name, year project was completed, project partners, and indicator and data source for outcome.

The outcomes have been significant with very important local matches. The dollar figures relate to MNPFA grants for the projects.

1-Restoration of Historic Presbyterian Church- Manti, Utah. Building now used by American Legion. Partners include Veterans Groups and Manti City. Work completed 11/10/2013. Grant \$ 9,600

2-Casino Star Theater Restoration- Active historic movie theater for movies and live performances. Partners: Casino Star Theater Foundation and State of Utah (earmark), Utah Division of State History. Grant \$31,000. On-going.

3-Kane County-Restoration of historic Mt. Carmel Church, now used as Visitor’s Center. Partners: Wayne County, State of Utah. Grant \$20,000. On-going.

4-Wayne County-Teasdale Daughters of Utah Pioneers Museum- Partners: Wayne County, Teasdale Town. Grant \$13,000. On-going.

5-Centerfield Historic Social Hall- Partner: Centerfield Town. Grant \$10,000. Completed 9/30/12.

6-Historic Panguitch City Grandstand- Partners: Garfield County, Panguitch. Grant \$10, 000. On-

going.

7-Historic Presbyterian Building- Partners: American Legion and Sanpete County Economic Development. Grant \$ 9,600. Completed 11/15/13.

8-Fountain Green Social Hall and Theater- Partners: Fountain Green City. Grant \$14,000. On-going,

9-Wayne County Cemetery Restoration Project- Partners: Wayne County Commission. Grant \$12,600. Completed 9/30/12.

10-Snow College Alpine Station- Partner: Snow College. Grant \$16,500. Completed 9/30/12.

11-Spring City School- Partners: George S. and Delores Dore' Eccles Foundation, Spring City Historic Preservation Commission, Save America's Treasures and numerous other donors. Grant \$25,000. On-going.

12-Manti Main Street historic building restoration- Partners: Manti City, Sanpete County Economic Development. Grant \$7,000. Completed 9/30/12.

13-Manti historic City Hall- Partners: Manti city, Sanpete County Economic Development. Grant \$14,450. Completed 9/30/12.

14-Ephraim Co-op historic building- Partners: Ephraim City, Sanpete County Economic Development. Grant \$ 6,650. Completed 9/30/12.

15-Manti Daughters of Utah Pioneers Museum- Partner: Manti City. Grant \$1,900. Completed 9/30/12.

16-Manti Carnegie Library restoration- Partners: Manti City, George S. and Delores Dore' Eccles Foundation. Grant \$ 25,000. Completed 9/30/11.

17-Fairview Social Hall- Fairview City, Community Impact Board, George S. and Delores Dore' Eccles Foundation and numerous other donors. Grant \$25,000. Completed 9/30/11.

18-Ephraim Carnegie Library restoration- Partners: Ephraim city, George S. and Delores Dore' Eccles Foundation and numerous other donors. Grant \$20,000. Completed 9/30/10.

19-Mt. Pleasant Carnegie Library restoration- Partners: George S. and Delores Dore' Eccles Foundation, US Department of Agriculture Rural Development grant, US Department of Energy grant, Utah Division of State History. Completed 9/30/11.

20-Mt. Pleasant Armory, Mt. Pleasant Main Street Program- Partners: Preserve America grant, Utah Division of State History. Completed 9/30/11.

21-Lizzie and Charlie's Rag Rug Factory-Partners: Monroe Preservation Society. Grant \$25,000. Completed 9/30/12.

22-Marysvale Town Old Rock School House-Partners: Marysvale City. Grant: \$4800. Used as a heritage crafts store. Completed November 2014.

23-Carol Theater, Monroe-Grant: \$15,000. Restoration of historic theater by non-profit entity. Used for old movies and live performances. Completed November 2014.

24-Orson Hyde Office/Allred School, Spring City. Grant \$9,000. Used as an art studio. Completed November 2014.

25-Old General Store, Spring City. Grant \$5,000. Award-winning project on historic Main Street.

Used in conjunction with Victory Hall, where live radio performances are conducted. Completed November 2014.

26-Wasatch Academy Music Conservatory... A major project in Mt. Pleasant Historic District. Completed December 2014.

### 3. Collections: Documentation and Conservation

Paintings, Artifacts, Archives, Oral Histories, Video Histories, etc.

Report here the work in which the primary purpose is to document cultural traditions or conserve artifacts. If you are working on projects that use collections to develop interpretive or educational materials, such as brochures, websites, or books, please report these projects under category 6: education and interpretation.

If you did not engage in work to develop or conserve cultural collections this year, please skip these metrics and move on to the category 4: natural resource conservation.

**WORK in PROGRESS.** The numbers reported under 3A – 3B capture work that is advancing, but not yet completed.

#### GRANTS FOR COLLECTIONS AWARDED

**3A.1** Number of collections-related grants awarded this year   2  

**3A.2** Total dollar amount awarded this year \$ 8,000

**PROJECTS in PROCESS** – Number of projects begun or continued to conserve heritage area artifacts (e.g., condition assessments, plans, research, etc.). The same project can be reported on over multiple years, until it is completed.

**3B.** Number of collections projects begun or continued:   2  

**COMPLETED WORK.** The information reported under 3C below captures completed work that the coordinating entity funded, led, or partnered-on with other parties.

**\*3C. COLLECTION PROJECTS** – Provide the name and a brief description of the collections created, documented, or conserved. Collections include oral histories, paintings, murals, historic documents, textiles, archaeology collections or material culture, such as boats or ships.

Commenced oral histories. Provided grants for Kane County and Wayne County for historic records, digitalization and photo archiving in collaboration with Snow College.

**OUTCOMES OF COMPLETED WORK.** The outcomes reported under question 3D capture the results of your the collections conservation activities. Outcomes do not need to reflect the work that was completed this year, unless outcomes occurred. Outcomes related to individual and cumulative grant activities may be included.

**3D. COLLECTIONS OUTCOMES** - In the space provided below, please share outcomes that have resulted from your collections related work, including grants, reported this year or unreported in previous years. Provide a short description with the project name, year project was completed, project partners, and indicator and data source for outcome.

We have on-going projects with Snow College, Kane and Wayne Counties, Salt Lake Community College and the Utah Humanities Council for recording and digitizing histories.

#### 4. Land, Water & Environmental Conservation

Note: Include wetland work under land restoration, instead of waterway restoration.

If you did not engage in natural resource conservation work this year, please skip these metrics and move on to category 5: recreation.

**WORK in PROGRESS.** The numbers reported under 4A – 4B below capture work that is advancing, but not yet completed.

##### LAND AND WATER CONSERVATION GRANTS AWARDED

**4A.1.** Number of natural resource conservation grants awarded this year N/A

**4A.2** Total dollar amount awarded this year \$ N/A

**PROJECTS in PROCESS** - Number of projects begun or continued to conserve natural or scenic areas (i.e., surveys, condition assessments, plans, etc.). The same project can be reported on over multiple years, until it is completed.

**4B.** Number of conservation projects begun or continued: N/A

**COMPLETED WORK.** The numbers reported under 4C – 4D below capture completed work that the coordinating entity funded, led, or partnered-on with other parties.

##### LAND RESTORATION

**4C.1.** Number of acres of land restored through invasive species removal, replanting, and toxic site clean-up. (one time) N/A

**4C.2.** Number of acres of land maintained through monitoring and clean-up efforts N/A

##### WATERWAY RESTORATION (Streams, rivers, creeks, canals, etc.)

**\*4D.1.** Number of feet of waterways restored through appropriate in-water and bank restoration techniques (one time) N/A

**4D.2.** Number of miles of waterways maintained through monitoring and clean-up efforts (please round to the ¼ mile) N/A

##### \*OTHER ENVIRONMENTAL CONSERVATION PROJECTS

**4E.** Provide name and a short description of other environmental conservation projects, such as climate change monitoring N/A

**OUTCOMES OF COMPLETED WORK.** The outcomes reported in question 4E capture the results of your conservation activities. Outcomes do not need to reflect the work that was completed this year, unless

outcomes occurred. Outcomes related to individual and cumulative grant activities may be included.

**4F. CONSERVATION OUTCOMES** - In the space provided below, please share outcomes that have resulted from your conservation work, including grants, reported this year or unreported in previous years. Provide a short description with the project name, year project was completed, project partners, and indicator and data source for outcome.

N/A

## 5. Recreation Development Projects

Note: This category does not include recreational events or marketing materials. Include recreational events and marketing materials (such as brochures, maps, guides) under category 7: promotion and marketing.

If you did not engage in recreation development projects this year, please skip these metrics and move on to category 6: community improvement.

**WORK in PROGRESS.** The numbers reported under 5A – 5B below capture work that is advancing, but not yet completed.

### RECREATION GRANTS AWARDED

**5A.1** Number of recreation development grants awarded this year : 2

**5A.2** Total dollar amount awarded this year \$18,408

**PROJECTS in PROCESS** - Number of projects begun or continued to enhance recreational amenities (e.g., feasibility studies, plans, engineering, permitting, etc.). The same project can be reported on over multiple years, until it is completed.

**5B.** Number of recreation projects begun or continued: 2

**COMPLETED WORK.** The numbers reported under 5C – 5E below capture completed work that the coordinating entity funded, led, or partnered-on with other parties.

**NEW TRAILS COMPLETED** - Number of new miles of on or off road trails developed

**5C.1.** On-road miles : N/A

**5C.2.** Off-road miles : N/A

**TRAILS MAINTAINED** - Number of miles of on or off-road trails maintained through monitoring, clean-up and maintenance projects construction

**5D.1.** On-road miles : 5

**5D.2.** Off-road miles : N/A

### \*OTHER RECREATION PROJECTS

**5E.** Provide name and a short description of other trail or park enhancement projects, such as parking, signage, lighting, etc. or trail designation projects. For trail designations please identify the mileage.

Construction of restroom to accommodate growing visitation at Deer Creek Ghost Town, a non-profit entity that has support of Sevier County Travel Counsel county commissioners, Utah Office

of Tourism , among others.

**OUTCOMES OF COMPLETED WORK.** The outcomes reported under question 5G capture the results of your recreation work. Outcomes do not need to reflect the work that was completed this year, unless outcomes occurred. Outcomes related to individual and cumulative grant activities may be included.

**5G. RECREATION OUTCOMES** - In the space provided below, please share outcomes that have resulted from your recreation work, including grants, reported this year or unreported in previous years. Provide a short description with the project name, year project was completed, project partners and indicator and data source for outcome.

The completion of the restroom facility noted in 5E is very important in that it enhances the Sevier Travel Council's ability to work with tour operators and other entities that require expanded restroom facilities to accommodate tour groups. We provided a \$16,000 grant for this project.

## 6. Education and Interpretation – Public Learning

The goal of education and interpretation is to increase people's understanding of heritage area sites, resources, and conservation and preservation activities.

**Do not** include annual meetings, awards ceremonies, open houses, annual fundraisers, and events. These activities are reported under category 7: promotion and marketing.

If you did not conduct interpretation work this year, please skip these metrics and move on to category 7: marketing and promotion.

**WORK in PROGRESS.** The numbers reported under 6A - 6B capture work that is advancing, but not yet ready to be offered to the public.

### EDUCATION GRANTS AWARDED

**6A.1** Number of education and interpretation related grants awarded this year : 0

**6A.2** Total dollar amount awarded this year \$ 0

**PROJECTS in DEVELOPMENT** - Number of education and interpretation projects in development (e.g., assessments, research, etc.). The same project can be reported on over multiple years, until it is offered or made available to the public.

**6B.** Number of education and interpretation projects in development: 0

**OFFERED PROGRAMS AND PRODUCTS.** The information reported under 6C – 6D below captures the work that the coordinating entity funded, led, or partnered with other parties to offer this year.

**6C. PROGRAMS OFFERED** - In the space below, provide name and a short description of the interpretive or educational programs supported by the NHA coordinating entity this year.

### DISCOVERY ROAD TV SERIES AND UTAH EDUCATION NETWORK

This project constitutes an effort to carry out the interpretation, education and communications sections of the Management Plan. In addition to the Utah Education Network, KUEN-TV, programs

are telecast through four regional or local stations. Further, through UEN's E-Media, we have linkages with all schools in Utah; in particular, the fourth and seventh grades, which have a Utah History requirement. We are working with similar networks in surrounding states, and have recently entered into an agreement with a public television station in Wyoming.

**6E. PRODUCTS OFFERED** - In the space below, provide name and a short description of the interpretive or educational products (print, web, or multi-media) supported by the NHA coordinating entity this year.

Website development in coordination with Snow College and Easter Seals personnel. MPNHA Travel Planner, which is distributed to Mormon visitor centers throughout the nation, Utah Travel Office point of entry locations and numerous other outlets, including distribution at trade shows in the U.S. and abroad.

**OUTCOMES of PROGRAM AND PRODUCTS OFFERED.** The outcomes reported under question 6E capture the results of your education work. Outcomes do not need to reflect the work that was completed this year, unless outcomes occurred. Outcomes related to individual and cumulative grant activities may be included.

**6E. EDUCATION OUTCOMES** - In the space provided below, please share any outcomes that have resulted from heritage area educational work, including grants, reported this year or unreported in previous years. Provide a short description with the project name, year project was completed, project partners and indicator and data source for outcome.

We reported education outcomes in previous reports. For the current FY, we granted \$43,500 for programs and projects, including the production and telecasting of two shows in Kane County, one of which focused on international visitors, and another show centering on a film festival. Both shows have run numerous times on local television stations, along with a showing on KUEN-TV. In addition, we filmed three shows along the Mormon Trail: (1) Black Pioneers (2) The Forgotten (3) The Disabled. They are half-hour shows that have been run on KUEN-TV and local stations. We also produced and telecasted a Garfield County and Sanpete County show, both of which were released on the stations noted above. In addition, we produced and distributed for telecasting a show on Native Americans and Sacred Water. We filmed two one-hour documentaries in England and Wales, the purpose of which was to trace the roots of those who emigrated from the UK to participate in the Mormon pioneer colonization experience.

All of the above grants received matching funds from our partners, including the Kane and Garfield Travel Councils and the George S. and Dolores Dore' Eccles Foundation.

## 7. Promotion and Marketing

Note: Include economic impact studies under products offered.

If you did not conduct promotion or marketing work this year, please skip these metrics and move on to 8: public outreach and engagement.

**WORK in PROGRESS.** The numbers reported under 7A – 7B capture work that is advancing, but not yet

ready to be offered to the public.

**PROMOTION & MARKETING GRANTS AWARDED**

**7A.1** Number of promotion and marketing grants awarded this year   0  

**7A.2** Total dollar amount awarded this year \$  0  

**PROJECTS in DEVELOPMENT** - Number of promotion and marketing projects in development (e.g., assessments, research, etc.). The same project can be reported on over multiple years, until it is offered or made available to the public.

**7B.** Number of promotion and marketing projects in development:   0  

**OFFERED EVENTS AND PRODUCTS.** The numbers reported under 7C – 7D below capture work that the coordinating entity funded, led, or partnered with other parties to offer to the public this year.

**7C. EVENTS OFFERED (RACES, CELEBRATIONS, AWARDS CEREMONIES, FAM TOURS, ETC.)** - In the space below, provide name and a short description of promotional activities supported by the coordinating entity.

We set aside small 50% matching grants for heritage events ranging from Butch Cassidy days to Jacob Hamblin Days. The events took place in the Bryce Canyon area, Escalante, Marysville, Wayne County, Kanab, and Spring City. We provided grants totaling \$7,000 for these events.

**\*7D. PRODUCTS OFFERED (BROCHURES, ECONOMIC IMPACT STUDIES, WEBSITES, ETC.)** - In the space below, provide name and a short description of promotional products supported by the coordinating entity.

Travel Planner and website as discussed in previous sections of this report. Our heritage interpretive partner, Utah Pioneer Heritage Arts, produced two more CDs (each containing 12 songs and art work pertaining thereto) for distribution. The CDs are part of the Legacy Series.

**OUTCOMES of EVENTS AND PRODUCTS OFFERED.** The outcomes reported under question 7E capture the results of your promotion and marketing work. Outcomes do not need to reflect the work that was completed this year, unless outcomes occurred. Outcomes related to individual and cumulative grant activities may be included.

**7E. MARKETING OUTCOMES** - In the space provided below, please share outcomes that have resulted from heritage area marketing activities reported this year or offered in previous years. Outcomes could include increases in visitation to heritage area sites generated by marketing products. Provide a short description with the project name, year project was completed, project partners, and indicator and data source for outcome.

The events and products noted above received very positive outcomes based on attendance figures from the events, publicity generated from marketing the events and the press coverage pertaining to them. Partners included the travel councils in Sanpete, Sevier, Piute, Wayne, Garfield and Kane Counties, all of whom engage in extensive marketing and promotional campaigns and coordinate

with the Utah Office of Travel. Events include the following:

- Western Legends Roundup
- Scandinavian Days
- Mormon Miracle Pageant
- Spring City Heritage Days
- Everett Reuss Festival
- Jacob Hamblin Days
- Panguitch Quilt Walk

In addition to the above, we sponsored a FAM tour for the Utah Tour Operators Association and filmed it for a "Discovery Road" show.

## 8. Outreach and Engagement

The numbers captured here reflect the work of the NHA coordinating entity and partnership. Please answer all questions below.

### PARTNERSHIPS

A partnership is a relationship between parties to accomplish a common goal, such as developing or implementing a heritage area project or offering heritage area programs. Partnerships are characterized by mutual interest, commitment, and communication. Please count partners one time, either as formal or informal partners.

**8A.1 Number of formal partners substantially engaged in National Heritage Area activities this year (i.e., those partners with whom you have a written agreement to carry-out NHA related projects or programs)** 12

**8A.2 Number of informal partners engaged in National Heritage Area activities this year (i.e., those partners with whom you do not have a written agreement, but with whom you coordinate or cooperate on NHA projects, programs, or activities)** 70

### VOLUNTEERISM

**8B.1 Volunteerism Methodology.** Please provide a short description of how you count heritage area volunteers, including selection of volunteer locations and relationships to NHA purpose. Since each national heritage area has a unique set of resources and partners, each coordinating entity should develop a defensible methodology that is appropriate for its circumstances.

Our volunteerism methodology has not changed since last year's report. That methodology is repeated below:

The MPHA has 5 heritage districts, 6 counties and 48 cities and towns along the Heritage Highway corridors of 89, 12 and 24. Three National Scenic By-ways (one of which is an All-American Road) are in our Heritage Area. We count volunteers from over 100 community partners when they are involved in promoting heritage events, programs and products. The volunteers' locations are in the

counties and communities noted above and are selected by program and event coordinators. Examples include the following: Mormon Miracle Pageant, Western Legends Round-up, Scandinavian Days, Jacob Hamblin Days, Quilt Walk in Panguitch, and Spring City Days (the entire town of Panguitch is on the National Register of Historic Places, likewise for Spring City)

**8B.2 Total number of volunteers engaged in heritage area projects, programs or activities**  
\_\_\_\_\_600\_\_\_\_\_

**8B.3 Total number of volunteer hours** \_\_39,000\_\_\_\_\_ (please round-up to the nearest hour)

**8B.4 Hourly value of volunteer time for your state or region** ( refer to [www.independentsector.org/volunteer\\_time](http://www.independentsector.org/volunteer_time) for your region) \$\_18.19\_\_\_\_\_

**8B.5 Total dollar value of volunteer hours** \$\_709,000\_\_\_\_\_

**\*[Trial Questions] PROGRAM & EVENT PARTICIPANTS**

**8C.1 Program and Event Participant Count.** Please provide a short description of how you intend to count people who participate in heritage area programs and events. Since each national heritage area has a unique set of partners, each coordinating entity should develop a defensible methodology that is appropriate for its circumstances.

We are a decentralized heritage area with five heritage districts, six counties and approximately 100 local partners. Events and programs are conducted at the local level and the sponsoring entities gather the attendance numbers. We are a coordinating entity and compile the participant numbers they provide.

Educational programs are an exception to the above. Numbers for these programs come from our participating television stations and educational programs sponsored by our interpretive partner, Utah Pioneer Heritage Arts.

**8C.2 This year please estimate the number of people who participated in heritage area educational programs this year:** Cannot estimate at this time. We do not have figures from TV stations. \_\_\_\_\_

**8C.3 This year please estimate the number of people who participated in heritage area events (races, celebrations, ceremonies, etc.) this year:**\_\_180,000\_\_\_\_\_

**\*VISITATION**

We are not collecting visitation numbers this year. In the space below, please let us know if and how the visitation metrics you previously reported have been helpful to your organization and the National Heritage Areas program.

**Best Practice : Highlight a Successful Project or Program**

Describe a creative, successful project or program undertaken or completed this year. Please include images with captions and credit information. Also, include numbers if applicable – dollars invested and leveraged,

communities or residents involved or impacted, properties preserved, miles of trails improved, etc.  
Recommended word count is 200 words.

Our heritage area focuses on restoration and revitalization and links the past with economic viability. In essence, we follow the Main Street Four Point Approach, which is fitting in that Mt. Pleasant City (the chair community for the MPNHA) served as the catalyst for the heritage area. A resource team from the National Main Street Center came to our community in October, 1994 and said we had a great pioneer story to tell but needed to expand the geographical base to convey it successfully. That was the beginning of the Mormon Pioneer National Heritage Area. Everything evolved from that initial meeting.

The Best Practice we have chosen illustrates that evolving process. Mt. Pleasant City's Main Street and Wasatch Academy are on the National Register of Historic Places and in the City's historic overlay zone. For the past 20 years, we have combined our efforts to restore and revitalize. The adaptive use of an historic Presbyterian church serves as a manifestation of our commitment. The church was built in 1921-22 after a fire damaged the original structure. The church had a colorful history in cultural exchange between the Mormons and the Reverend Duncan McMillan, who established the church and ultimately Wasatch Academy in 1875. (See last year's Best Practice Report for a description of Liberal Hall, which served as both a church and academy.)

The church deteriorated with the passage of ninety years, and the congregation did not have the resources to repair and maintain. Concurrently, Wasatch Academy needed a music conservatory and agreed to assume ownership of the building and engage in a project of restoration/renovation. An architect specializing in historic preservation was retained. The Academy, Mt. Pleasant's Main Street Committee, the MPNHA, the Utah Division of State History, and most of all, the visionary leadership of Wasatch Academy and their generous alumni came to the forefront to bring this wonderful project to fruition. Over \$3 million has been invested to greatly enhance the City's historic district and meet one of the objectives of the MPNHA: "To foster a close working relationship with all levels of government, the private and non-profit sectors, residents, business interests and local communities."



Exterior of building facing West. (Lori Wait, Communications Director, Wasatch Academy)



Renovation under construction designed by a historic preservation architect to have the addition blend in with the existing historic building. (Picture courtesy of Lori Wait)



Interior work in progress. (Picture courtesy of Lori Wait)

Photos of completed interior and exterior will be forwarded under a separate cover.

## **Part II Feedback**

1. If you find after reading through this form that one or more of your activities do not fit in the measures above, please identify the activity or activities in the space below. Include the name of activity and its purpose (e.g., preservation workshops for the purpose of improving residents' awareness of state and federal preservation tools).
  
2. Please share with us any specific questions or concerns you have about the categories, measures or instructions.
  
3. Please share with us any feedback you have about the usability of this form.