

**National Heritage Areas Program Office
Annual Program Report – Part II Progress Report
Deadline: JANUARY 8, 2016**



Heritage Area Name: MORMON PIONEER NATIONAL HERITAGE AREA

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 that the coordinating entity was involved in to implement the national heritage area management plan. Include work paid for with Heritage Partnership Program (HPP) and other funding sources.**
- **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 Heather Scotten, 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: 1/8/2016

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.): _____

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 \$ \$836,705

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

State \$ _____

Local Government \$ \$378,405

Private \$ _____

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

Other (please specify): Non-profit \$458,300

GRANTS

Grants are the transfer of money or services to a recipient through an agreement in order to accomplish the purpose of the national heritage area. Grants do not include sponsorships, contracts, or donated gifts.

1B.1 Total number of grants awarded this year 30

1B.2 Total grant dollar amount awarded this year \$235,420

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 \$** _____

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 ___ 0 _____

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 ___ 16 _____ (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).

Gem Theater, Panquitch City Main Street Program-This is a public/private sector partnership that built on several years of on-going work to restore a historic theater that is listed on the National Register of Historic Places. We provided a \$25,000 grant that was matched by \$30,000 to purchase a digital projector, thereby continuing the building's historic use as a movie theater to serve the community, county and region.

Heritage Rag Museum-We provided a \$4800 grant that was matched by \$6,675 to purchase rooms for a rag museum that preserves traditional weaving techniques. Additional looms enable to the museum to provide better service for educational field trips and tourist visitation. Project enhances downtown Marysvale.

Kanab Heritage House-The Heritage House project was a targeted infrastructure endeavor that was coordinated with the Utah Division of State History and Kanab City. The use of the Heritage House, which is listed on the National Register of Historic Places, was enhanced by constructing a separate on-site building to serve the heritage tourism market. The scope of work included electrical, plumbing, footing/flooring, framing/finishing, and brick/rock installation to assure the building matched the Heritage House. We provided a \$14,500 grant that was matched by \$45,500.

Wasatch Pierce Hall Restoration/Renovation-This project included the following: repairs to existing red brick exterior, wood soffit and fascia repair , extensive wall repairing and wood graining. Detailed interior and exterior work. Project budget:\$300,000, of which we granted \$5,000. First phase completed; balance by March 31, 2016

Wayne County Visitors Center-Enhancements to the visitor's center included providing restrooms, picnic tables, directional and interpretive signage and other amenities to enable the center to meet tourism needs in a market that serves Capitol Reef National Park. Our \$15,000 grant was matched by an additional \$15,000. Signage completed. Balance of work scheduled for completion by March 31, 2016.

Casino Star Theatre-The Theatre is listed on the National Register of Historic Places. This particular project centered on façade and marquee work that was accomplished in coordination with the Utah Division of State History and a non-profit foundation. We granted \$25,000, which was matched by \$112, 625. Façade completed. Marquee work to be finished by March 31, 2016

Panquitch Main Street Project-This is a streetscape project that included signage, plaques and other enhancements for a historic downtown that is listed on the National Register of Historic Places. We granted \$5,250, which was matched by \$21, 215. Completed September 30, 2015.

Equestrian Center/Agri-Tourism-This project was accomplished in conjunction with the Mt. Pleasant City Community Development and Renewal Agency. The purpose was to enhance agri-tourism for the community and to attract equestrian events by developing a 60 acre cross country equestrian venue. We

granted \$5,000, which was matched by \$120,000. Completed September 30, 2015.

Restoration of CCC/POW Camp in Salina-This project centered on restoring three historic buildings that were used for a CCC camp and later for a POW camp. We granted \$25,000, which was matched by \$78,000. This was an enhancement project for the city. First building completed. Remainder of work to be completed by March 31, 2016.

Restoration of Miss Mary's Historic School in Salina-This was a city enhancement project to help restore a building listed on the National Register. We granted \$10,000, matched by \$10,000. Completed September 30, 2015.

Ephraim City Heritage Signage-Ephraim City's downtown was enhanced by developing historic signage. This was a \$20,000 project for which we granted \$10,000. Signs completed. To be installed by March 31, 2016.

Bicknell Theater Restoration in Wayne County-This project enhanced the small business district of Wayne County. We granted \$10,000 matched by \$10,000 to restore the interior of the theater thereby enabling it to stay in operation to serve the city, county and surrounding region with a theater that was built in the 1940s. Completed September 30, 2015.

Ephraim Co-op Granary Project-Restoration work was completed on the Zion's Co-op building and the Granary, which are listed on the National Register. Work included awnings, granary door replacement and rain gutters. We granted \$5,000, which was matched by \$6300. This enhanced Ephraim's Main Street. Completed September 30, 2015

Note: The 2015 Task Agreement sets date of March 31, 2016 as the completion date for all the projects.

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 MNPHA 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

27-Gunnison Legacy Wall and Clarion Interpretive Signs-This project, which enhances Gunnison's downtown, was funded with a \$30,000 grant we provided with matching funds of an equal amount. Partners included the American Jewish Preservation Society and Gunnison City. Completed September 30, 2015.

28-Gem Theater, Panquitch City Main Street Program (grant and match reported in 2F. Completed September 30, 2015).

29-Heritage Rag Museum (grant and match reported in 2F.) Completed September 30,2015.

30-Kanab Heritage Center (grant and match reported in 2F.) Will be completed by March 31, 2016 as set forth in Task Agreement.

31-Wayne County Visitors Center (grant and match reported in 2.F) Will be completed in March 31, 2016.

32-Mt. Pleasant Equestrian Center (grant and match reported in 2.F) Completed September 30, 2015.

33-Wasatch Academy Pierce Hall (grant and match reported in 2.F) Will be completed in March 31, 2016.

34-Casino Star Theater Restoration (grant and match reported in 2.F) Will be completed in March 31, 2016.

35-Panquitch Main Street Project (grant and match reported in 2.F) Completed September 30, 2015.

36-Salina CCC/POW Restoration (grant and match reported in 2.F) Will be completed in March 31, 2016.

37-Miss Mary's Museum Restoration (grand and match reported in2.F) Completed September 30, 2015.

38-Ephraim City Heritage Signage (grant and match reported in in 2.F) Will be completed in March 31, 2015.

39-Ephraim City Granary Project (grant and match reported in 2.F) Will be completed in March 31, 2016.

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 \$11,200

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.

The Wayne County oral history project is on-going. Volunteers work with specialists from Salt Lake Community College and other entities to maintain oral histories and digitize records. The Mormon Pioneer Heritage Institute at Snow College also has an on-going program for oral history collection and digitization

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.

As noted in 3C, work continues at the MPHI at Snow College and Wayne County and we provide grants for this work. In addition, we have funded oral history and digitization projects in Garfield and Kane Counties.

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__

<p>4C.2. Number of acres of land maintained through monitoring and clean-up efforts ___N/A___</p>
<p>WATERWAY RESTORATION (Streams, rivers, creeks, canals, etc.)</p> <p>*4D.1. Number of feet of waterways restored through appropriate in-water and bank restoration techniques (one time)___N/A___</p> <p>4D.2. Number of miles of waterways maintained through monitoring and clean-up efforts (please round to the ¼ mile)___N/A___</p>
<p>*OTHER ENVIRONMENTAL CONSERVATION PROJECTS</p> <p>4E. Provide name and a short description of other environmental conservation projects, such as climate change monitoring</p> <p>N/A</p>
<p>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.</p>
<p>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.</p> <p>N/A</p>
<p>5. Recreation Development Projects</p>
<p>Note: This category does not include recreational events or marketing materials. Please include recreational events and marketing materials (such as brochures, maps, guides) under category 7: promotion and marketing.</p> <p>If you did not engage in recreation development projects this year, please skip these metrics and move on to category 6: community improvement.</p>
<p>WORK in PROGRESS. The numbers reported under 5A – 5B below capture work that is advancing, but not yet completed.</p>
<p>RECREATION GRANTS AWARDED</p> <p>5A.1 Number of recreation development grants awarded this year : __2___</p> <p>5A.2 Total dollar amount awarded this year \$14,000_____</p>
<p>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.</p> <p>5B. Number of recreation projects begun or continued: __2_____</p>
<p>COMPLETED WORK. The numbers reported under 5C – 5E below capture completed work that the coordinating entity funded, led, or partnered-on with other parties.</p>

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 :__9.25_____

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.

N/A

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.

N/A

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 :__1_____

6A.2 Total dollar amount awarded this year \$11,680_____

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: 1

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. The storytelling through documentary programming provides a global internet outlet along with numerous other platforms. 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. Publication of “Legends, Lore and True Tales in Mormon Country”. This book was published by The History Press/Arcadia Publishing, written by authors selected by our heritage area. Went through two printings. Available in libraries, bookstores, gift shops along the heritage corridor. We purchased copies that were sent to schools and other educational entities.

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 partnered with the Utah Education Network to have the “Discovery Road” series run on TV Station UEN and to be sent to Utah schools K-12. During this fiscal year we produced and distributed three more educational shows: The Snow College Story, Wasatch Academy Then and Now, Wales and Outlaw Ways. These shows were completed by September 30, 2014 and have run on four regional TV stations in addition to

the Utah Education Network. Funding partners included Wasatch Academy, Snow College and the Utah Education Network.

7. Promotion and Marketing (include sponsorships here)

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 provided \$7,000 in matching grants for events in the following counties: Sanpete, Sevier, Piute, Wayne, Garfield and Kane. We also provided a \$3,000 grant for a Butch Cassidy Pageant/Performance in Circleville, the birthplace of Butch Cassidy. We granted \$2500 in matching funds for the production of “A Canyon Peoples’ Portrait, an original production composed by Merrill Jensen for the “Symphony of the Canyons”. The project was funded by the Utah Arts Council, National Endowment for the Arts, Kane County Tourism Board and Sam and Diane Stewart.

***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, website, production of 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.

We continue to distribute our Travel Planner at domestic and international trade shows. Our website, mormonpioneerheritage.org, is a dynamic site that contains everything from the management plan to the annual report; embedded Discovery Road Shows, travel options, linkages to the national and state parks, press releases and heritage stories. Our events and products received positive responses. Our partners include travel councils in Sanpete, Sevier, Piute, Wayne and Garfield counties, all of whom engage in marketing and promotional campaigns and coordinate with our heritage area. All of this work is on-going.

8. Outreach, Engagement, and Other Community Projects

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 locations where volunteers are counted. 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 MPNHA 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)

The figures below are the same as the figures used last year. We did not contact our volunteer partners, for similar numbers were expected this year.

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 for your region) \$ __18.19_____

8B.5 Total dollar value of volunteer hours \$ __709,000_____

***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. 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. Utilizing social media technologies we are able to measure communication and connection to the local communities and beyond. The Internet, Facebook, timelines et al allows an ongoing and relevant connection to growing audience numbers.

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. The Utah Education Network (UEN) service benefit nearly 800,000 students from pre-schoolers through grandparents.

8C.2 Please estimate the number of people who participated in heritage area educational programs this year: ____ 50- 100 thousand ____

8C.3 Please estimate the number of people who participated in heritage area events (races, celebrations, ceremonies, etc.) this year: __190,000

***OTHER ACTIVITIES**

8D.1 In the space below, identify any other activities including community development, economic development or engagement projects that do not fit into the seven categories above.

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.

As noted in last year's report, our heritage area focuses on restoration and revitalization and links the past with economic viability. We follow the National 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 creation of the Mormon Pioneer National Heritage Area.

Once again, we are selecting a joint project with Wasatch Academy to illustrate a Best Practice. We do so for a number of reasons, one of which centers on a recent "Discovery Road" TV show about Wasatch Academy in which the colorful interaction between the school's founder, the Reverend Duncan McMillan, and Brigham Young is told to highlight the school's rich heritage. The TV story about Wasatch's past, present and future also finds a place in the book "Legends, Lore and True Tales in Mormon Country". Jason Friedman writes about the cultural friction between the minister and Mormon leader. A symposium was held in conjunction with the TV show and book signings at the Kings English book store and other venues. This Best Practice links education with restoration of Pierce Hall, which was scheduled for restoration/renovation on a timeline with the TV show and publication of the book. The \$300,000 budget for the building centered on repairing the existing red brick exterior, along with wood soffit and fascia repairs. Walls were repaired and wood graining was restored. Major work on the exterior and interior focused on preserving the historical significance and integrity of the building. Finally, this project illustrates our guiding strategy: Incentives (See "Freakonomics", by Levitt and Dubner, for example). We align the goals and objectives of the management plan with partners. We provide incentive grants and concurrently work to obtain funding commensurate with bringing projects to fruition.

Notes: The Wasatch Academy TV show (James Nelson, writer/producer) is embedded on our website: mormonpioneerheritage.org.

"Legends, Lore and True Tales in Mormon Country", edited by Monte Bona Published by The History Press, Charleston, SC 29403; first published 2015

San Juan Mission: Hole-in-the Rock, by Christian Probasco

Lost Treasures of the Mormon Heritage Highway, by Steven J. Clarke

Clarion: A Back-to-the-Soil Movement, by Eileen Hallet Stone

Duncan McMillan and Brigham Young, by Jason Friedman

Names Mean Nothing: Hiram BeBee aka the Sundance Kid, by Jack Billings

Zane Grey's Ghost, by Ed Meyer

The Magical Story of Maude Adams, by James Nelson

Hans Ulrich Bryner Jr., by Jack Monnett

Frontier Justice, by Shirley Bahlmann

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).

Just a point of interest: **Salt Lake Tribune, December 30, 2015**: Front page headline: “**Zion, Bryce among U.S. parks that hit visitation records in ‘15**”

Here are the numbers for the three parks located in the Mormon Pioneer National Heritage Area.

Zion: 3,571,383 (previous record: 3,189,696 in 2014)

Bryce: 2,116,485 (previous record: 1,435,741 in 2014)

Capitol Reef: 974,467 (previous record: 786,514 in 2014)

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.