

Bim Oliver  
Bim Oliver Consulting  
1804 East Hollywood Avenue  
Salt Lake City, UT 84108

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U.S. House Committee On Natural Resources  
Subcommittee on National Parks, Forests, and Public Lands  
RE: National Heritage Area Act of 2019 (H.R. 1049)

Chairman Grijalva, Ranking Member Bishop, and Subcommittee Members:

I am writing to encourage your support for H.R. 1049.

Currently, I work as a consultant in historic preservation in Utah, but in the early 1990s I was actively involved in the creation of the Heritage Highway 89 Alliance, the precursor to the Mormon Pioneer National Heritage Area (MPNHA). As state coordinator of the Utah Main Street Program, I was involved in a collaborative effort among local governments, private business owners, and state and federal agencies to institute a broad-based organization that could promote the distinct history of central Utah.

As the MPNHA's 2006-2016 report remarks, the organizational process was not without its challenges—most notably a large geographic area of six counties with disparate political and economic interests. To the credit of local civic and business leaders, however, those and other substantial hurdles were overcome and the Alliance was established. Even more significant, as the Alliance has matured into the MPNHA it has fostered an increasing recognition locally of the value—economic and social—of promoting the region's heritage. The MPNHA's impacts are impressive, and I would encourage you to read the full 2006-2016 report available at the MPNHA website ([mormonpioneerheritage.org](http://mormonpioneerheritage.org)) for more detail.

The success of MPNHA is not unique. In my professional activities and in my personal travels, I have learned of and witnessed directly the value of heritage areas in other parts of the country. H.R. 1049 will substantially strengthen these local initiatives to promote heritage as the basis for sustainable economic development.

Again, I encourage your support for this important resolution.

Thank you for your attention.

Sincerely,



Bim Oliver