

## **BEAR RIVER HERITAGE AREA 2010-11 STRATEGIC PLAN**

*The Bear River Heritage Area (BRHA) consists of seven counties: Bear Lake, Caribou, Franklin, and Oneida in Idaho; and Box Elder, Cache, and Rich in Utah. It is a consortium of many organizations in government, business, education, tourism, recreation, and other areas. We are dedicated to economic development through promotion and stewardship of the cultural and natural resources that are unique to this region. The Heritage Area is governed by the Bear River Heritage Area Council, consisting of representatives of all organizations that have signed the Inter-local Agreement that created the Heritage Area, and a Board elected by the Council from its ranks.*

*The four purposes of the Heritage Area are:*

- (1) foster a close working relationship with all levels of government, the private sector, residents, business interests, and local communities in the States of Idaho and Utah;*
- (2) empower communities in the States of Idaho and Utah to exercise stewardship of their heritage while strengthening future economic opportunities;*
- (3) interpret, develop, and encourage stewardship of the historical, cultural, and recreational resources within the Heritage Area and the natural and scenic features of which they are a part; and*
- (4) expand, foster, and develop heritage businesses and products relating to the cultural heritage of the Heritage Area.*

### **Vision:**

The Bear River Heritage Area is a place where people enjoy distinctive cultural groups and contrasting landscapes, and experience stories and consequences of the expanding American West; where responsible stewardship sustains the pastoral and natural landscapes, historic land uses, cultural sites, traditions, skills and knowledge, which contribute to a viable regional economy.

### **Mission:**

The mission of the Bear River Heritage Area Council is to work together to identify, preserve, and enhance our natural, cultural, and economic heritage and to stabilize and expand upon the economic opportunities associated with our heritage.



***Goal One: Identify natural, cultural, and economic heritage resources by continually gathering information on new and previously unknown resources.***

Objective	Responsible Party(Funding)	Time Frame
<b>1.1)</b> Reprint Utah and Idaho barn tour guides, based on demand.	BRAG staff (Funding from sales of previous books)	As needed
<b>1.2a)</b> Continue to update database for bearriverheritage.com and Guide to Bear River Heritage Area. <b>1.2b)</b> Expand archive of photos for future uses which meet criteria listed below, send to BRAG staff for archiving. *	Representative from each county to provide to BRAG; BRAG staff to update website (Funded by UOT, CHC grants)	On-going
<b>1.3)</b> Identify liaisons of local, regional, state and federal public lands stakeholders. Ask them for input to help identify heritage resources. (i.e. historical societies; CLG's; State Parks and Recreation; Wildlife Refuges; BLM, National Park Service, Forest Service, etc.)	BRAG staff with assistance from board and community members; BRAG staff to maintain data base. (Funded by BRAG, EDD)	On-going
<b>1.4)</b> Continue map work and identify GPS coordinates for sites in guide and on web site, especially those without street addresses, or that are difficult to otherwise identify location. See criteria below.**	BRAG staff with help from others in heritage area who may have access to GPS unit. (Funded by BRAG, EDD)	Ongoing
<b>1.5)</b> Identify oral history interviews that will contribute to the preservation of cultural heritage resources, provide material for heritage tourism products, exhibits or publications. Should be consistent with archival standards as outlined by USU Special Collections and Archives.	BRAG staff in partnership with USU Special Collections and Archives, USU students or other heritage area historians who are skilled in oral history methods. (Possible funding from Utah or Idaho Humanities.)	Early 2009 in connection to scenic byway designation. Others as needed.

\*Photos must be at least 300 dpi and 2-3 MB in size; JPG or TIFF format. List photo credit, location, description. Provide a mix of landscape, people, places, things and seasons. \*\*GPS coordinates will be taken in WGS datum; five decimal degrees.

***Goal Two: Preserve the natural, cultural, economic heritage resources, while respecting private property rights by working with communities, organizations, tribes, government, business, and individuals to protect significant sites and landscapes within the BRHA and to protect and perpetuate cultural resources such as traditions, skills, languages, economies (including agriculture, mining, forestry, outdoor recreation, cottage industries, and locally owned heritage businesses), etc.***

Objective	Responsible Party(Funding)	Time Frame
<p><b>2.1)</b> Schedule meetings with communities to assist them in becoming Certified Local Governments (CLGs), which are designated through State Historic Preservation Offices.</p>	<p>BRAG staff and Idaho and Utah Historic Preservation Offices.</p>	<p>Ongoing.</p>
<p><b>2.2a)</b> Continue to seek funding for barn stabilization work by researching and applying for grant opportunities.</p> <p><b>2.2b)</b> Establish alliances with Utah and Idaho communities in the preservation of historic barns.</p>	<p>BRAG staff</p>	<p>2009 as identified</p>
<p><b>2.3)</b> Schedule and host a barn stabilization workshop in Franklin County, Idaho (specifically Hull barn, Whitney, Idaho.)</p>	<p>BRAG staff, Idaho Heritage Trust, National Heritage Trust Foundation, barn owners</p>	<p>2009, contingent on funding</p>
<p><b>2.4a)</b> Encourage agricultural producers to engage in local food tours, value-added products, gardener’s markets and Agri-tourism.</p> <p><b>2.4b)</b> Work with Ag groups, Farm Bureau, Cooperative Ag Extension Agents and conservation districts to ID candidates and to help them get the resources they need including Cache Business Resource Center and Logan Outdoor Rec and Tourism.</p>	<p>BRAG staff, heritage area tourism offices, farmer/rancher organizations, communities, producers, regional and state visitor’s bureaus.</p>	<p>Report at BRHA meeting, as agenda item or as identified. (see 2.6a &amp; b)</p>

<p><b>2.5)</b> Meet with mining representatives from Monsanto, Agrium, JR Simplot and others to help them understand the benefits of National Bear River Heritage Area legislation in the protection and continuation of mining as a traditional industry in the Bear River Heritage Area.</p>	<p>Pioneer Country Travel Council representative on BRHA board, board members, BRAG staff, Wilson Martin, Utah SHPO and Suzi Pengilly, Idaho SHPO.</p>	<p>Early summer or June 2009 BRHA, possible over night fieldtrip</p>
<p><b>2.6a)</b> Visit locally owned heritage businesses on an on-going basis to help promote them and understand their needs so projects can be undertaken on their behalf.</p> <p><b>2.6b)</b> Assist new businesses in completing BRHA endorsement questionnaire, submit to endorsement committee for review.</p>	<p>Each county board representative for businesses in their county, BRAG, heritage area visitors bureau staff, community members, tourism offices, economic development offices. An endorsement committee shall consist of board president, one board member, one BRAG staff member and one community member in a heritage business.</p>	<p>Report at BRHA meeting, as agenda item or as identified. (See 2.4a)</p>

<p><b><i>Goal Three: Enhance the natural, cultural and economic heritage resources by expanding upon the economic opportunities associated with our heritage.</i></b></p>		
Objective	Responsible Party(Funding)	Time Frame
<p><b>3.1)</b> As part of marketing plan, develop craft and food stickers, hang tags for heritage area products and assist businesses in utilizing the BRHA brand by distributing window signs, hang tags, stickers and guides.</p>	<p>Committee made up of heritage area partners, BRAG staff, heritage area tourism staff. Possible funding from CHC, CHC partners for technical support. Part of marketing plan.</p>	<p>Postponed until funding available.</p>
<p><b>3.2)</b> Increase the number of businesses and demonstrators participating in various venues throughout the BRHA; include gardener's markets.</p>	<p>BRAG staff in cooperation with board members and community members.</p>	<p>Ongoing and reported as identified.</p>
<p><b>3.3)</b> As part of the marketing plan, create and provide themed itineraries on the website and as one page publications that guide visitors to BRHA businesses, institutions, and sites: Native American, Agri-tourism, Mormon Sites, Hot Springs, Cemeteries and Scenic byways.</p>	<p>BRAG staff in coordination with assistance from heritage area partners and board members.</p>	<p>In progress, 2010-11.</p>

<p><b>3.4)</b> Help connect heritage businesses and institutions to the assistance they need to be successful. All parties direct businesses to Cache Business Resource Center. Telephone and address to be found on the BRHA website.</p>	<p>BRAG staff and other heritage area members and agency staff.</p>	<p>January 2009 and ongoing as need arises.</p>
<p><b>3.5)</b> As a part of a marketing plan, develop a campaign to promote heritage businesses, advertise to Wasatch Front and out-of-state. Advertise to out of state through Utah Office of Tourism (UOT) Cooperative Marketing Program.</p>	<p>Cache Visitors Bureau with assistance from BRAG staff and other heritage area partners. Funding from Utah Office of Tourism Cooperative Marketing Program. Part of marketing plan.</p>	<p>Rough draft January 2009; final dates to be established.</p>
<p><b>3.6)</b> Create scenic by-way to connect the Logan Canyon Scenic Byway with the Pioneer Historic byway and Oregon California Trail, Bear Lake Scenic byway.</p>	<p>BRAG staff in partnership with local communities and existing scenic byway organizations. Funding to come from State Scenic Byway program/National Scenic Byway program, UOT.</p>	<p>Postponed until legislative process clears the way, or until a later date as feasible.</p>

<p><b><i>Goal Four: Gain Public Awareness of BRHA resources and council efforts through outreach, education, and marketing.</i></b></p>		
<p>Objective</p>	<p>Responsible Party(Funding)</p>	<p>Time Frame</p>
<p><b>4.1)</b> As part of marketing plan, formulate media plan (that may include but not be limited to regular press releases and quarterly calendar.) Identify funding source, make application, implement project.</p>	<p>BRAG staff, board members. Part of marketing plan.</p>	<p>Pending heritage area designation.</p>
<p><b>4.2)</b> Develop way finding Signage Plan for the BRHA sites and businesses, and interpretive signs that comply with national and state standards. i.e. road signs.</p>	<p>Create committee consisting of board members, tourism offices, BRAG staff and other scenic byway coordinators.</p>	<p>As funding becomes available.</p>

<p><b>4.3)</b> Continue updating and upgrading website. Add video clip function, and explore other electronic media options.</p>	<p>Marketing sub-committee, and ultimately BRAG staff in conjunction with professional website managers.</p>	<p>January 2009 agenda item, and ongoing as developed.</p>
<p><b>4.4a)</b> Establish communications program with key stake holders (counties, local governments, businesses, agency liaisons, etc.) which may include newsletters or post cards using BRHA database. (First newsletter was sent out via e-mail to heritage partners in September of 2008. Expand list of recipients to include those without e-mail addresses.)</p> <p><b>4.4b)</b> Inform liaisons of heritage area meetings, minutes and other heritage announcements.</p>	<p>Board members, BRAG staff</p>	<p>Ongoing in 2010.</p> <p>Ongoing</p>
<p><b>4.5)</b> As part of marketing plan, continue to distribute Bear River Heritage Area Guide and 4-fold brochure. As needed to local visitors bureaus, information centers, etc.</p>	<p>BRAG staff, board members. Part of marketing plan.</p>	<p>Ongoing</p>
<p><b>4.6a)</b> Make public presentations describing the resources, mission and activities of the BRHA.</p> <p><b>4.6b)</b> Continue partnership with Cache Valley Gardener's Market (CVGM) where BRHA can have a weekly presence; schedule presence at other markets throughout heritage area.</p>	<p>Board members, tourism directors, BRAG staff</p>	<p>Ongoing as opportunities arise.</p> <p>May – October 2009 (CVGM)</p>
<p><b>4.7)</b> Complete follow up (phase two and three of survey)</p>	<p>USU Institute of Outdoor Recreation and Tourism.</p>	<p>As directed by Steve Burr in 2010.</p>
<p><b>4.8)</b> As part of marketing plan, identify and promote events endorsed by the Bear River Heritage Area on: web-sites, printed media, television and/or radio, area calendars. Utilize free promotion on websites and printed media.</p>	<p>Each member of BRHA board and heritage partners, BRAG staff. Part of marketing plan.</p>	<p>As funding is available, and utilizing free promotional opportunities.</p>

<b><i>Goal Five: Establish the Bear River Heritage Area as a sustainable institution</i></b>		
<b>Objective</b>	<b>Responsible Party(Funding)</b>	<b>Time Frame</b>
<b>5.1)</b> Grow bi-state support and recognition of the Bear River Heritage Area through public awareness objectives listed above.	Board members, Tourism offices, BRAG staff	Ongoing
<b>5.2)</b> Work with full Congressional delegation in each state to obtain designation of the National Bear River Heritage Area in the 111 <sup>th</sup> Congress. (All senators and congressman in Utah and Idaho.)	Board members, especially chairman, city and county elected officials, Tourism and Chamber of Commerce offices, BRAG staff.	2010, until designated
<b>5.3)</b> Update budget with financial contributions and projects. Create Excel spreadsheet and add items from marketing plan.	Board members, BRAG staff	First month of each year. January 2009
<b>5.4)</b> Secure funding for a 75% time employee to manage BRHA functions, execution of planning objectives, and to secure and administer grants to carry out BRHA initiative.	BRAG	Hired October 2007

*Strategic Plan Originally Adopted December 19, 2005 by Bear River Heritage Area Council*

*First revision adopted April 23, 2007*

*Second revision adopted Feb 11, 2008*

*Third revision adopted Jan 26, 2009*

*Fourth revision adopted Jan 25, 2010*