

**Standards for Cultural Resources**  
**Endorsed by the Bear River Heritage Area**  
Adopted by the Bear River Heritage Area Council August 18, 2003

I. Introduction

- A. To attract and keep visitors, both local and outside, to the Bear River Heritage Area (BRHA), all products, experiences, sites, lodging, and dining that are endorsed by the BRHA must have a consistent quality and be authentic. The following standards provide the guidelines that the BRHA will use in granting its endorsement. The endorsement includes the right to display BRHA signage, use BRHA hang tags, and be listed in BRHA publications and on its website. This endorsement will include local businesses and other cultural or heritage resources.
- B. The BRHA Council encourages businesses, individuals, and other cultural/heritage resources to aspire to meet these standards. The concept of “a rising tide raises all ships” could result in increased quality throughout the region, which would make the area an even more desirable destination.
- C. In general, there are four standards: (A) local/regional authenticity, (B) local/regional sustainability, (C) high quality, and (D) a connection or story relating to local/regional culture, history, etc. for heritage products, experiences, sites, dining, and lodging that must be met prior to receiving the BRHA’s endorsement.

II. Products

A. Local authenticity

Quality heritage products must reflect existing local resources, culture, traditions, tastes and activities.

1. Authentic heritage products are made of local materials such as native plants, local wood, locally grown animals, common wild animals, etc.

AND/OR

2. Authentic heritage products use traditional techniques typical of local cultures. For instance, ranching culture of this region has particular techniques, approaches, and styles in saddles, tack, and clothing. Similarly, Mormon culture has produced certain traditions in needlework, cooking, etc. Mexican and other immigrant groups, who now comprise an important component of this region, also have crafts and techniques that they have brought with them; these would be acceptable. Artisans may be innovative as well as traditional in this category. Paintings by local artists of local subjects would fit into this category as well. Note: Generally,

crafts taken from craft books and magazines would not fit this standard, nor would items that could be found virtually anywhere in the country.

B. Local sustainability

Locally sustainable heritage products generally have been and will be available for a long period of time.

1. Locally sustainable heritage products have always have been made by many people in a community. Examples include quilts, rag rugs, whittled chains, saddles, honey, or other products that reflect Utah's rural culture and the mindset of being thrifty with both materials and time. American Indian regalia, which is made for use within the community and also functions as a symbol of ethnicity, would also be considered a locally sustainable product.

OR

2. Locally sustainable heritage products are handmade products made by individuals/companies who make a living producing such objects for local buyers for their own use. Products that resonate with community lifestyles and values would also be considered locally sustainable. Examples include pottery, furniture, knives, decorative metalwork, jams and jellies, etc., made by people in the area who perpetuate the pioneer tradition of self-sufficiency and home production.

AND

3. Locally sustainable products are made in sufficient quantity by enough people that they can be safely advertised to an outside market and will be available when that market materializes.
4. They must be produced and marketed in accordance with all applicable laws.

C. High quality

1. Heritage products must be of sufficient quality that the community can be proud to be known as the home of the product.
2. The quality of construction should make them comparable to the best producers of similar work from around the region.

D. A connection or story relating to local/regional culture or history

1. Heritage products should reflect local history, heritage and culture and tell something about local lifestyle and values so that they function as true souvenirs, pleasantly reminding visitors of their experiences with a local place and way of life.

### III. Experiences

#### A. Local authenticity

1. Quality heritage experiences should reflect local experience, whether past or present. For instance, reenactments of past events should portray what actually happened, as verifiable by professional historians. This part of the West was settled differently than many other parts. It focused on communities, not on the rugged individual. For instance, although murders and other crimes committed because of water and land did happen, movie-style gunfights never comprised a part of this region's history.
2. Experiences should reflect established cultural groups and accepted and traditional uses of local resources, such as the natural/cultural landscape, and native animal and plant species. The Bear River Migratory Bird Refuge would fit the definition of a cultural experience perfectly, but a crocodile farm would be questionable. Hunting and fishing are traditional experiences, but parasailing is not. A community dance featuring local musicians playing locally traditional music would be a heritage experience; a rock concert featuring imported talent would not.

#### B. Local sustainability

1. Heritage experiences should reflect experiences that have always or for a long time been available to people in this region.
2. Heritage experiences should have a track record that demonstrates that they are stable and consistently available to the public.
3. Heritage experiences must comply with all applicable laws.

#### C. High quality

1. Heritage experiences must be of sufficient quality that the community can be proud to be known as the home of the experience.
2. Experiences should reflect care in their creation and ongoing operation and comply with local and other laws.

#### D. A connection or story relating to local/regional culture or history

1. Quality heritage experiences should help visitors understand this region, past or present, not the fictional West.

#### IV. Sites

##### A. Local authenticity

1. Quality heritage sites should be actual sites, buildings, structures, or landscapes where significant people lived or worked or events occurred, or they should be typical of a particular period.
2. Heritage sites should demonstrate accepted and traditional architectural styles as well as more unusual ones that have stood the test of time.
3. Heritage sites should generally meet the standards for listing on the National Trust for Historic Preservation, whether listed on the Register or not. The overall historic integrity of a building or site should be preserved.

##### B. Local sustainability

1. Sites should be stable and safe.
2. Sites should be accessible to the public, either for viewing or entering without violating private property rights of landowners.
3. Sites should be operated in accordance with all applicable laws.

##### C. High quality

1. The quality of heritage sites' construction must be high enough that the community can be proud to be known as the home of the site.
2. Heritage sites should reflect care in their creation and ongoing operation and must comply with local and other laws.
3. Interpretation (signage, tours, brochures, etc.) should be accurate and verified by professionals.

##### D. A connection or story relating to local/regional culture or history

1. Quality heritage sites should give the visitor an understanding of this region, not the fictional West.

#### V. Dining

A. Local authenticity

Quality heritage dining experiences should reflect local dining habits, resources, culture, traditions, tastes and activities.

1. Heritage dining experiences will be more authentic if they have locally produced ingredients, such as crops, dairy, meats, or game
2. Heritage dining experiences will be more authentic if they are made using traditional techniques typical of local cultures. For instance, dutch oven cooking is a locally authentic technique.

\*For ethnic dining, the food should be prepared by people from the food's country of origin, using techniques and ingredients appropriate to that type of food.

3. Food preparation should comply with the health regulations of all applicable jurisdictions.
4. The dining establishment has existed long enough to be accepted as part of the local culture. This will be a judgment call on the part of the committee.

B. Local sustainability

1. Heritage dining establishments and food providers must be established enough to remain in business for a reasonable amount of time.
2. Food is made in sufficient quantity so that it can be safely advertised to an outside market and will be available when that market materializes.

C. High quality

1. Heritage dining experiences must be of sufficient quality that the community can be proud to be known as the home of the establishment or experience.
2. Food should reflect care in preparation, and dining venues should comply with regulations.
3. Interpretation or advertising focusing on food heritage (signage, tours, brochures, etc.) should be accurate.

D. A connection or story relating to local/regional culture or history

1. Quality heritage dining experiences should provide visitors with an understanding of this region and its people, not the fictional West. Dining

establishments may be encouraged to produce interpretive information about local foods and eating customs. These could be printed on menus or place mats, or in brochures available at the site. Note: Many dining establishments are better known for their historic locations than for their cuisine. They may be evaluated under the “Sites” category or under the “Dining” category, whichever seems most appropriate.

## VI. Lodging

### A. Local authenticity

1. Quality heritage lodging experiences should be in historic buildings and furnished to the greatest extent possible in a style consistent with that period and location. It is understood that consumers expect a certain level of comfort and convenience in their lodging, and this should be taken into account in deciding the authenticity of a site.

### B. Local sustainability

1. Heritage lodging must be established enough to remain in business for a reasonable amount of time.
2. Heritage lodging must have consistent “open” hours and be run in accordance with all applicable laws.

### C. High quality

1. The quality of the heritage lodging experience must be high enough that the community can be proud to be known as the home of the establishment or experience.
2. Lodging should be clean and in good repair.
3. Interpretation or advertising focusing on the place and its history (signage, tours, brochures, etc.) should be accurate.

### D. A connection or story relating to local/regional culture or history

1. Quality heritage lodging experiences should provide the visitor with an understanding of this region and its people, not the fictional West.

## VII. Implementation of the BRHA Standards

- A. The Standards Committee. A Standards Committee comprised of three to five members will review all products, experiences, sites, dining, and lodging that apply for BRHA endorsement or listing. Committee members will operate under

the direction of the Bear River Heritage Area Executive Committee and should understand the vision of the BRHA. Committee makeup will be as follows:

1. At least one member of the Bear River Heritage Area Executive Committee. This person will chair the committee.
  2. At least one experienced public cultural professional such as a folklorist, historian, or arts administrator.
  3. At least one heritage artisan or heritage business owner
  4. Up to two more members.
- B. Nomination/Application for BRHA Endorsement. A product/craftsperson, experience, site, dining place or lodging place may be submitted for review by the standards committee in two ways: nomination or application.
- C. Gathering of Information on Nominees/Applicants. Once a product/craftsperson, experience, site, dining place or lodging place has applied or been nominated, the Standards Committee (or one or more of its members) will visit the place/person, talk with the principle individuals, view or sample the product (if applicable), and gather other pertinent information to be presented to the full Committee. If the Committee desires to create a standardized application form to aid in this process, they may do so.
- D. Review of Nominees/Applicants. The Standards Committee will meet as often as they deem necessary to review nominees and applicants for BRHA endorsement in a timely manner. The Committee will review all nominations and applications in private meetings, but nominees/applicants may request review notes of their own work. The Committee will make every effort to make their comments constructive to help businesses, attractions, and products rise in quality and improve their chances of success in the tourism market and improving the overall quality of the BRHA experience.
- E. Acceptance, Conditional Acceptance, and Rejection of Nominations/Applications. The Standards Committee will have three options for responding to nominations/applications for BRHA endorsement:
1. Acceptance. The Committee may accept a product/craftsperson, experience, site, dining place or lodging place for endorsement. Upon acceptance, the nominee/applicant will be listed in BRHA publications (subject to publication schedules), display the BRHA logo, use BRHA hang tags, and other privileges, all subject to rules of use established by the BRHA.

2. **Conditional Acceptance.** The Committee may decide that a nominee/applicant is very close to meeting the standards for full acceptance, but that some items need attention before full acceptance is granted. In such cases, conditional acceptance may be given, with a set time limit, after which the nomination/application will be reviewed again, with any new information, and a final decision rendered.
  3. **Rejection.** The Committee may reject a nomination or application. In such cases, the Committee will make its reasons for rejection available to the nominee/ applicant upon request.
- F. A rejection does not mean that a product/craftsperson, experience, site, dining place, or lodging place is permanently excluded from BRHA endorsement. Nominees and applicants are encouraged to continue to develop their products, experiences, sites, dining places, and lodging places and may apply again after at least one year has passed since the rejection.
- G. **Executive Committee Decision.** The recommendations of the Standards Committee will be presented at the next regular meeting of the BRHA Executive Committee, where they will be discussed and voted upon. The Executive Committee may accept the Committee's recommendations as they stand or may change certain recommendations. The Executive Committee's decision is the final one, unless there is an appeal.
- H. **Appeals process.** A product/craftsperson, experience, site, dining place or lodging place that has been conditionally accepted or rejected for BRHA endorsement may appeal the Standards Committee's decision to the BRHA Executive Committee within three months of the Standards Committee's decision. The Executive Committee will render a decision, which will stand for at least one year, at which time the product/craftsperson, experience, site, dining place or lodging place may apply or be nominated again.
- I. **Rescission of Endorsement.** The Standards Committee has the authority to recommend rescission of endorsement to the Executive Committee based on review of performance. The Executive Committee will make the final decision on whether a product/craftsperson, experience, site, dining place or lodging place should have its BRHA endorsement rescinded.
- J. **Standards Committee Operations.** The Standards Committee may design its own process of operation within these guidelines.