

Appendix 6: Heritage Area Program Impact Metrics

On an annual basis, Heritage Areas will be asked to submit data for a series of metrics designed to measure Heritage Area impact in three key categories of activity: 1.) Development of Heritage Based Product; 2.) Building Partnerships; and, 3.) Sustaining Regional Identity. All Heritage Areas will collect data in all categories. However, Heritage Areas will identify those metric categories in which achievement is most relevant to accomplishing their management plan goals and objectives. Following action on the Strategic Plan by MHAA, data definitions for these metrics will be developed.

MHAA will review these metrics every year for clarity and effectiveness. It is anticipated that this performance measurement tool will continue to be refined over time with input from Heritage Areas and other Program partners.

Heritage Product Development	
	Number of enhanced heritage attractions, activities, events
	Increased attendance at heritage attractions, activities, events (year over year percentage)
	Capital investment in TIZ
	New designated resources – byways, historic districts, protection, arts & entertainment districts – to attract or contribute to heritage area, heritage tourism
	Increase in other cultural/natural products and services related to heritage area awareness, themes, or heritage tourism (interpretation, guide training, signage, local marketing communications)
Building Partnerships	
	Number of organizations served through technical assistance and grant programs
	Three demonstrations of how heritage area management entity assistance added value, helped accomplish mission (preferably in heritage product development, sustaining regional identity)
	Workshops held and number of participants (follow-up following year to determine actual implementation– report as result)
	Cultivate new national funding (leverage certified heritage area status to attract federal funds)
	New partnerships cultivated to overcome preservation, protection challenge
Sustaining Regional Identity	
	Local communications, programs to educate residents about regional identity
	Anecdotes from stakeholders, residents
	Increased number of volunteer hours and dollars donated locally
	Participation in making positive change in county comprehensive plan
	Participation in development of new design guidelines, preservation/conservation policy

