



HERITAGE AREA SITE CRITERIA

To be recognized as a Silos & Smokestacks National Heritage Area Site, natural, cultural and historic resource locations will be evaluated based on the following criteria:

1) Location & Accessibility

- a) **Heritage Area Sites must be physically located in at least one of the 37 designated Iowa counties within the Silos & Smokestacks National Heritage Area:** Allamakee, Benton, Black Hawk, Boone, Bremer, Buchanan, Butler, Cedar, Cerro Gordo, Chickasaw, Clayton, Clinton, Delaware, Dubuque, Fayette, Floyd, Franklin, Grundy, Hamilton, Hardin, Howard, Iowa, Jackson, Jasper, Johnson, Jones, Linn, Marshall, Mitchell, Polk, Poweshiek, Scott, Story, Tama, Winneshiek, Worth, and Wright. *(Required)*
- b) **Accessibility is the ease with which a site or event can be used, seen or experienced by travelers.** This includes being easy to find through signage, having regular hours of operation, offering visitor services such as parking or restrooms, and ensuring that visitors of all ages and abilities can experience the site. *(Required)*

2) Interpretation

- a) **The Heritage Area Site must have consistent interpretation or visitor experience related to at least one of the six SSNHA interpretive themes.** *(Required)*
 - i) **The Fertile Land** looks at the prehistory and natural history of the region. Landforms, Prairie, The Grid, Communities, Farms, Weather.
 - ii) **Farmers and Families** examines the people who farm the land. Native Americans, Early Settlement, Ethnicity, Rural Character, The Family Farm, Cultural & Social Life, Non-farm Iowa, The Image of Iowa.
 - iii) **The Changing Farm** looks at the evolution of farms over time. Products, The Labor of Farming, Farmsteads, Farmland, Markets, The Future of Farming, Iowa and the World, Conservation.
 - iv) **Higher Yields: The Science and Technology of Agriculture** discusses the revolutions in agriculture. Machinery, Hybridization, Science, Tractors, Power and Energy, Genetics, Sustainability.
 - v) **Farm to Factory: Agribusiness in Iowa** explores the evolution and role of agribusiness in shaping the character of the region. Field to Table, Early Industries, Transportation, Today's Giants, Local Foods.
 - vi) **Organizing for Agriculture: Policies and Politics** looks at the efforts made by Iowans to shape their own destinies. The Need to Organize, Farmers' Organizations, The US Department of Agriculture, US Farm Policies.
- b) **Interpretation is the way the story of a site, collection or landscape is told to visitors.** Interpretation is a collection of media (signs, brochures, exhibits, videos, audio tours, educational programs, walking



tours, driving tours, electronic media, etc.) and people (tour guides, living history performers, teachers, etc.) *(Required)*

3) Significance & Authenticity

- a) Significance is the unique natural, cultural, or historical importance of a place, event, or collection to Iowa's and America's agriculture. *(Required)*
- b) Authenticity is what enables a place, event or collection to illustrate for visitors the original and genuine aspects of the experience in a meaningful and credible way. *(Preferred)*

4) Management & Protection

- a) Protection is the degree to which a natural or historic site or cultural landscape is sheltered or safe guarded from potential changes including those imposed by visitors themselves that might detract from or destroy the original historic character of that site or landscape. *(Minimum/Preferred Requirement)*
- b) Provide certificate of liability insurance (\$1,000,000 per occurrence) or letter stating self-insured. *(Required)*
- c) Natural, cultural, and/or historical resources (collection, landscape, structure or structures) are managed in a manner consistent with professional preservation and interpretation standards through policies and procedures. *(Minimum/Preferred Requirement)*