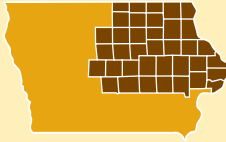


WHO WE ARE & HOW WE WORK

Silos & Smokestacks National Heritage Area (SSNHA) is a 37-county region of Northeast Iowa recognized by the U.S. Congress to preserve and tell the story of American agriculture. The region's many natural, cultural, historic and recreational resources collectively shaped a nationally distinctive landscape. SSNHA supports a group of more than 100 designated Heritage Area Sites working together to preserve and tell their own unique piece of the agricultural story.



In partnership with the **National Park Service (NPS)**, SSNHA joins 54 other National Heritage Areas to preserve our nation's stories. SSNHA is the only NHA solely dedicated to America's agricultural story. As a partner of the NPS, we are eligible to receive federal matching funds to facilitate the development of our story.

Serving as our region's coordinating entity; Silos & Smokestacks, the non-profit organization, does not own any sites. It is charged with carrying out the work of the Heritage Area by creating and supporting the network of sites and events that interpret and educate people about American agriculture, agribusiness, farm life and rural communities – past and present. **Silos & Smokestacks works with sites to develop, interpret and preserve the region's agricultural heritage by providing funding, interpretive services, educational assistance, capacity building and awareness-building activities.**

INTERPRETIVE THEMES

The agricultural heritage of our region is explored through the interpretation of six themes. Each theme draws attention to different features of the area's heritage. Together the themes form an intellectual framework allowing visitors to unite the varied stories presented by the Heritage Area Sites and build a greater understanding of the role of agriculture in American life.

THE THEMES

The Fertile Land

Prehistory and natural history of the region

Farmers and Families

People who farm the land

The Changing Farm

Evolution of farms over time

Higher Yields: the Science and Technology of Agriculture

Revolutions in agriculture

Farm to Factory: Agribusiness in Iowa

Evolution and role of agribusiness in shaping the character of the region

Organizing for Agriculture: Policies and Politics

Efforts made by Iowans to shape agriculture related policies

WHO TO CONTACT

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FUNDING

Annually, Silos & Smokestacks offers matching funding support to develop, preserve and interpret our region's agricultural story through the following Program Awards:

Field Trip – Helps schools within the Heritage Area fund transportation costs associated with field study trips to Heritage Area Sites. Cycle opens August.

Internship – Helps Heritage Area Sites expand their agricultural story and provide valuable experience for a college student. Application due February.

Small and Large Projects – Helps Heritage Area Sites with planning assistance, educational programs, interpretation, marketing, exhibit displays, interpretive signage and other special projects. Applications due September.

MARKETING & AWARENESS

Silos & Smokestacks provides sites with opportunities to increase public awareness, interest and visitation to the Heritage Area.

Promotion – Heritage Area Sites have a number of free and paid opportunities to promote their sites; including a comprehensive listing in the SSNHA website and visitor guide, online events calendar, email and website promotions for agriculturally related partner programs and regional coop advertising.

Public Relations – To share what's going on at Heritage Area Sites, SSNHA works with regional and national media to provide story ideas and updates to regional and national media.

Visitor Engagement – SSNHA engages visitors with the region's story through hosting booths at community/partner events, holding the **Capture the Heart of America** Photo Contest, sharing Site updates on social media and a variety of other programs.

INTERPRETIVE SERVICES

Silos & Smokestacks provides guidance to partners in developing their site's agricultural interpretation and visitor experience.

Individual Consultation – Need an extra set of eyes on an exhibit, brochure or tour? SSNHA staff is available to visit your site and assist in these efforts.

Interpretive Planning – Through informal discussions, ideas will be reviewed on how to create a positive visitor experience from entrance to exit at your site.

Outdoor Interpretive Signs – To have a visible connection to all Heritage Area Sites, a guidebook in planning, creating and designing your outdoor interpretive signs is available. Complete with templates, color palate, typefaces and logos.

EDUCATION

Silos & Smokestacks provides Heritage Area Sites with opportunities for professional development for their staff and volunteers, along with tools to develop their educational programming.

Annual Trainings – To stay current on issues influencing the Heritage Area and to increase skills and knowledge of its Heritage Area Site staff and volunteers, an annual meeting occurs every fall. Other workshops and webinars are held based on request from Heritage Area Sites.

Curriculum Development – Help is available to Heritage Area Sites to develop educational curriculum in relation to agriculture and meet Iowa CORE standards. The website campsilos.org is a great resource for agricultural education and Iowa history, including free lesson plans.

Speakers Bureau – SSNHA staff is available to speak at Heritage Area Site meetings, events, etc. about the Heritage Area, including Silos & Smokestacks 101 training to connect site staff and volunteers to what the Heritage Area is and how to greet visitors.

