

GOAL 4

Invest in the future of Pennsylvania through the commonwealth's historic places and the people and programs that protect and celebrate them.

Pennsylvania is defined by its history and culture, which is embodied in its diverse historic and archaeological resources. The places that reflect the commonwealth's stories connect Pennsylvanians to their roots, instill pride in their communities, and draw visitors from all over the world.

Successfully preserving these places for the next generation requires investment not just in the places themselves, but also in the people and programs that make preservation possible.

**Approach:
Invest in places.**

The commonwealth's historic and archaeological resources are one of its best assets. By investing in places, Pennsylvanians can protect and preserve the places that are important to them with the additional benefits of increased heritage tourism dollars, better quality of life, and sustainable futures.

**Approach:
Invest in people.**

People are the foundation of every successful historic preservation project. Innovation and sustainable solutions require investing in education and continual engagement to generate social impact alongside financial return. By investing in people, Pennsylvania can ensure historic and archaeological resources will remain an important component across the landscape.

**Approach:
Invest in programs
and incentives.**

Incentives and programs that encourage historic preservation outcomes are proven tools that policymakers use to stimulate local economies and inform decision-making. Whether traditional or non-traditional, programs and incentives that assist owners of historic properties are key to good stewardship, community pride, and rising property values.

How do we do this?

These actions provide direction about how to make progress under this goal.

Encourage good stewardship.

Foster and mentor the next generation.

Educate all Pennsylvanians.

Capitalize and collaborate on existing place- and heritage-based programs.

Find financial support for historic and archaeological resources and programs.

