# 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 incenvites.

Incentives and programs that encourage historic preservation outcomes are proven tools that policymakers use to stimulate local economies and inform decisionmaking. 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.



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.

### What can we do?

These five crowdsourced examples show the different types of activities that can be undertaken to implement the actions in this goal.

There are other ways to implement this goal that may not be included in this list. For more activities, see our statewide preservation plan website at https://phmc.info/PresPlan.

- 1. Provide owners of buildings individually listed in National Register of Historic Places with information packets and technical assistance on maintenance and restoration best practices. Conduct local/regional/state awards programs recognizing exemplary examples.
- 2. Provide templates to state and local agencies and organizations for them to list amenities, resources, and educational materials so schools and youth-based organizations can more easily incorporate local/regional historic and archaeological resources into curricula.
- 3. Encourage grant funded projects that develop youthbased local heritage education programs in a variety of settings (museums, libraries, parks, historic sites, environ mental centers, historical marker locations, etc.).
- 4. Establish a network of county and regional contacts to offer technical guidance to municipalities, churches, and businesses to help them maintain, repair, and rehabilitate their historic properties.
- 5. Seek funding through creative and non-traditional sources, like art grants for place-making and history. Also consider 'preservation adjacent' funds that may fund street beautification, rail trails (historic resource), and other similar projects that could also take place in and effect historic communities and landscapes.

## What can you do?


