



THE CALUMET HERITAGE AREA INITIATIVE

The more you explore the Calumet, the more you'll uncover the atypical beauty and resilience of the land, the industry, and the people. Soak in the sun, surfers, and stunning vistas of the dunes along Lake Michigan. Stumble upon architectural relics that showcase the area's industrial heritage. And venture off the beaten path to find quaint, traditional downtowns, craft breweries, and local galleries. This rich balance of nature, diversity, and history—all within proximity to a vibrant Metropolitan area—creates an unrivaled destination for all kinds of adventures, worthy of exploring again and again.

An initiative led by Calumet Collaborative and Calumet Heritage Partnership with the support of the Field Museum is underway to achieve a National Park Service designation for the Calumet region. Until a national designation is achieved, a dedicated and growing group of hundreds of volunteers are committed to act as if it is an official heritage area, known today as the **Calumet Heritage Area**.

Here's why you should join us in ensuring the Calumet Heritage Area achieves its greatest potential.

ECONOMIC DEVELOPMENT

National Heritage Areas create and sustain regional jobs. Making the Calumet a destination for residents and tourists supports the local economy: On average, every federal dollar spent on a Heritage Area generates \$5.50 of additional local revenue.*

PROGRAMS TO ENCOURAGE EXPLORATION

Interactive programming will connect residents and visitors to the special natural and cultural places in the region. They will learn from long-time residents and local experts about the movements that shaped history and laid the foundation for the future, such as environmental and labor activism, and industrial innovation.

UNIFIED REGIONAL IDENTITY

A unified identity under the Calumet Heritage Area will help organize local efforts, promote assets, and create a pride of place for residents. New branding and interpretative signage will improve navigation and connect residents and visitors to the Calumet's nationally significant stories.

ADDITIONAL RESOURCES

When Congress gives the Calumet Heritage Area national designation, the federal government provides funding that is leveraged by local sources. This encourages regional, state and national organizations to work together and create an even bigger impact in the region. Additional National Park Service resources, including the Arrowhead branding, signage, and inclusion in an online network, will further put the Calumet on the map.

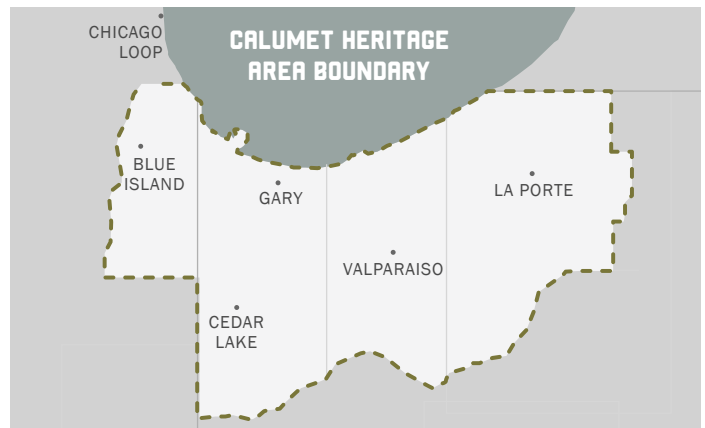
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WHAT WILL THE CALUMET HERITAGE AREA LOOK LIKE?

The Calumet Heritage Area is a place of nationally significant natural, industrial, labor, and cultural heritage assets, that are preserved and interpreted to advance economic opportunity, and enrich the lives of its residents and visitors from across the nation.

The Calumet Heritage Area will connect the region's two National Parks, local parks, trails, tourism gateways, and historical sites and promote these places to locals and tourists with enhanced signage, maps, and educational materials.



HOW YOU CAN GET INVOLVED

To raise awareness of your organization's events related to nature, industry, and culture within the Calumet region (shown to the right), submit your events for free to the Calumet Heritage Area Program and Events calendar at

calumetheritagearea.org/calendar

Become a Brand Ambassador and add the Calumet Heritage Area logo, story, and branding to your organization's website or other collateral. Download the Brand Toolkit at

calumetheritagearea.org/brand-toolkit

GET IN TOUCH

For more information, please visit calumetheritagearea.org. To become involved in this initiative, please contact Sarah Coulter at sarah@calumetcollaborative.org, or call 708-297-9162

Photos © Matthew Kaplan, Big Marsh (header front), Hegewisch Marsh (header back) and East Chicago Lakefront (middle back)

*Source: Schuykill River National Heritage Area Economic Impact Analysis by TrippUmbach, 2015

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