



SANTA CLARA COUNTY

National Heritage Area



WHAT IS A NATIONAL HERITAGE AREA?



An area recognized by Congress for its unique history where:

- Natural, cultural, & historic resources form a **nationally important** story.
- The community drives the grassroots approach to heritage conservation.
- Community partnerships support historic preservation, natural resource conservation, recreation, tourism and education.

WHAT ARE THE BENEFITS?

- Economic development—every \$1 of federal investment to an NHA generates \$5.50.
- Preserves and promotes the County's historical and cultural resources through educational and interpretative programs.
- Honors the tremendous cultural diversity and heritage of the County.
- Creates a shared regional identity to foster environmentally sustainable communities.



HOW DO WE RECEIVE A DESIGNATION?



1. We submit a Feasibility Study to the National Parks Service for its recommendation to the U.S. Congress.
2. Congress passes a resolution making Santa Clara County a National Heritage Area.
3. The county, cities, school districts, community groups and heritage organizations work together to develop our NHA management plan.

WHERE ARE WE IN THE PROCESS?

- We are on the first step of the project, developing the Feasibility Study.
- A National Heritage Area Task Force was appointed to guide the study.
- Based on guidelines from the National Park Service, the study identifies:
 - Nationally significant stories related to our history and culture.
 - The interpretation of this history.
 - Programs and activities we will offer to promote the region's heritage.



Telling Our Story: Valley of Visionaries

Help us tell the story about our past – how we populated the Valley, transformed the environment and changed America.

Roots of the Valley's Heritage: Ancestors of the Muwekma Ohlone Tribe and the Amah Mutsun Tribal Band

A Valley of Firsts: 1st Civil Settlement, State Capital, public university, radio broadcast station

Immigrants: The most diverse population in the U.S.

Orchards: Largest fruit grower & processor in the world

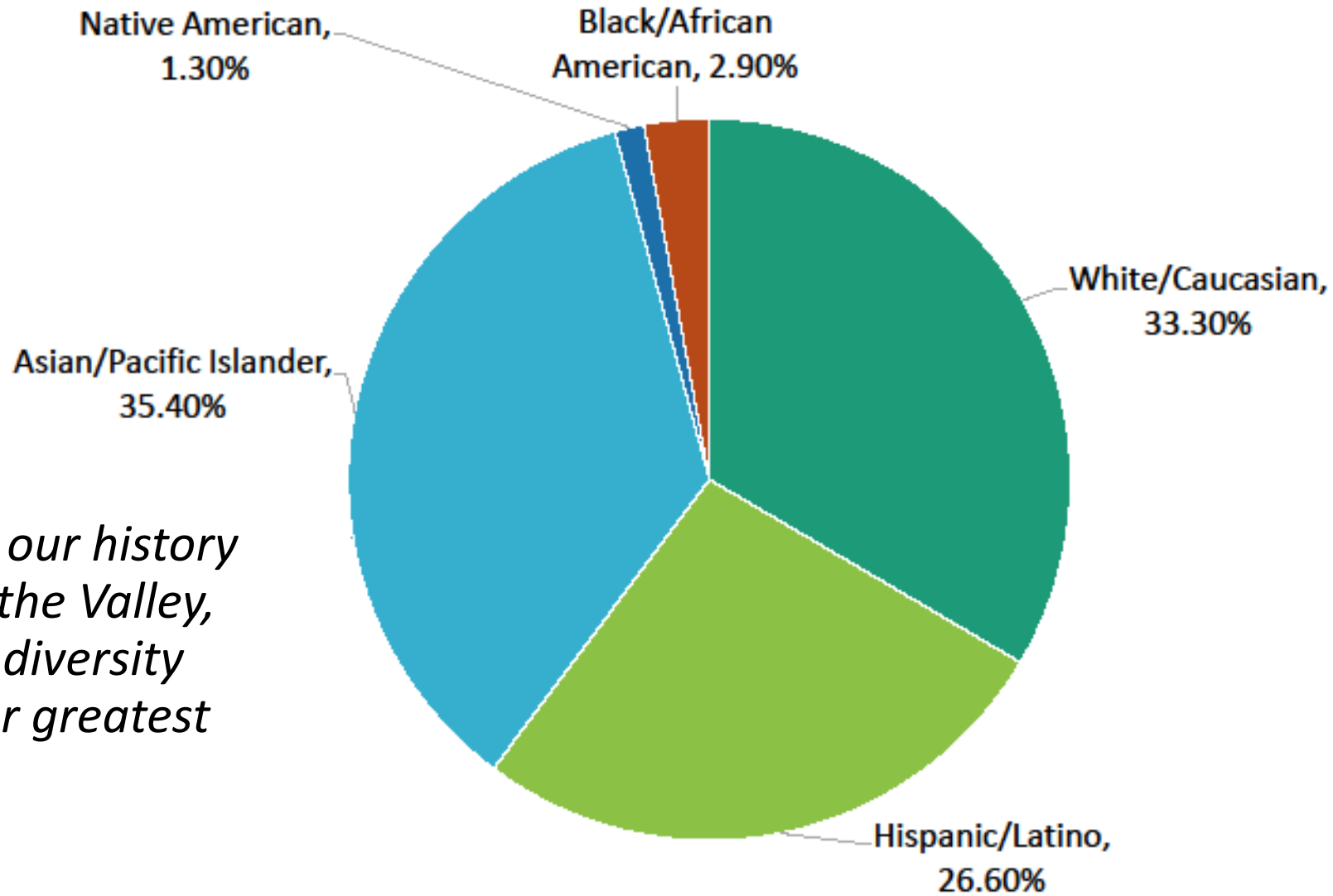
Social Justice: Cesar Chavez led the way to labor reform

Silicon Valley: Personal computer transformed the world economy

What the National Park Services Says About Us:

“Overall, Santa Clara County's scientific/commercial renaissance has, with justification, been compared to the earlier European renaissance. The creation of lasers, nuclear magnetic resonance, random access computer storage; disk drives, integrated circuits, personal computers, open-heart surgery, ink jet printing, gene-splicing and other wonders in such a short span of time has placed Santa Clara County firmly in history as a unique location whose creative energies have changed the world.”

Race of Santa Clara County Residents (2014 Census Data)

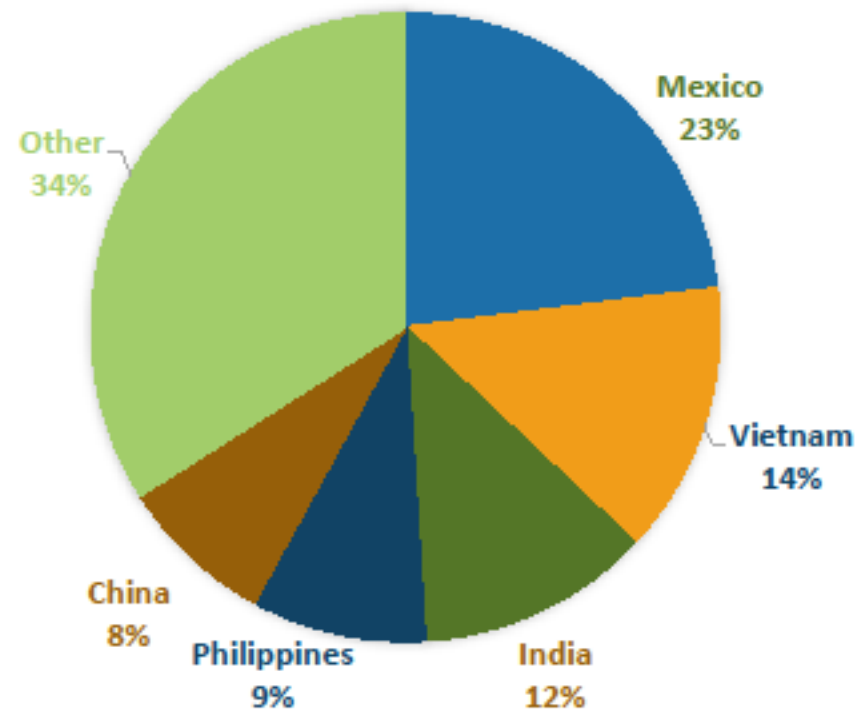


Throughout our history of peopling the Valley, our cultural diversity has been our greatest asset.

COUNTRY OF ORIGIN OF IMMIGRANT POPULATION IN SANTA CLARA COUNTY

(37.1% of Santa Clara County Residents were born in another country)
(2010 Study by USC)

SANTA CLARA COUNTY



BOARD AND TASK FORCE

Board of Supervisors

Dave Cortese, District 3, President of the Board

Mike Wasserman, District 1

Cindy Chavez, District 2

Ken Yeager, District 4

Joe Simitian, District 5



National Heritage Area Task Force

Rod Diridon, Chair

Dan McCorquodale, Vice Chair

April Halberstadt, Working Group Chair

David Von Rueden, Working Group Chair

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Carl Davis Jr.

Michael Fallon

Davlyn Jones

Rose Amador LeBeau

Mary Martin

Diane McKenna

Judy Niizawa

HOW CAN YOU BE INVOLVED?

- Visit our web site at www.sccnha.org to:
 - Receive regular updates
 - Volunteer to help us with the effort
 - Officially support our designation as a National Heritage Area
- Attend a monthly task force meeting
- Email nha@bos.sccgov.org
- Call 408-299-5030