

## About the Conference

### *Building A Vision: The Economic and Redevelopment Potential of Cultural Heritage Tourism*

A one-day conference that explores the benefits of cultural heritage tourism in general, and for the ATHA communities in particular. The conference will look at successful case studies around the country, and explore ways that older communities can benefit from using cultural heritage tourism as an economic and community revitalization tool, while also preserving, protecting and promoting the natural, cultural and historical assets of the area

This conference is presented by **ATHA, Inc** in partnership with the **Center For Heritage Resource Studies, The Department of Anthropology, and the College of Behavioral and Social Sciences** at the University of Maryland, College Park.

#### ATHA, Inc

Funding for this project has been provided by Maryland Heritage Areas Authority (MHAA) and the Redevelopment Authority (RA) of Prince George's County; with additional support from the following partners:

#### Department of Anthropology

Center for Heritage Resource Studies

The College of Behavioral & Social Sciences  
at University of Maryland, College Park



The Anacostia Trails Heritage Area (ATHA), Inc. is a 501c3 organization and a state of Maryland Certified Heritage Area bordering Washington, DC near Colmar Manor, and continuing northeast to the Patuxent River in Laurel, MD. The area encompasses 15 communities in northern Prince George's County.

ATHA's mission is to encourage and promote heritage tourism to build local economies, while preserving, developing and promoting the natural, historical and cultural resources. The organization partners with the public, private and non-profit sectors to accomplish its goals and objectives.



## BUILDING A VISION

### EXPLORING THE ECONOMIC & REDEVELOPMENT POTENTIAL OF CULTURAL HERITAGE TOURISM

#### ATHA, Inc

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Hyattsville, MD

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#### ATHA, Inc

April 19, 2006  
8am-5pm

Holiday Inn College Park  
10000 Baltimore Avenue  
College Park, MD 20740

# Conference Program

8am-9am	Registration
9:00-9:30 :	Opening Remarks/Welcome
9:30-9:50 :	Overview of ATHA
9:50-10:30 :	Using Tourism to Rebuild Older Communities
	Robert McNulty, President, Partners for Livable Communities
10:30-10:45 :	Break
10:45 – 11:30 :	Success Stories/Models
	Scott Standish, Lancaster County Heritage, PA Angela Fox, Ex. Director of Cultural Tourism, DC
11:30 – 12:00 :	Managing Strategies and Performance at Tourism Destinations
	Douglas C. Frechtling, Professor, George Washington University Department of Tourism and Hospitality Management
12:00 :	Lunch
1:00: 2:30 :	Concurrent Sessions Product Development & Marketing
	Ann Kyle, MD Office of Tourism; Liz Shatto, Frederick County Tourism Council; Carol Benson, Four Rivers Heritage Area
	Social & Cultural Impact of Heritage Tourism in a Community
	Erve Chambers, UMD Dept. of Anthropology; Mike Lucas, M-NCPPC; Mary Sies, UMD American Studies
2:30 – 3:30 :	Funding Opportunities for Cultural Heritage Tourism Projects and Programs in ATHA
	Richard Hughes, MHAA and Team
3:30 – 4:30 :	Preview of Future Development Projects in ATHA:
	Gateway CDC; Hyattsville CDC; College Park, M-NCPPC; Green- belt, Port Towns CDC; Riverdale
4:30-5pm :	Closing Remarks/Networking

## GENERAL INFORMATION :

**WHO:** Anacostia Trails Heritage Area, Inc., Center for Heritage Resource Studies, Department of Anthropology, and College of Behavioral and Social Sciences at the University of Maryland, College Park

**WHAT:** Join ATHA and its partners at the first-ever cultural heritage tourism conference in Prince George's County, MD. The one-day conference will highlight the benefits and opportunities for cultural tourism in the area.



**WHEN:** April 19, 2006

**WHERE:** Holiday Inn College Park, 10000 Baltimore Ave., MD

**WHO SHOULD ATTEND:** Businesses, cultural organizations, planners, employees of tourism sites and attractions, economic development specialists, students, government employees involved in economic and redevelopment projects.

**REGISTRATION :** Please fill out the registration form and mail check to:

**ATHA, Inc**  
**4310 Gallatin Street; Hyattsville, MD**  
**20781**

For more info, please call: 301.887.0777 or  
 email: [karencrooms@atha.com](mailto:karencrooms@atha.com)



## Conference Registration Form

\_\_\_\_\_  
Name

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

## CONFERENCE FEES :

**Regular Fee - \$35**  
**Student Fee - \$15**  
**ATHA Member Fee – \$35/with applicable membership discount**

**Make check payable to: ATHA, Inc and send to: 4310 Gallatin Street, 3rd Floor Hyattsville, MD. For further info, please call: 301.887.0777; 301.887.1077**

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