



LONG ISLAND REGION



VISION PLAN AND IMPLEMENTATION PROJECTS

Table of Contents

Page 3.....HERITAGE TOURISM VISION PLAN

Page 7..... PRIORITY IMPLEMENTATION PROJECTS

Page 10ECONOMIC BENEFIT OF LONG ISLAND HISTORIC SITES

Page 12... IMPORTANCE TO LONG ISLAND’S ECONOMIC DEVELOPMENT PLAN

Page 12 CONCLUSION

Page 13HERITAGE TOURISM GRANT PROGRAM MARKETING PLAN

Page 17.....LONG ISLAND PATH THROUGH HISTORY BUDGET

Page 18 LONG ISLAND PATH THROUGH HISTORY TIMELINE



PATH THROUGH HISTORY HERITAGE TOURISM VISION PLAN

Vision Statement

To establish Long Island as a significant Heritage Tourism Destination through collective marketing and branding of Long Island's historic and cultural assets to benefit the region economically, to tell our story through creative guest experiences and preserve Long Island's rich and diverse history.

Regional Overview

Image of LI to attract Heritage Tourism:

- *Embark on a journey to Long Island and take a remarkable trip through the past where the scenic splendor is rivaled only by the historic significance of the area and its many contributions to the formation of a nation.*
- *Visit museums that explore Native American heritage, early farming, aviation history, or catch a glimpse of the rich whaling history of Long Island. Discover a 'Spy Ring' that supplied information to George Washington, and visit the homes of famous New York business magnates, artists, and a US President.*
- *Take a spin on an historic carousel, or climb the heights of a centuries old lighthouse where the ocean view will take your breath away.*
- *Stroll Victorian villages and delight in picturesque harbor towns.*
- *Enjoy the splendor of architecture and gardens created by world-renowned landscape designers and architects of their time.*
- *Explore Long Island's magnificent Gold Coast Mansions, where the Gilded Age and the Roaring Twenties comes alive in mansions and castles of European caliber.*

Assets and Opportunities

1) The Long Island Regional Path Through History (PTH) Work Group has defined the following criteria for historic sites to be included in the PTH initiative to help us determine which sites are or are not visitor ready

- Historic significance with a story to tell
- Open to the public as a tourist attraction during regularly scheduled hours, with a preference (but not a requirement) for weekend hours of operation.
- The site supports one or more of the statewide Path Through History themes

2) The Long Island Regional PTH Work Group has created an inventory of Historic Sites on LI which fulfill the criteria requirements and have established historic sites by theme and geographic location for inclusion on the ILoveNY.com website as well as the proposed website

dedicate to Long Island History (see “Grant Funding” later in this section) and consideration for signage (Path Through History):

PTH Themes

Natural History

The Revolution

Sports History

U.S. Presidents/First Ladies

War of 1812

Women’s Rights

Arts & Culture

Canals & Transportation

Civil Rights

Colonial History

Innovation & Commerce

Native Americans

Immigration

Long Island Regional Assets

Gold Coast Mansions

Aviation History

Theodore Roosevelt (US Presidents)

Lighthouses and Windmills

African American History

Artists and Writer's Homes

Railroad/Transportation Museums and Sites

Colonial and Revolutionary Sites

Maritime History

Landscapes: Gardens, Arboreta, Preserves

Harbor Towns and Historic Villages

Architecture

Native Americans

Military History

Art Museums

History of Racing

Colonial and Revolutionary History

Historic Natural Assets

Historic Cultural Centers

Anchor: The following established “Anchors” and “Secondary Anchors” Historic sites/ themes have been identified for maximum marketing effectiveness to attract visitors to the region.

Secondary Anchors benefit from the relationship and/or proximately to one of the major attractions. Local businesses benefit from increased retail sales, entertainment, food service revenue, lodging and transportation as well as local and state tax revenue.

Key Anchors

Gold Coast Mansions

Theodore Roosevelt/Sagamore Hill

Aviation History

Lighthouses and Windmills

Landscapes: Gardens, Arboreta, Preserves

Secondary Anchors

Artists and Writers Homes

Maritime History

The sites that are included should reinforce the Path Through History on Long Island that either currently offer or potentially could offer meaningful visitor experiences, not only focused on

Long Island and New York History, but also is part of our National Heritage - People, places and events that shaped our country and had influence worldwide. Long Island should fully realize its part in New York's Path Through History and become a destination experience.

Significant Geographic Locations

Historic coastal communities	Huntington
North Shore/Gold Coast	Setauket
South Shore	West Sayville
East End – North Fork and South Fork	Greenport
Museum Row	Riverhead
Significant Historic Villages such as:	Montauk
Oyster Bay	Sag Harbor
Stony Brook Village	East Hampton
Cold Spring Harbor	Port Jefferson
Old Bethpage Village Restoration	

Prominent Long Island Historic Organizations and Alliances

Society for the Preservation of Long Island Antiquities (SPLIA)	Bay Shore Historical Society
Long Island North Shore Heritage Area (LINSHA)	Northport Historical Society
North Shore Land Alliance	Oyster Bay Historical Society
Gold Coast Mansions Historic Long Island	East Hampton Historical Society
Huntington Historical Society	Suffolk County Historical Society
	Nassau County Historical Society
	Farmingdale Bethpage Historical Society

Long Island Resources to support Historic Preservation & Economic Development

Located between New York City and The Hamptons	Good Public Transportation Services
3 Major Airports	Lodging

The Primary Reason for Visiting Long Island

According to the Hall & Partner Study conducted for NYS

Beach (31%)	Historic Sites (23%)
Good shopping (30%)	Local artisans/craft festivals (22%)
Landmarks and icons (25%)	

Long Island Visitor Attractions

Vineyards	The Hamptons
Beaches	Shopping
Sailing	

Current and Prospective Historic Site Programs and Adaptive Re-Uses

Museums	Courses	Bed & Breakfasts
Designer Showcases	Lectures	Garden/Flower Shows
Location Shooting	Meetings & Conferences	Outdoor Concert Programs
Weddings and Events	Restaurants	Condominiums
Tours	Cafés	Theater
Shops	Hotels	Other Events

Collaboration

- We will strive to achieve greater collaboration among our regional historic sites and organizations while also promoting cross regional collaboration.
- We will work to coordinate site and organization events so that they occur at similar times throughout the year.
- Sites will be encouraged to keep similar hours of operation so that their facilities are more accessible to tourists.
- Connecting on social media and organization websites is another way historic sites can help each other and encourage heritage tourism.

Goals, Strategies and Tactics

See Path Through History Marketing Plan

Target audiences: Families, Empty-nesters, school groups, staycationers, NYC residents, show out-of-town guests Long Island and reach out to tourists beyond. Partner with AAA and other travel organizations to include Long Island Path Through History getaway packages.

PATH THROUGH HISTORY PRIORITY IMPLEMENTATION PROJECTS

Year One – Proposed PTH Implementation Projects

A micro site for Path Through History will be created on the discoverlongisland website by the Long Island Convention and Visitors Bureau (LICVB). The micro site will allow for the easy exploration of our historic sites and events based on each individual's interests in history. The LICVB will administer and update it using their existing database.

Historic Video Vignettes will also be produced and play a crucial role in connecting tourists with our history by showing them what Long Island has to offer.

Additionally the LICVB will market Path Through History by developing an online, social media, and print advertising campaign.

The micro site, Video Vignettes, online marketing, social media marketing, and print marketing developed with the LICVB will be implemented by Spring/Summer 2014.

See Path Through History Marketing Plan for additional information

Year Two to Five - On-Going and Future PTH Implementation Projects

Host annual Historic LI Conference to include representatives from historic sites, local politicians, county and town historians, Historical Societies, Chambers of Commerce, friends groups, Preservation Organizations, garden clubs, hotels, tour guides and transportation companies to engage historic sites that will benefit from the growth of the "Path Through History" initiative. When public and private organizations partner, the historic resources are more effectively promoted to meet the visitor's experience. Additionally, historic assets can be leveraged to enhance the economic and cultural goals by attracting new investment, creating jobs, revitalizing downtowns and neighborhoods, building pride and a sense of place, and educating people of all ages about their heritage.

Build momentum via Path Through History to promote Long Island History Month. Encourage historic sites to make the visitor experience more personal by incorporating ancestry information. Incorporate the history of Long Island colleges and the history of Suburbanization.

Encourage historic sites by region and category to share similar days/hours of operation. Develop tourism products that take advantage of this collaboration.

Focus on visitor services.

- Encourage the development of “Tours” or “Visitor Itineraries” through independent tour operators and step-on guides, hotels by geographic location, category or theme. Include self-guided driving and walking tours. Bundle destinations to make them more affordable.
- Appeal to local and regional visitors by providing suggested itineraries that can be experienced in a day or a weekend. Appeal to global visitors by suggesting itineraries and linkages that will highlight the appeal of perceived simpler times and provide an experience that will make the history come alive as well provide the peripheral lodging, entertainment and dining options for longer stays.
- Foster the marketing of events and programs aimed at children and families to increase visitor numbers. Let the public know that children are welcome at our historic sites. Connect with schools to support Long Island History curriculum.
- Visitor services need to be tailored for other demographics. We need to tell the story of our history in an exciting and compelling way. Providing bilingual pamphlets would also be beneficial.
- Encourage enhanced services such as audio tours or Podcasts, and walking/driving tour. Work on getting more visitors to historic areas via train and ferry, such as Port Jefferson.

Gain the support of our local, state and federal government representatives and LI residents by educating them about the economic impact of our historic sites. Express how the preservation of LI’s historic sites can be cost effectively accomplished through adaptive re-use, collective marketing, and branding while respecting the communities in which each reside. Advocate for historic sites and cultural arts centers to be significantly and meaningfully represented in the LI Economic Development Plan. (Consider including Arts Institutions in this effort). Create a sense of pride and enthusiasm for LI’s historic treasures. *History in your own backyard.*

Workgroup will continue to meet and communicate via email. Focus will be on enhancing visitor experience by developing goals, strategies and techniques some of which are explored in this Vision Plan. The workgroup will continue to bring their individual knowledge to the table and will work to vest each stakeholder in participating in the common goal of enticing visitors to Long Island. The workgroup will work on partnerships and collaborations that support heritage tourism.

Stakeholders will be encouraged to articulate some of their major stories. Stories can then be connected to Long Island by common themes, key people and events.

Continue to feed historic site information to Albany for the I Love New York website concurrent to regional website(s).

Path Through History Weekends: Get stakeholders and community advocates excited about participating in this statewide event every year beginning June 1-2 and 8-9 2013.

Promote LI History and Heritage Month (May) by encouraging historic sites to create or re-brand programs specifically in celebration of LI History and Heritage month. Attract attention through the press and advertising (print, internet including creating own YouTube Channel, social media and signage, etc).

Foster the use and continual updating of Long Island websites. Create posters for LIRR trains, stations, and bus stops and the like with QR codes to get information on the fly. Become a part of Google Places and similar sites.

Encourage Newsday, Long Island Press, Networking and other print media to create and devote a weekly column or section about LI's historic sites. Encourage Patch (the local newspaper of the internet) to include interest pages and include links to historic sites.

Design a marketing campaign targeting Long Island residents to create a sense of pride for their historic treasures (use of banners with logo and PTH designation at key locations). Corporate sponsors such as advertising on the back of tickets or coupons to nearby eateries. Foster community involvement by sponsoring a photography contest and displays, for example.

Develop a Wayfinding Plan for Historic Sites that are dependent on accessibility by car.

Path Through History items such as totes, umbrellas and key chains to be designed and offered for sale.

Develop strategic marketing partnerships with other historic regions/destinations which relate to LI's themes/categories. For example: LI Mansions partner with the Newport Mansions, Biltmore Estate; Aviation Museum partners with other Aviation museums.

Seek alternative sources of income to ensure financial sustainability such as the rental of space and one-on-one tours. Encourage community service projects through community service organization such as Scouts or high school groups. Identify community residents that have skills that and are willing to volunteer to enhance the site or visitor services.

Create strategic partnerships and advertising opportunities with Prominent Historic Organizations, such as, National Trust for Historic Preservation – www.nthp.org and Historic Hotels of America – www.historichotelsfamerica.org.

Create donation boxes for contributions for the promotion of Historic LI sites. Funds to go to the LICVB to execute the collective marketing, advertising and branding campaign set forth by the LI PTH Regional committee.

Evaluate inventory and assess effectiveness to-date. Evaluate Vision Plan and role of PTH LI Region Workgroup.

Convert one of the 10 planned NYDOT Safety “pull off” areas (east bound direction only) in Nassau County into an official highway Rest Area with kiosks that would promote Long Island History and Attractions for the visiting public (A good example would be the rest area off Route 28 at the entrance to Catskill Park which has an interesting and informative “Kiosk Plaza” with outdoor kiosks containing historic narrative, things to do, maps, etc.

Connect with the public’s interest in their own ancestry by making connections to Long Island History. Include places like the Plainview Family History Center. Encourage local Historic Sites to make more genealogical connections for visitors.

NOTABLE POINTS ON THE PRESERVATION & ECONOMIC CONTRIBUTION OF HISTORIC SITES ON LONG ISLAND

Why Preserve our Historic Sites?

Our Historic Treasures are the windows through which we can access our American History in a tangible way, connecting us to our past in present day. Of course, museums, books and video are valuable resources used to teach History but bricks and mortar historic sites are an integral part of the equation in which each of us becomes stewards to preserve our ancestral history for generations to come and to deepen our understanding and bring forth the richness of our past. Without our historic sites our lives would not be as rich and we would be denied the ability to visually experience and learn about architectural and landscape design of the highest caliber, the work of artisans, the people who lived during any given time, the stories of their daily lives and of society, furniture design, popular music, art, dance, fashions of the times, industry and sadly times of war, disaster and hardship.

It can be argued that our historic sites are too costly to maintain and are simply money pits which are past their prime and usefulness. While, in some cases this argument has some merit, Historic Sites which are successful and have clearly defined business plans, whether the site is for-profit or non-profit, generate revenue through memberships, tour tickets, exhibits, wedding and event sales, gift shops, concerts, garden shows, designer showcase, etc. Grants and donations may provide additional funding.

The preservation of historic sites need not only be behind velvet ropes and glass cases. History can be experienced in many ways through various adaptive re-use. Some sites are best suited for bed and breakfasts, restaurants, museums, wedding and event spaces, condominiums, and many other creative uses. No matter what the use, historic tour programs can be implemented in each model. All of these are legitimate uses for historic sites as long as the use compliments and enhances the communities in which they reside.

Making History Personal and Tangible

There is no doubt that we have failed to teach history in America in a way that engages students and adults, alike. The focus has always been on teaching dates and facts, mostly as it relates to war. This is not only boring but fails to include other important aspects of history through lifestyle attributes, such as architecture, fashion, hairstyles, art, music, etc. Historic sites evoke an emotional experience because it shows us, in a tangible way, our connections to the past.

Genealogy is America's number one hobby. Family Genealogy is contributing to the renewed interest in History, as more and more data becomes made available through websites, such as, www.ancestry.com and physical sites, such as, Ellis Island... Genealogy has connected the public to our heritage in a personal way, making connections between our families and our relatives from the past. In the process, the archiving of personal documents, such as birth and death certificates have become an asset and source of income to local municipalities, as more and more people seek out the documentation on their past ancestors.

The Plight and Current State of The Gold Coast Mansions

The example of how quickly our historic sites disappear can most clearly be seen in our famed Gold Coast Mansions. In the 1920's over 1000 mansions existed on the North Shore of Long Island. All of them architectural wonders and monuments representing America's Gilded Age and Roaring Twenties. Today, only a few hundred exist. Think of what Long Island could have created had we had the foresight to restore and market these mansions to the public as they do successfully in Newport, RI. But not all is lost. We can usher in a new age of preservation and the Path Through History will help do just that by highlighting our treasures and encouraging more people to visit.

Statistics & Economic Impact

See attached research documents (Demographics + Field Guide) from the National Trust for Historic Preservation.

Historic Tour Program Example

The economic impact of attracting an extra 100,000 tourists for historic tours per year: 100,000 visitors x \$12 (avg. tour cost) + \$1.2 million in revenue for each site. Since tourists who visit historic sites historically visit other historic sites in the area we can assume that every visitor

would see a minimum of 2 historic sites. In addition, we can assume each visitor will have lunch and/or dinner which would benefit local restaurants.

Gold Coast Mansion Statistics

Total Estimated Annual Visitors: 300,000

Total Estimated Annual Revenue: \$14 million

Total Estimated Number of Employees: 250 (figure does not include volunteers)

Statistics are derived from a selection of Gold Coast Mansions which are open to the public offering various programs, such as, weddings and events, film and photo shoots, guestrooms, food and beverage service, estate and garden tours, designer showcases, lectures, courses, planetarium, concerts, museums and exhibits.

IMPORTANCE TO LONG ISLAND'S ECONOMIC DEVELOPMENT PLAN

It is essential that Long Island's Regional Council include our historic sites as valuable assets in our Strategic Economic Development Plan. While industries, such as information technology and finance, bring much needed business and jobs to Long Island our historic assets are also worth cultivating. If given adequate support, our historic sites have the potential to become significant economic drivers of the Long Island economy. Undeniably there is much demand for historic tourism. It is up to Long Island to capture this market by restoring and developing programs for our historic sites and creating a marketing strategy that encourages historic sites to work together using marketing tools that this workgroup will develop. Historic sites fail not because of competition but because of lack of proper restoration, business plans, experiences which engage the public, and marketing. Of course, some areas are naturally richer with historic sites of local and national significance. Larger estates and mansions and collections of historic sites will attract more attention than a single site. All sites with significant historic stories to tell are valuable and deserving of our attention as a society and a nation. In our modern times it is important that we design new creative ways to restore and utilize our historic sites, attract visitors and engage them in memorable experiences. Path Through History will do just that by identifying sites with iconic highway signage and developing a marketing strategy that tells the Long Island story, preserves and protects our historic assets, and makes our region come alive.

CONCLUSION

If preserved, planned, operated and marketed correctly historic sites can add economic and cultural value to our communities. Our historic assets add beauty to our region, create a sense of pride, increase tax revenue, create jobs, raise property values, and attract visitors to Long Island's local restaurants, transportation services, hotels, beaches and vineyards. They are a vital aspect of our regional economy and with the State's continued support we will harness their potential for the betterment of Long Island and New York State.

Path Through History
Heritage Tourism Grant Program
2013/14 Marketing Plan

Objective A: Employ an integrated marketing approach to attract potential visitors to Long Island by leveraging the Island's diverse heritage assets & experiences.

Situation

Understandably, leisure travel decisions are predicated on a number of variables and influencers. In today's economic environment most domestic leisure travelers primarily chose close-by drive destinations for quick get-away vacations that allow for rest and relaxation and connecting with significant family and friends. A destination rich in diverse history provides a strong appeal to these potential visitors by providing unique and authentic experiences to be enjoyed as a part of their overall vacation experience.

Additionally there is a significant niche travel market segment better known as Heritage Travelers that predicate their travel decisions solely on a destination's historical appeal. However, it must be kept in mind that there are major variances in heritage interests with in this group. For instance, heritage travelers strongly interested in the Revolutionary War history are not necessarily as interested in other historical timeframes.

With the aforementioned in mind, the Long Island Path Through History Work Group will employ an integrated marketing approach to generate awareness of the breadth and depth of the Island's heritage assets and experiences. This approach will utilize the Path Through History grant funds to develop a dedicated heritage website and online presence; generate awareness through traditional and online media buys; produce entertaining, intelligent and engaging video vignettes for use across a multitude of marketing platforms; and support these efforts through pro-active social media and public relations strategies.

Further, this approach will incorporate strategic partnerships with the Long Island Convention and Visitors Bureau and its ability to place traditional and online media buys to generate awareness and establish an online presence of Long Island's Path Through History.

Strategy: Website Development

Create a strong online presence by developing an engaging, interactive and fully optimized micro-website containing rich content and visuals appealing to the variety of historical interests sought by leisure travelers and Heritage Travelers alike. Content will include:

- Interactive layered mapping identifying heritage assets and experiences by interest;
- Listings of assets;
- Calendar of Events focused on historical celebrations;
- Visuals content (photo and video);
- Transportation options and other visitor services.
- Provide direct links to Long Island and county historical agencies, organizations, associations, societies and ILOVENY Path Through History websites.

Strategy: Video Vignette Development

Create six initial 1½ to 2 minute video vignettes focused on the following Long Island broad-based historical segments:

- Revolutionary War and Colonial Times
- Maritime and Lighthouses
- Gold Coast Mansions
- Presidents
- Aviation and Transportation
- Arts & Culture

Each vignette will be professionally written, produced and hosted by a professional on-air talent to provide a more entertaining and engaging overview and understanding of Long Island's historical significance.

Tactics:

- Post video vignettes on newly created micro-website.
- Extend awareness reach by posting on appropriate social media sites (YouTube, Facebook, and Pinterest) and to stimulate interest and generate dialog among potential site visitors.
- Incorporate onto DVD and flash-drives as promotional give-away items at tradeshow and events or to travel writers and editors to stimulate press interest.

Strategy: Advertising

Through a strategic partnership with the Long Island Convention and Visitors Bureau, the Bureau will, as part of its annual advertising strategies, place traditional and online media buys

to generate awareness of Long Island’s heritage assets and experiences and drive visitation to the newly created micro-website. Through this partnership, no grant funds will be utilized for advertising. Further, the LICVB will incorporate the Long Island Path Through History program into its own annual tourism marketing strategies to sustain the program in the future.

Tactic (Print Advertising): Develop and place limited advertising in print media targeting leisure travel consumers and heritage travelers interested in cultural and heritage experiences.

Tactic (SEM): Place limited pay-per-click media schedules to extend reach of awareness and drive visitation to the new micro-website.

- Incorporate geo-targeting and behavioral targeting in media selection mix.

Strategy: Public Relations and Social Media

Through an RFP process, contract a public relations consultant adept with social media to generate positive editorial exposure of Long Island’s diverse and rich heritage assets and experiences in both print and online media.

Tactics (Public Relations): Generate timely press releases and story ideas to heritage and travel-related press. Provide direct assistance to travel press in the development of story ideas and augmentation of stories with visual content.

Tactics (Social Media): Develop a supporting Facebook page to better generate dialog and engage past and potential visitors on Long Island’s heritage assets and experiences. Continuously update postings on social media pages to maintain reach, awareness and interest.

Strategy: Collateral

Create a rack card for distribution throughout New York State welcome centers and to tradeshow and press contacts that highlights the new micro-website URL for additional in-depth information.

Objective B: Provide quality informational services to current leisure and heritage travel visitors during their Long Island vacations.

Situation

At this time, the ability to provide existing visitors with current and topical information about Long Island's historical assets and experiences during their time on the Island is limited. The development of the micro-website is a step in this direction and will be accessible across all web-based platforms. However the growth in use and reliance on smart phones for immediate information while traveling has become a mainstay of the visiting public.

Strategy: Visitor Centers

Utilize current visitor information centers on Long Island to distribute printed materials pertaining to the Island's historical assets and experiences as well as personal assistance.

Current centers operated or supplied by the LICVB include:

- MacArthur Airport
- Valley Stream (seasonal)
- Tanger Outlet Mall in Riverhead

Strategy: Mobile Website (Future)

Seek additional funding sources to build a mobile website that extends the reach of Long Island's Path Through History online presence to smart phone users.

Long Island Path Through History Budget

Website Development:	\$35,000
Video Vignette Development (6):	\$35,000
Advertising (Print and SEM):	(\$15,000)
• Provided in-kind (no cost) by LICVB	
Public Relations Contractor:	\$15,000
• Includes Press Relations & Social Media	
Collateral:	\$5,000
Sponsor Administrative:	\$10,000
TOTAL:	\$100,000

Long Island Path Through History

Timeline

Website Development:	Development begins January 2014 Launch late April 2014
Video Vignette Development (6):	RFP/Bid Process: October 2014 Production: May 2014
Advertising (Print and SEM):	May/June 2014
Public Relations Contractor:	RFP/Bid Process: October/November 2013 Press relations & Social Media launch March 2014
Collateral (Rack Card):	Production/Printing April 2014 Distribution May 2014