

## **Path Through History Workgroups' Plan**

### Goal

To identify sites and venues of historic and cultural significance that can enhance a region's tourism industry and educate visitors about New York's role in the nation's history.

### Tasks

- Convene the regional workgroup, ensuring that there are representatives from a variety of disciplines, including: historians, preservationists, tourism marketers and economic development experts.
- Each workgroup should begin to develop a preliminary set of criteria and list of potential sites and venues that they think might be eligible sites for inclusion in the Path Through History program.
- As workgroups are developing their list of sites, certain themes may become apparent. Each workgroup should start evaluating the potential themes that may come out of their deliberations and develop a theme or list of themes that could be the focus of their regional tourism marketing plan.
- As themes and potential venues emerge, each workgroup should start to contemplate the number and text of signs that may be used to promote the region's historic sites. There are three types of signs:
  1. iconic signs-the signs between exits that highlight a specific place or event, e.g "1848-Women's Suffrage Movement Begins in Seneca Falls"
  2. attraction signs-the signs located at an exit that highlight the specific sites one can arrive at by getting off at that exit
  3. directional signs-the signs the signs that direct people from the exit to the site's location.

### Post First Meeting Action Steps

- Members of the workgroup should attend the Path Through History Conference and be prepared to continue working on the tasks outlined above.
- Based on information and guidance members receive at the conference, they should be prepared to implement the post-conference work plan.
- Each workgroup should continue meeting and engage their communities in an open, publicly driven process to help promote historic and cultural tourism in their regions in a coordinated fashion.