

APPENDIX

TESTIMONY
before the
Senate State Government, Wagering, Tourism & Historic Preservation Committee
Thursday, July 26, 2018, 10:00 am

Submitted by:
Dorothy P. Guzzo
Executive Director, New Jersey Historic Trust
Dorothy.guzzo@dca.nj.gov
(609) 984-7079

Good morning. My name is Dorothy Guzzo, the Executive Director for the New Jersey Historic Trust. Thank you for inviting me here this morning to speak on behalf of historic preservation. By way of background, I have been with the Historic Trust for ten years and prior to this twenty years at DEP, thirteen of which as the Administrator of the State Historic Preservation Office. As you know the Historic Trust is the agency funding bricks and mortar capital projects for New Jersey's historic sites. Our funding is provided through the Corporate Business Tax dedication as part of the Open Space, Farmland and Historic Preservation Preserve NJ program. We are the primary funders of bricks and mortar preservation in the state. There are no other private foundations or corporate funds solely dedicated to funding capital development for historic sites in New Jersey.

In preparing for the Preserve New Jersey ballot referendum, the Trust completed a capital needs survey in 2012 identifying over \$751M in capital preservation needs for the State. I believe this number was a very conservative estimate, and as there has been very limited funding since, continues to be relevant to this discussion today. This estimate included numerous historic sites that help to tell the story of New Jersey's role in the Revolution as well as the best of New Jersey history. And just for context, in 1990, a comprehensive capital needs survey was done prior to awarding the very first preservation grant round, and at that time it identified \$400M in capital needs.

As part of our 2012 survey, we also asked if monies were needed to help make their sites more 'visitor ready'. Since the Trust's program typically did not pay for parking lots, pathways, signage, lighting, auditoriums, gift shops, cafes and the types of amenities that visitors demand when they travel out of state, we wanted to know what historic sites needed to enrich the visitor experience. The estimate was \$3M – and I suspect that is very, very low estimate because – at the time of the survey – sites had not prepared formal estimates. I've distributed a copy of the Executive Summary of the capital needs study and the full study is linked to our website.

In 2010, the Heritage Tourism Task Force completed its study and identified several goals and strategies toward making New Jersey a heritage tourism destination. As part of that initiative, we also surveyed sites to determine visitor readiness – and found that just a very small percentage met all of the visitor ready criteria – (open regularly with scheduled hours, actively promoted as a tourism attraction, support one or more of the six statewide heritage themes and/or providing programming related to the theme).

At that time, we also found that there was a great need for financial assistance and guidance in fostering heritage tourism. Neither the state's tourism office nor the Division of Parks & Forestry had a staff member solely dedicated to promoting heritage tourism. From the proceeds of the Discover NJ History license plate, the Historic Trust offers very modest grants to foster heritage tourism. The Task Force's plan was released in 2010, in the midst of New Jersey's recession thus it was difficult to fully implement.

To understand what the state could be gaining by fostering heritage tourism and promoting its incredible history, the Trust hired Tourism Economics to calculate the economic impact of heritage tourism in New Jersey. In 2013, we found that heritage tourism accounts for 8% of all New Jersey tourism – and that's without much state investment, little or no marketing, and measured as we were coming out of a recession. Since it was the first time ever measured, I suspect the percentage might even be higher now. The study also calculated that heritage tourism generated \$335M in state and local taxes, hosted 11 million visitors in just one year, and supported 27,000 volunteer and fulltime positions. Many of these heritage tourism sites are the same sites soliciting grants from the Historic Trust.

Measuring the economic impact of heritage tourism as a routine component of the tourism analysis that is performed each year would be extremely beneficial. It should be measured more consistently, by experts, by the entity that knows most about it.

So, we've been collecting data for some time to identify the needs and to justify an allocation of additional resources, but perhaps more importantly, to demonstrate the great potential that's just hovering beneath the surface. Both the Task Force report and the Economic Impact Study are linked to our website.

Through the corporate business tax dedication, the Trust is now receiving approximately \$3M/year for planning, construction and heritage tourism initiatives. From 1990 – 2012, the Trust was averaging about \$6M/year. As you may start to understand, although the state's needs have doubled since 1990, and there's been no accounting for inflation over time, our allocation has been cut in half. Not only has the amounts of the grants been reduced, the number of grants awarded is also substantially less. If the goal is to realize a lasting contribution from the anniversary, it would be difficult to do under the current circumstances and funding levels.

The Historic Trust, an in-but-not-of state agency, is governed by a non-paid Board of Trustees, appointed by the Governor with Senate confirmation. Last year, the Board underwent a strategic planning exercise to identify short term goals for the next 3-5 years. The Board identified \$10M/ year as the optimal funding level to support the needs of the preservation community.

\$10M may seem excessive, however when the implementing legislation for the corporate business tax dedication was passed, it enabled the Trust to expand its program and have the ability to purchase easements on historic property as a means of protection. This is a good tool and has been effectively used by the environmental community to leverage a great deal of preservation by reaching the private sector, which has little preservation funds available. I believe the historic preservation community would

also see similar benefits however, given our reduction in funding, we find it difficult to allocate our scarce resources to purchasing easements. When you must choose between repairing a leaky roof or a long-term preservation strategy, the roof must win out. With each grant round, the Trust routinely receives requests for two to three times the amount of available funding.

Additionally, we were enabled to establish an emergency fund to intervene at critical junctures – such as weather-related episodes or in response to a development threat. Again, a laudable goal, but difficult to set aside emergency resources with the limited, existing funds.

Preserving the tangible remains of our past is equivalent to making an investment in a community's intangible quality of life. Investment in historic site development creates jobs for skilled labor and resurrects construction trades that could easily be forgotten. Since 1990, the Historic Trust has helped to restore and enrich over 400 historic sites in every corner of New Jersey. We've witnessed some miracle saves and have been fortunate to work with dozens of very dedicated staff and volunteers who work very diligently to create an authentic learning experience for visitors. We know from our tourism partners that there is a huge return on investment from marketing and promotion. And we know that our capital grants leverage just as much if not more in private philanthropy. In short, an investment in New Jersey's history is a good business opportunity.

Thank you for this opportunity to share some critical aspects of the work we do to preserve the tangible remains of New Jersey history. I'd be happy to answer any questions.



Keeping the Past Present

②
GUZZO

The New Jersey Historic Trust 1967-2013



This report was produced by the New Jersey Historic Trust. The Mission of the Trust is to advance historic preservation in New Jersey for the benefit of future generations through education, stewardship and financial investment programs that save our heritage and strengthen our communities.

To view the entire text of the report, visit: www.njht.org/resources

© 2014 New Jersey Historic Trust

New Jersey Historic Trust
PO Box 457
Trenton, NJ 08625

Project Team

Author: Howard Green, Public History Partners

Editor: Sally Lane

Cover Images:

Essex County Courthouse, Newark, Essex County (top);

Howell Living History Farm, Hopewell Township, Mercer County (bottom)



December 2014

Dear Friend to New Jersey Preservation:

A need for more than \$751 million to repair, restore, and reuse the state's most important historic resources is documented in the 2012 Capital Needs Survey, completed by the New Jersey Historic Trust with the participation of hundreds of site stewards. The responses came from a variety of public and private nonprofits in widespread parts of the state. Resources included farms, museums, libraries, municipal halls, railroad stations, residences, churches, mills, and more that represent three centuries of building and innovation in New Jersey.

That dollar amount does not include an additional documented \$142 million necessary for site improvements and visitor amenities that will make more of the historic resources available for local residents and out-of-state visitors to enjoy on a regular basis. Heritage tourism, which brings \$2.8 billion of income into the state, is an under-tapped resource for economic activity.

Historic buildings and sites that are actively used become valuable assets to their communities, and when an asset is valued, it will be well cared for. Since 1990, the Historic Trust has awarded more than \$137 million in matching grants for projects that created valuable assets – helped turn unused properties into offices, municipal halls, and community centers, and aided existing houses of worship, history museums and nonprofit organizations repair, restore and utilize their facilities for public benefit.

This 2012 Capital Needs Survey documents where we've been successful in the past, and what the current challenges are. The financial need is far greater than what the private sector can accomplish without the incentive of the state's matching grant program. It is critical that additional funding for historic preservation projects be resumed, and that the Historic Trust continue to partner with other agencies and foundations in achieving preservation goals for the good of all New Jersey citizens.

Sincerely,

A handwritten signature in black ink, appearing to read "Meme Omogbai".

Meme Omogbai
Chair, NJ Historic Trust Board of Trustees

Executive Summary

The New Jersey Historic Trust offered its first bricks and mortar matching grants to restore and rehabilitate historic properties in 1990. It executed a last group of historic site management grants in 2013. Over those 24 years, \$137.6 million of Trust money went to every county, every legislative district, and over 200 municipalities. It aided historic properties of every imaginable kind: houses of worship, schools and libraries, courthouses, county and municipal buildings, residences, factories, train stations, and even a park restroom.

There are many reasons why motivated citizens try to preserve historic buildings but mostly they come down to the idea that a place without a sense of its history is like an amnesiac individual. At the legislative hearing in 1987 that preceded the Historic Trust's receiving its first appropriation for matching grants, New Jersey historian John Cunningham quoted John Steinbeck's Tom Joad poignantly asking in *The Grapes of Wrath*, "How will we know it's us without our past?"

In 2012, the New Jersey Historic Trust launched a comprehensive capital needs survey to identify the state's near- and middle-term rehabilitation and restoration needs. Respondents, who came from all parts of the state, identified \$751 million in capital needs. They represented all 21 counties and more than 350 municipalities. Reflecting the rough distribution of population, 42% of the respondents came from northern New Jersey, 34% from central counties, and 24% from the south. In addition, for those sites which are open to the public, the survey asked respondents to identify needs related to visitor amenities. These improvements include items such as signage, parking, walkways, restrooms, and ADA accessibility, and are critical parts of enhancing a visitor's experience and expanding heritage tourism in the state. When we add the \$142 million of need for improvements to visitor amenities, the total grows to \$893 million.

Both the public and private sectors were represented in the survey. State, county, and municipal governments comprised 57% of the participants, the private sector 43%. Because the state government is by far New Jersey's largest steward of historical resources, state-owned historic properties made up the majority of the total need, roughly 60%.

*How will we know it's us
without our past?*

-Tom Joad, Grapes of Wrath

Three agencies, New Jersey Transit, the Division of Parks and Forestry in the Department of Environmental Protection, and Rutgers, the State University, account for over 90% of this, more than half the total need in the survey. Not only do the three manage many historic resources, they are also better equipped than other levels of government and the private sector to provide the detailed information requested in this survey.

This estimated \$751 million need is probably too low, for two reasons: The respondents were too few and their estimates were too modest. Roughly a quarter of respondents did not include cost estimates. The stewards of hundreds of other sites did not submit any information on their rehabilitation needs. A higher level of participation in the survey would likely add hundreds of millions to the total need. Moreover, the vast majority of the survey's cost estimates were approximations. More accurate estimates would also increase the projected need.

The 767 historic preservation matching grants awarded by the Historic Trust in its first 24 years made the agency the catalyst for a large network of dedicated citizens, local preservation committees and commissions, governmental agencies, and elected leaders working to improve the quality of life in New Jersey by preserving New Jersey's historic resources. Because Trust grants require a match, they have stimulated a more than \$275 million investment in historic buildings in New Jersey since 1990, and these funds have leveraged considerably more preservation-related activity.



Manasquan Life Saving Station received a capital preservation grant in 2006 and completed restoration work in 2012.

Public investment in historic preservation is not only culturally and aesthetically important, it is fiscally sound. As Randy Mason of the University of Pennsylvania put it in a study he conducted for the Brookings Institution, "Nearly any way the effects are measured, be they direct or indirect, historic preservation tends to yield

significant benefits to the economy.” Money spent on historic preservation creates jobs and leverages private investment efficiently. Many studies show that property values rise faster in historic districts. Other research demonstrates that rehabilitating buildings and modernizing energy systems is cheaper and more energy-efficient than building new, particularly when the costs of disposing of the remains of demolished buildings is considered.

The most direct economic payoff from historic preservation comes from heritage tourism. Estimates are that nearly 40% of the American public takes at least one trip a year that includes visiting a historical or cultural site, and such travelers spend on average 60% more on their trips than other travelers. Heritage tourism

The G.G. Green Building: Adaptive Reuse as an Engine of Community Redevelopment

Constructed in 1880 by prominent businessman George G. Green, the impressive brick block in downtown Woodbury originally housed retail space, offices, meeting space and a 1,000-seat opera house. The Green Block was the largest building in Woodbury and the center of civic and cultural activity. The interior was later converted to a large retail space a false front was installed on the exterior. The building was vacated in 2000, and deteriorated to the point that it was scheduled to be demolished in 2012.


RPM Development, LLC, realized the potential for this once grand building and, under the guidance of the National Park Service and the New Jersey Historic Preservation Office, completed a restoration and rehabilitation project in 2013. The project relied on a complex finance package including low-income housing and federal investment tax credits. Senior housing now occupies the upper floors, while stores at the street level will again contribute to Woodbury’s downtown commerce.

The creation of a preservation easement was another requirement of the sale of the building. The Historic Trust now holds the easement, which will protect the unique landmark far into the future. This project illustrates the success that is possible when tools, strategies, and financial incentives are merged with a community’s desire to preserve its tangible links to the past.



*The G.G. Green Building, before (top)
and after (right) restoration.*





generated an estimated \$2.8 billion in visitor spending in New Jersey in 2012, 8% of the total economic impact of New Jersey's enormous tourism industry. A larger investment in heritage tourism would reap benefits that would be spread throughout the economy.

Here is what we know. Historic preservation is good for New Jersey socially, culturally, and economically. If New Jersey's desirable places are to remain desirable, and if our places that need improvement are to improve, large-scale public investment in historic preservation is necessary. Necessary but not sufficient. The \$751 million figure from the 2012 capital needs survey is both too low and too high. It is a significant underestimate; the need is demonstrably larger. But it is also far more money than bond-funded matching grants and other government programs can support. The public sector can neither do this alone, nor remain on the sidelines. New Jersey's elected leaders must renew funding to the New Jersey Historic Trust so it can resume the matching grants that have proven so essential to historic preservation in New Jersey during the last quarter century.

The Historic Trust, for its part, must look to be more creative with its resources. It is important to recognize that the preservation movement cannot save every deserving historic property. The Trust must start considering the viability of proposed adaptive reuses and the sustainability of a steward's plans for its building in deciding whom and what projects to fund, including disaster planning. Virtually every student of climate change believes New Jersey over the course of the 21st century will experience more frequent and more drastic storms. If the Trust is to invest wisely in helping New Jersey's historic fabric wear well into the future, it must consider how the buildings will weather future storms.

New partnerships will be necessary. Loans and easements must augment the Trust's toolkit. Its grants have saved buildings that would have been lost to neglect and demolition. They have opened to the public buildings that were closed. They have improved streetscapes and stabilized neighborhoods, and they impacted the heritage tourism industry, which is playing an ever larger part in the state's economy.

For the sake of the quality of life in our communities and so that the generations who come after us can appreciate and learn from New Jersey's historic buildings, we need to continue to preserve them. Much has been done, but there is much more to accomplish.



New Jersey Historic Trust
PO Box 457
Trenton, NJ 08625
(609) 984-0473
njht@dca.nj.gov
www.njht.org

Capital Needs Survey Data by County

Atlantic County

Property	Organization	Municipality	Capital Need
Absecon Lighthouse	Absecon Lighthouse	Atlantic City	\$58,200
Somers Point Historical Museum	Somers Point Historical Society	Somers Point City	13,000

Bergen County

Property	Organization	Municipality	Capital Need
Allendale Station	NJ Transit	Allendale Boro	\$270,000
John Fell House	Concerned Citizens of Allendale, Inc.	Allendale Boro	400,000
Blackledge-Kearney House	Palisades Interstate Park Commission	Alpine Boro	30,000
Palisades Interstate Parkway	Palisades Interstate Park Commission	Alpine Boro	11,000,000
Dixon Homestead Library	Dixon Homestead Library	Dumont Boro	500,000
Edgewater Free Public Library	Edgewater Free Public Library	Edgewater Boro	756,180
Radburn Station	NJ Transit	Fair Lawn Boro	880,000
Glen Rock - Main Line Station	NJ Transit	Glen Rock Boro	100,000
The Hermitage	NJ DEP, Office of Resource Development	Hohokus Boro	600,000
1871 Mahwah Railroad Depot and Park - ADA Accessibility	Mahwah Museum Society, Inc.	Mahwah Twp.	30,000
1871 Mahwah Railroad Depot and Park	NJ Transit	Mahwah Twp.	225,000
Van Allen House	Oakland Historical Society, Inc.	Oakland Boro	1,222,050
Blauvelt Mansion	Save the Blauvelt Mansion	Oradell Boro	1,350,000
New Milford Plant of the Hackensack Water Works	Bergen County Division of Cultural & Historic Affairs	Oradell Boro	6,000,000
Park Ridge Station	NJ Transit	Park Ridge Boro	8,000
Ramsey Station	NJ Transit	Ramsey Boro	24,000
Graydon Pond and Park	The Preserve Graydon Coalition	Ridgewood Village	100,000
Rutherford Station	NJ Transit	Rutherford Boro	16,000
Yearance-Berry House	Meadowlands Museum	Rutherford Boro	131,000
Tenafly Railroad Station	Tenafly Historic Preservation Commission	Tenafly Boro	75,000
Aviation Hall of Fame and Museum of New Jersey	Aviation Hall of Fame and Museum of New Jersey	Teterboro Boro	50,000
Hopper-Goetschius House Museum	Upper Saddle River Historical Society	Upper Saddle River Boro	16,000

Burlington County

Property/Site	Organization	Municipality	Capital Need
Christ Episcopal Church	Christ Episcopal Church	Bordentown City	\$11,000
Captain James Lawrence House	NJ DEP, Office of Resource Development	Burlington City	200,000
Doane Academy	Doane Academy	Burlington City	500,000
Hoskins House	City of Burlington	Burlington City	30,000
The Carriage House	City of Burlington	Burlington City	30,000
William R. Allen School	City of Burlington	Burlington City	4,050,000
West Hill	Masonic Charity Foundation of NJ	Burlington Twp.	48,000
Evans Cooper House	Township of Evesham	Evesham Twp.	1,300,000
Dr. James Still's Office	NJ DEP, Office of Resource Development	Medford Twp.	1,200,000
Moorestown Community House	Moorestown Community House	Moorestown Twp.	200,000
Smith-Cadbury Mansion	Historical Society of Moorestown	Moorestown Twp.	50,000
Langstaff Mansion	Burlington County Lyceum of History & Natural Sciences	Mount Holly Twp.	100,000
Paulsdale	Alice Paul Institute, Inc.	Mount Laurel Twp.	50,000
Whitesbog Village	NJ DEP, Office of Resource Development	Pemberton Twp.	3,200,000
Atsion General Store	NJ DEP, Office of Resource Development	Shamong Twp.	700,000
Batsto Village Grist Mill	NJ DEP, Office of Resource Development	Washington Twp.	1,250,000

Camden County

Property/Site	Organization	Municipality	Capital Need
Pomona Hall	Camden County Historical Society	Camden City	\$60,000
Macedonia African Methodist Episcopal Church	Macedonia Historical Association, Inc.	Camden City	500,000
St. Paul Episcopal Church	St. Pauls Church	Camden City	450,000
Walt Whitman House Complex	NJ DEP, Office of Resource Development	Camden City	1,100,000
Barclay Farmstead	Cherry Hill Township	Cherry Hill Twp.	50,000
Collings-Knight Homestead	Friends of Collings-Knight Homestead	Collingswood Boro	184,000
Gabriel Davies Tavern	Gloucester Township	Gloucester Twp.	150,000
Haddon Heights Passenger Station	Delaware & Susquehanna Model Railroad Club, Inc.	Haddon Heights Boro	48,000
Hopkins House	Camden County Cultural & Heritage Commission	Haddon Twp.	20,000
The Ritz Theatre	The Ritz Theatre Company	Haddon Twp.	50,000
First Presbyterian Church of Haddonfield - Church, Exterior	First Presbyterian Church of Haddonfield	Haddonfield Boro	3,393,000
First Presbyterian Church of Haddonfield - Church, Interior	First Presbyterian Church of Haddonfield	Haddonfield Boro	114,000
First Presbyterian Church of Haddonfield- Manse	First Presbyterian Church of Haddonfield	Haddonfield Boro	264,000
Greenfield Hall	Historical Society of Haddonfield	Haddonfield Boro	25,000
Haddonfield Fire Station	Haddon Fire Company No.1	Haddonfield Boro	50,000
Indian King Tavern	NJ DEP, Office of Resource Development	Haddonfield Boro	1,500,000
Cord Mansion	Borough of Laurel Springs	Laurel Springs Boro	320,000

Cape May County

Property/Site	Organization	Municipality	Capital Need
Robert Shackleton Playhouse	Cape May Stage	Cape May City	\$135,000
Emlen Physick Estate	Mid-Atlantic Center for the Arts & Humanities	Cape May City	100,000
Memucan Hughes Colonial House	Greater Cape May Historical Society	Cape May City	5,290
Joseph Falkinburg House	The Arc of Cape May County, Inc.	Dennis Twp.	73,500
Whitesboro School	Cape Human Resources	Middle Twp.	40,000

Cumberland County

Property/Site	Organization	Municipality	Capital Need
Ferracute Complex	City of Bridgeton Historic Preservation Commission	Bridgeton City	\$750,000
New Sweden Colonial Farmstead	New Sweden Colonial Farmstead	Bridgeton City	210,000
New Sweden Colonial Farmstead - Interpretive Planning	New Sweden Colonial Farmstead	Bridgeton City	50,000
East Point Lighthouse	Maurice River Historical Society	Maurice River Twp.	910,000
Millville Army Air Field Museum	Millville Army Air Field Museum Inc.	Millville City	50,000
Wheaton House	NJ DEP, Office of Resource Development	Stow Creek Twp.	900,000
Landis Intermediate School	Landis Intermediate School	Vineland City	450,000
Vineland Historical and Antiquarian Society	Vineland Historical and Antiquarian Society	Vineland City	24,500

Essex County

Property/Site	Organization	Municipality	Capital Need
Belleville Public Library and Information Center	Belleville Public Library and Information Center	Belleville Twp.	\$420,000
Bloomfield Station	NJ Transit	Bloomfield Twp.	1,200,000
Isaac Collins House	Historical Society of Bloomfield	Bloomfield Twp.	850,000
Morris Canal	Historical Society of Bloomfield	Bloomfield Twp.	120,000
Grover Cleveland Birthplace (Caldwell Presbyterian Church Manse)	NJ DEP, Office of Resource Development	Caldwell Boro Twp.	200,000
Highland Avenue Station	NJ Transit	City Of Orange Twp.	640,000
Orange Station	NJ Transit	City Of Orange Twp.	190,000
Brick Church Station	NJ Transit	East Orange City	1,000,000
East Orange Station	NJ Transit	East Orange City	2,250,000
Glen Ridge Station	NJ Transit	Glen Ridge Boro Twp.	250,000
Minnie A. Lucy Building	Montclair Child Development Center Inc.	Glen Ridge Boro Twp.	75,000
Durand-Hedden House	Durand-Hedden House and Garden Association	Maplewood Twp.	103,500
Maplewood Station	NJ Transit	Maplewood Twp.	2,100,000
Bellevue Avenue Branch	Montclair Public Library	Montclair Twp.	360,000
Central Presbyterian Church	Central Presbyterian Church	Montclair Twp.	136,000

Watching Avenue Station	NJ Transit	Montclair Twp.	1,300,000
1885 Ballantine House - Façade	Newark Museum	Newark City	1,152,617
1885 Ballantine House - Interior	Newark Museum	Newark City	359,215
1885 Ballantine House - Carriage House	Newark Museum	Newark City	1,176,184
Ward Carriage House	Newark Museum	Newark City	1,500,000
Eberhardt Hall	New Jersey Institute of Technology	Newark City	250,000
Newark Penn Station	NJ Transit	Newark City	100,000,000
Newark Public Library - Main Building	Newark Free Public Library	Newark City	80,000
Mountain Station	NJ Transit	South Orange Village Twp.	20,000
South Orange Station	NJ Transit	South Orange Village Twp.	16,000
Kip's Castle Park	Essex County Division of Cultural and Historic Affairs	Verona Twp.	1,100,100

Gloucester County

Property/Site	Organization	Municipality	Capital Need
Mullica Hill Friends Meeting House	Mullica Hill Monthly Meeting	Harrison Twp.	\$40,967
Sewell Train Station	David and Lisa Diehl	Mantua Twp.	420,000
Carpenter Street School House	City of Woodbury	Woodbury City	200,000
City Hall	City of Woodbury	Woodbury City	100,000
G.G. Green Estates Stable House	Village Green Preservation Society	Woodbury City	100,000
G.G. Green Opera House Block	Village Green Preservation Society	Woodbury City	1,000,000
Green Castle Hotel	Village Green Preservation Society	Woodbury City	987,000
Kemble Memorial United Methodist Church	Kemble Memorial United Methodist Church	Woodbury City	108,000
United States Post Office	United States Government Postal Service	Woodbury City	50,000
Woodbury City Jr./Sr. High School	Woodbury City Public Schools	Woodbury City	1,245,000

Hudson County

Property/Site	Organization	Municipality	Capital Need
Hoboken City Hall	City of Hoboken	Hoboken City	\$2,660,000
Hoboken Terminal	NJ Transit	Hoboken City	200,000,000
Barrow Mansion	Barrow Mansion Development Corp	Jersey City	100,000
Central Railroad of New Jersey Terminal	NJ DEP, Office of Resource Development	Jersey City	27,000,000
Central Railroad of New Jersey Terminal - Train Shed	Liberty Historic Railway, Inc.	Jersey City	68,000,000
Historic Jersey City & Harsimus Cemetery	Historic Jersey City & Harsimus Cemetery	Jersey City	475,000
Jersey City Free Public Library	Jersey City Free Public Library	Jersey City	7,393,000
Metropolitan AME Zion Church	Metropolitan AME Zion Church/Metro-Spec Corp.	Jersey City	1,000,000
St. Matthews Lutheran Church	St. Matthews Lutheran Church	Jersey City	400,000

Hunterdon County

Property/Site	Organization	Municipality	Capital Need
Red Mill Museum Village	Red Mill Museum Village, Inc.	Clinton Town	\$58,000
1759 Vought House	1759 Vought House Inc.	Clinton Twp.	1,200,000
Barcroft Ruin	NJ Conservation Foundation	Delaware Twp.	302,500
Holcombe House	Delaware Township Historical Society	Delaware Twp.	500,000
Saxtonville Tavern	Delaware Township Historical Society	Delaware Twp.	500,000
Samuel Fleming House	Samuel Fleming House	Flemington Boro	140,000
The Doric House	Hunterdon County Historical Society	Flemington Boro	88,000
Valley Presbyterian Church	Musconetcong River Management Council, Musconetcong Watershed Association	Hampton Boro	9,000
Annex	Borough of High Bridge	High Bridge Boro	100,000
Solitude House	Borough of High Bridge	High Bridge Boro	127,000
High Bridge Station	NJ Transit	High Bridge Boro	1,500,000
Delaware & Raritan Canal State Park - Canal Houses	NJ DEP, Office of Resource Development	Lambertville City	900,000
Delaware & Raritan Canal State Park - Townpaths	NJ DEP, Office of Resource Development	Lambertville City	850,000
Case Dvoor Farmstead	Hunterdon Land Trust	Raritan Twp.	3,400,000
Fairmount Presbyterian Church	Fairmount Presbyterian Church	Tewksbury Twp.	50,000

Mercer County

Property/Site	Organization	Municipality	Capital Need
1867 Sanctuary at Ewing	Preservation New Jersey	Ewing Twp.	\$1,111,000
John Abbott II House	Historical Society of Hamilton Township, Inc.	Hamilton Twp.	25,000
Hart-Lawyer Farmstead	Howell Living History Farm	Hopewell Twp.	280,000
Henry Phillips House	Howell Living History Farm	Hopewell Twp.	2,000,000
John Phillips House	Howell Living History Farm	Hopewell Twp.	2,350,000
Phillips Grist Mill	Howell Living History Farm	Hopewell Twp.	200,000
Pleasant Valley Blacksmith Shop	Howell Living History Farm	Hopewell Twp.	250,000
Pleasant Valley Schoolhouse	Howell Living History Farm	Hopewell Twp.	1,700,000
Upper Bellemont Barn	Howell Living History Farm	Hopewell Twp.	2,600,000
Washington Crossing State Park	NJ DEP, Office of Resource Development	Hopewell Twp.	1,100,000
Morven	Historic Morven, Inc.	Princeton	200,000
Drumthwaet	NJ DEP, Office of Resource Development	Princeton	1,050,000
Princeton Battlefield State Park	NJ DEP, Office of Resource Development	Princeton	1,600,000
The Oswald and Elizabeth Veblen House and Cottage	Mercer County Planning Division	Princeton	1,413,250
Old Barracks Museum	Old Barracks Museum	Trenton City	139,000
St. Michael's Church	St. Michael's Church	Trenton City	870,000
The Contemporary Victorian Townhouse Museum & Auditorium	The Contemporary	Trenton City	158,000

Mill Hill Playhouse	Passage Theatre	Trenton City	290,000
Trenton Quaker Meeting House	Trenton Meeting of Friends	Trenton City	217,672
John Rogers House	Mercer County Planning Division	West Windsor Twp.	1,001,245

Middlesex County

Property/Site	Organization	Municipality	Capital Need
Cranbury History Center	Cranbury Historical & Preservation Society	Cranbury Twp.	\$4,000
Danish Home of Edison NJ	Danish Home of Edison NJ	Edison Twp.	320,850
Thomas A. Edison Memorial Tower	NJ DEP, Office of Resource Development	Edison Twp.	3,000,000
Raritan River Railroad Depot/Freight Station	Raritan River Historic Railway Society	Milltown Boro	90,000
First Reformed Church	First Reformed Church of New Brunswick	New Brunswick City	5,736,177
Buddleuch Mansion	Jersey Blue Chapter - Daughters of the American Revolution NSDAR	New Brunswick City	250,000
New Brunswick Station	NJ Transit	New Brunswick City	890,000
172 College Avenue	Rutgers, The State University	New Brunswick City	280,000
35 College Avenue	Rutgers, The State University	New Brunswick City	193,200
56 College Avenue	Rutgers, The State University	New Brunswick City	225,000
60 College Avenue	Rutgers, The State University	New Brunswick City	240,000
64 College Avenue	Rutgers, The State University	New Brunswick City	250,000
84 College Avenue	Rutgers, The State University	New Brunswick City	210,000
88 College Avenue	Rutgers, The State University	New Brunswick City	250,000
Air Force ROTC Building	Rutgers, The State University	New Brunswick City	255,000
Antilles Field	Rutgers, The State University	New Brunswick City	3,500,000
Blidner Center for Jewish Studies	Rutgers, The State University	New Brunswick City	540,000
Corwin Dormitories	Rutgers, The State University	New Brunswick City	2,750,000
Daniel Schanck Observatory	Rutgers, The State University	New Brunswick City	500,000
Farm Manager's Residences	Rutgers, The State University	New Brunswick City	390,000
Geological Hall	Rutgers, The State University	New Brunswick City	1,550,000
Graduate Music House	Rutgers, The State University	New Brunswick City	200,000
Huntington House	Rutgers, The State University	New Brunswick City	220,000
Lindenwood - Estate of Sydney B. Carpenter	Rutgers, The State University	New Brunswick City	2,250,000
McKinney Hall	Rutgers, The State University	New Brunswick City	175,000
Meteorology Building	Rutgers, The State University	New Brunswick City	335,000
Murray Hall	Rutgers, The State University	New Brunswick City	1,075,000
New Jersey Hall	Rutgers, The State University	New Brunswick City	490,000
Old Blake	Rutgers, The State University	New Brunswick City	320,000
Old Gibbons	Rutgers, The State University	New Brunswick City	1,280,000
Old Queen's - Misc.	Rutgers, The State University	New Brunswick City	859,000
Old Queen's - Gates	Rutgers, The State University	New Brunswick City	580,000
Simeon DeWitt Building	Rutgers, The State University	New Brunswick City	150,000

Van Dyck Hall	Rutgers, The State University	New Brunswick City	300,000
Voorhees Chapel	Rutgers, The State University	New Brunswick City	750,000
Voorhees Hall	Rutgers, The State University	New Brunswick City	500,000
Waller Hall	Rutgers, The State University	New Brunswick City	750,000
Woodlawn Carriage House	Rutgers, The State University	New Brunswick City	300,000
Woodlawn Gatehouse	Rutgers, The State University	New Brunswick City	150,000
Winants Hall	Rutgers, The State University	New Brunswick City	1,991,900
Bio-resource Engineering	Rutgers, The State University	North Brunswick Twp.	650,000
College Farm	Rutgers, The State University	North Brunswick Twp.	3,000,000
Cook Farm	Rutgers, The State University	North Brunswick Twp.	200,000
Laws Farmhouse	Rutgers, The State University	North Brunswick Twp.	270,000
Round Barn	Rutgers, The State University	North Brunswick Twp.	130,000
Voorhees Farmhouse	Rutgers, The State University	North Brunswick Twp.	225,000
Warnsdorfer Farm	Rutgers, The State University	North Brunswick Twp.	300,000
Kearny Cottage	Kearny Cottage Historical Association	Perth Amboy City	85,000
Perth Amboy Free Public Library	Perth Amboy Free Public Library	Perth Amboy City	9,400,000
Perth Amboy Station	NJ Transit	Perth Amboy City	280,000
Proprietary House - Exterior	NJ DEP, Office of Resource Development	Perth Amboy City	1,150,000
Proprietary House - Interior & Interpretive	The Proprietary House Association	Perth Amboy City	2,700,000
The Ferry Slip Museum	The Ferry Slip Museum	Perth Amboy City	75,000
Cornelius Low House	Middlesex County Cultural and Heritage Commission	Piscataway Twp.	175,000
East Jersey Olde Towne Village	Middlesex County Cultural and Heritage Commission	Piscataway Twp.	1,430,000
The Metlar-Bodine House Museum	Piscataway Township/The Fellowship for Metlar House	Piscataway Twp.	250,000
Mapleton Preserve	Mapleton Preserve Commission	South Brunswick Twp.	10,594,084
Slack-Carroll House	Dayton Village Citizens' Coalition	South Brunswick Twp.	23,000
Barron Arts Center	Barron Arts Center	Woodbridge Twp.	93,000

Monmouth County

Property/Site	Organization	Municipality	Capital Need
Belmar Public Library	Belmar Historical Society	Belmar Boro	\$300,000
Union Firehouse	Belmar Historical Society	Belmar Boro	90,000
Bradley Beach Station	NJ Transit	Bradley Beach Boro	23,000
Georgia Road Schoolhouse	Freehold Township Heritage Society	Freehold Twp.	8,500
Walker Combs Hartshorne Farm - Oakley Farm Museum	Freehold Township Heritage Society	Freehold Twp.	27,000
West Freehold Schoolhouse	Freehold Township Heritage Society	Freehold Twp.	3,500
Wikoff Hill Burial Ground	Freehold Township Heritage Society	Freehold Twp.	2,000
Navesink Lighthouse	NJ DEP, Office of Resource Development	Highlands Boro	750,000
Madison Station	NJ Transit	Madison Boro	30,000
Monmouth Battlefield State Park	NJ DEP, Office of Resource Development	Manalapan Twp.	1,800,000

Portland Place	Monmouth County Park System	Middletown Twp.	1,800,000
Allen House Barn	Township of Millstone	Millstone Twp.	50,000
Clarksburg Methodist Episcopal Church	Township of Millstone	Millstone Twp.	150,000
Thomas Baird Homestead and Community Resource Center	Township of Millstone	Millstone Twp.	60,000
Red Bank Public Library	Red Bank Public Library/Eisner Memorial	Red Bank Boro	140,000
Red Bank Station	NJ Transit	Red Bank Boro	1,650,000
Franklin Delano Roosevelt Memorial	Borough of Roosevelt	Roosevelt Boro	56,000
Allaire State Park - Historic Village Buildings	NJ DEP, Office of Resource Development	Wall Twp.	1,800,000
Camp Evans Historic District	InfoAge Science History Center	Wall Twp.	600,000
Woodrow Wilson Hall	Monmouth University	West Long Branch Boro	12,750,000

Morris County

Property/Site	Organization	Municipality	Capital Need
Boonton Holmes Public Library	Boonton Holmes Public Library	Boonton Town	\$352,100
Rockefeller Building	Chester Borough	Chester Boro	2,500
Lincoln Park Station	NJ Transit	Lincoln Park Boro	440,000
Millington Schoolhouse Old Town Hall	Long Hill Township	Long Hill Twp.	800,000
Millington Station	NJ Transit	Long Hill Twp.	250,000
James Library/Museum of Early Trades and Crafts	Museum of Early Trades and Crafts	Madison Boro	1,740,688
Ralston Cider Mill Museum	Ralston Cider Mill Museum	Mendham Twp.	325,000
Camp Dawson	Montville Twp Historical Society	Montville Twp.	120,000
Heirwarter Property (Wild Acres)	Montville Twp Historical Society	Montville Twp.	200,000
Henry Doremus Dutch Stone Farmhouse	Montville Twp Historical Society	Montville Twp.	60,000
Morris Plains Station	NJ Transit	Morris Plains Boro	945,000
Fosterfields Living Historical Farm	Morris County Park Commission	Morris Twp.	1,300,000
Acorn Hall	Morris County Historical Society	Morristown Town	274,100
Historic Speedwell	Historic Speedwell	Morristown Town	22,250,000
Macculloch Hall Historical Museum	Macculloch Hall Historical Museum	Morristown Town	5,000
Morristown and Morris Township Library	Morristown and Morris Township Library	Morristown Town	560,000
Morristown Station	NJ Transit	Morristown Town	310,000
Willow Hall	Passaic River Coalition	Morristown Town	488,560
Mt. Olive Village	Township of Mt. Olive	Mount Olive Twp.	1,200,000
Seward House and Barn at Turkey Brook Park	Township of Mt. Olive	Mount Olive Twp.	1,550,000
Netcong Station	NJ Transit	Netcong Boro	105,000
Stickley Museum at Craftsman Farms	The Craftsman Farms Foundation, Inc.	Parsippany-Troy Hills Twp.	3,250,000
Stickley Museum at Craftsman Farms - Planning	The Craftsman Farms Foundation, Inc.	Parsippany-Troy Hills Twp.	115,000
J. Smith Richardson History House	Mount Tabor Historical Society	Parsippany-Troy Hills Twp.	474,326
Ford-Faesch Ironmaster's House	Historical Society of Rockaway Township	Rockaway Twp.	910,000
King Store and House	Roxbury Historic Trust, Inc.	Roxbury Twp.	2,529,246

Morris Canal - Hopatcong State Park	NI DEP, Office of Resource Development	Roxbury Twp.	350,000
Obadiah LaTourette Grist and Saw Mill	Washington Township Land Trust of Morris County, Inc.	Washington Twp.	150,000
Morris Canal - Lock 2 East	Wharton Borough	Wharton Boro	572,900

Ocean County

Property/Site	Organization	Municipality	Capital Need
Barneget Lighthouse	NI DEP, Office of Resource Development	Barneget Light Boro	\$300,000
Cedar Bridge Tavern	Ocean County Cultural & Heritage Commission	Barneget Twp.	1,600,000
Fisherman's Cottage	Long Beach Island Historical Association	Beach Haven Boro	210,000
Long Beach Island Museum	Long Beach Island Historical Association	Beach Haven Boro	30,000
Havens Homestead Museum	Brick Township Historical Society	Brick Twp.	5,000
Double Trouble State Park	NI DEP, Office of Resource Development	Lacey Twp.	800,000
Strand Theater	Lakewood Development Corporation	Lakewood Twp.	450,000
Cavalry Cottage	Stafford Township Historical Society, Inc.	Stafford Twp.	550,000
Manahawkin Station, Tuckerton Railroad	Stafford Township Historical Society, Inc.	Stafford Twp.	105,000
Manahawkin Old Baptist church	Stafford Township Historical Society, Inc.	Stafford Twp.	1,600,000
The Shack	The Shack	Stafford Twp.	65,000
Ocean County Historical Society	Ocean County Historical Society	Toms River Twp.	5,000
Andrews-Bartlett Homestead	Barneget Bay Decoy and Baymen's Museum	Tuckerton Boro	2,100,000
Bartlett-Rochill-Bartlett House	Barneget Bay Decoy and Baymen's Museum	Tuckerton Boro	1,050,000
Historic Wooden Boats	Barneget Bay Decoy and Baymen's Museum	Tuckerton Boro	300,000
Periwinkle House Boat	Barneget Bay Decoy and Baymen's Museum	Tuckerton Boro	110,000
Skinner Donnelly Houseboat	Barneget Bay Decoy and Baymen's Museum	Tuckerton Boro	110,000
Sony Brae Salt box	Barneget Bay Decoy and Baymen's Museum	Tuckerton Boro	350,000

Passaic County

Property/Site	Organization	Municipality	Capital Need
Clifton Municipal Complex	Clifton Arts Center & Sculpture Park	Clifton City	\$3,000
Morris Canal - Clifton	Friends of the Morris Canal Park in Clifton, NJ	Clifton City	2,500
Botto House, American Labor Museum	Botto House American Labor Museum	Haledon Boro	20,000
Market Street Bus Garage	NJ Transit	Paterson City	18,900,000
Long Pond Ironworks Furnace	NI DEP, Office of Resource Development	Ringwood Boro	1,150,000
Ringwood Manor	NI DEP, Office of Resource Development	Ringwood Boro	1,500,000
Ringwood Manor - HVAC	NI DEP, Office of Resource Development	Ringwood Boro	3,500,000
Skylands Dairy Barn/Workshop	NI DEP, Office of Resource Development	Ringwood Boro	2,500,000
Hobart Manor	William Paterson University of New Jersey, Inc. Foundation	Wayne Twp.	1,100,000
Mead-Van Duyn Historic House Museum	Wayne Township	Wayne Twp.	80,000

Schuyler Colfax Historic House Museum	Wayne Township	Wayne Twp.	275,000
Van Riper-Hopper House	Wayne Township	Wayne Twp.	300,000
Somers Mansion	NJ DEP, Office of Resource Development	West Milford Twp.	200,000
Hinchliffe Stadium	Paterson Board of Education	Paterson City	21,000,000

Salem County

Property/Site	Organization	Municipality	Capital Need
Hancock House	NJ DEP, Office of Resource Development	Lower Alloways Creek Twp.	\$350,000
Marshalltown School	Mannington Township	Mannington Twp.	260,000
Town Hall	Mannington Township	Mannington Twp.	15,000
Church Landing Farm Museum	Pennsville Township Historical Society	Pennsville Twp.	12,000
Fort Mott State Park	NJ DEP, Office of Resource Development	Pennsville Twp.	6,750,000
Salem Friends Meeting House	Salem Monthly Meeting of the Religious Society of Friends	Salem City	30,000

Somerset County

Property/Site	Organization	Municipality	Capital Need
Basking Ridge Station	NJ Transit	Bernards Twp.	\$85,000
Boudinot Southard Farmstead	County of Somerset	Bernards Twp.	969,000
Lyons Station	NJ Transit	Bernards Twp.	150,000
Bernardsville Station	NJ Transit	Bernardsville Boro	85,000
Olcott Building	Somerset Hills School District	Bernardsville Boro	2,072,000
Bound Brook Memorial Library	Bound Brook Memorial Library	Bound Brook Boro	82,800
Brook Arts Center	Brook Arts Center	Bound Brook Boro	500,000
Far Hills Station	NJ Transit	Far Hills Boro	67,000
Six Mile Run Reservoir Site	NJ DEP, Office of Resource Development	Frankford Twp.	1,500,000
Delaware & Raritan Canal State Park - Lock 9	D&R Canal Watch	Franklin Twp.	505,000
Rockingham State Historic Site	NJ DEP, Office of Resource Development	Franklin Twp.	1,400,000
Old Millstone Forge	Old Millstone Forge Association	Millstone Boro	500,000
Gulick House	Van Harlingen Historical Society	Montgomery Twp.	16,000
Van Deventer-Brunson Mansion	Friends of Vermeule Mansion, Inc.	North Plainfield Boro	4,000
16 Anderson Street Firehouse	Borough of Raritan	Raritan Boro	421,910
Daniel Roberts House	Borough of Somerville	Somerville Boro	250,000
Old Dutch Parsonage	NJ DEP, Office of Resource Development	Somerville Boro	550,000
Wallace House	NJ DEP, Office of Resource Development	Somerville Boro	250,000
Abraham Staats House	Friends of Abraham Staats House Inc	South Bound Brook Boro	20,000

Sussex County

Property/Site	Organization	Municipality	Capital Need
Waterloo Village	NJ DEP, Office of Resource Development	Byram Twp.	\$8,600,000
Edison School House Hungarian Church Museum	Franklin Historical Society	Franklin Boro	300,000
Roper Cabin	NJ DEP, Office of Resource Development	Sandyston Twp.	200,000
Double Pond Village	NJ DEP, Office of Resource Development	Vernon Twp.	350,000
High Breze Farm/Barrett Farm	NJ DEP, Office of Resource Development	Vernon Twp.	850,000
Lusscroft Farm	NJ DEP, Office of Resource Development	Wantage Twp.	3,000,000

Union County

Property/Site	Organization	Municipality	Capital Need
Deserted Village of Feltville/Glenside Park	Union County Department of Parks & Community Renewal	Berkeley Heights Twp.	\$2,800,000
Homestead Farm at Oak Ridge	Union County Department of Parks & Community Renewal	Clark Twp.	1,200,000
Cranford Station	NJ Transit	Cranford Twp.	280,000
Boxwood Hall	NJ DEP, Office of Resource Development	Elizabeth City	200,000
Union County Park Commission Administration Complex	Union County Department of Parks & Community Renewal	Elizabeth City	2,150,000
Evergreen Cemetery & Crematory	Evergreen Cemetery & Crematory	Hillside Twp.	522,995
Murray Hill Station	NJ Transit	New Providence Boro	280,000
New Providence Station	NJ Transit	New Providence Boro	175,000
George A. Strong Residence	duCret Schol of the Arts, Inc.	Plainfield City	3,071,400
Grace Church	Grace Church	Plainfield City	620,000
Netherwood Station	NJ Transit	Plainfield City	1,400,000
Plainfield Station	NJ Transit	Plainfield City	230,000
The Nathaniel Drake House	The Historical Society of Plainfield	Plainfield City	220,000
Carter House	Summit Historical Society	Summit City	80,000
Twin Maples	The Fortnightly Club of Summit	Summit City	52,000

Warren County

Property/Site	Organization	Municipality	Capital Need
Lock Tender's House	NJ DEP, Office of Resource Development	Allamuchy Twp.	\$300,000
Rutherford Hall	Allamuchy Township Board of Education	Allamuchy Twp.	850,000
Asbury Grist Mill	Musconetcong Watershed Association	Franklin Twp.	430,000
Morris Canal - Lock 7 West "The Bread Lock"	Warren County Planning Department	Franklin Twp.	2,250,000
Morris Canal - Inclined Plane 9 West	Warren County Planning Department	Greenwich Twp.	5,000,000
Ramsaysburg Homestead	Knowlton Township Historic Commission	Knowlton Twp.	980,000
Second Presbyterian Church - Chapel/Community Center	Second Presbyterian Church	Oxford Twp.	277,467

Second Presbyterian Church - Church Building	Second Presbyterian Church	Oxford Twp.	645,103
James Campbell House	The Campbell Cultural Heritage House, Inc.	Washington Boro	250,017
Taylor Street School	Washington Borough School District	Washington Boro	3,200,000

Total Capital Need of Respondents: \$751,885,793

Visitor Amenities Needs by County

Note: Visitor amenities are items that enhance visitor experience, including (but not limited to): signage, parking, walkways and paths, restrooms, ADA accessibility, public meeting space, and staff office space.

Atlantic County

Property/Site	Organization	Municipality	Total
Somers Point Historical Museum	Somers Point Historical Society	Somers Point City	\$19,000

Bergen County

Property/Site	Organization	Municipality	Total
The John Fell House	Concerned Citizens of Allendale, Inc.	Allendale Boro	\$16,000
Palisades Interstate Parkway	Palisades Interstate Park Commission	Alpine Boro	800,000
Edgewater Free Public Library	Edgewater Free Public Library	Edgewater Boro	756,180
The Hermitage (Waldwick Cottage)	NJ DEP, Office of Resource Development	Hohokus Boro	600,000
1871 Mahwah Railroad Depot and Park	Mahwah Museum Society, Inc.	Mahwah Twp.	30,000
Van Allen House Site	Oakland Historical Society, Inc.	Oakland Boro	73,650
New Milford Plant of the Hackensack Water Works	Bergen County Division of Cultural & Historic Affairs	Oradell Boro	1,010,000
Aviation Hall of Fame and Museum of New Jersey	Aviation Hall of Fame and Museum of New Jersey	Teterboro Boro	27,500
Hopper-Goetschius House Museum	Upper Saddle River Historical Society	Upper Saddle River Boro	5,000

Burlington County

Property/Site	Organization	Municipality	Total
Captain James Lawrence House	NJ DEP, Office of Resource Development	Burlington City	\$200,000
Hoskins House	City of Burlington	Burlington City	30,000
Dr. James Still's Office	NJ DEP, Office of Resource Development	Medford Twp.	1,200,000
Langstaff Mansion	Burlington County Lyceum of History & Natural Sciences / Mount Holly Library	Mount Holly Twp.	35,000
Whitesbog Village	NJ DEP, Office of Resource Development	Pemberton Twp.	3,200,000
Atison General Store	NJ DEP, Office of Resource Development	Shamong Twp.	700,000
Batsto Village Grist Mill	NJ DEP, Office of Resource Development	Washington Twp.	1,250,000

Camden County

Property/Site	Organization	Municipality	Total
Walt Whitman House Complex	NJ DEP, Office of Resource Development	Camden City	\$1,100,000
Barclay Farmstead	Cherry Hill Township	Cherry Hill Twp.	50,000
Haddonfield Fire Station	Haddon Fire Company No.1	Haddonfield Boro	1,500
Indian King Tavern	NJ DEP, Office of Resource Development	Haddonfield Boro	1,500,000

Cord Mansion	Borough of Laurel Springs	Laurel Springs Boro	320,000
--------------	---------------------------	---------------------	---------

Cape May County

Property/Site	Organization	Municipality	Total
Cape May Stage, Robert Shackleton Playhouse	Cape May Stage	Cape May City	\$8,500
Emilen Physick Estate	Mid-Atlantic Center for the Arts & Humanities	Cape May City	225,000
Memucan Hughes Colonial House	Greater Cape May Historical Society	Cape May City	775
Joseph Falkinburg House	The Arc of Cape May County, Inc.	Dennis Twp.	12,500

Cumberland County

Property/Site	Organization	Municipality	Total
New Sweden Colonial Farmstead	New Sweden Colonial Farmstead	Bridgeton City	\$8,000
Wheaton House	NJ DEP, Office of Resource Development	Stow Creek Twp.	900,000
Vineland Historical and Antiquarian Society	Vineland Historical and Antiquarian Society	Vineland City	24,500

Essex County

Property/Site	Organization	Municipality	Total
Collins House Associated Well	Historical Society of Bloomfield	Bloomfield Twp.	\$21,000
Morris Canal - Bloomfield segment	Historical Society of Bloomfield	Bloomfield Twp.	26,000
Grover Cleveland Birthplace (Caldwell Presbyterian Church Manse)	NJ DEP, Office of Resource Development	Caldwell Boro Twp.	200,000
Durand-Hedden House	Durand-Hedden House and Garden Association	Maplewood Twp.	40,000
Newark Museum - Ballantine House	Newark Museum	Newark City	25,000,000
Newark Public Library - Main Building	Newark Free Public Library	Newark City	850,000

Hudson County

Property/Site	Organization	Municipality	Total
Hoboken City Hall	City of Hoboken	Hoboken City	\$2,660,000
Historic Jersey City & Harsimus Cemetery	Historic Jersey City & Harsimus Cemetery	Jersey City	148,000
Jersey City Free Public Library	Jersey City Free Public Library	Jersey City	2,850,000
Metropolitan AME Zion Church	Metropolitan AME Zion Church/Metro-Spec Corp.	Jersey City	300,000
Central Railroad of New Jersey Terminal	NJ DEP, Office of Resource Development	Jersey City	27,000,000

Hunterdon County

Property/Site	Organization	Municipality	Total
Red Mill Museum Village	Red Mill Museum Village, Inc.	Clinton Town	\$206,600
1759 Vought House	1759 Vought House Inc.	Clinton Twp.	94,000
The Doric House	Hunterdon County Historical Society	Flemington Boro	79,000
Samuel Fleming House	Samuel Fleming House	Flemington Boro	208,750
Annex	The Borough of High Bridge	High Bridge Boro	99,000
Solitude House	The Borough of High Bridge	High Bridge Boro	492,000
Marshall House	Lambertville Historical Society	Lambertville City	6,000
Delaware & Raritan Canal State Park - Canal Houses	NJ DEP, Office of Resource Development	Lambertville City	900,000
Delaware & Raritan Canal State Park - Towpaths	NJ DEP, Office of Resource Development	Lambertville City	850,000

Mercer County

Property/Site	Organization	Municipality	Total
Hart-Lawyer Farmstead	Howell Living History Farm	Hopewell Twp.	\$280,000
Henry Phillips House	Howell Living History Farm	Hopewell Twp.	130,000
John Phillips House	Howell Living History Farm	Hopewell Twp.	230,000
Phillips Grist Mill	Howell Living History Farm	Hopewell Twp.	200,000
Pleasant Valley Blacksmith Shop	Howell Living History Farm	Hopewell Twp.	180,000
Pleasant Valley Schoolhouse	Howell Living History Farm	Hopewell Twp.	210,000
Upper Bellemont Barn	Howell Living History Farm	Hopewell Twp.	750,000
Washington Crossing State Park	NJ DEP, Office of Resource Development	Hopewell Twp.	1,100,000
Morven	Historic Morven, Inc.	Princeton Twp.	6,060,000
Drumthwaite	NJ DEP, Office of Resource Development	Princeton Twp.	1,050,000
Princeton Battlefield State Park	NJ DEP, Office of Resource Development	Princeton Twp.	1,600,000
Mill Hill Playhouse	Passage Theatre	Trenton City	280,000
Old Barracks Museum	Old Barracks Museum	Trenton City	56,456

Middlesex County

Property/Site	Organization	Municipality	Total
Danish Home of Edison NJ	Danish Home of Edison NJ	Edison Twp.	\$32,085
Thomas A. Edison Memorial Tower	NJ DEP, Office of Resource Development	Edison Twp.	3,000,000
Raritan River Railroad Depot/Freight Station	Raritan River Historic Railway Society	Milltown Boro	55,400
Buccleuch Mansion	Jersey Blue Chapter - Daughters of the American Revolution NSDAR	New Brunswick City	10,675
First Reformed Church	First Reformed Church of New Brunswick	New Brunswick City	2,690
Geological Hall	Rutgers, The State University	New Brunswick City	25,000
Old Queen's Campus - Gates	Rutgers, The State University	New Brunswick City	70,000
Proprietary House (The Westminster)	NJ DEP, Office of Resource Development	Perth Amboy City	1,150,000
Cornelius Low House	Middlesex County Cultural and Heritage Commission	Piscataway Twp.	3,180,000

East Jersey Olde Towne Village	Middlesex County Cultural and Heritage Commission	Piscataway Twp.	135,000
Metlar-Bodine House Museum	Piscataway Township	Piscataway Twp.	1,500,000
Mapleton Preserve	Mapleton Preserve Commission	South Brunswick Twp.	282,000
Slack-Carroll House	Dayton Village Citizens' Coalition	South Brunswick Twp.	50,000

Monmouth County

Property/Site	Organization	Municipality	Total
Navesink Lighthouse (Twin Lights)	NJ DEP, Office of Resource Development	Highlands Boro	\$750,000
Monmouth Battlefield State Park	NJ DEP, Office of Resource Development	Manalapan Twp.	1,800,000
Portland Place	Monmouth County Park System	Middletown Twp.	100,000
Allen House Barn	Township of Millstone	Millstone Twp.	3,000
Clarksburg Methodist Episcopal Church	Township of Millstone	Millstone Twp.	26,000
Thomas Baird Homestead and Community Resource Center	Township of Millstone	Millstone Twp.	23,000
Red Bank Public Library	Red Bank Public Library/Eisner Memorial	Red Bank Boro	117,000
Camp Evans Historic District	InfoAge Science History Center	Wall Twp.	\$151,000

Morris County

Property/Site	Organization	Municipality	Total
Ayres (Knuth) Farm	Ayres/Knuth Farm Foundation, Inc.	Denville Twp.	\$200,000
Ralston Cider Mill Museum	Ralston Cider Mill Museum	Mendham Twp.	210,000
Henry Doremus Dutch Stone Farmhouse	Montville Twp Historical Society	Montville Twp.	44,500
Fosterfields Living Historical Farm	Morris County Park Commission	Morris Twp.	2,000
Historic Speedwell	Historic Speedwell	Morristown Town	110,000
Macculloch Hall Historical Museum	Macculloch Hall Historical Museum	Morristown Town	102,500
J. Smith Richardson History House	Mount Tabor Historical Society	Parsippany-Troy Hills Twp.	98,000
Stickley Museum at Craftsman Farms	The Craftsman Farms Foundation, Inc	Parsippany-Troy Hills Twp.	2,243,250
Ford-Faesck Ironmaster's House	Historical Society of Rockaway Township	Rockaway Twp.	124,100
King Store and House	Roxbury Historic Trust, Inc.	Roxbury Twp.	185,000
Morris Canal - Hopatcong State Park segment	NJ DEP, Office of Resource Development	Roxbury Twp.	350,000

Ocean County

Property/Site	Organization	Municipality	Total
Barnegat Lighthouse	NJ DEP, Office of Resource Development	Barnegat Light Boro	\$300,000
Cedar Bridge Tavern	Ocean County Cultural & Heritage Commission	Barnegat Twp.	562,500
Fisherman's Cottage	Long Beach Island Historical Association	Beach Haven Boro	60,000
Long Beach Island Museum	Long Beach Island Historical Association	Beach Haven Boro	10,000
Double Trouble State Park	NJ DEP, Office of Resource Development	Lacey Twp.	800,000
Strand Theater	Lakewood Development Corporation	Lakewood Twp.	436,000

Cavalry Cottage	Stafford Township Historical Society, Inc.	Stafford Twp.	175,000
Manahawken Station, Tuckerton Railroad	Stafford Township Historical Society, Inc.	Stafford Twp.	105,000
Rockhill-Bartlett-Rockhill House	Barnegat Bay Decoy and Baymen's Museum	Tuckerton Boro	1,912,500
Sony Brae Salt Box	Barnegat Bay Decoy and Baymen's Museum	Tuckerton Boro	100,000

Passaic County

Property/Site	Organization	Municipality	Total
Morris Canal Park - Clifton segment	Friends of the Morris Canal Park in Clifton, NJ	Clifton City	\$2,500
Long Pond Ironworks furnace	NJ DEP, Office of Resource Development	Ringwood Boro	1,150,000
Ringwood Manor	NJ DEP, Office of Resource Development	Ringwood Boro	1,500,000
Skylands Dairy Barn/Workshop	NJ DEP, Office of Resource Development	Ringwood Boro	2,500,000
Somers Mansion	NJ DEP, Office of Resource Development	West Milford Twp.	200,000

Salem County

Property/Site	Organization	Municipality	Total
Hancock House	NJ DEP, Office of Resource Development	Lower Alloways Creek Twp.	\$350,000
Marshalltown School	Mannington Township	Mannington Twp.	110,000
Church Landing Farm Museum	Pennsville Township Historical Society	Pennsville Twp.	19,000
Fort Mott State Park	NJ DEP, Office of Resource Development	Pennsville Twp.	6,750,000

Somerset County

Property/Site	Organization	Municipality	Total
Olcott Building	Somerset Hills School District	Bernardsville Boro	\$2,179,500
Six Mile Run Reservoir Site	NJ DEP, Office of Resource Development	Frankford Twp.	1,500,000
Rockingham State Historic Site	NJ DEP, Office of Resource Development	Franklin Twp.	1,400,000
Old Millstone Forge	Old Millstone Forge Association	Millstone Boro	700
Daniel Roberts House	Borough of Somerville	Somerville Boro	15,000
Old Dutch Parsonage	NJ DEP, Office of Resource Development	Somerville Boro	550,000
Wallace House	NJ DEP, Office of Resource Development	Somerville Boro	250,000
Abraham Staats House	Friends of Abraham Staats House, Inc.	South Bound Brook Boro	24,200

Sussex County

Property/Site	Organization	Municipality	Total
Waterloo Village	NJ DEP, Office of Resource Development	Byram Twp.	\$8,600,000
Edison School House Hungarian Church Museum	Franklin Historical Society	Franklin Boro	118,300
Roper Cabin	NJ DEP, Office of Resource Development	Sandyston Twp.	200,000
Double Pond Village	NJ DEP, Office of Resource Development	Vernon Twp.	350,000
High Breeze Farm/Barrett Farm	NJ DEP, Office of Resource Development	Vernon Twp.	850,000

Lusscroft Farm	NJ DEP, Office of Resource Development	Wantage Twp.	3,000,000
----------------	--	--------------	-----------

Union County

Property/Site	Organization	Municipality	Total
Deserted Village of Feltville/Glenside Park	Union County Department of Parks & Community Renewal	Berkeley Heights Twp.	\$560,000
Homestead Farm at Oak Ridge	Union County Department of Parks & Community Renewal	Clark Twp.	5,000
Boxwood Hall	NJ DEP, Office of Resource Development	Elizabeth City	200,000

Warren County

Property/Site	Organization	Municipality	Total
Lock Tender's House	NJ DEP, Office of Resource Development	Allamuchy Twp.	\$300,000
Rutherford Hall	Allamuchy Township Board of Education	Allamuchy Twp.	485,300
Ramsaysburg Homestead	Knowlton Township	Knowlton Twp.	555,000

Total Visitor Amenities Needs of Respondents: \$142,577,611

Linking Our Legacy to a New Vision



A Heritage Tourism Plan for New Jersey Executive Summary | June 2010

A Vision for Heritage Tourism in New Jersey

Heritage Tourism is essential to the economic well being of New Jersey as travelers and residents visit heritage sites and towns to enjoy authentic, valued and engaging experiences that: **enhance the image of New Jersey as a desirable destination with a rich history that played a vital role in our nation's growth; improve the state's economy through visitor spending, and contribute to the stewardship and sustainability of New Jersey's unique historic, cultural and natural assets.**



ABOVE, top row, left to right: Springfield Presbyterian Church, Springfield (Wally Gobetz); Flemington (NJ Division of Travel & Tourism); Greenwood Gardens, Short Hills (Joy Yagid); center row, left to right: New Jersey History Fair (New Jersey Office of Information Technology); Delaware and Raritan Canal State Park (John R. Plate); Normandy Inn, Spring Lake (NJ Division of Travel & Tourism); bottom row, left to right: American Labor Museum, Botto House National Historic Landmark, Paterson (Wikimedia Commons/Dmadeo); Challenge Grove Park, Cherry Hill (NJ Division of Travel & Tourism); Cape May Lighthouse (Michael McCormick). ON THE COVER, top row, left to right: Burlington (NJ Division of Travel & Tourism); Old Barracks Fife and Drums, Trenton (Old Barracks Museum); Haddonfield (NJ Division of Travel & Tourism); Center row, left to right: Spring Lake (NJ Division of Travel & Tourism); Ellis Island National Monument (Paul Fontana); Meadowlands Environment Center (NJ Division of Travel & Tourism); Bottom row, left to right: Lucy the Elephant, Margate (Wikimedia Commons/Dtcdthingy); Jenkinson's Aquarium, Point Pleasant Beach (NJ Division of Travel & Tourism); Ballantine House, Newark (Newark Museum).

Message from the Chair

On behalf of the members of the New Jersey Heritage Tourism Task Force, I am pleased to present the *New Jersey Heritage Tourism Master Plan*. This plan is the result of intensive work by the Heritage Tourism Task Force and numerous partners who are committed to making heritage tourism an even more vital part of our state's third largest industry—tourism.

New Jersey has many splendid heritage tourism destinations—such as Cape May, Lambertville and Ellis Island—whose visitors come to experience historic sites as well as natural and cultural offerings. Morristown and other cities have developed and market New Jersey's military and industrial heritage. Additionally, the Crossroads of the American Revolution National Heritage Area will encourage tourists to discover Revolutionary New Jersey.

National travel trends indicate the economic benefits New Jersey can generate with a strong heritage tourism program. A 2009 national travel study reveals that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.3

million adults each year. The economic impact is clear: cultural and heritage travelers spend an average of \$994 per trip compared to only \$611 for other leisure travelers. Collectively, cultural heritage travelers contribute more than \$192 billion annually to the U.S. economy.* New Jersey must tap into this economic opportunity.

We propose the formation of a New Jersey Inter-agency Heritage Tourism Council to provide leadership and create a statewide system of partnerships. The council would link state agencies, destination marketing organizations, heritage and cultural organizations, historic sites, communities and other partners to forge a unified approach to heritage tourism development.

By preserving our historic sites and telling the stories of our state's past, New Jersey will enjoy the rewards of heritage tourism by generating increased revenue as we welcome more visitors. We are asking our legislators to revisit the formulas used to fund tourism, history and the arts through the hotel/motel tax and to invest considerably more in our state's third largest industry.

All the members of the New Jersey Heritage Tourism Task Force and I look forward to working with each of you as we make New Jersey a premier heritage tourism destination.



Cathleen R. Litvack
Chair, New Jersey Heritage Tourism Task Force



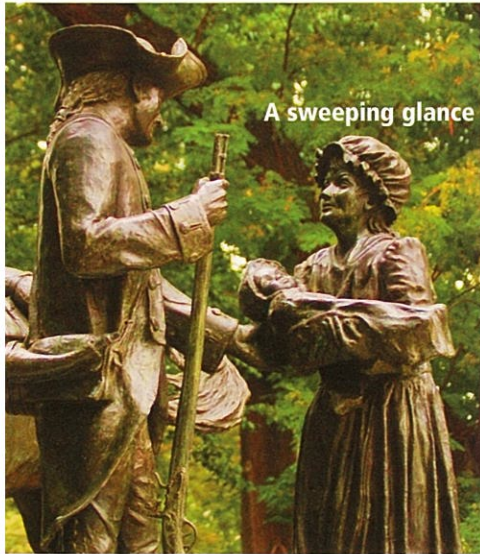
**"Working in tandem
with casinos, arts, culture
and the Jersey shore,
heritage tourism is vital
to the future of our
State's tourism industry."**

DON MARRANDINO
*President, Eastern Division,
Harrah's Entertainment*

*Monmouth Battlefield
State Park (Kevin Abato)*

*(*The Cultural and Heritage Traveler*, 2009 Edition, Mandala Research, LLC; Study commissioned by National Trust for Historic Preservation, U.S. Cultural and Heritage Tourism Marketing Council and U.S. Department of Commerce.)

New Jersey's History: A Legacy to Keep, A Story to Share



*The Green, Morristown
(Ari Hahn)*

A sweeping glance across New Jersey's history leaves the firm impression of a state rushing to meet its destiny. Though small in size, a mere 220 miles long by 70 miles across, New Jersey has had a major impact in shaping just about every aspect of America's evolution.

Striding across the pages of New Jersey's history are such pivotal figures as George Washington, Walt Whitman and Thomas Edison. Events that transformed the nation loom large in New Jersey's past, from the Revolutionary War and creation of a new nation in the 18th Century to inventions and new kinds of production during the Industrial Revolution of the 19th Century, and the 20th Century's cultural shifts toward the growth of suburbs, an increasingly diverse population and the emergence of vacation treks to appealing New Jersey destinations.

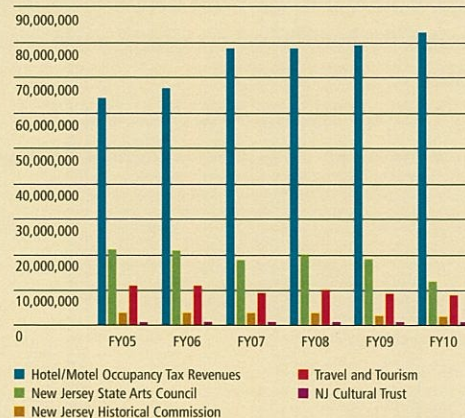
Heritage tourism is... traveling to experience the places and activities that authentically represent the stories and people of the past. It includes historic, cultural and natural resources.

National Trust for Historic Preservation's definition of heritage tourism

In the wake of these history-makers and culture-shapers is the tangible evidence of New Jersey's unique legacy. New Jersey's history is encased in its tranquil small towns, vibrant urban centers and along scenic byways and within heritage areas. Here, revitalized downtowns, museums, heritage trails, hundreds of historic sites and a multitude of special events and programs preserve the built environment and tell the state's engaging stories.

New Jersey's remarkable history, the many places that tell these stories and the commitment of numerous partners position the state to develop a heritage tourism program which will attract visitors, stimulate the state's economy and contribute to residents' quality of life. And perhaps most important, we have the opportunity to fully interpret New Jersey's place in the annals of American history.

New Jersey Hotel/Motel Tax Revenue and Funding Areas



How does New Jersey support and fund heritage tourism?

As interest in heritage tourism and competition for visitation has increased in the past decade, New Jersey's investment in tourism has declined. In 2003, legislation was enacted to impose a 7% Hotel/Motel State Occupancy Tax for New Jersey lodging establishments. After July 1, 2004, the fee was reduced to 5%. A lower tax was approved for cities that already had a local occupancy tax: Newark, Atlantic City and Jersey City (1%) and the Wildwoods (3.15%).

In fiscal year 2004, the New Jersey Legislature allocated a portion of revenues generated from the tax to support four funding areas and set statutory minimums:

■ New Jersey Council for the Arts	\$16,000,000
■ New Jersey Historical Commission	\$ 2,700,000
■ New Jersey Division of Travel and Tourism	\$ 9,000,000
■ New Jersey Cultural Trust	\$ 500,000

Even with the economic downturn, tax collections increased to \$85 million in FY10 from \$65.1 million in FY05. However, support for the four designated funding areas has stayed the same or decreased. Revenues have instead been directed to the state treasury for use in the general fund. In FY10, all four focus areas were funded at levels below the statutory minimum:

- Support for the New Jersey State Council on the Arts fell below the poison pill level to \$14,440,000—a shortage of \$1,560,000.
- Support for the New Jersey Historical Commission fell below the poison pill level to \$2,480,000—a shortage of \$220,000.
- Support for the New Jersey Division of Travel and Tourism fell below the poison pill level to \$8,000,000—a shortage of \$1,000,000.
- Support for the New Jersey Cultural Trust fell below the poison pill level to \$466,000—a shortage of \$34,000.

How does New Jersey support the preservation of historic resources and the development of new heritage tourism products?

The state of New Jersey supports the preservation of historic resources in two primary ways:

- 1) Ownership of 50 historic sites and 51 parks preserved and managed through the New Jersey Division of Parks and Forestry.
- 2) Grant programs and technical assistance through the New Jersey Historical Commission, New Jersey Historic Trust, New Jersey Cultural Trust and New Jersey Scenic Byways Program. Technical assistance is also provided by the



Morris County Actively Promotes Historic Attractions



*Ford Mansion,
Morristown National
Historical Park,
Morristown
(Daniel E. Beards)*

Morris County's Destination Marketing Organization uses limited financial resources strategically to promote the area's history.

The plan showcases four National Historic Landmarks to show trends in the nation's development and to connect the sites to current issues. The DMO has reached visitors through national magazines like *Preservation* and *American Heritage*. Morristown was named one of the National Trust

for Historic Preservation's Dozen Distinctive Destinations in 2002—the only New Jersey community to be awarded that designation as of 2010.

Morris County's National Historic Landmarks:

- Villa Fontana—Home of 19th century political cartoonist Thomas Nast.
- The Stickley Museum at Craftsman Farms—1911 estate of designer Gustav Stickley.
- Morristown National Historical Park—Established in 1933 as the nation's first National Historical Park.
- Historic Speedwell—Tells the story of the birth of the American Industrial Revolution.



*25th Avenue
Amusement Pier,
Wildwood
(NJ Division of
Travel & Tourism)*

New Jersey Historic Preservation Office and New Jersey Department of Community Affairs. Grant and technical assistance requests to these agencies always exceed available resources.

What is New Jersey's commitment to tourism promotion?

For many years, New Jersey has struggled with challenges in tourism promotion, including leadership, funding and a focused branding strategy. In 2007, the New Jersey Division of Travel and Tourism was relocated to the New Jersey Department of State. This placed the tourism division in the same department as the New Jersey Cultural Trust, New Jersey Historical Commission and New Jersey State Council on the Arts. A new system was developed to recognize 19 Destination Marketing Organizations (DMOs) as partners in promoting the state. In 2009, 15 DMOs received grant funding from the tourism division.

There are currently no incentives to encourage a DMO to focus on heritage tourism. Of the 15 DMOs which received promotional grant funds only six—Trenton, Princeton, South Jersey, Southern Shore, Morris County and Somerset County—are actively engaged in heritage tourism.

How will the plan develop a statewide heritage tourism program?

The plan will focus on achieving this mission: New Jersey's heritage sites and places provide quality educational programming, activities and experiences that attract residents and visitors of all ages to spend time and money in the state. In partnership with the tourism industry, government agencies, civic groups and the private sector, heritage sites offer compelling experiences that tell the stories of New Jersey's past, demonstrate the relevance and importance of the state's heritage today, and provide a foundation for future generations.

New Jersey Heritage Tourism Master Plan Strategies

This plan includes four key strategies. Each strategy begins with an answer to the question “WHY IS IT IMPORTANT?” Activities answer the question “WHAT SHOULD BE DONE?” The success of the partnerships formed through the plan’s implementation will ensure a strong heritage tourism program emerges to help heritage tourism thrive in New Jersey.

Develop a management and partnership system to support and advocate for New Jersey’s heritage tourism industry.

- Develop an advocacy network.
- Create a New Jersey Inter-agency Heritage Tourism Council.
- Coordinate support between state, county and municipal agencies.
- Expand and leverage resources for New Jersey’s Heritage Tourism Program through key partnerships.
- Increase revenues from Discover NJ History license plates.
- Implement a performance evaluation system.
- Invest in visitor amenities, interpretation and visitor programs.
- Revisit hotel/motel tax formulas to increase funding for tourism, history and arts.

Develop heritage products and infrastructure.

- Provide guidance and technical assistance to heritage sites.
- Build a strong network of historic sites.
- Help sites get ready for visitors.
- Support implementation of New Jersey’s Wayfinding Master Plan, developed by Celebrate NJ.
- Develop a statewide historical marker program.

Enhance the state-owned heritage sites as centerpieces for heritage tourism.

- Survey and assess state-owned sites for visitor readiness.
- Establish a Foundation or Trust.
- Improve heritage tourism marketing with increased funding.
- Increase historic site and park staffing and provide additional training.
- Develop new interpretive programs.
- Build and sustain meaningful partnerships.

Build a strong marketing network.

- Build community pride and encourage local involvement and engagement.
- Encourage communities to host Staycation campaigns.
- Create a statewide Doors Open program.
- Encourage and support heritage education programs.
- Develop a Community Heritage Tourism Tool Kit.
- Assign a staff member as heritage tourism coordinator in the New Jersey Division of Travel and Tourism.
- Use interpretive themes for promotions.

The Strategies

Develop a management and partnership system to support and advocate for New Jersey's heritage tourism industry

Why is it important?

Time...money...resources...staff...expertise... everyone has some of these but no one has enough of any of them go it alone in creating a successful statewide heritage tourism program. It takes the involvement and commitment of many players—historic sites, heritage destinations, tourism bureaus, businesses, cultural organizations and others—to tackle the extensive “to do” list.

What should be done?

- New Jersey's advocacy begins with an **Inter-agency Heritage Tourism Council**. The New Jersey Heritage Tourism Task Force proposes an Executive Order that changes the committee into an inter-agency council. The council's formation is a key first step to connect all of the state's agencies and organizations that work on some aspect of heritage tourism to create a unified statewide program. The Council will:
 - Include cabinet level officials or designated staff.
 - Include state agencies and nonprofit organizations represented on the Task Force.
 - Be housed in the New Jersey Historic Trust within the Department of Community Affairs.
 - Be funded by the New Jersey History License Plate Fund.
 - Reach out to communities to create a system of advocates across the state.
 - Revisit hotel/motel tax formulas to increase funding for tourism, history and arts.
- A **staff person will be designated as the heritage tourism liaison** in the New Jersey Division of Travel and Tourism, New Jersey Historical Commission, New Jersey Historic Trust, New Jersey DEP/Natural and Historic Resources and New Jersey Network.

Partners in Heritage Tourism

Destination Marketing Organizations (DMOs)

New Jersey Division of Travel and Tourism

New Jersey Travel Industry Association

NJ Hotel and Lodging Association

Bed and Breakfast Innkeepers Association of New Jersey, Inc.

NJ Restaurant Association

History community

Cultural community

Conservation community

Universities and colleges

- **Advocacy to governing agencies** will be enabled by conducting a study that evaluates the economic impact of heritage tourism in New Jersey, producing an annual “state of heritage tourism” report and creating a speakers’ bureau and presentation on heritage tourism.

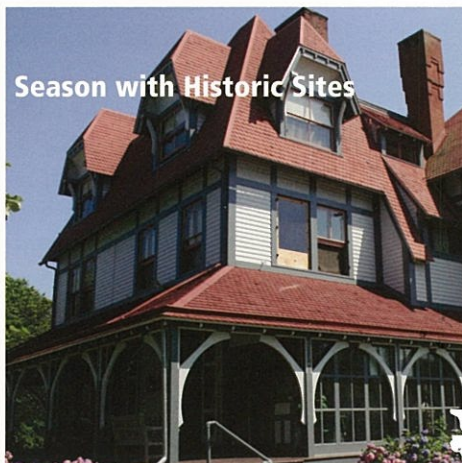


- Increasing sales of **Discover NJ license** plates will provide funding for the New Jersey Heritage Tourism Inter-agency Council to support the plan's implementation. Activities include special promotions such as sales competitions, creation of a History Passport program, placement of brochures in all state parks, the turnpike and parkway rest areas, and ad placement in magazines and Web sites.
- **Engaging New Jersey's travel industry** encompasses many activities, including meetings with DMOs, educational resource development, cooperative marketing, promotional packages, New Jersey-themed product development (specialty foods and



Cape May Extends Tourist Season with Historic Sites

*Emlen Physick Estate,
Cape May
(Megan Cannistraro)*



In Cape May, heritage tourism has successfully expanded the traditional 12-week beach resort tourist season. Almost 300,000 visitors a year tour the town's three restored historic sites (the 1879 Emlen Physick Estate, the 1859 Cape May Lighthouse and the World War II Lookout Tower), take an array of community history tours (on five trolley buses, by boat and walking through historic interiors) and participate in a year-round schedule of special events.

3lex

"When organizations provide compelling public programming they demonstrate the institutional brand message as well as the institution's relevance toward meeting the needs of the community."

MEME OMOGBAI
Chief Operating Officer
Newark Museum



Newark Museum: Programming Attracts New Visitors



Newark Museum, Newark
(Newark Museum)

Public programs at the Newark Museum are designed to supplement the exhibit offerings within the museum's galleries and function as an extension of the institution's mission. In February 2010, the museum promoted Black History Month on Facebook and Twitter. February began with 1,795 Facebook fans and ended with 2,149 fans, with a total of 354 people joining the site's page. Every year the Museum attracts thousands of attendees to its annual film festivals, concert series and family festivals. In 2009, a record audience of 8,500 attended Dinosaur Day, a family festival which enhanced the nature science gallery's on-site learning. These events create unique windows of opportunity as the limited time when they are offered create a sense of urgency to visit the museum.

merchandise), enhanced interpretation at parks and recreation areas, creation of inventories and evaluation of the impact of heritage tourism.

- **Success in developing a heritage tourism program will be measured** by identifying performance measures to be tracked, collecting baseline information and developing a collection process that evaluates program operations, economic impact and visitor satisfaction.
- **Enhanced technical assistance and refocused grant making** will benefit heritage sites. Activities include training in fundraising, adding a heritage tourism category to existing state grants for the New Jersey Historical Commission and New Jersey Division of Travel and Tourism, and seeking new funding resources for historic sites.
- **Revisiting the distribution of hotel/motel tax funds and seeking new sources of revenue** will be essential to supporting the development of New Jersey's historic sites.

Develop heritage products and infrastructure

Why is it important?

Task Force members and other stakeholders pointed to the current visitor experience at many New Jersey historic sites as a key concern. An average of 52% of stakeholders at the 2009 public meetings rated "provide guidance and technical assistance to heritage sites" as the plan's top priority—the highest average ranking of any activity.

What should be done?

- **Technical assistance programs** to focus on interpretive planning, new interpretive techniques, finding funding and recruiting volunteers. Training will be sought from the National Association of Interpretation, American Association of Museums and American Association for State and Local History. Other assistance includes heritage tourism sessions at the Governor's Conference on Tourism and at preservation conferences, and developing communication templates for elected officials, members, funders, residents, sponsors and partners.

What are cultural heritage travelers looking for?*

40% experienced local cuisine
39% visited historic sites
39% explored small towns
38% visited state/national parks
34% took a self-guided walking tour
33% visited historic buildings
32% shopped for local arts and crafts
31% visited history museums/galleries
28% visited art museums/galleries
25% visited natural history museums/centers

*The Cultural and Heritage Traveler, 2009 Edition

- **Building a strong communication network** will help historic sites share operational expertise and advocate for the sites' needs. Activities include developing a communications system, hosting an annual planning meeting for historic site managers and creating a mentoring program for historic site managers, staff and heritage destinations.
- **Identifying "Visitor Ready" sites** and providing assistance to help other sites become visitor ready. Visitor readiness is based on three criteria:
 - Sites that are open to the public during regularly scheduled hours, with a preference for weekend hours of operation.
 - Sites that are actively promoted as tourism attractions.
 - Sites that support one or more of the six statewide heritage themes or providing programming related to that theme(s).
- **The State of New Jersey Wayfinding Master Plan**, developed by the nonprofit organization **Celebrate New Jersey**, outlines a system to provide directional highway signage across the state. (<http://public.celebratenj.org/>.) The New Jersey Inter-agency Heritage Tourism Council will work

Themes Guide Heritage Tourism Development

The Contours of New Jersey History: An Essay on Context for the Heritage

Tourism Master Plan provided an overview from which six themes were created. Themes will be used in historic site interpretation, the statewide historical marker program, heritage education curriculum and tourism promotions.



New Jersey in Conflict

New Jersey's pivotal role in the Revolutionary War began a military tradition that continues today.

EXAMPLES

- WW2 Fire Control Tower #23
- Monmouth Battlefield State Park
- Battleship New Jersey, at left
(photo: Susan Kane)
- Fort Hancock

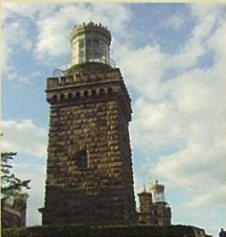


New Jersey at Work

Industry and creative innovation shaped New Jersey and helped transform the world.

EXAMPLES

- Edison National Historic Site
- Delaware & Raritan Canal
- Batsto Village, at left (photo: NJ Division of Travel & Tourism)
- Oxford Furnace



New Jersey Land and Sea

Making a living from the land and from the sea has long been part of life in the Garden State.

EXAMPLES

- Howell Living History Farm
- Minisink Archaeological Site
- Twin Lights at left (photo: Al Siano)
- Bivalve Shipping Sheds, Bayshore Discovery Project



New Jersey at Play

New Jersey has a history of hosting vacationers seeking relaxation and inspiration.

EXAMPLES

- Seabright Lawn Tennis and Cricket Club
- The Wildwoods, at left (photo: Ron Emrich, Preservation New Jersey)
- Cape May Historic District
- Hopatcong State Park



Many Faces of New Jersey

New Jersey's population has grown increasingly diverse from the first Native Americans to waves of immigrants from Europe and subsequently from all over the world.

EXAMPLES

- Peter Mott House
- Ballantine House
- American Labor Museum, Botto House National Historic Landmark
- Ellis Island, at left (photo: Warren T. Lazarow)



New Jersey by Design

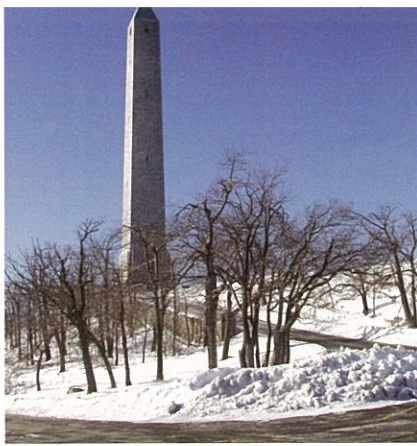
New Jersey has a remarkable assembly of great design that is reflected in designed landscapes and planned communities, as well as in vernacular and high-style buildings of many architectural types.

EXAMPLES

- Greenwood Gardens, at left
(photo: Courtesy of The Garden Conservancy)
- Radburn
- Abel and Mary Nicholson House
- Georgian Court University

"It is critical for New Jersey to develop a uniform system to measure how our tourism industry is performing each year. This tool will allow us to make accurate yearly performance comparisons to adjust our tourism policies according to the data collected."

SENATOR JIM WHELAN,
District 2



*High Point Monument, High Point State Park
(New Jersey Office of Information Technology)*

with the New Jersey Department of Transportation to **support the adoption and implementation of the plan** and will encourage historic sites to participate.

- *The Assessment of State Historical Marker Programs*, a report prepared for the New Jersey Historical Commission in 2007, documents statewide marker programs across the country and recommends a New Jersey State Historic Marker Program. In January 2010, both houses of the New Jersey Legislature passed bills authorizing a marker program, which were signed into law. The Heritage Tourism Inter-agency Council will **assist in selecting a signage style** including visitor appeal, initial cost and maintenance considerations.



Edison National Historical Park, West Orange: Site Gives View into Innovation

The Edison National Historical Park offers an opportunity for heritage travelers to see the factory where Thomas Edison worked for 44 years, developing more than half of his 1,093 patents for his inventions. Several factory floors with new exhibits were opened to the public for the first time in October 2009 after a 6-year, \$13 million restoration effort. Between opening day October 9, 2009 and January 3, 2010, close to 16,000 visitors toured the laboratory complex; 6,000 also visited Edison's home, Glenmont.



*Thomas Edison
National Historical Park,
West Orange (U.S. Department
of the Interior, National
Park Service, Thomas Edison
National Historical Park)*

Enhance the state-owned heritage sites as centerpieces for heritage tourism

Why is it important?

The New Jersey Department of Environmental Protection's Division of Parks and Forestry administers the state's largest historical museum organization, encompassing more than 50 historic sites, 24,000 museums objects, 68,000 archaeological artifacts and 51 parks. Many state historic sites and parks are staffed with professionally trained interpretive personnel who provide year-round programming. In addition, these sites have amenities such as restrooms, parking and interpretive signage. These resources make the division a key partner in a statewide heritage tourism program. As visitation grows, sites will need **new facilities, improved visitor amenities and additional staff**.

What should be done?

- **Survey sites** for visitor amenities and produce a project list of needs for each historic site and park.
- Establish a **Foundation or Trust** for state-owned historic sites.
- Improve heritage tourism marketing with **increased funding** to the New Jersey Division of Travel and Tourism.
- Increase historic sites and park **staffing** and **provide additional training**.
- Develop new **interpretive programs**.
- Build and sustain strong **partnerships**.

Build a strong marketing network

Why is it important?

Some of New Jersey's historic sites are fully restored, professionally interpreted and promoted to visitors. As the heritage tourism master plan is implemented, more sites will become ready to welcome visitors and will benefit from increased marketing.

What should be done ?

A two-tiered marketing strategy will attract visitors from within and outside of the state:

- **An internal marketing network**—Encourage residents to discover and take pride in their communities and to travel within the state:
 - Encourage communities to host **Staycation promotions**. (The vacationer stays at home and creates the environment of a traditional vacation.)
 - Create a statewide **Doors Open Program** offering behind-the-scenes tours and programs with free or reduced admission.

Pennsylvania's Heritage Tourism Initiative Began with Pilot Regions

Pennsylvania launched a statewide heritage tourism initiative by working with four pilot regions (Philadelphia's African-American Heritage, Lower Bucks County, Lancaster County and the Oil Heritage Region) in the early 1990s. Assisted by the National Trust for Historic Preservation's Heritage Tourism Program, a statewide heritage tourism advisory committee oversaw the pilot regions' work. At the end of the four-year pilot, a summary of the accomplishments in each region was presented to state decision makers. Working intensively with four pilot regions was a cost-effective way to determine the return on a statewide investment in heritage tourism. Other states—such as Indiana, Wisconsin, Texas, Tennessee, Iowa, Illinois and Colorado—have also launched statewide heritage tourism programs by working with pilot regions.



Lancaster County, PA
(Lancaster County
Planning Commission)

- Encourage **heritage education programs** through on-site programming, after school programs, summer camps or other special programs. An inventory of New Jersey's heritage education programs will provide the foundation for developing effective new programs.
- Develop a **Community Heritage Tourism Tool Kit** to help communities and heritage sites join in the state's heritage tourism program.
- **An external marketing network**—Attract out-of-state visitors through cost effective joint promotions of heritage sites and destinations.
- Assign a staff member as **heritage tourism liaison** in the New Jersey Division of Travel and Tourism.
- Use **interpretive themes** for promotions.
- Heritage sites assist in promotions** through the New Jersey Division of Travel and Tourism.

How will New Jersey's Heritage Tourism Master Plan Succeed?

The state of New Jersey, through the New Jersey Heritage Tourism Task Force, has taken the initiative to create a successful and sustainable heritage tourism program.

The result will be direct economic impact for New Jersey. Tourism is the state's third largest private sector employer. Every 160 visitors to New Jersey create one New Jersey job. A recent study prepared by D.K. Shifflet & Associates Ltd. (DKSA) on behalf of the New Jersey Division of Travel & Tourism measured the Return on Investment (ROI) from the state's most recent television advertising campaign. The campaign yielded a \$315:\$1 ROI. Visitors who made a trip to New Jersey because of this advertising campaign generated \$676 million in incremental spending.

More than one third of all state tourism offices are funded in part or in whole through a hotel/motel tax. There is a direct nexus between a hotel/motel tax and using the generated revenue to enhance the amenities that bring visitors to stay overnight. In 2004, New Jersey enacted a hotel/motel tax that set minimal limits for funding tourism, history and arts. The balance of the collected tax reverts to the general fund. If a larger share of this revenue stream were redirected to support and sustain the industry, New Jersey would undoubtedly realize a much larger return on this investment.

Through creation of partnerships and implementation of the New Jersey Heritage Tourism Master Plan, New Jersey will be positioned to capitalize on the state's historic resources, to generate significant economic impact and to share its stories with an ever-growing number of heritage travelers.

"Tourism returns \$29 for every \$1 invested, so we must focus on expanding this impact. One way is for heritage sites to partner with the education system. Every fourth grader studies New Jersey history, and many visit local sites as a class. Wouldn't it be wonderful if these youngsters visited with their families, as well? Let's make New Jersey history a family adventure, with the schools suggesting locations that tie in with the study material each month." SENATOR DIANE ALLEN, District 7



Essex County
Branch Brook Park,
Newark
(Joseph A. Sorrentino)

4/20/12

The Planning Process

The New Jersey Heritage Tourism Task Force was created by the Senate and General Assembly of the State of New Jersey through P.L. 2006, c.60, "to provide strategic direction for the promotion of heritage tourism in New Jersey and to create a comprehensive heritage tourism master plan for New Jersey."

A three-year planning process included researching previous and existing heritage tourism efforts in New Jersey, public meetings, creation of a historic sites inventory and evaluating national heritage travel trends to assess New Jersey's heritage tourism potential. The Task Force worked with a consultant team led by the National Trust for Historic Preservation's Heritage Tourism Program throughout 2009 to prepare the plan.

New Jersey Heritage Tourism Task Force

Cathleen R. Litvack, *Chair*
Executive Director
Crossroads of the American
Revolution Association

Leslie Bensley, *Vice Chair*
Executive Director
Morris County Tourism Bureau

John Seitter, *Vice Chair*
President, JRS Consulting

Cindy Bloom-Cronin
New Jersey Scenic
Byway Coordinator
Designate for Commissioner
New Jersey Department
of Transportation

Nancy Byrne
Former Director, New Jersey
Division of Travel and Tourism

David Cowell
Former President
Advocates for New Jersey History

Elizabeth Christopherson
Former President and
Executive Director, New Jersey
Public Broadcasting Authority

Mary Donohue
Vice Chair, Historic New Bridge
Landing Commission

Dorothy Guzzo
Executive Director
New Jersey Historic Trust

Carol Herbert
Chair, New Jersey State
Council on the Arts

Barbara Irvine
Former Executive Director
New Jersey Historic Trust

Sally Lane
Designate for Amy Cradic
Assistant Commissioner,
Natural and Historic Resources
New Jersey Department
of Environmental Preservation

Marc Mappen
Executive Director
New Jersey Historical Commission

Ann Marie Miller
Executive Director
ArtPride New Jersey

David Miller
Former Vice President, New Jersey
Public Broadcasting Authority

Phyllis Oppenheimer
Designate of Director
New Jersey Division
of Travel and Tourism

Dan Saunders
Deputy State Historic Preservation
Officer and Acting Administrator—
Historic Preservation Office
New Jersey Department
of Environmental Protection

Janice Selinger
Deputy Executive Director for
Production, New Jersey
Public Broadcasting Authority

Allison Trattner
Designate, New Jersey State
Council on the Arts

Sandra Turner-Barnes
Executive Director
Camden County Cultural &
Heritage Commission

Brian Tyrrell
Former Interim Director of
Hospitality and Tourism Center
The Richard Stockton
College of New Jersey

Cliff Whithem
Director of Hospitality
and Tourism Management
Undergraduate Program
The Richard Stockton College
of New Jersey

Nancy Zerbe
President, Edison Memorial Tower
Corporation and ARCH², Inc.

B. Michael Zuckerman
President, Advocates
for New Jersey History
Director, Mid-Atlantic Center for
the Arts and Humanities

Special thanks to
Catherine Goulet
Task Force Secretary
Principal Historic Preservation
Specialist, New Jersey Historic Trust



New Jersey Heritage Tourism Task Force

c/o New Jersey Historic Trust

P.O. Box 457, Trenton, NJ 08625

Email: njht@dca.state.nj.us Website: www.njht.org

Testimony of Craig Dorsett, Department of Environmental Protection

Senate State Government, Wagering, Tourism and Historic Preservation Committee

July 26, 2018

Good morning. Thank you Senator Beach and the members of the Committee for the opportunity to join you this morning.

My name is Craig Dorsett and I am here today on behalf of the Department of Environmental Protection. Our Administrator for the Office of Historic Preservation, Kate Marcopul, was originally invited to speak but is unfortunately away this week and sends her regrets that she cannot be here in person.

In my role at the DEP, I work for our Assistant Commissioner of Natural and Historic Resources, which oversees the Division of Parks & Forestry and Office of Historic Preservation, two divisions which will be fully engaged in the topic before us today.

The Natural and Historic Resources program area within DEP is responsible for administering much of the State's conservation, stewardship and historic preservation portfolio, including management of State parks, forests, historic sites, and fish & wildlife resources. The Green Acres and Historic Preservation programs are also housed within NHR.

The mission of the Historic Preservation Office is to assist in identifying, preserving, protecting, and sustaining New Jersey's historic and archaeological resources through the implementation of the state's historic preservation program. The office provides outreach and assistance through conferences, workshops, publications, and consultations in order to achieve these goals.

As you know, New Jersey's historic resources are the physical embodiment of the State's rich history. In strengthening our efforts to preserve these historic resources, we can also prepare for the 250th anniversary of the American Revolution.

Without question, the Administration is excited to showcase New Jersey's critical role in the American Revolution, and is looking forward to the opportunity to play a leading part in the Semiquincentennial.

Celebrating these important resources is what our employees have privilege of doing each and every day. Our dedicated staff and volunteers help preserve and interpret so many special places across our state, from right here in Trenton to Princeton and Monmouth Battlefields and so much more.

We take tremendous pride in our role helping to educate the public—especially our young people—about the resources and stories that comprise these sites.

We also recognize the important role these places play in supporting our tourism economy. A 2013 study of the economic impacts of heritage tourism in New Jersey found that heritage tourism was New Jersey's third largest industry, generating 11 million visits in 2012 and resulting in \$2.8 billion in visitor spending. This reinforces the shared interest we have in preparing the State and our resources to capitalize on this upcoming anniversary.

In closing, the DEP looks forward to working with the legislature, our advisory councils, and the public on efforts and initiatives to ensure that we have a vibrant historic preservation program to prepare for and celebrate the Semiquincentennial and beyond.

Thank you.

Testimony of Maxine N. Lurie on state preparations for the 250th Anniversary of the American Revolution. New Jersey Senate, Committee on State Government, Wagering, Tourism & Historic Preservation. July 26, 2018.

I am Maxine N. Lurie, Chair of the New Jersey Historical Commission, and Professor Emerita at Seton Hall University. Supposedly retired I teach one course a year (this fall on New Jersey History), and am working on a book about those in New Jersey who were from 1776 to 1783 caught in the middle of a nasty civil war. I have been a historian for fifty years, actually as long as the Historical Commission has existed. Not surprisingly I think history is important. A democracy needs educated citizens, something Thomas Jefferson pointed out when working to help create the University of Virginia. State history is important because, among other reasons, it helps give residents (young and old, born here and immigrants) a sense of place and belonging, an understanding of a past that is literally in their backyards. Hopefully by emphasizing it we can also bring in tourists, and with them jobs and revenue.

The American Revolution is a really important part of New Jersey's history, because for most of the war New York City was the British headquarters, and Philadelphia was the Patriot capitol. New Jersey was the crossroads between the two, and it was also a source of grain, meat, hay and other supplies. George Washington and the Continental Army spent more time here than anywhere else. Now is the time, as the legislature has wisely recognized, to start planning for the 250th anniversary. The New Jersey Historical Commission is the agency tasked with promoting state history, and will work with an appropriate non-profit partner to do this.

There are a number of items that need to be addressed:

Advertising. Crossroads of the American Revolution has designed signs for places like the Old Barracks to put up, but there needs to be more. When I drive into Pennsylvania signs say "American History Started Here," New York is putting up lots that say "New York the Path to History." Maybe New Jersey should have ones that say "History is Every Where" because it is, especially the history of the Revolution.

Support for research and publication, an area that the New Jersey Historical Commission has long sustained. There are many topics left to investigate, complicated and interesting stories that should be told. This includes information on slavery, women, and how diverse ethnic and religious communities experienced the Revolution. Later I will give a brief example from my own recent research.

Development of educational materials for use by teachers K- through graduate school. This could include old fashioned pamphlets and books, videos, blogs, pod casts, digitalized materials, U Tube videos, and other new media materials that can quickly make connections between the past and the present. The New Jersey Historical Commission has done much of this in the past, including a series of 27 pamphlets for the 200th Anniversary of the Revolution still used today, but there is room for much more. There is a need for updates based on new research or new perspectives (such as noting the roles of women, and blacks – including, as recent news reports have noted, findings about slaves owned by the 18th century founders of Princeton, Rutgers, and most other early colleges).

Planning events and programs at Revolutionary war sites, and others places, that will draw in diverse audiences in terms of age and background.

Recognizing the value of history and the humanities to teach skills that have value for all occupations – doing research, evaluating sources, analyzing the results, and writing and speaking clearly.

Possibly building a visitors' center (or several recognizing that this small state sees divisions of north, central, and south). When I drive up I-91 into Vermont there is a beautiful Welcome Center with lots of information about what to see and do in the state. Information on the Revolution in New Jersey, and more, would be helpful for all visitors and maybe also some curious residents.

Upgrading existing state sites related to the Revolution by doing necessary preservation work, but also by including facilities for school children (such as bathrooms and places for lunch or a snack).

Finally, I want to end with a story emphasizing how history, and particularly the history of the American Revolution, is relevant to the present, while also noting that we still have much to learn. Recently while working on manuscripts at Rutgers University's Special Collections I looked at letters and other papers from two New Brunswick figures – Bernardus Lagrange and Abraham Beach. Lagrange was a Loyalist, so disliked and distrusted by his neighbors that they hanged him in effigy; he thought they were a "dirty nest" of rebels. When the war ended he and his family, like an estimated 60,000 other Americans became refugees. Beach was the Anglican minister and a friend. A few days after the Declaration of Independence was read in the town Beach began to preach a Sunday service, but was stopped by a member of his Congregation who said if he continued he would be arrested as praying for the King's health was treason. He stopped then and again later in the war, but when the British controlled the area in the spring of 1777 he conducted services in New Brunswick while living in Somerset. Washington's army took his live stock, and traded shots with Hessians guarding the town. When the war ended he moved to New York City because he had a wife and five children but no salary, there had been so much destruction that members of the church could not pay him. Initially I was not going to spend much time on the Loyalists in my book, but I changed my mind. What I found is a story about refugees, definitions of treason, and the devastation of war, relevant issues for us today.

I could not have told you this story a year ago, but now I can. It illustrates how new research and information can help us think differently about the past, and that can have a lasting impact. I hope it also will help you think about how we can all learn while commemorating the Revolution.

**Testimony of Patrick Murray
re state preparations for the 250th Anniversary of the American Revolution**

**New Jersey Senate
Committee on State Government, Wagering, Tourism & Historic Preservation
July 26, 2018**

Mr. Chairman, Madame Vice-Chairwoman and members of the committee:

I am Patrick Murray, former board member and chair of the Crossroads of the American Revolution Association, the non-profit organization designated by Congress to manage the Crossroads of the American Revolution National Heritage Area.

I commend the legislature for its farsightedness in passing A-4194 which awaits the governor's signature. In particular I want to express my gratitude to Majority Leader Weinberg and Speaker Coughlin for their determination in spearheading this effort. I also want to acknowledge Sen. Bateman, a member of the New Jersey Historical Commission, for his continued support of these efforts in co-sponsoring this bill. Last but not least, I want to thank Chairman Beach for his sponsorship of this bill and his assistance in its expedient passage.

A-4194 establishes a planning process for the state's commemoration of the 250th anniversary of the American Revolution. When cities and states host major events, such as the Olympics or the World Cup – which will coincidentally be coming to New Jersey in 2026 – one question the event sponsors have to answer is what will be the lasting legacy for the local community. This is why the legislature had the forethought to assign the state's 250th planning tasks to a unique public-private partnership. I would like to take a few moments to talk about the role of that private partner.

Let me start by saying I am not an expert in historic preservation or conservation, nor am I a historian. You will be hearing from respected professionals in those fields today. I am, however a huge cheerleader for New Jersey and in particular the unparalleled contributions our state made to the founding of this nation. That is how I first became involved with Crossroads 10 years ago.

I was asked to join the board when the association was going through a federally mandated needs assessment process to establish the management plan for the newly established national heritage area. I became heavily involved in that process and had the opportunity to take part in listening sessions with a broad spectrum of stakeholders – including managers of public and private historic sites, environmentalists, historians, re-enactors, tourism professionals, and business and community leaders.

While each group made a strong case for having more resources dedicated to their particular area of concern, one consistent drumbeat was sounded at all these meetings: New Jersey's role in the American Revolution lacks a unifying brand identity that conveys its significance both to the state and the nation. What we heard is that the primary contribution Crossroads could make would be to elevate the profile of New Jersey's wealth of Revolutionary War era resources and in so doing increase the public's appreciation for these community assets.

During my time with Crossroads, including the last five as chair, we have worked to create an active non-profit board comprised of well-connected business and community leaders from across the state, many

of whom are familiar to members of this committee. Over the past few years, Crossroads has focused its efforts mainly on improving the visitor experience by creating a vibrant brand image and sponsoring professional development opportunities for local sites and organizations. Crossroads's executive director Janice Selinger will be able to talk more about these efforts and the economic impact of heritage tourism in New Jersey.

So what role should a private partner play as we lead up to this momentous milestone? While the private partner should assist in the coordination and marketing of commemorative events – which for New Jersey will actually run from 2024 to 2033 – the private partner's main focus should be on creating a lasting legacy of historical – and specifically heritage tourism – infrastructure that will benefit local communities for generations to come. And by infrastructure, I don't just mean buildings, but personnel and other visitor services as well.

With the assistance of initial public funding to seed the effort, the non-profit partner should spur private investment for the resources necessary to position New Jersey as THE place to visit when you want to immerse yourself in the Rev War experience. This is akin to the model Virginia used in the 1950s in the lead-up to the centenary of the Civil War. Now Civil War buffs flock to that state for the full range visitor experience of that era.

The private partner should create a cohesive brand strategy for the American Revolution, assess strengths and weaknesses of the current visitor experience, create itineraries that link multiple sites and communities, and spearhead the creation of a visitor center entry point or points.

Let me give you a few examples of how this vision may play out.

Imagine a branded week-long self-tour around the Battle of Monmouth – the largest land artillery engagement of the entire war. You could follow the British forces as they evacuated Philadelphia, stopping at Indian King Tavern in Haddonfield as you traverse your way along the quaint river towns of Burlington County. Or you could follow the Continental line by starting your journey in Lambertville. As you head across the middle of the state you could stop at a winery or other agritourism opportunity. After visiting the magnificent battlefield state park and surrounding sites, you could follow the British retreat and dip your toes in the water at Sandy Hook. Or follow the Americans to the banks of the Raritan River and the wealth of visitor opportunities in New Brunswick and Piscataway, where George Washington ordered the first official July 4th celebration in 1778. To top it off, you can emulate the General by continuing your journey north to enjoy a picnic by the Great Falls – and maybe get just as inspired as Hamilton did when he, Lafayette, and Washington did the same.

And all those community economic opportunities can be promoted around a unifying theme based on a single event that happened in New Jersey.

A more compact venture could entail spending a long weekend exploring the Ten Crucial Days story in Trenton and Princeton. Or an annual Road to Morristown bike ride that winds its way along the D&R Canal from Somerset County and on up to the National Park in Jockey Hollow. Or a Retreat Across the Jersey's itinerary that takes in Fort Lee and New Bridge Landing. And when this is all branded under New Jersey's Crossroads of the American Revolution umbrella it will lend cachet to more remote sites, such as Hancock's Bridge, Chestnut Neck, or Shippen Manor.

Moreover, such an itinerary provides the opportunity to introduce visitors to other New Jersey's cultural offerings. I've already mentioned agritourism and the industrial heritage commemorated in Paterson. Suffrage, civil rights, theater, art, recreation – these worlds can all be tied into New Jersey's American Revolution experience.

In order to make this all a reality, though, there must be a comprehensive planning process. It is good that we are starting this process now.

The first step for the private partner should be to utilize the public seed funding to engage consultants to undertake a wide-ranging needs assessment. Some of this work has already been done – documenting some property repair and maintenance needs as well as signage planning. But there also needs to be an assessment of visitor readiness – including staffing levels, quality of interpretive experience offered, and visitor services available including ADA accessibility. The assessment should also include both short-term and long-term recommendations for how visitor services can most effectively be enhanced, from adding on-site interpretive staff with requisite funding and training or offering alternative interpretive experiences through the use of technology ranging from cell phone tours to augmented reality apps. This process should also develop touring itineraries that link related sites.

Furthermore, this assessment should examine the optimal siting, size and content for a New Jersey American Revolution visitor center, including the potential for satellite centers. Rather than be designed as a standard museum, this facility should serve as a hub that encourages exploration of Rev War resources throughout the entire state in a way that complements rather than competes with existing sites (including the American Revolution Center in Philadelphia). This process will also encompass necessary site planning and architectural services.

This is where the private partner's fundraising responsibility comes in. A multi-million dollar capital campaign will be necessary to install signage, make infrastructure upgrades, develop touring itineraries, enhance staffing and training, provide mini-grants for local projects, implement technological upgrades, and of course construct a visitor center. As planning progresses, the private partner should also work closely with the Historical Commission and other stakeholders to coordinate and promote a full program of commemorative activities.

The world will be on our doorstep in July 2026 – quite literally, since Met Life Stadium is certain to host a number of World Cup tournament games and maybe even the final match. Furthermore, preliminary plans for the national celebration based in Philadelphia will stretch across the river to Camden and also includes a "node" at Washington Crossing.

New Jersey has an unprecedented opportunity to inspire visitors with what the American Revolution means – not just for the generals and soldiers but for common citizens like them who were caught in the crossfire of a tumultuous time. Importantly, we can spark their imaginations with a visitor experience that will keep them coming back for more – creating a lasting economic legacy for our state and local communities. Our message will be, if you want to experience the American Revolution, you have to start at the crossroad. And that is found in only one place: New Jersey.

Thank you.

I am Janice Selinger, Executive Director of Crossroads of the American Revolution National Heritage Area. Crossroads was established by an act of Congress in 2006 as one of 49 National Heritage Areas across the country. We're unique among that group in that we focus exclusively on the impact of the American Revolution on our landscape and the people who lived here during the war.

New Jersey can tell that story the way no other state can... because this was, literally, the crossroads where Patriot and British forces clashed more often than anywhere else. Communities around the state deeply felt the impact of war ... in major battles and in small skirmishes... with many New Jerseyans losing homes, farms and property. It is vital that New Jersey tells this story and capitalizes on our unique status during the 250th anniversary of the American Revolution, from 2024-2033. We are thrilled that our legislators understand this and overwhelmingly approved legislation establishing a public/private partnership focused on this important task.

Rather than create a new commission to lead planning for the anniversary, New Jersey is making the most of existing structures both inside and outside of state government. The public/private partnership includes two existing organizations that are uniquely qualified to take on this effort—The NJ Historical Commission and the non-profit organization responsible for the maintenance and administration of a national heritage area dedicated to the history of the American Revolution in New Jersey.

We at Crossroads see the power of partnerships like this every day, and we're honored to lend our experience and talents to this once-in-a-generation opportunity. We connect and tell the Revolutionary story with the help of more than 130 allied organizations around the state – we call them our heritage partners. Through those partnerships and our heritage tourism communications and outreach work, we have helped build a stronger awareness of New Jersey's Revolutionary heritage and have helped drive visitorship to the state's many sites related to the fight for our nation's independence.

With additional focus through a multi-million dollar capital campaign, a mini-grant program, site visitor readiness and needed upgrades, New Jersey will be well prepared to take its place among the leading states telling the nation's Revolutionary story.

We have a strong foundation to build on. Communities around New Jersey already capitalize on local Revolutionary history to celebrate our shared heritage and draw new audiences. For example, Patriots Week here in the Trenton area... includes reenactments of the two Battles of Trenton and a host of events that combine history and the arts to celebrate the 10 days that turned the tide of the war. The annual reenactment of the Battle of Monmouth draws thousands of people every year at the site where history was made. New Brunswick is among many communities that host readings of the Declaration of Independence... with the bonus of reenacting just a small portion of the nation's first Independence Day celebration ordered by General Washington on the banks of the Raritan River in 1778.

Just as important are the opportunities visitors will have to experience Revolutionary New Jersey year-round. As an example, Crossroads uses our website and social media to promote hundreds of events and open houses held by historic sites around the state, inviting visitors to discover the people who lived here during the Revolution and experience a little bit of 18th century life in New Jersey. Those include places like the Whittall House in Gloucester County... that tells the story of a Quaker family whose farm became a Continental fort and battlefield ... and the Dey Mansion in Passaic County ... where Washington headquartered. Both are among the sites that combine Revolutionary history with 21st century fun, like concerts and movies, to attract new audiences. And with that, they offer the chance for visitors to consider the choices they might have made, had they lived here during that difficult time.

It's that personal connection that makes New Jersey's Revolutionary story so powerful. War was real here, and it affected communities in many ways. Crossroads shares those stories on our website through 14 storylines that connect sites and people through themes that relate the grassroots impact of troop movements, battles and military policy. On an even more personal level, we share the stories of Revolutionary Neighbors — a diverse group of more than 60 everyday 18th century New Jerseyans. The state's population was not totally behind independence, and our Neighbors' stories reflect the impact of their decisions, whether to support independence, stay loyal to the Crown or be neutral. Thousands of school children statewide have discovered their personal connection to the Revolution through this program, which is endorsed by the New Jersey Education Association.

The public/private partnership offers New Jersey a unique opportunity to raise awareness of its seminal role in the War for Independence. Not only does this make sense for community pride and as an educational and tourism effort... but it's a sound, long-term investment in New Jersey's economy.

The facts bear it out. In 2012, the NJ Historic Trust sponsored a study that revealed that heritage tourism in the state generated nearly 11 million visits in 2012, resulting in \$2.8 billion in visitor spending... representing nearly 8 percent of the GDP impact of the entire New Jersey tourism industry. That included \$1.5 billion in labor income, supporting nearly 38,000 total jobs.

Crossroads followed up with a baseline study of its own in 2016, focusing specifically on New Jersey's Revolutionary heritage tourism potential. That study determined that Crossroads generates \$166.6 million in economic impact, supporting 1729 jobs and generating over \$10.3 million in tax revenue.

With the excitement of the coming anniversary and support from the state government and business communities, there's potential for so much more... provided we hit the ground running.

2026 may seem far off, but work needs to be done now to position New Jersey to make the most of the attention we can gain through the 250th. We expect the competition for the heritage tourist's attention to be fierce during the 250th celebration, and we don't want New Jersey to miss out. A comprehensive inventory of the state's Revolutionary-era historical sites will reveal areas where potential site improvements should be made. Just as important, interviews with historic site staff, volunteers and management will uncover needs for visitor services training, including story telling skills to engage guests and encourage them to recommend New Jersey to their friends. The findings of the inventory will guide ongoing efforts to prepare these sites to meet visitor needs and offer a compelling experience.

In addition, a consultant will need to study the potential and location for a statewide Revolutionary visitor center as a gateway encouraging travelers to explore other New Jersey sites to discover more.

The potential is huge for the Revolution to become one of New Jersey's biggest tourism draws, with a fresh, innovative message that attracts visitors

of all ages. We are excited to work with the State Division of Travel and Tourism to do just that.

Crossroads is already helping sites prepare to present more authentic representations of 18th century life. Our ongoing workshops for historical interpreters are helping publicly-and privately-owned sites improve their Revolutionary era costuming and the crafts and trades they demonstrate.

We appreciate the forward thinking of our legislature to make sure that New Jersey has enough time and resources to address the 250th appropriately, and we look forward to finding ways to secure additional funding and needed assistance for state-run historic sites. As you no doubt are familiar, they are doing their best to tell New Jersey's remarkable history despite years-long deferred maintenance needs.

For example, just a short walk from here, the Trenton Battle Monument marks the start of the December 1776 battle that turned the tide of the American Revolution. However, it's closed due to a broken elevator and lacks modern signage that tells the story of the site and the battle into context for visitors.

The Battle Monument is just one of more than a dozen state-owned sites that await maintenance and restoration to welcome visitors. Unfortunately, this challenge is not limited to the state park system. Scores of sites operated by local governments and not-for-profit groups... also need improvements to welcome a new generation of visitors with high expectations. For example, the Benjamin Temple house in Ewing is among many sites that have unique stories to tell... but lacks enough staff to welcome visitors more than a few times a month.

With the approach of the 250th anniversary... and growing public interest in our nation's founding ... investing in these treasured resources will reap strong returns for the state's economy, now and in the long term.

That said, we recognize that government can't fund it all. New Jersey's corporate citizens have a tremendous opportunity to support our Revolutionary heritage and invest in the long-term sustainability of our historic sites... whether they're publicly owned or in the hands of heritage groups. We're optimistic they'll respond enthusiastically.

At Crossroads, we're honored that many members of our board of trustees are New Jersey business and civic leaders. Their enthusiasm for history... combined with their business acumen and public affairs expertise ... has been invaluable to us as we've taken on ambitious projects to promote the state's Revolutionary-era heritage.

For example, some of New Jersey's corporate citizens have already joined us on first steps by sponsoring Crossroads-branded signage at Revolutionary-era sites. Marked with the six-pointed star featured in our logo, these signs will make it easy for travelers to identify sites that help tell the story of the Revolution in New Jersey. You may have noticed the Crossroads star on the interpretive marker just outside the Old Barracks gate today. With the generosity of businesses and foundations, we are working to extend this branded signage statewide.

It's a good -- and necessary -- start, and opportunities to do more are endless. Early work will be done setting up an advisory council of corporate and community leaders to focus on fundraising from businesses and civic minded individuals and foundations to support the 250th. A planning subcommittee -- of representatives from the state's Revolutionary War historical sites, educators, tourism industry leaders, legacy groups and others -- will be an essential element to work on coordinating commemorative events.

Thank you for the opportunity to offer Crossroads' perspective on the planning for New Jersey's commemoration of the nation's 250th anniversary. We look forward to working with the New Jersey Historical Commission and all interested parties to make the anniversary a success.

Discover Revolutionary New Jersey



**CROSSROADS of the
AMERICAN
REVOLUTION**

★ NATIONAL HERITAGE AREA ★

SIGNAGE PROGRAM



**CROSSROADS of the
AMERICAN REVOLUTION**
★ NATIONAL HERITAGE AREA ★



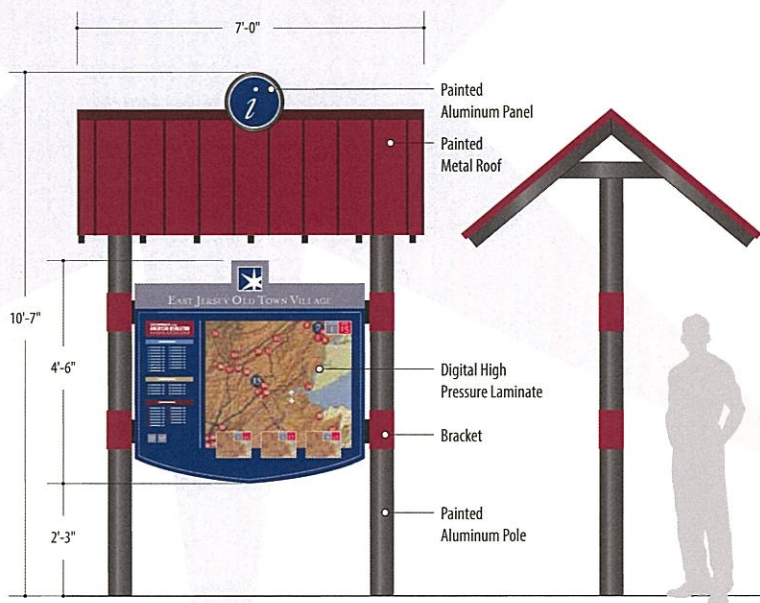
55x

Signage Program

New Jersey currently enjoys just a fraction of the potential benefit that could be realized from its many Revolutionary War sites. A key challenge to leveraging these resources is the lack of a prominent and cohesive identity. The Crossroads signage program is designed to create a visual brand for the American Revolution in New Jersey. Crossroads has developed a variety of sign types that can be used by partner sites and organizations as part of a unified branding strategy.

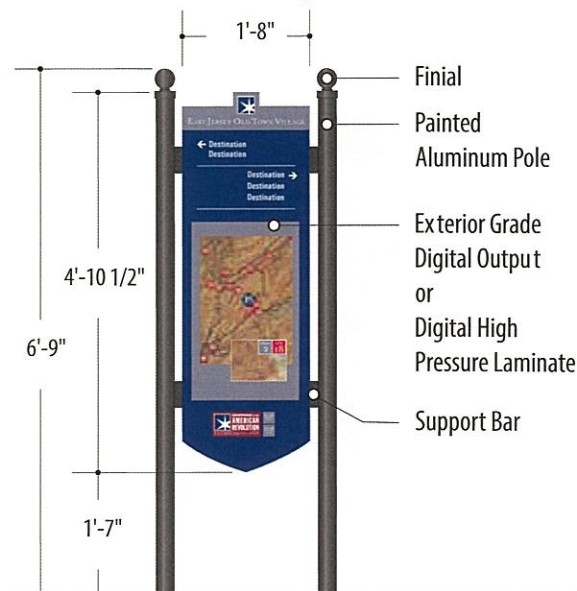
- Wayfinding Signs
- Interpretive Panels
- Orientation Map Kiosks
- Site Identification Markers

Large Map Kiosk



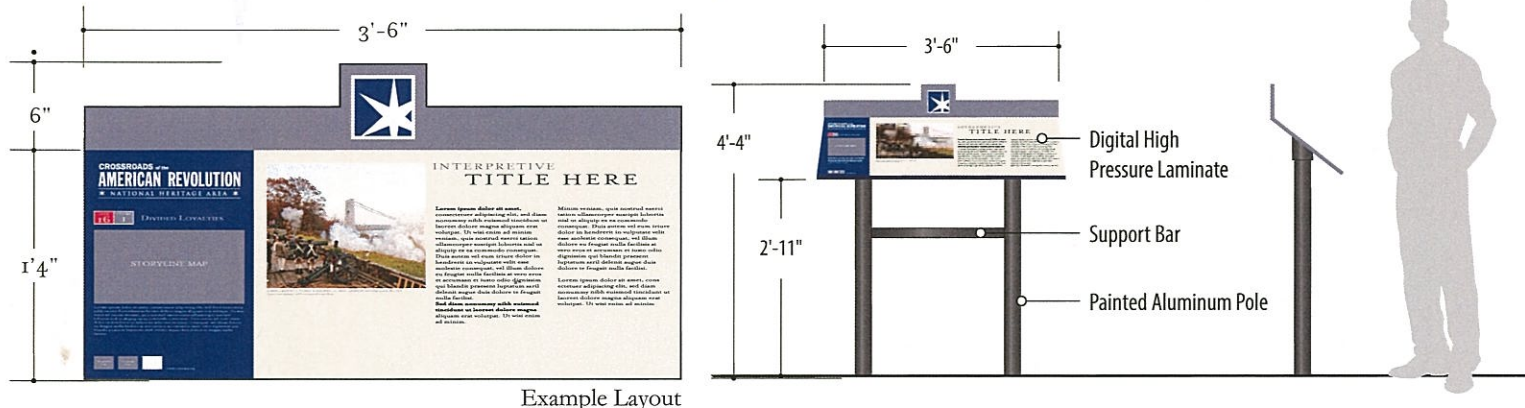
This kiosk is most suitable for places with heavy pedestrian traffic, such as town centers with a variety of sites located nearby.

Small Map Kiosk



This map kiosk can be used at historic sites near other related sites, or where sidewalk space is limited.

Interpretive Panel

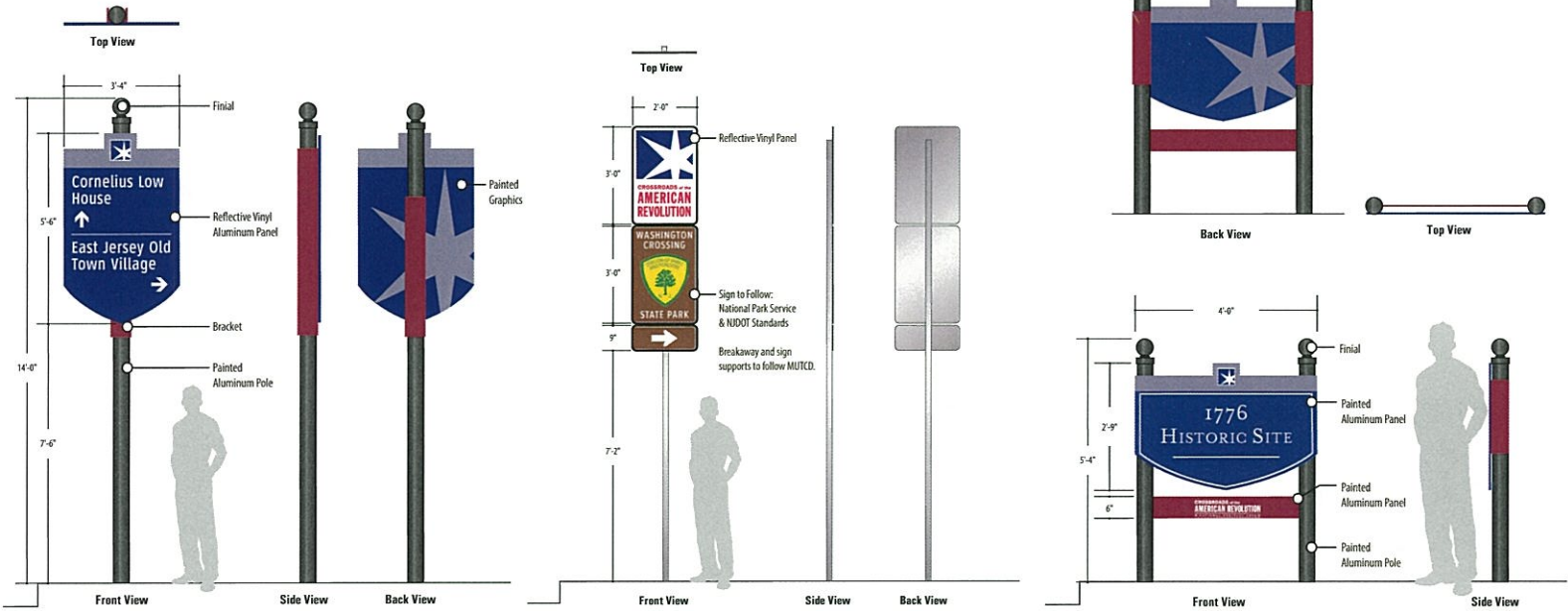


Example Layout

The Crossroads interpretive panel provides both a visual and narrative link that ties each site into the larger story of the American Revolution in New Jersey. Text and image content is develop collaboratively with each site.

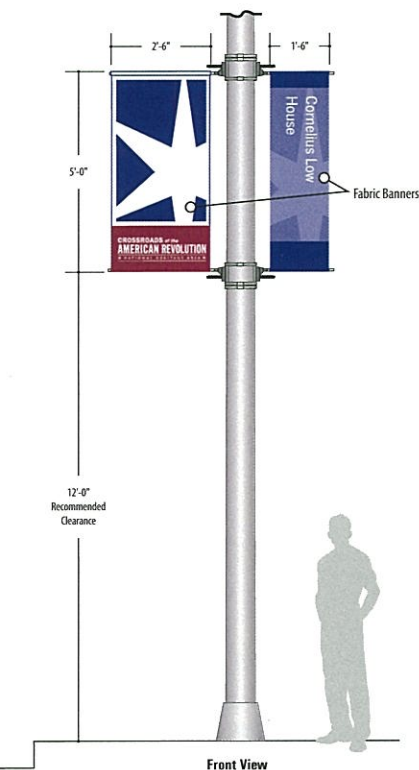


Wayfinding and Entry Signs



Crossroads has design options for heritage area wayfinding signs or for add-on panels that can be used with existing route markers.

Banners

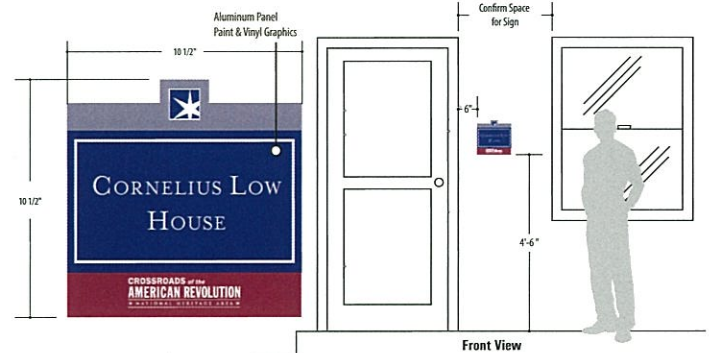


Pedestrian Map/Interpretive Panel



These signs can be used when space is limited. Both sides of the panel can be utilized to provide orientation and interpretive information.

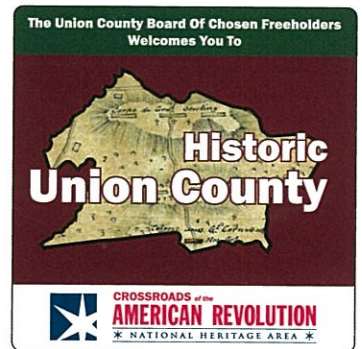
Door Plaque



Marks a building entrance at pedestrian level. Can be used when space is limited.

Supplement Option

Does your site already have a visual brand? We can work with you to find appropriate ways to include the Crossroads identity.



Banners can act as destination identification when space is limited, or in combination with other signs.



Partnerships

Crossroads is ready to work in partnership with you to develop a signage solution that meets your needs – whether you are building a signage program from scratch, would like to add a particular type of Crossroads sign at your site, are looking to establish wayfinding markers in your community, or want to integrate the Crossroads identity with your existing signage or brand.

Any use of the Crossroads logo and star mark must adhere to our branding standards and requires prior approval. Please contact us if you would like to incorporate the Crossroads logo into your signage program.

Contact: Janice Selinger, Executive Director 609-633-2060 | info@RevolutionaryNJ.org
101 Barrack Street, Trenton, NJ 08608



Heritage Tourism in New Jersey

Crossroads of the American Revolution National Heritage Area is guided by a mission to connect the people and places of New Jersey's rich Revolutionary heritage to inspire community pride, stewardship, and civic engagement. At the heart of this mission is elevating the profile of our partner sites and organizations to enhance public appreciation in ways that benefit their host communities. Heritage tourism is a major economic driver for New Jersey – with our state's Revolutionary sites playing a key role.

- \$167 Million economic impact produced
- 1,729 Jobs supported
- \$10.3 Million in tax revenues generated

Source: 2016 independent study, Tripp-Umbach

Crossroads of the American Revolution National Heritage Area was established by Congress in 2006 and is managed by a non-profit organization to enhance and promote New Jersey's Revolutionary War resources to engage, educate and inspire residents and visitors alike.

"Having New Jersey's Revolutionary War state parks cross-linked with the Crossroads brand is an important step in expanding the partnership between these organizations and our ability to fulfill our respective and collective missions."

Mark Texel
Director, Division of Parks and Forestry
NJ Department of Environmental
Protection



"Exploring the historic sites in New Jersey with my family has turned out to be a great adventure. We had no idea how many incredible things happened right here in our own backyard! We're so proud to be from New Jersey!"

Tricia Branch
Marlboro, NJ

**Senate State Government, Wagering, Tourism and
Historic Preservation Committee
July 26, 2018 Public Hearing on Historic Preservation**

**Statement of Donald F. Weinbaum
Burlington, NJ**

Good Morning Chairman Beach, Vice-Chair Turner and Committee Members:

Thank you for the opportunity to testify today about historical preservation in NJ, which is an issue that has not received much attention in recent years. My name is Donald Weinbaum, and I am a historical researcher and preservation advocate from Burlington County. This is not what I do professionally. Rather, history is my love and my passion.

I am associated with more than a dozen historical, genealogical, and archeological groups, including the National Trust for Historical Preservation, Preservation New Jersey, Mansfield Township Historical Society, Trenton Historical Society, William Biddle Mount Hope Historical Conservancy, Archaeological Society of NJ, Genealogical Society of NJ, and others in Burlington county and across the state. I am not here to speak for any of them; rather I would like to share a perspective that is informed by my interactions with professionals and volunteers in this field, as well as by my own efforts.

I have a particular interest in Colonial History, especially that related to the West Jersey Colony and the formation of New Jersey, its counties and municipalities. Not enough people know of New Jersey's critical role in the American Revolution and the events that led up to it. My roots in New Jersey go back only four generations, but I am fully convinced that our state and our country would be vastly different today were it not for the early settlers and patriots who fought for the freedoms that sometimes are taken for granted today.

It is fitting that this hearing is taking place in the Old Barracks in Trenton. Trenton played a pivotal role in the American Revolution. One might think that would put the city on the national

map as an important tourist destination. Sadly, despite the efforts of many, that has not yet happened. Perhaps, today's hearing will be the event that starts to change that.

Trenton's history is closely connected with that of Burlington County. Mercer County did not exist until 1838. In the colonial era, South Trenton, Hamilton, and Bordentown were actually part of Burlington County, and before that part of the West Jersey Colony. Few people are aware that the Council of Proprietors of West Jersey, founded in 1688, still exists today and is likely the oldest corporation still in existence in the United States. The "Concessions and Agreements" adopted by the West Jersey Colony provided certain rights and freedoms for the early settlers and are believed by some to have served as a framework for the Constitution of the United States. Many of America's prominent leaders and families are able to trace their roots to colonial West Jersey or to East Jersey.

Burlington County has numerous connections to the American Revolution through its families, towns, and structures. Burlington City is an undiscovered jewel, with many remaining colonial era buildings. Like Trenton, it also had an Old Barracks. Today, what remains of the barracks has been incorporated into the foundation of a Knights of Columbus building. Dunk's Ferry, now part of Beverly, is also noteworthy, as it was the location chosen by Washington for the second of his three planned crossings of the Delaware.

Despite all of its history, New Jersey faces some difficult challenges with respect to preservation. I would like to outline a few of these and to suggest some steps that might be taken to address them:

1. Remembering our History and Interpreting It

- More digitization of records is needed in order to make them accessible to residents in this era of technology. Digitization also serves to protect fragile records that might be at risk of loss.
- Resources are needed to preserve records of local importance, as well as those of statewide significance.

2. Preserving our Historic Structures and Historic Sites from Demolition or Destruction

- Many of our colonial era buildings are disappearing, and this trend will continue unless we take deliberate action to preserve them.
- In my own area of South Jersey, numerous buildings that were listed in the Federal Historic American Buildings Survey (HABS) in the 1930-1940s have since been demolished.
- Public ownership is often a death sentence for an historic building. Recent examples include the Hugg-Harrison-Glover House in Bellmawr, demolished last year by the NJDOT, and Sunnyside Farm, owned by Mount Laurel Township, which has been proposed for demolition in the near future.
- “Green Acres” funding comes with some hidden strings that often work against historic preservation. Existing structures, which may be historic but not well documented, generally are demolished and cleared from the land so it can be restored to open space. In recent years, many such buildings have been lost.
- More commonly, benign or intentional neglect of inadequately documented structures is what results in their loss. Local historical inventories are not commonly available outside of libraries. If no one knows of their history, there will be no efforts to preserve such older structures.
- I would be remiss not to call attention to the role of Historical Archaeology. Without the efforts of archaeologists, we might not know about the history that is right under our feet. A prime example is right out the window. The early plating mill on Petty’s Run was right next to the State House, but until it was uncovered several years ago, it might as well have never existed.

3. Preserving the Resting Places of New Jersey’s Pioneers and Patriots

- In the colonial era, it was common for deceased family members to be buried on the family farm. Today, most of these farms have passed out of the family. The graves remain, but sometimes the markers have been lost or intentionally

removed. Family members are often denied access, and the grave sites may not be properly recorded on land documents.

- With encroaching development, many such farms have been subdivided for housing, office complexes, and other uses. Other early cemeteries, associated with churches or private groups, have long since been abandoned. The net result is that many graves of Revolutionary and Civil War era soldiers and other early settlers, including those of African Americans, are at risk of being lost.
- NJ lacks any significant protections for Family and Private Burial Grounds. In the last legislative session, a bill to address this was passed by the Assembly, but in the Senate it did not make it to a floor vote.

4. Expanding Funding and Closing Gaps in Statutes and Regulations

- Maintaining pass-through funding to counties is of great importance, as it can be used to support projects in communities that have few other resources.
- Allowing non-profits and volunteer groups to take over threatened properties may be viable in some situations, especially when government no longer wishes to maintain them.
- Strengthening of statutes and regulations is also critical - to close gaps, to encourage communities to protect and preserve their histories, and to encourage adaptive reuse of historic structures when appropriate.

Clearly, steps are beginning to be taken in some of these areas, but additional resources and planning are required to address deferred issues and unmet needs across the state. Time is not our friend in historic preservation. Sadly, each day we lose a bit more of our history, we lose some of the people who remember it, and we lose structures that can never be replaced.

Thank you for the opportunity to speak today, and thank you for your efforts to preserve New Jersey's history.

Donald Weinbaum

Burlington, NJ 08016