

MIDWEST OFFICE - SHARE YOUR HERITAGE

2004

ULLIN, Illinois -- The University of Illinois Extension Center was one of only four sites selected in 2004 to receive a two-day **Share Your Heritage** workshop in August, led by representatives of the National Trust's **Heritage Tourism Program** and MWO staff. Although economically challenged, the five southernmost counties of Illinois are rich in architectural, natural and cultural resources. The workshop was designed to help the participants devise a strategy to inventory and protect the area's diverse heritage resources and to forge effective partnerships for cultural heritage tourism development. The workshop was designed to address the local stakeholders' specific cultural heritage tourism issues, such as their need to develop a tourism infrastructure, strengthen collaboration and communication among regional and local partners, and determine ways to effectively spread information about the history of the area to residents and tourists.



Participants are welcomed to the Share Your Heritage workshop, held at the University of Illinois Extension Center in Ullin, IL.

The workshop brought together over 40 stakeholders representing a variety of local and regional organizations, and participants were carefully selected by the local co-sponsor for their expertise, influence and the resources they brought to the table. Participants included the Southern Illinois Tourism Bureau, the Southernmost Illinois Delta Empowerment Zone, the Department of Natural Resources, and many others in addition to the University. Sessions focused on cross-discipline training, the principles of cultural heritage tourism, and interactive training and problem-solving exercises that culminated in the design of a "Perfect Day in Southern Illinois" trip agenda and a written action plan for the participating organizations.