



## ***Buckhead Heritage: Interpretive Master Plan***

As an organization, Buckhead Heritage strives to preserve and promote significant historic resources that contribute to the quality of life in Buckhead. In addition to working to protect Buckhead's many significant structures, landscapes, and artifacts, this organization also works to preserve Buckhead's intangible resources through on-going projects such as their Oral History Project. Since 2009, Buckhead Heritage has been recording oral history interviews in an effort to preserve personal recollections of the community's history and evolution.

Buckhead Heritage's newest endeavor is creating an Interpretive Master Plan for Buckhead that will make specific recommendations for integrating the community's history into the Buckhead Collection, an envisioned network of parks, trails, and green spaces that will enhance the quality of life in Buckhead.

Through a planning process that engages a 28-member Steering Committee representing the major organizations and groups in the Buckhead community, Buckhead Heritage will define and clarify Buckhead's primary storylines and desired visitor experiences. They will identify the sites and destinations that should be incorporated and recommend interpretive tools such as signage, smart phone tours, temporary exhibits, kiosks and more. By creating an Action Plan that sets priorities, defines partnership roles, estimate costs and identifies funding sources, Buckhead Heritage's Interpretive Master Plan will guide the organization and partners with the integration of historic interpretation at sites throughout the green space system over the next 10 to 15 years.

Ultimately, the cohesive interpretive program has the potential to significantly benefit the local economy by fostering increased heritage tourism in Buckhead.

Heritage tourism is the fastest growing segment of the world's largest industry. Compared to travelers overall, heritage enthusiasts are a little older and more likely to have a postgraduate degree. They tend to take longer trips, staying 5.2 nights versus 3.3 nights for the average traveler, spend more money, participate in more activities, and stay more often in hotels, motels, and bed-and-breakfasts than in private homes. They are also more likely to fly to their destinations and shop when they get there. Heritage tourists spend an average of \$688 per trip compared to the average \$425 of other U.S. travelers.

The interpretative program that results from this master planning process will also help foster a sense of community identity based on Buckhead's rich history and do so with a consistent graphic style.