

*This Land is Our Land*



Atchafalaya

NATIONAL  
HERITAGE  
AREA

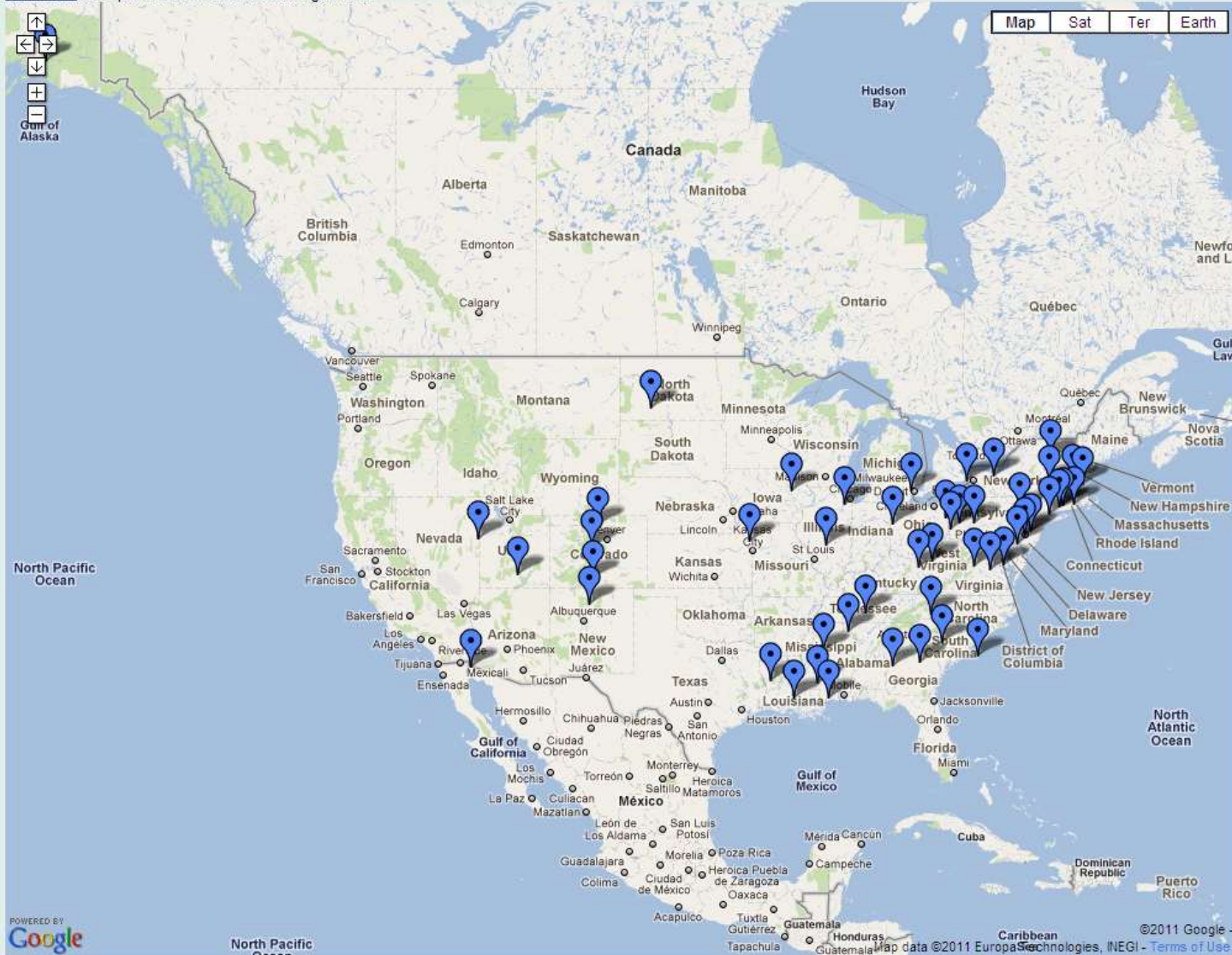
AMERICA'S FOREIGN COUNTRY

# Heritage Area Best Practices

- Community revitalization
- Cultural & natural resource conservation
- Historic preservation
- Stewardship building
- Economic development
- Education & authentic interpretation
- Recreation



[Click here](#) for a printable list of all 49 Heritage Areas



[View Larger Map](#)

Click on a Marker for a detailed description of any National Heritage Area or select an

# NHA's - Economic Impact

- NHA's leverage \$5.50 for every \$1 invested  
(Source: NPS)
- 118 million travelers participate in cultural & heritage activities/ \$192 M annually (Travel Industry Assoc)
- Cultural & Heritage Visitors:
  - Stay longer: 4.7 nights vs. 3.4 nights
  - Spend more: \$994 vs. \$611 per trip  
(Mandala Research)

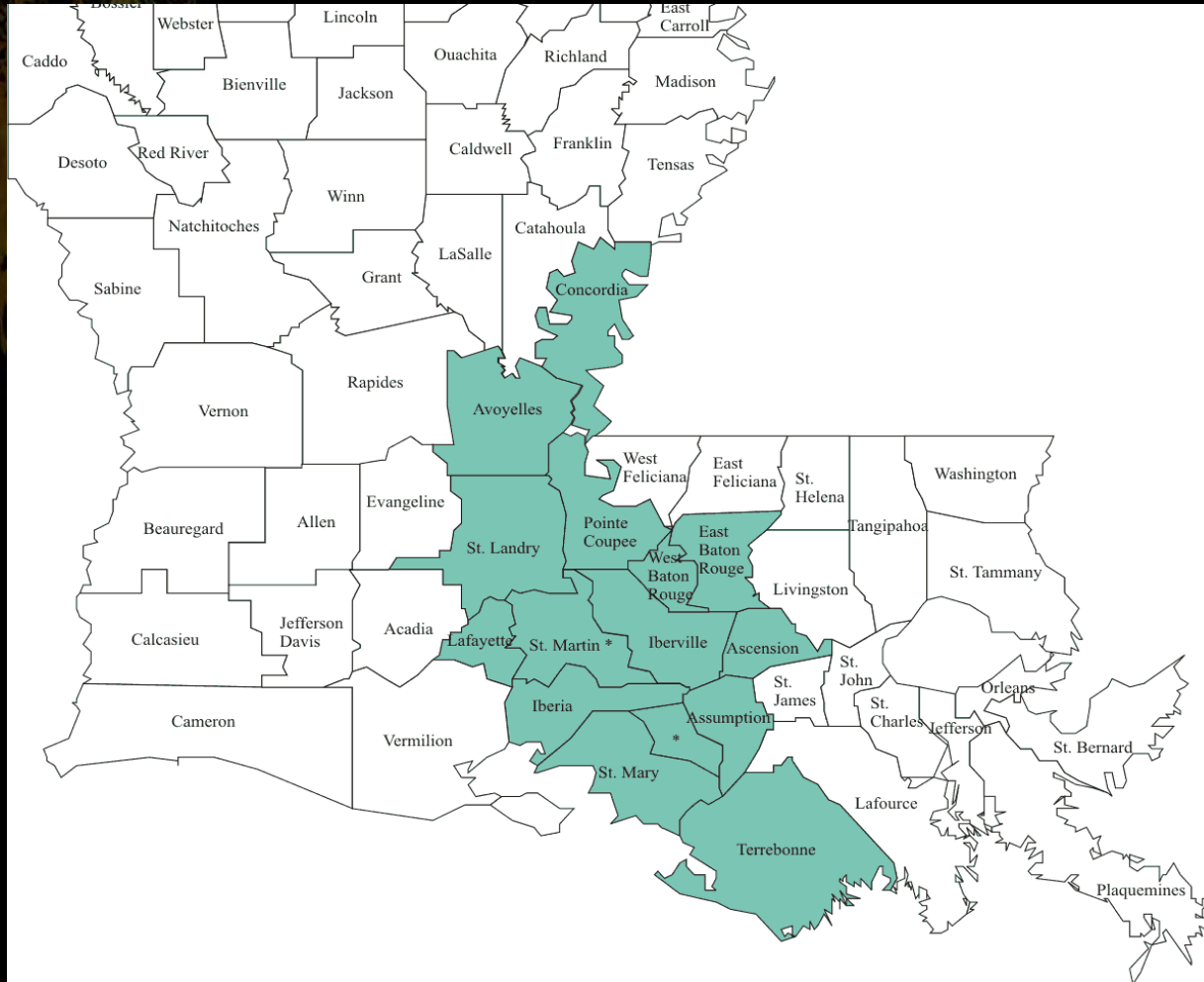


# Atchafalaya National Heritage Area

- State heritage area since 1997
- National designation in 2006
- Housed in Office of Lt. Governor, CRT
- 14 Commissioners, one from each parish
- Over 10,000 square miles
- Roughly the size of Massachusetts

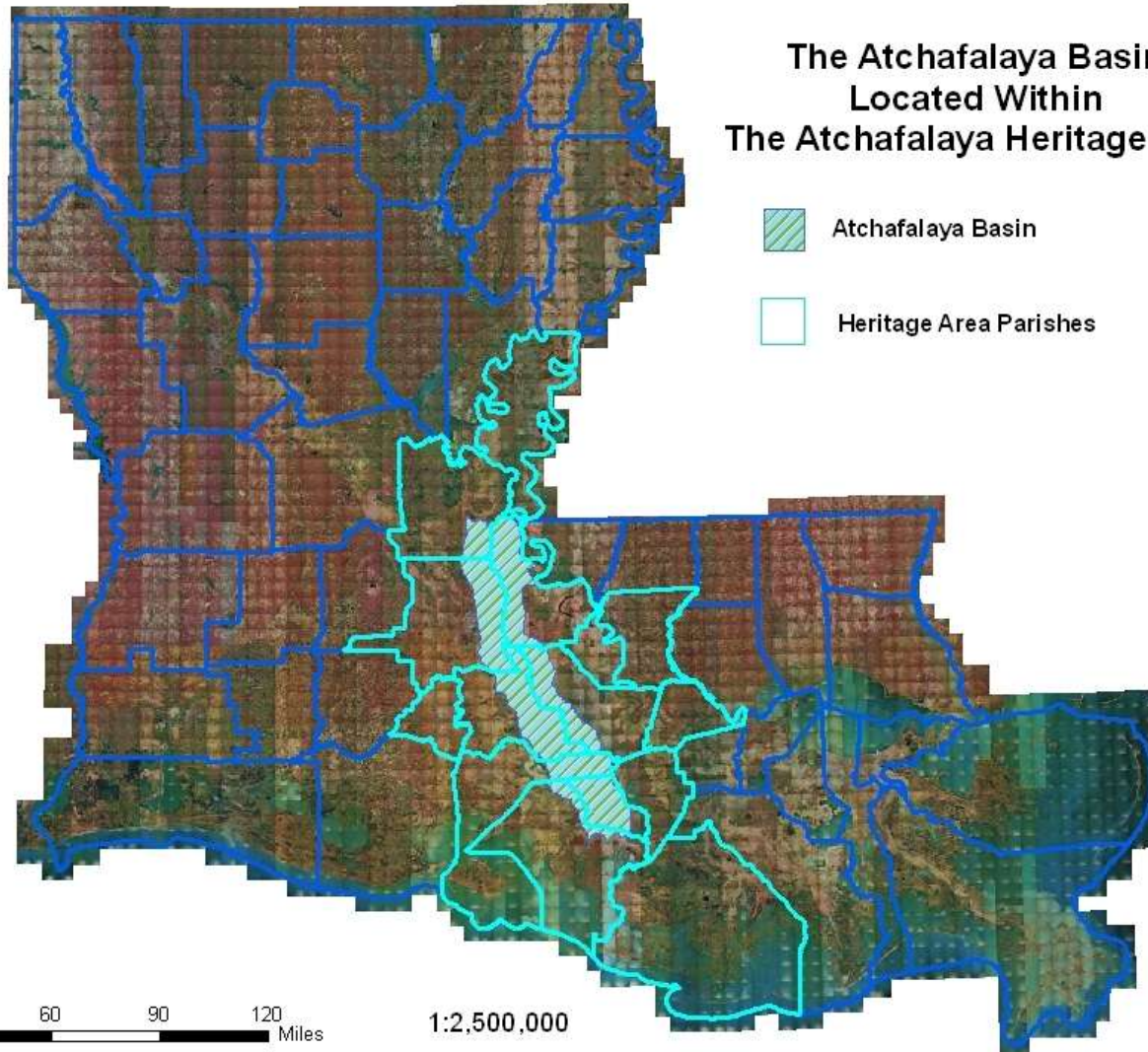


# ANHA - Geographic Boundaries



## The Atchafalaya Basin Located Within The Atchafalaya Heritage Area

-  Atchafalaya Basin
-  Heritage Area Parishes



0 15 30 60 90 120 Miles

1:2,500,000



# ANHA - Structure

- Locally appointed Commission
- National Park Service program – partner with National Parks
- Partner with NGO's and other government agencies
- Housed under Dept. Culture, Recreation & Tourism



# ANHA – How we Function within the State

- Triages resources to parishes and State Depts.
- Builds pride & capacity in rural communities
- Unifies parishes as a region
- Advances the State's goals



# Rural Community Exhibit Placement

- Traveling *Voices of Atchafalaya* Exhibit
  - 11 placements in 13 months
  - One-way transportation plan, minimal space requirement

Natural resource photography exhibit in  
Baton Rouge

- Coming: 2 small-community resource exhibits  
in Baton Rouge



# Voices of Atchafalaya Exhibit



TRADITIONAL  
BOAT  
BUILDING  
*Tom Colvill*  
WHEELS - 2nd Anniversary  
Event

*Voces de la Tradición*

The display consists of eight panels arranged in two rows and four columns. Each panel contains a mix of text and photographs. The top-left panel features the title 'Voces de la Tradición' in a stylized font. The top-right panel has a large, dramatic landscape photo of a cloudy sky over water. The bottom-right panel includes a photo of a person sitting on a boat. The other panels contain smaller photos and blocks of text, likely describing the boat-building process and the cultural context of the tradition.



# *The Bridge Collection Exhibit*



# State Tax Credit Program

Sustains cottage industries that support cultural or natural resources of the area:

- Artists
- Canoe & kayak rentals
- Swamp tour operators
- Campgrounds
- Music instrument makers
- Crawfish harvesters



# State Tax Credit Program



# Past & Current Projects

- Management Plan – 10/15 year direction
- Maps
- Bayou Teche Paddling Trail planning
- Website
- Signs
- Experience Atchafalaya Days



# Past & Current Projects

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- Experience Atchafalaya Days
- Branding campaign



# Branding Campaign

- America's Foreign Country
- Video – brand statement used as script
- *Today Show* spinoff



America's Foreign Country.



# Atchafalaya

NATIONAL  
HERITAGE  
AREA



Click here to take a video tour of  
**Atchafalaya.**

**Photo Gallery**  
click here to view

**Heritage Area Maps**

- ▶ Upper Region
- ▶ Between 2 Rivers Region
- ▶ Bayou Teche Corridor Region
- ▶ Coastal Zone Region

News and Events



Cultural  
Heritage



Natural  
Heritage



Sustainability



About



Resources

## Atchafalaya National Heritage Area

An American-Indian word, "Atchafalaya" (ah-CHA-fa-LIE-ah) means long river. Established in 2006, the Atchafalaya National Heritage Area stretches across 14 parishes in south-central Louisiana. It is among the most culturally rich and ecologically varied regions in the United States, home to the widely recognized Cajun culture as well as a diverse population of European, African, Caribbean and Native-American descent.

With a story around every bend in the river and music from every corner, the Atchafalaya National Heritage Area is an ever-changing landscape.

## Definition of a Heritage Area

A heritage area is both a place and a concept. Physically, heritage areas are regions with concentrations of significant natural, scenic, cultural,



# Our Country Crowns Kings & Queens Every Year.

Our country's landscape is rich and mysterious. It is filled with vast swamps, twisting bayous, backwater lakes, and vast marshes. We have fields of sugar cane and cotton, ancient live oaks and towering cypress. Alligators, raccoons, and even bears roam our lands while 270 species of birds take to our skies. From our waters come catfish, shrimp, and the crawfish that make us so well known.

From this bounty, our country has created food unique to all the world. We eat boudin, gumbo, etouffee, and gateaux sirop made with roux, picante, the trinity, file, and tasso. Our cuisine is an intricate mixture of European and African descent using ingredients born of our land.

With food comes celebration. Our country's musicians have inspired the world of Rock and Roll, Country, Gospel and Rockabilly. Our native music is a complex melding of culture to create the Cajun rhythm and the staccato of Zydeco. We use the frottoir and the accordion, the triangle and the fiddle. We dance the two-step, the waltz, and the jig.

The music and food are emblems of our country's rich culture. From the Diaspora of L'Acadie in Canada comes our French speaking tradition. This melded with our deep Native American and African American roots comes our Cajun dialect. Ours is a history of man and nature in an often-foreboding and always majestic environment. Our history and culture remain intact today and we celebrate it with a joie de vivre unmatched in other lands. Our country is vast and varied but we share the story of water and swamp and man and survival around the vast river we call the Atchafalaya.



**Atchafalaya**  
AMERICA'S  
FOREIGN  
COUNTRY

# Management Plan Project Themes

- Survival
- History and cultures
- Traditions and lifeways
- The land, swamp, coast and other natural resources



# Future Projects

- Connect areas by theme (trails, themes)
- Build capacity
- Leverage funding and other support



# Information

[www.atchafalaya.org](http://www.atchafalaya.org)

Debra Credeur

[dcredeur@crt.la.gov](mailto:dcredeur@crt.la.gov)

225.219.0768



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