SANTA CRUZ VALLEY
NATIONAL HERITAGE AREA

Designated in 2019, the Santa Cruz Valley National Heritage Area is one of 62 across the country. A non-regulatory designation made by Congress, National Heritage Areas honor and celebrate the region's contribution to America's history while also stimulating heritage-based economic development and geo-tourism in the region.





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WHAT IS A NATIONAL HERITAGE AREA?

The National Park Service describes a National Heritage Area (NHA) as a place "where natural, cultural, historic and recreational resources combine to form cohesive, nationally distinctive landscapes arising from patterns of past and present human activities shaped by geography." With its unique combination of rich biological diversity and Native American, Spanish, Mexican, Asian, Anglo and African American culture and traditions, the Santa Cruz Valley is a nationally distinctive cultural landscape.

NHAs differ from National Parks and other types of Federal designations because they do not impose Federal zoning or regulations on land use, and do not involve land acquisitions. Because a NHA is locally initiated and managed, it is a community-based conservation strategy that recognizes that the people who live in a heritage area are uniquely qualified to preserve its resources.

