Heritage Trail Attributes

- **Authenticity**: More and more people are seeking authentic experiences. Describe what is uncommon and true about the area; why it's special and unique. The opposite of a generic experience.

- **Accuracy**: The stories that are shared must be accurate and well-researched. Enlist the help of someone with experience in conducting historical research.

- **Multiple Interpretive Method**s: Provide ways to share the heritage story beyond just signs, such as art, multi-sensory displays, mobile apps, programming, or artwork. Multiple interpretive methods will provide a more dynamic connection to the trail and its history and make it more accessible to people with physical or sensory impairments.

- **Inclusive**: Purposefully identify the important stories from all people groups who have lived along the trail corridor, beginning with the area's native inhabitants.

- **Concise Text**: Long blocks of text on interpretive signs are uninviting for many people and will likely go unread. Break text up into small digestible chunks and include multiple images.

- **Unified Story**: Avoid presenting interpretive points along your trail as "unconnected dots." Instead, weave interpretive locations together with a unifying theme - as if chapters in a book. Design elements on interpretive methods can also help connect sites to a unified trail theme.

- **Real People**: Talking about specific individuals helps bring a story to life and make it more relatable. When possible and appropriate, interpretive efforts should share the experiences and thoughts of individuals or people groups.

- **Community Connection:** Provide trail users a connection to community partners to learn more or get involved, such as museums or trail organizations.

- **Immersive Design**: Design physical elements along the trail in a way that evokes the heritage story, such as signs (wayfinding or interpretive) and artwork. Signs and art installed along the Iron Ore Heritage Trail are a good example.