

Underwater Cultural Heritage: Opportunities for Community Engagement and Private-Public Partnerships

**International Submerged Lands Management Conference
Traverse City, Michigan
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CMURM Mission

Assist and enable businesses, communities, and governments in making the often-difficult decisions necessary to use wisely and preserve their precious maritime heritage as well as sustain coastal tourism and other economic benefits.



Purposes of Presentation

- **Introduce current concepts in the community development literature.**
- **Provide examples of community-based organizations and private-public partnerships in the preservation of the underwater cultural heritage.**
- **Elicit comments and dialogue on these topics for submission of a paper to a peer-reviewed journal in coastal resource management.**

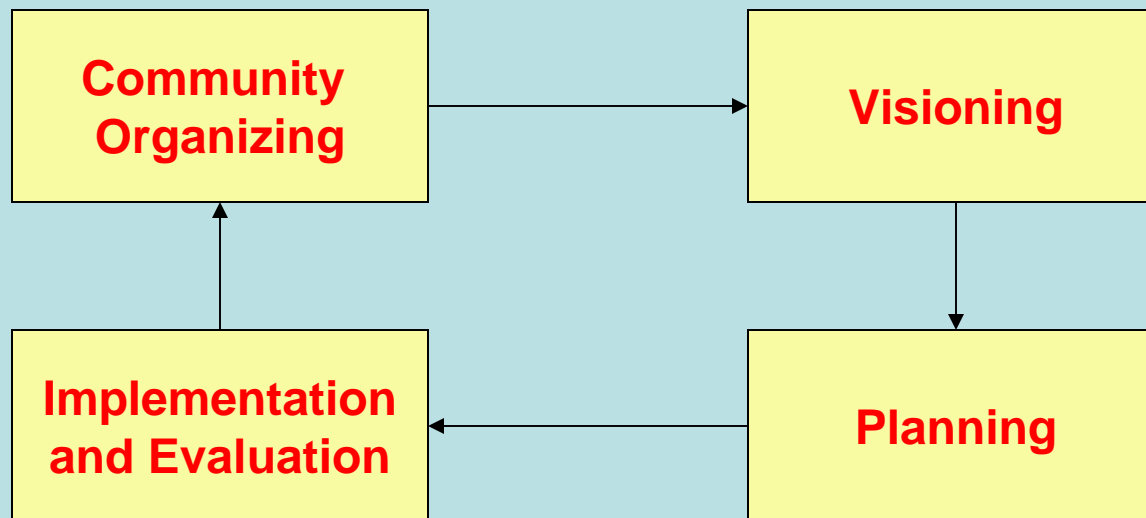
Why is this topic important?

- **Tax-supported sources of public funding are expected to decline, at least in the short-run.**
- **Opportunities for resource-sharing that benefits communities.**
- **Growth in community-based organizations.**
- **Opportunities for entrepreneurship, technology development, and small business development in an emerging field of endeavor.**

Community Development Concepts

“A planned effort to build assets that increase the capacity of residents to improve their quality of life” (Green and Haines 2002). It is both a *process* and an *outcome* to enhance a community’s capacity to deal effectively, efficiently, and equitably with change; initiated and driven by the community.

General Process:



Contexts of Community Development

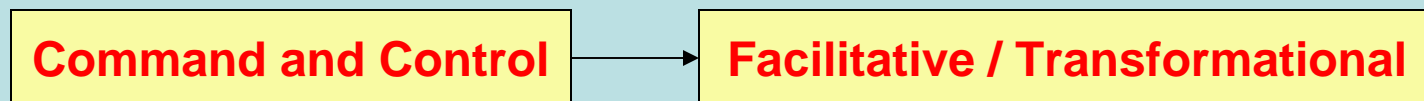
Social:



Organizational:



Leadership:



Political:



Instruments of Collaborative Change

Community-based Organizations

Community development, economic development, recreation and tourism, historical and cultural, research and education

Strategic Planning and Management

“Disciplined effort to produce fundamental decisions and actions that shape what an organization is, what it does, and why it does it” (Bryson 1995).

Private-Public Partnerships

Formalized results of “mutual benefits, mutually defined”

Building of Community Assets / Capital

Physical, human, social-cultural, financial, environmental

Underwater Cultural Heritage

- “The entirety of material produced, altered, and used by humans in the past” (Murphy 1987); found in wet sites, lakes, streams, oceans, and other bodies of water. Examples include prehistoric and aboriginal remains, historic shipwrecks, underwater components of land-based occupations such as commercial fishing and logging camps, and even inundated villages.
- This heritage is held in both private and public ownership.
- Private sector provides a vital role in access to heritage in public ownership by providing most of the recreational, tourism, and hospitality services.

Legal References:

Admiralty and Maritime Law (reserved to federal courts by Article III, Section 2 of the U.S. Constitution); U.S. Abandoned Shipwreck Act of 1987 (43 U.S.C. 2101 et seq.); and State Statutes.

Note: The United States is *not* a signatory to the UNESCO Convention on the Protection of the Underwater Cultural Heritage (2001).

What do we mean by *preservation*?

- “Preservation is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property” (Secretary of the Interior’s Standards and Guidelines for Archeology and Historic Preservation, as amended).
- Preservation of physical condition vs. retention of options for future research (i.e. option value).

Challenges

- Who pays? – tough choices for resource managers and communities
- “Tragedy of the commons”
- Interrelationships among government authorities, academia, communities, and other stakeholders



Community Engagement and Private-Public Partnerships

Community-Based Organizations

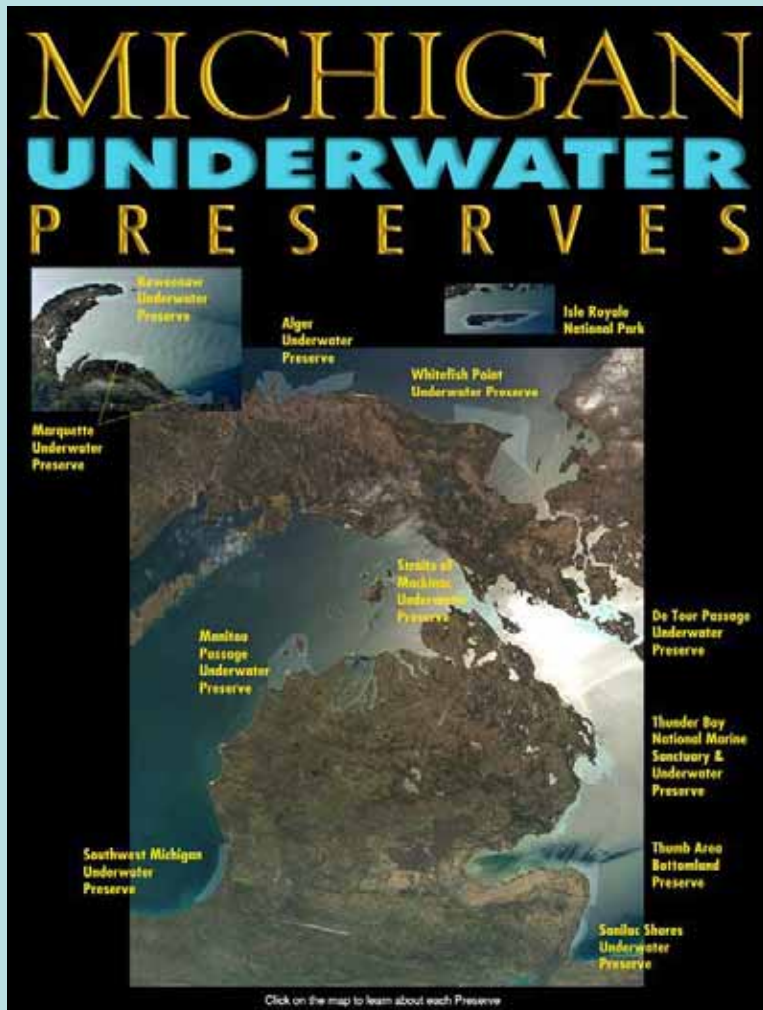
Michigan Underwater Preserves:

- Northwest Michigan Maritime Museum and Manitou U/W Preserve Committee
- Thunder Bay U/W Preserve Committee
- Great Lakes Shipwreck Historical Society
- Grand Traverse Bay U/W Preserve Council

Private-Public Partnerships

- Documentation and Assessment of Side-Wheel Steamer *New Orleans*
- Dunkirk Schooner Project
- Redridge Dams and Impoundment
- Titanic Mapping Project





- Established primarily for the dual mission of protecting / preserving historic shipwrecks, and to enhance recreational diving and dive tourism.
- Established under state statute, but community / stakeholder driven.
- The Michigan *underwater salvage and preserves committee* advises responsible state agencies regarding resource management.
- Responsible state agencies have not yet developed a state-wide general or strategic management plan.

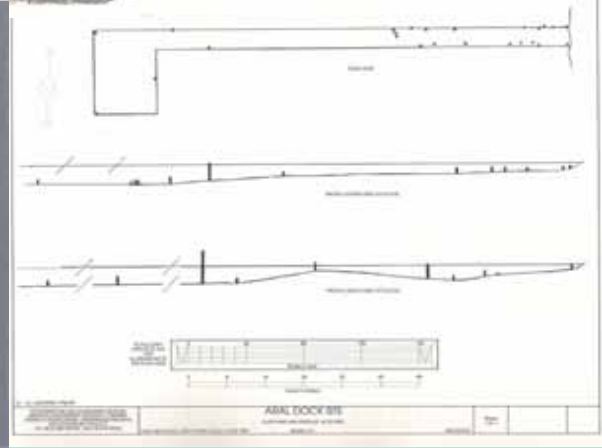
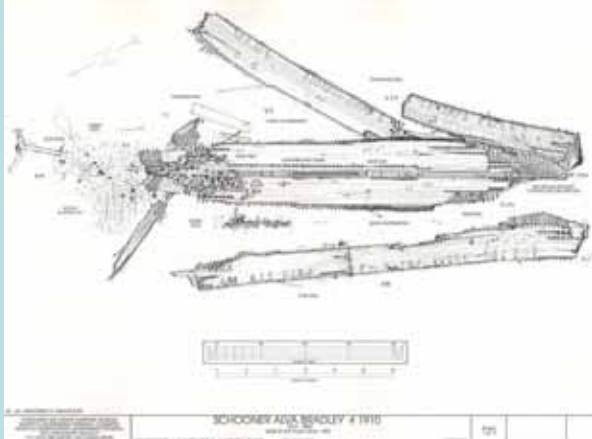
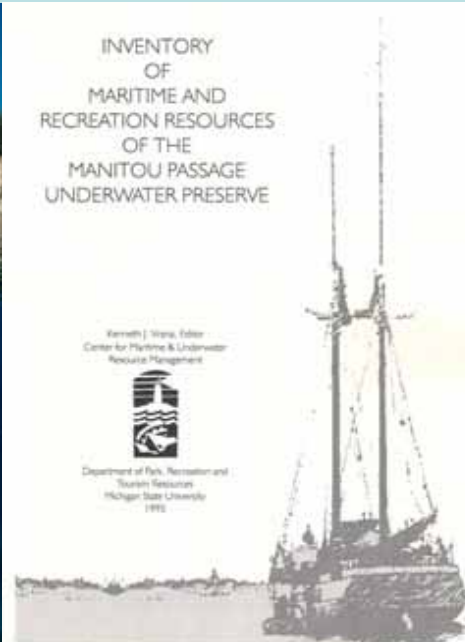
- Currently, twelve Michigan underwater preserves totaling over 2,700 square miles of Great Lakes bottomlands (submerged lands).

Other Community Assets

- Maritime museums and/or interpretive centers associated with nearly all state underwater preserves.
- Boat charter services, guides, air stations, and hospitality services marketing to recreational divers and cultural tourists.
- Tourism infrastructure provided by local / state governments.



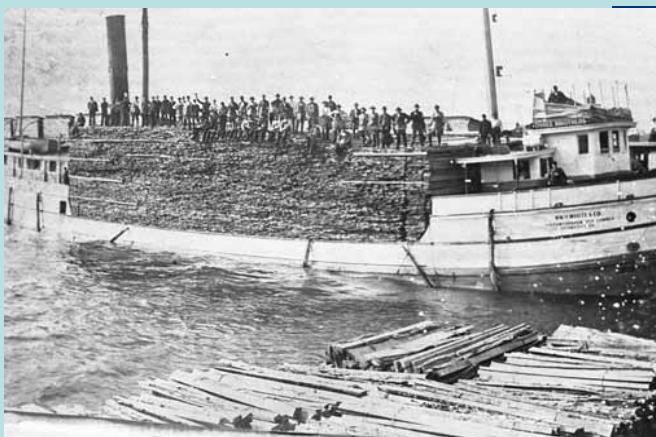
Manitou Passage Management Initiative



Manitou Passage Management Initiative

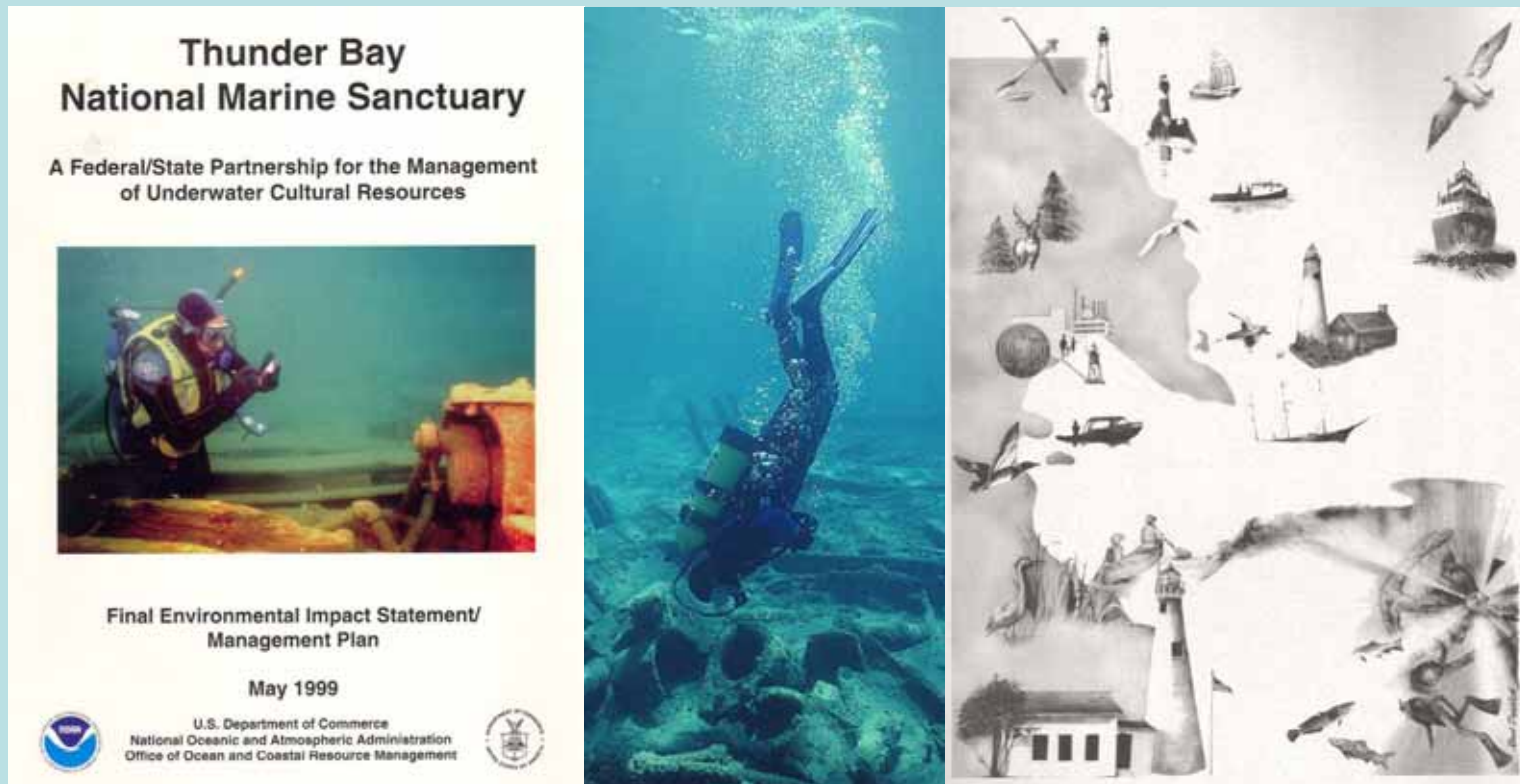


Video Mosaic Imaging



**Rapid Response Documentation
of New Site Discoveries**

Thunder Bay Underwater Preserve Committee



- Effort to establish a national marine sanctuary began in 1982.
- Local stakeholders working with Michigan State University, NOAA, and the Michigan Governor's Office.

Great Lakes Shipwreck Historical Museum

Applications in Heritage Tourism

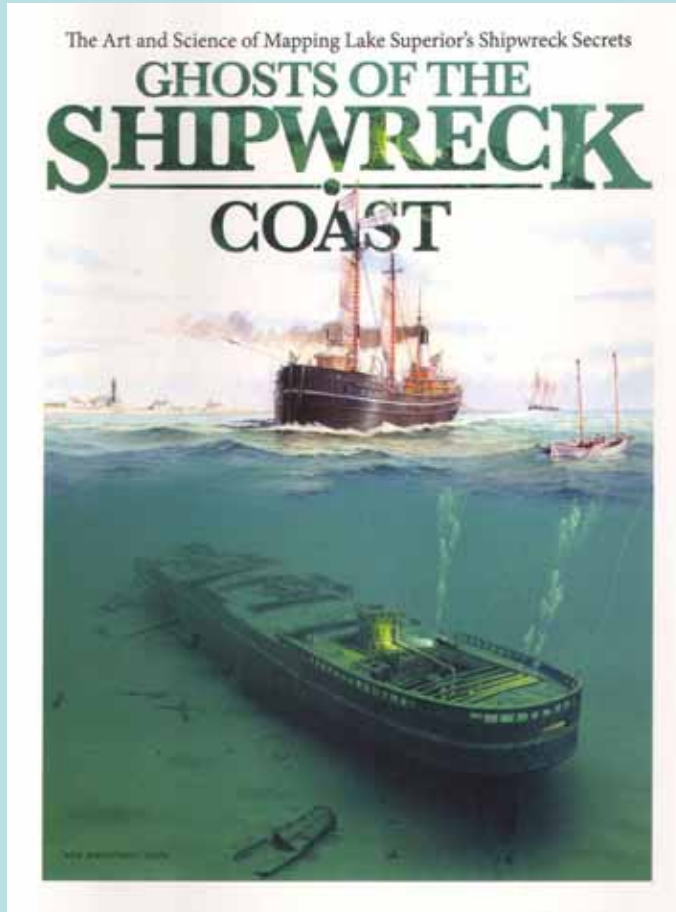


70,000 average annual paid admissions

25 seasonal and 5 full-time staff

\$10 - 12 million annual economic impact

Ghosts of the Shipwreck Coast



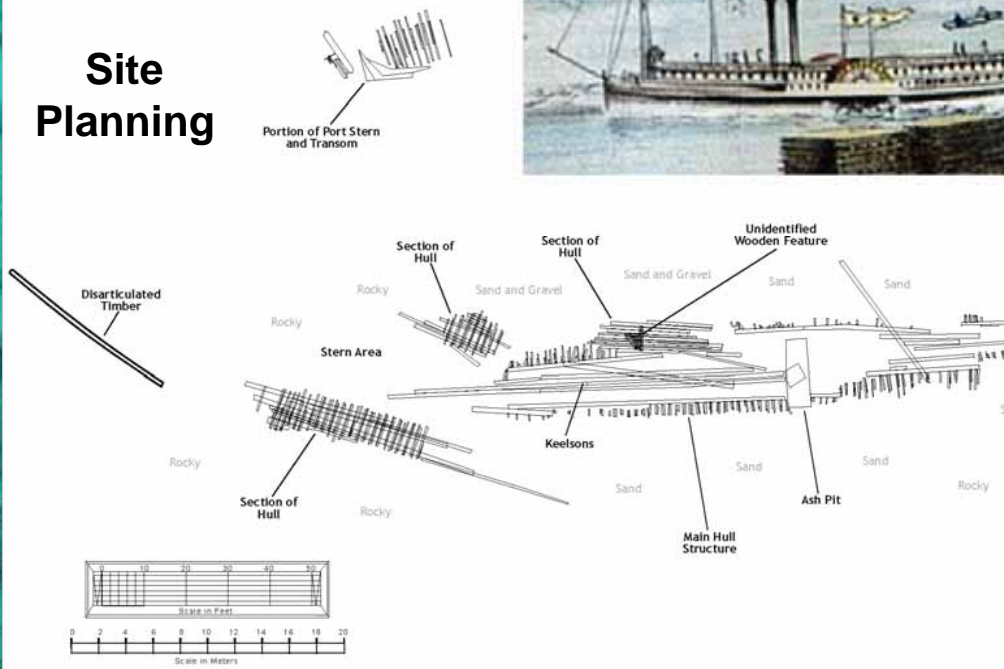
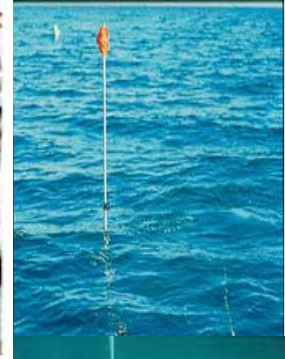
**Great Lakes Shipwreck Historical Society:
community-based research and education**

Side-Wheel Steamer *New Orleans*

Thunder Bay National Marine Sanctuary and Underwater Preserve

Technology Transfer

Site Planning



ILL. DR. MARK HOLLEY

DOCUMENTATION AND EVALUATION OF
HISTORIC SHIPWRECK NEW ORLEANS
CENTER FOR MARITIME AND UNDERWATER
RESOURCE MANAGEMENT (CMURM)
P.O. BOX 158 LAINGSBURG, MI 48848

SIDE - WHEEL STEAMER NEW ORLEANS

1844 - 1849

PRELIMINARY ARCHAEOLOGICAL SURVEY, PLAN VIEW 9/2002

LAKE HURON, ONE HALF MILE WEST OF SUGAR ISLAND ALPENA COUNTY MICHIGAN

SHEET
1 OF 1

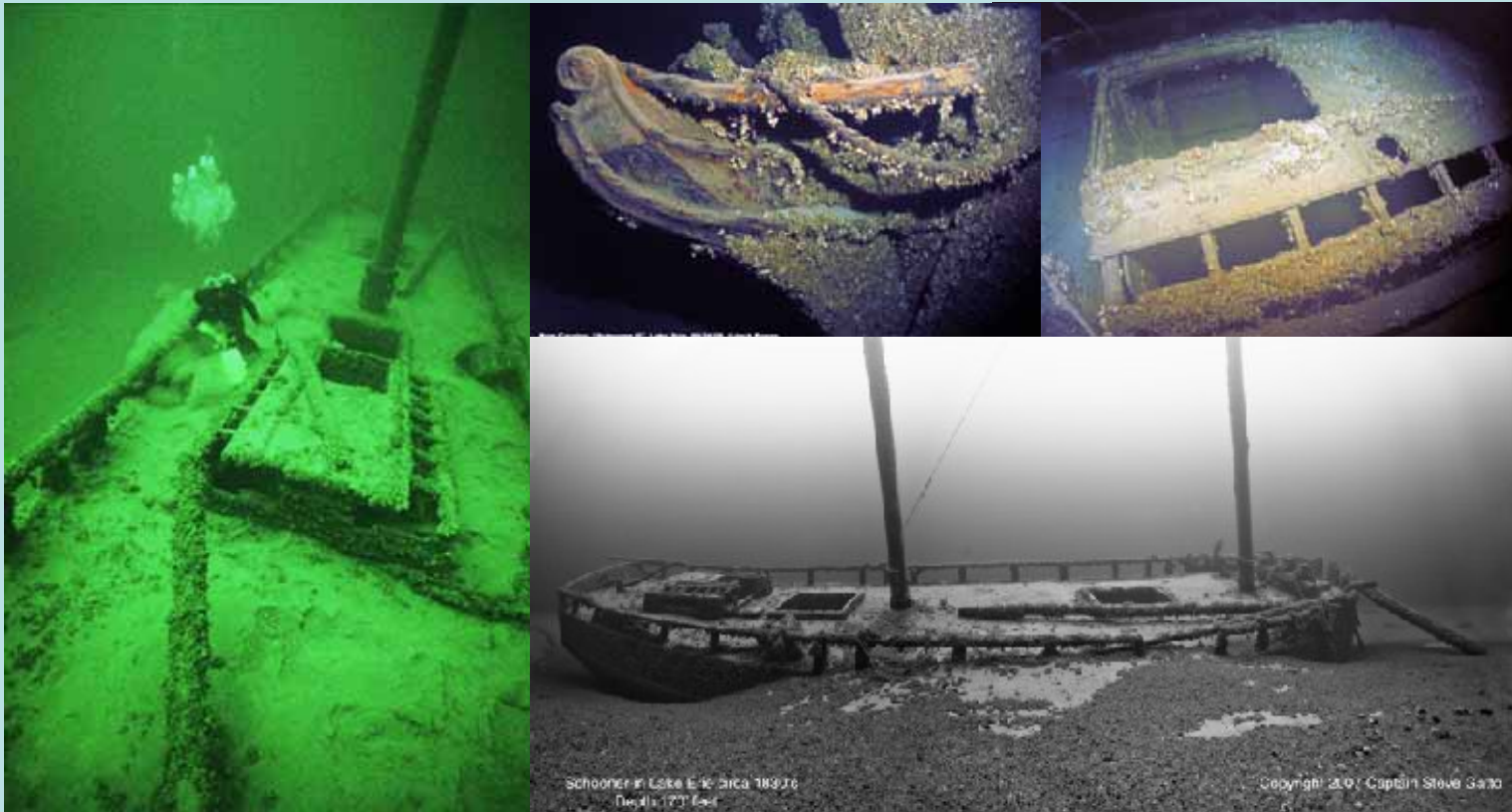
HABS - HAER
DOCUMENTATION
STANDARDS

Maritime Heritage Education Pilot Project

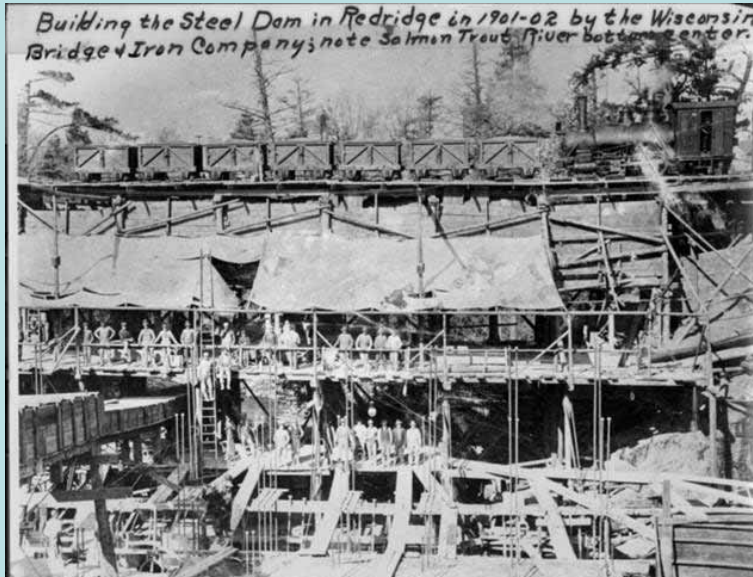


Dunkirk Schooner Project Lake Erie, New York

Purpose: Vessel identification through historical research and archaeological site documentation.



Redridge Dams and Impoundment, Michigan



THE TITANIC MAPPING PROJECT

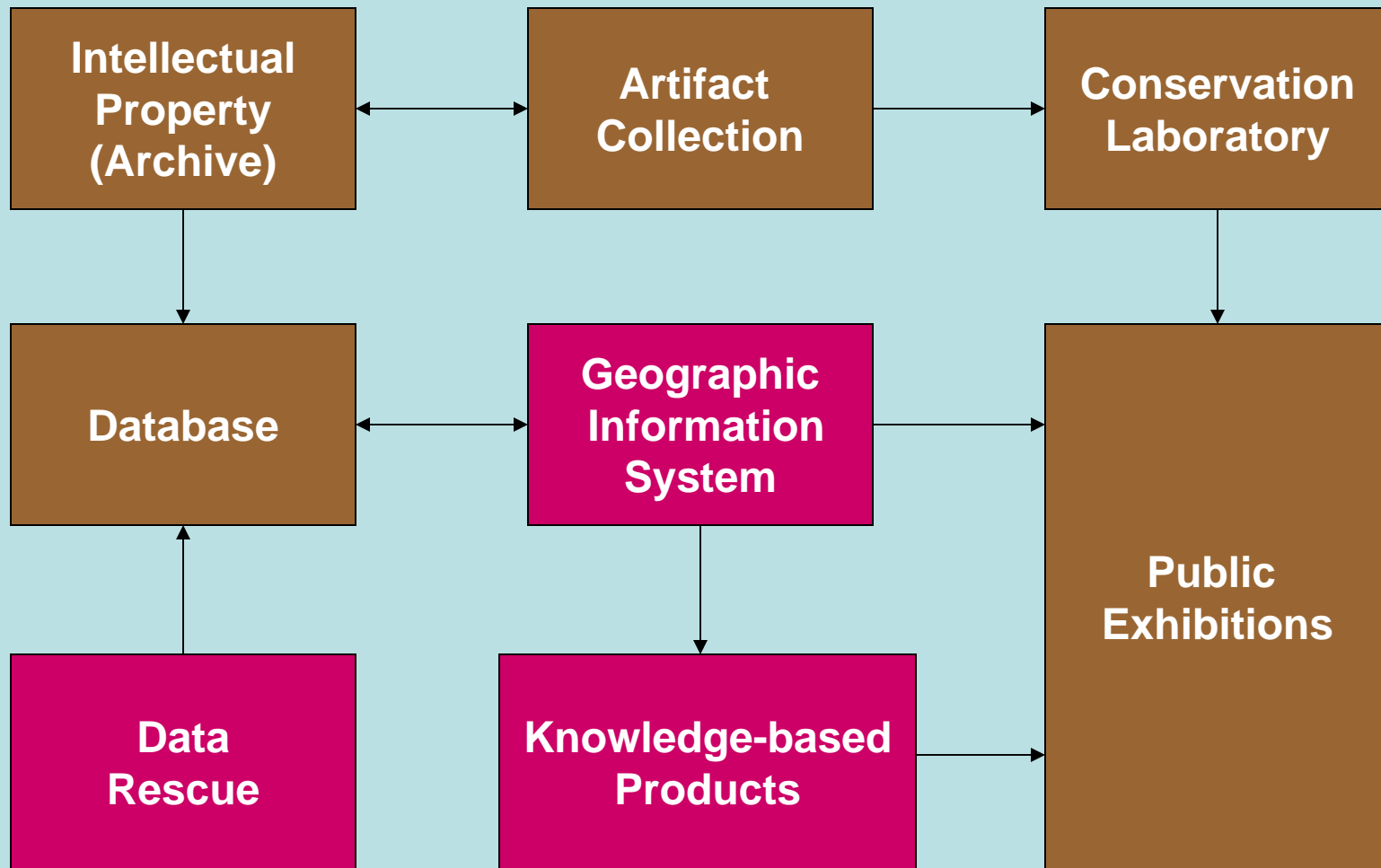
Premier Exhibitions, Inc.
RMS Titanic, Inc.
Atlanta, Georgia

CMURM – The Maritime Center
St. Johns, Michigan

Remote Sensing & GIS Research
and Outreach Services (RS&GIS),
Michigan State University

Such Media, Inc.
Okemos, Michigan





RMS Titanic, Inc. Service and Product Delivery Model

Existing

Titanic Mapping Project

Geographic Information System

Software Development:
*Predictive Model for
Artifact Location in the
RMS Titanic Debris Fields
(EMU 2001)*

System Applications:
Information Management
Product Development

The screenshot displays a GIS application window titled "Titanic - Untitled" with a menu bar (File, View, Help) and a toolbar. A central "Add Artifacts" dialog box is open, containing the following fields and controls:

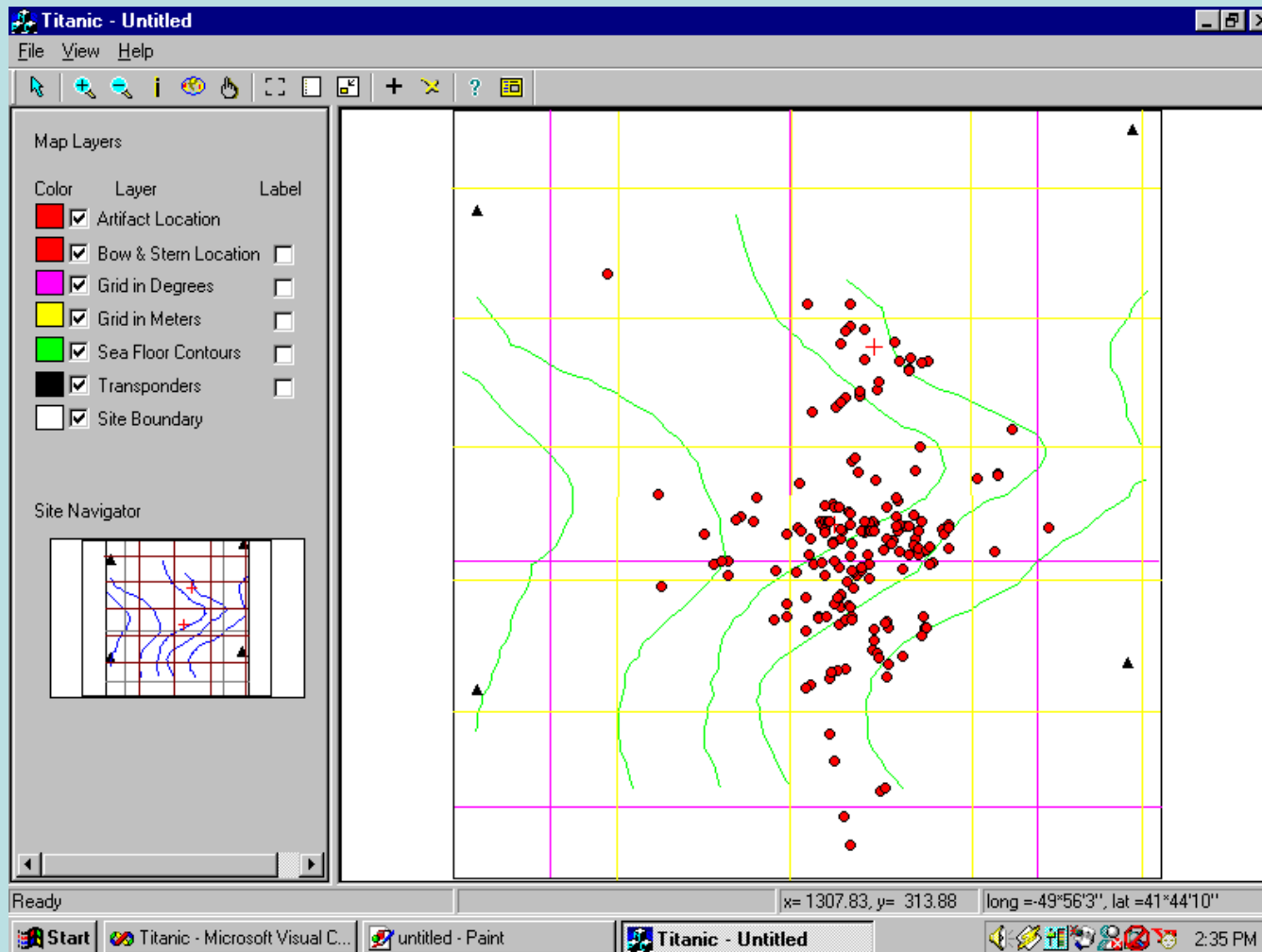
- Accession#:** 00/0006a
- Date:** 0.2.00
- Time:** [empty]
- Who:** [empty]
- Artifacts:** Cherry Toothpaste Container Top
- Length:** 0
- Height:** 0.5
- Diameter:** 3.25
- Width:** 0
- Weight:** 0.25
- Picture:** 0006a.jpg

Below the dialog box, a "Position" section includes:

- X:** 127
- Y:** -1052
- Z:** 0
- longitude:** -49.9485
- latitude:** 41.7238
- Bearing:** [empty]
- T1:** 0
- T2:** 0
- T3:** 0
- T4:** 0

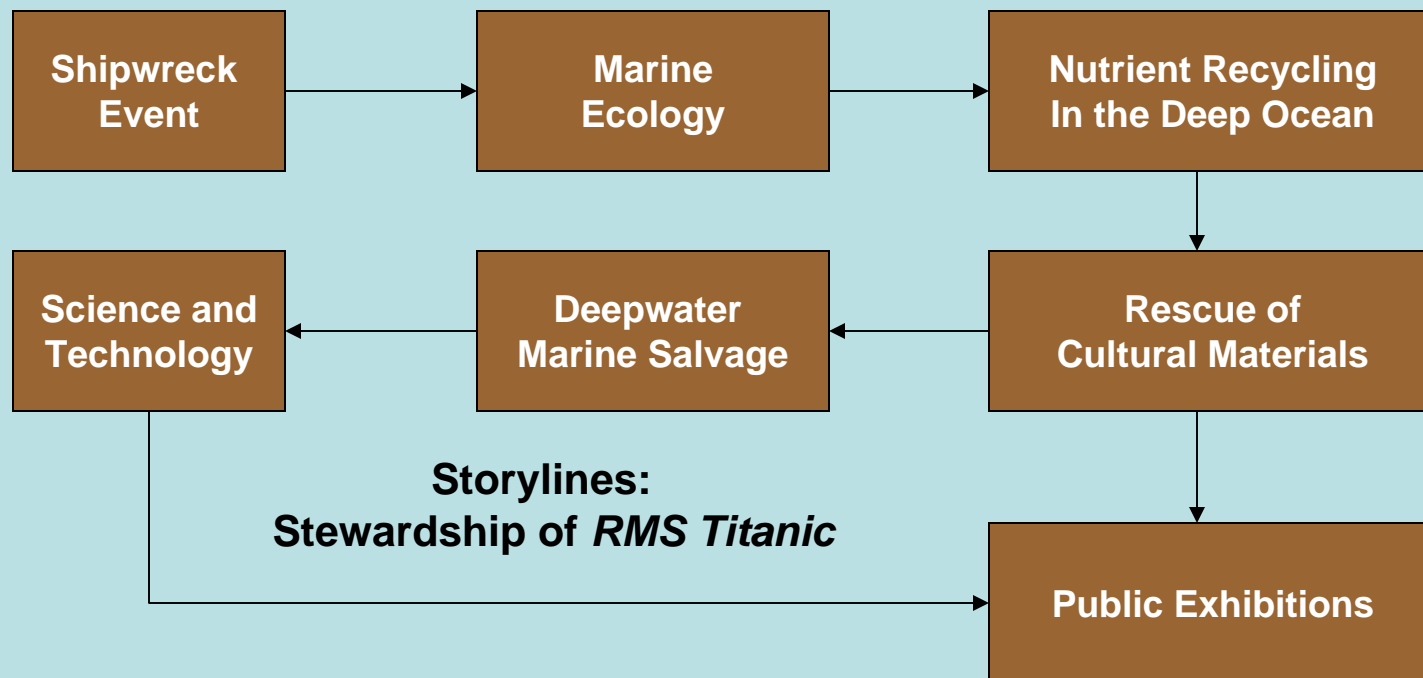
On the left, a "Map Layers" panel lists: Artfact Lc, Bow & Stb, Grid in De, Grid in Me, Sea Floor, Transpon, and Site Bound. A "Site Navigator" map is also visible. The main map area shows a grid with red dots and colored lines. Three artifact images are overlaid on the map: a rusted metal object, a rectangular metal box, and a pair of green binoculars. A small image of a coin is also visible in the bottom right. The status bar at the bottom shows coordinates: x= 127.14, y=-1054.32, long = -49°56'54", lat = 41°43'25". The taskbar at the bottom includes "Start", "Titanic - Microsoft Vis...", "untitled - Paint", "MapObjects 2.0 Help", "Titanic - Untitled", and a system tray with the time "2:54 PM".

GIS Presentation of *RMS Titanic* Artifacts Recovered during Expedition 2000



Knowledge-based Products

- 📖 Scientific publication that summarizes and integrates the results of all expeditions by RMS Titanic, Inc.
- 📖 Production of other educational and entertainment products based on materials presented in the scientific publication



Public Exhibitions of the *RMS Titanic* Site



Social Science-Based Recommendations

- **Need for science-based approaches to cultural resource management instead of philosophical, rhetorical approaches.**
- **Cultural resource management agencies can also benefit from application of applied social research disciplines such as community development; parks, recreation and tourism; and public resource management.**
- **Know your publics, communities, stakeholders, and service markets.**
- **Embrace community leadership and engage in collaborative change.**
- **Plan strategically for the long-run as well as the short-run.**
- **Measure success in terms of the quality of community stewardship and asset-building instead of the quantity of programmatic activities and self-promotion.**
- **Be patient and do not expect immediate results – it is often a messy, unpredictable endeavor.**

Suggested References

Green, Gary Paul and Anna Haines. 2002. **Asset Building & Community Development**. Sage Publications, Inc., Thousand Oaks, CA.

Fear, Frank A., Cheryl L. Rosaen, Richard J. Bawden, and Pennie G. Foster-Fishman. 2006. **Coming to Critical Engagement: An Autoethnographic Exploration**. University Press of America, Lanham, MD.

Vander Stoep, Gail, Kenneth J. Vrana, and Hawk Tolson. 2003. **Shipwreck Management: Developing Strategies for Assessment and Monitoring of Newly Discovered Shipwrecks in a Limited Resource Environment**. In Proceedings of the 1999 International Symposium on Coastal and Marine Tourism: Balancing Tourism and Conservation; Miller, Marc L., Jan Auyong, and Nina P. Hadley (editors). Washington Sea Grant Program and School of Marine Affairs, University of Washington, Seattle, WA.

Vrana, Kenneth J. and Edward Mahoney, editors. 1993. **Great Lakes Underwater Cultural Resources: Important Information for Shaping Our Future**. Dept. of Park, Recreation and Tourism Resources, Michigan State University, East Lansing

Vrana, Kenneth J., and John R. Halsey. 1992. **Shipwreck Allocation and Management in Michigan: A Review of Theory and Practice**. Journal of Historical Archaeology 26(4):81-96.

National Marine Protected Areas Center: http://mpa.gov/science_analysis/social_science.html

THANK YOU FOR ATTENDING !



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(currently being revised and updated)**