



Conference & Visitors Bureau



Explore and Enjoy Our Heritage

NEWS

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SOLVANG CELEBRATES PRESERVE AMERICA COMMUNITY DESIGNATION AT ELVERHOJ MUSEUM RECEPTION



Photo credit SolvangUSA.com (hi-res version available by request)

Caption:

More than 60 dignitaries and Preserve Solvang Visionary Leaders celebrated the unveiling of Solvang’s Preserve America Community designation plaque at a reception at the Elverhoj Museum on Friday, March 5, 2010. Pictured from left to right: Solvang City Manager Brad Vidro; Santa Barbara Trust for Historic Preservation Executive Director Dr. Jarrell Jackman; Elverhoj Museum of History & Art Executive Director Esther Jacobsen Bates; Santa Barbara County Third District Supervisor Doreen Farr; Solvang Mayor Jim Richardson (holding plaque); Solvang City Councilmember Ed Skytt; California Travel & Tourism Commission Representative Jean Johnstone; California State Parks & Recreation Channel Islands District Superintendent Richard Rozzelle and Solvang Conference & Visitors Bureau Executive Director Tracy Farhad.

Solvang, California, USA – The City of Solvang celebrated its official, federally recognized “Preserve America Community” designation from the Advisory Council on Historic Preservation at a reception and ceremony on March 5, 2010, at the Elverhoj Museum of History & Art in Solvang. The event was sponsored by the Solvang Conference & Visitors Bureau (SCVB) and attended by more than 60 dignitaries and Preserve Solvang Visionary Leaders. Almost two years ago, the SCVB began the process to become a “Preserve America Community.” On September 22, 2008, Solvang City Council passed Resolution No. 08-811, authorizing the Mayor and SCVB to execute the lengthy Preserve America application. A group of community organizations and their members called Preserve Solvang Visionary Leaders was formed to collaborate on a cultural assets inventory as well as share input to preserve and promote Solvang’s cultural heritage. On October 7, 2009, First Lady Michelle Obama sent the official letter of designation to Mayor Jim Richardson and the citizens of Solvang acknowledging the honor. In March 2010, the official road sign (now installed on the city limits near 1230 Mission Drive/Hwy 246) arrived along with the official designation plaque unveiled at the reception. *(Photo of road sign and plaque attached).*

Solvang is one of only 30 communities in California and 814 communities in the USA to have received this honor since the program’s inception in 2003. There are many benefits of designation including eligibility to apply for Preserve America grants; Preserve America Community signage and listing in a Web-based Preserve America Community directory as well as features in National Register Travel Itineraries and in “Teaching with Historic Places” curricular material created by the National Park Service.

SCVB Executive Director Tracy Farhad remarked, “We are so grateful to all our Solvang leaders who supported this process resulting in the Preserve America Community honor that recognizes our authenticity and cultural heritage—a wonderful prelude to our Solvang Centennial Celebration in 2011.” For more information about Preserve America, visit www.preserveamerica.gov and read Solvang’s official description at www.preserveamerica.gov/PAcommunity-solvangCA.html

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*The Solvang Conference & Visitors Bureau promotes the culture, cuisine, shopping, arts and attractions of the village known as the
"Danish Capital of America," centrally located in Santa Barbara County, California.*

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