



**VOLUME 8 - PRESERVE AMERICA**  
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## THE PRESERVE AMERICA PROGRAM HISTORY, STATUS, AND OPPORTUNITIES Office of Preservation Initiatives

**Background.** In 2002, ACHP Chairman John Nau sought a vehicle to promote historic preservation, heritage tourism, and history education nationally. In consultation with the Executive Office of the President, agency heads, and others, the interagency Preserve America program was subsequently proposed and unveiled by the White House in 2003. The initiative included issuance of Executive Order 13287, “Preserve America,” by President George W. Bush. The broader Preserve America program continued to grow and evolve during the Bush Administration. Some aspects of the program remained active under President Obama, followed by a general hiatus during the Trump presidency (except that Executive Order 13287 remains in force.) The question now is – is there a role for a reimagined Preserve America program in the Biden Administration?

### *Key Components of Preserve America*

- **Executive Order 13287, “Preserve America”** issued on March 3, 2003, focused on federal preservation policy, stewardship, and the potential contribution of federally-owned and managed historic resources to local economic development. The Executive Order also mandated a triennial Section 3 Report to the President from the ACHP on federal historic property management. For more information on Executive Order 13287, see Volume 1.
- **Preserve America Communities.** This designation program recognizes communities that protect and celebrate their heritage, use their historic assets for economic development and community revitalization, and encourage people to experience and appreciate local historic resources and culture through heritage tourism and education programs. From 2004 to 2016, [906 Preserve America Communities](#) were designated in all 50 states, the District of Columbia, and U.S. territories. Municipalities, counties, urban neighborhoods in large cities, and tribal communities are eligible for the program. Connecticut’s Preserve America Communities are Bridgeport, Colchester, Hebron, Ledyard, New Britain, New London, Norwalk, Old Lyme, Simsbury, Southbury, Suffield, Wethersfield, and Windham.

In addition to well-deserved recognition, designation provides significant publicity opportunities for community preservation efforts. Designated communities received a certificate of recognition from the First Lady; a Preserve America Community road sign; and authorization to use the Preserve America logo on signs, flags, banners, and promotional materials. Preserve America Communities also are eligible to apply for Preserve America Grants, when funding is appropriated by Congress. The ACHP runs the Preserve America Communities designation program, in coordination with the National Park Service.

- **Preserve America Grants.** From 2006 through 2010 the National Park Service (NPS) awarded more \$21.7 million in [Preserve America Grants to 281 projects in 49 states](#). These preservation and heritage tourism grants were developed to complement “bricks and mortar” grants by funding: historical

research and documentation; survey of historic resources; interpretation and education; planning that promotes economic development through preservation and heritage tourism; training; and other non-construction projects to support promotion of historic properties and heritage tourism. Eligible recipients for these matching (50/50) grants include State Historic Preservation Officers (SHPOs), Tribal Historic Preservation Officers, designated Preserve America Communities, and Certified Local Governments that are applying for Preserve America Community designation. Connecticut communities that received Preserve America Grants include Bridgeport, Ledyard, New Britain, Simsbury, and Wethersfield.

In the Omnibus Public Land Management Act of 2009 (P.L. 111-11), Congress formally authorized NPS administration of the Preserve America Grants and the ACHP's designation of grant-eligible Preserve America Communities. The Preserve America Grants are permanently authorized at up to \$25 million annually, however, Congress has not appropriated funding for the program since 2010. Following Appropriations Committee report language indicating that future funding for the Preserve America Grants program would require an evaluation of the program's effectiveness, the ACHP undertook such an analysis. [The resulting report](#) concluded that the program was effective, particularly in relation to the degree of impact the grants have in relation to their size. The Preserve America Grants have a unique niche in the national historic preservation program and can provide invaluable seed money to develop preservation strategies.

- **Preserve America Stewards.** The Preserve America Stewards program honors exemplary volunteer efforts at historic resources around the country. From 2009 to 2016, [58 Preserve America Stewards](#) were recognized for stewardship programs that have demonstrated a successful use of volunteer time and commitment to help care for our cultural heritage. Government entities (federal, tribal, state, or local), non-profit organizations, and businesses are eligible to apply to have their programs recognized. Current designated Preserve America Stewards received a certificate of recognition signed by the First Lady and authorization to use the Preserve America logo on signs, flags, banners, and promotional materials. In 2016, the Weir Farm National Historic Site in Connecticut was designated as a Preserve America Steward for its Studio Docent Volunteer Program.
- **Preserve America Presidential Awards.** [Four awards were given annually from 2004-2008](#) to organizations, businesses, or government entities for exemplary accomplishments in the sustainable preservation of cultural or natural heritage assets; demonstrated commitment to the interpretation of America's heritage assets; and innovative integration of these assets into contemporary community life. Awards were presented to national, regional, and statewide initiatives and projects in 19 states.
- **Preserve America Summit.** In recognition of the 40th anniversary of the National Historic Preservation Act, a Preserve America Summit was convened in 2006 to consider the future of the national preservation program. Summit participants explored opportunities to build on past achievements to enhance the national historic preservation program for the future. The ACHP served as Summit coordinator. In August 2007, the ACHP issued recommendations based on the issues raised at the Summit that focused on actions the federal government should take to enhance the effectiveness of the national historic preservation program. A [Preserve America Summit Executive Summary](#) and [Preserve America Summit Full Report](#) were issued.

**Program Strengths.** The community designation aspect of the Preserve America program, with its focus on heritage tourism, economic development, and heritage education, complements other community preservation efforts, such as the Certified Local Government program and Main Street. The process of applying for Preserve America Community designation and Preserve America Grants involved local officials, convention and visitors bureaus, downtown development authorities, economic development organizations, tourism professionals, and preservation interests. New partnerships were forged with arts

organizations, universities, school systems, and businesses. The program increased recognition of the contributions which historic preservation can make to local economies and community revitalization, while generating considerable pride and media coverage of local designations, events, and official appearances. The result was a (very loosely connected) network of more than 900 communities.

Congressional authorization of the Preserve America Grants and Preserve America Community designations is, of course, a significant – but not fully realized – strength of the program. Preserve America has enjoyed broad, bipartisan support from members of Congress, from mayors (including the U.S. Conference of Mayors) and county executives, from governors and state representatives, and from other officials. Designation support letters from members of Congress and other elected officials demonstrate that there was a very positive perception of the program and its value to the American public during the years that the program was active. Recently, in February 2021, Rep. Don Young (R-AK) introduced the [Explore America Act \(H.R. 186\)](#), which would authorize provision of technical assistance to applicants under the Preserve America program in years where grant funds are not appropriated. The bill also would involve the Department of Commerce in the Preserve America program. Sen. Brian Schatz (D-HI) introduced an identical bill in the previous Congress.

***Future Potential.*** Despite its inherent strengths and positive reception, there are constraints working against any effort to reinvigorate the program. Preserve America is a “stale brand,” in the words of a staff person with the National Trust for Historic Preservation. Likewise, there has been no recent advocacy by SHPOs to revive the program, although a number of SHPOs received Preserve America Grants and encouraged communities in their states to seek designation under the program. One issue of concern driving this lack of support is that Preserve America Grants funding competes with other preservation programs for the limited monies in the Historic Preservation Fund (HPF). (Although by statute the program does not have to be funded through the HPF, that is the most logical source for funding.) Further complicating matters, Preserve America has a structural component that is both a strength and a weakness: White House involvement greatly enhances visibility and interest in the program while also making it difficult (and sometimes impossible) to ensure continuity of the program from one administration to the next.

Key to considering any possible revival of the Preserve America program is the Congressional authorization of Preserve America Grants and Preserve America Communities. While there is a focus on heritage tourism, the authorizing language is broad enough to also encompass a range of additional preservation efforts involving education and preservation planning. On the face of it, it appears that certain projects addressing Biden Administration priorities – including climate resilience, and equity and inclusiveness – would be eligible for funding. The authorizing language also does not require direct White House involvement in the Preserve America Community designation process. The program (if funded) could proceed with collaboration between the ACHP and NPS even if a particular administration did not wish to participate in the program directly. The time appears ripe to explore these ideas with NPS, the Administration, and key preservation partners.



## **Omnibus Public Land Management Act of 2009**

The Omnibus Public Land Management Act of 2009 permanently authorized the Preserve America Program.

Preserve America, which involves the ACHP in a key coordinating role, is defined in the law to include (1) the Preserve America grant program within the Department of the Interior; (2) the recognition programs administered by the ACHP; and (3) the related efforts of federal agencies, working in partnership with state, tribal, and local governments and the private sector, to support and promote the preservation of historic resources. Up to \$25 million per year is also authorized to carry out the program (funds must be appropriated each year through the budget process).

In addition to details about the Preserve America grants, the law codifies the designation of Preserve America Communities as one of the entities eligible to apply for grants. It gives the ACHP the responsibility to establish any necessary guidelines for the designation process in consultation with the Secretary of the Interior. The ACHP is also specifically directed to establish an expedited process for Preserve America Community designation for Certified Local Governments that are established under the National Historic Preservation Act.

The section of the bill concerning Preserve America is attached.

# Omnibus Public Land Management Act of 2009

Public Law No: 111-11

(Excerpt)

SEC. 7302. PRESERVE AMERICA PROGRAM.

(a) Purpose- The purpose of this section is to authorize the Preserve America Program, including--

- (1) the Preserve America grant program within the Department of the Interior;
- (2) the recognition programs administered by the Advisory Council on Historic Preservation; and
- (3) the related efforts of Federal agencies, working in partnership with State, tribal, and local governments and the private sector, to support and promote the preservation of historic resources.

(b) Definitions- In this section:

- (1) COUNCIL- The term 'Council' means the Advisory Council on Historic Preservation.
- (2) HERITAGE TOURISM- The term 'heritage tourism' means the conduct of activities to attract and accommodate visitors to a site or area based on the unique or special aspects of the history, landscape (including trail systems), and culture of the site or area.
- (3) PROGRAM- The term 'program' means the Preserve America Program established under subsection (c)(1).
- (4) SECRETARY- The term 'Secretary' means the Secretary of the Interior.

(c) Establishment-

(1) IN GENERAL- There is established in the Department of the Interior the Preserve America Program, under which the Secretary, in partnership with the Council, may provide competitive grants to States, local governments (including local governments in the process of applying for designation as Preserve America Communities under subsection (d)), Indian tribes, communities designated as Preserve America Communities under subsection (d), State historic preservation offices, and tribal historic preservation offices to support preservation efforts through heritage tourism, education, and historic preservation planning activities.

(2) ELIGIBLE PROJECTS-

(A) IN GENERAL- The following projects shall be eligible for a grant under this section:

(i) A project for the conduct of--

(I) research on, and documentation of, the history of a community;

and

(II) surveys of the historic resources of a community.

(ii) An education and interpretation project that conveys the history of a community or site.

(iii) A planning project (other than building rehabilitation) that advances economic development using heritage tourism and historic preservation.

(iv) A training project that provides opportunities for professional development in areas that would aid a community in using and promoting its historic resources.

(v) A project to support heritage tourism in a Preserve America Community designated under subsection (d).

(vi) Other nonconstruction projects that identify or promote historic properties or provide for the education of the public about historic properties that are consistent with the purposes of this section.

(B) LIMITATION- In providing grants under this section, the Secretary shall only provide 1 grant to each eligible project selected for a grant.

(3) PREFERENCE- In providing grants under this section, the Secretary may give preference to projects that carry out the purposes of both the program and the Save America's Treasures Program.

(4) CONSULTATION AND NOTIFICATION-

(A) CONSULTATION- The Secretary shall consult with the Council in preparing the list of projects to be provided grants for a fiscal year under the program.

(B) NOTIFICATION- Not later than 30 days before the date on which the Secretary provides grants for a fiscal year under the program, the Secretary shall submit to the Committee on Energy and Natural Resources of the Senate, the Committee on Appropriations of the Senate, the Committee on Natural Resources of the House of Representatives, and the Committee on Appropriations of the House of Representatives a list of any eligible projects that are to be provided grants under the program for the fiscal year.

(5) COST-SHARING REQUIREMENT-

(A) IN GENERAL- The non-Federal share of the cost of carrying out a project provided a grant under this section shall be not less than 50 percent of the total cost of the project.

(B) FORM OF NON-FEDERAL SHARE- The non-Federal share required under subparagraph (A) shall be in the form of--

(i) cash; or

(ii) donated supplies and related services, the value of which shall be determined by the Secretary.

(C) REQUIREMENT- The Secretary shall ensure that each applicant for a grant has the capacity to secure, and a feasible plan for securing, the non-Federal share for an eligible project required under subparagraph (A) before a grant is provided to the eligible project under the program.

(d) Designation of Preserve America Communities-

(1) APPLICATION- To be considered for designation as a Preserve America Community, a community, tribal area, or neighborhood shall submit to the Council an application containing such information as the Council may require.

(2) CRITERIA- To be designated as a Preserve America Community under the program, a community, tribal area, or neighborhood that submits an application under paragraph (1) shall, as determined by the Council, in consultation with the Secretary, meet criteria required by the Council and, in addition, consider--

(A) protection and celebration of the heritage of the community, tribal area, or neighborhood;

(B) use of the historic assets of the community, tribal area, or neighborhood for economic development and community revitalization; and

(C) encouragement of people to experience and appreciate local historic resources through education and heritage tourism programs.

(3) LOCAL GOVERNMENTS PREVIOUSLY CERTIFIED FOR HISTORIC PRESERVATION ACTIVITIES- The Council shall establish an expedited process for Preserve America Community designation for local governments previously certified for historic preservation activities under section 101(c)(1) of the National Historic Preservation Act (16 U.S.C. 470a(c)(1)).

(4) GUIDELINES- The Council, in consultation with the Secretary, shall establish any guidelines that are necessary to carry out this subsection.

(e) Regulations- The Secretary shall develop any guidelines and issue any regulations that the Secretary determines to be necessary to carry out this section.

(f) Authorization of Appropriations- There is authorized to be appropriated to carry out this section \$25,000,000 for each fiscal year, to remain available until expended.



## PRESERVE AMERICA GRANTS SUMMARY AND PROJECT DESCRIPTIONS

*Note: Though these grants remain authorized, the Congress has not appropriated funding for them since FY 2010.*

*The Preserve America competitive matching-grant program provides funding to designated Preserve America Communities, State Historic Preservation Offices, and Tribal Historic Preservation Offices to support preservation efforts through heritage tourism, education, and historic preservation planning.*

*Administered by the National Park Service in partnership with the Advisory Council on Historic Preservation, funded activities include interpretation and education, planning, promotion, training, and research and documentation of cultural and historic resources.*

*Projects are funded between a range of \$20,000 and \$250,000. Successful projects involve public-private partnerships and require a 50/50 non-federal match. Innovative projects serve as models to communities nationwide for heritage tourism, historic preservation planning, history education, and economic development.*

*From 2006 through 2010:*

- *\$21.7 million was awarded through 8 competitive rounds to 281 projects in 49 states*
- *721 project proposals were received requesting over \$56.5 million*
- *Projects were funded in five categories:*
  - *Interpretation and Education – 84 projects*
  - *Promotion – 77 projects*
  - *Planning – 53 projects*
  - *Research and Documentation – 53 projects*
  - *Training – 14 projects*

[www.PreserveAmerica.gov](http://www.PreserveAmerica.gov)

## ALABAMA

### **Ensley Historic Building Survey and National Register Nomination**

*Birmingham, Alabama*

\$25,000

Tuxedo Junction and Ensley were the birthplace and training ground for many of Alabama's Jazz, Soul, and R&B legends. This grant will support research that will lead to the nomination of Ensley's Commercial District and Tuxedo Junction to the National Register of Historic Places, an architectural guide to Ensley's commercial district, the publication of a history of the cultural and industrial communities of Ensley and Tuxedo Junction, and the establishment of these areas as destination points.

## ALASKA

### **Ketchikan Waterfront Wayfinding Program**

*Ketchikan, Alaska*

\$100,000

The City of Ketchikan will develop a wayfinding system to introduce and educate visitors arriving by cruise ship to the historic and cultural resources of the downtown area.

### **Downtown Anchorage Historic Walking Tour and Education Project**

*Anchorage, Alaska*

\$20,000

As Anchorage prepares to celebrate the 50<sup>th</sup> anniversary of Alaska's statehood throughout 2009, the city and its partners will launch a new website, develop a walking tour, install historical markers, and create an education program that provides materials to teachers. In completing these tasks, Anchorage seeks to provide visitors with consistent, free, and easily accessible options to explore Anchorage's history and enhance heritage tourism.

### **Alaska State Park National Historic Landmark Preservation Plan**

*Anchorage, Alaska*

\$52,912

This project will result in preservation plans for Baranof Castle Hill, Old Sitka Site, Fort Abercrombie and Fort Rousseau National Historic Landmarks to provide each a road map for the management, rehabilitation, use, and interpretation of the site.

## ARIZONA

### **Casa Malpais Interpretive Improvements**

*Springerville, Arizona*

\$21,974

The project will develop a three-dimensional computer model of the Casa Malpais site as well as other interpretive improvements to provide visitors with an understanding of the nature of life at this ancient American site dating to 1250 A.D.

### **Planning the Future of Fort Apache**

*White Mountain Apache Tribal Historic Preservation Office, Arizona*

\$77,166

The project will develop a new master plan for Fort Apache Historic Park, a National Register historic district, which will provide long-term guidance for stabilization, restoration, and adaptive reuse of the park's 27 historic buildings.

### **Hualapai Heritage Trails Projects**

*Hualapai Tribal Historic Preservation Office, Arizona*

\$40,000

The Hualapai Tribe will preserve and promote five existing cultural heritage trails for the benefit of the local tribal community and visiting tourists with the expectation of an expanded economic tourist base for the Tribe. Funding will provide archeological and ethnographic surveys of the trail sites and create interpretive signage, a brochure, and map.

### **Rediscover Nogales**

*Nogales, Arizona*

\$157,000

The City of Nogales will produce effective interpretive materials about events, individuals, organizations, and cultural and historical sites that have shaped the heritage of Nogales and the Pimeria Alta region; produce a school-based educational curricula and program to train educators on how to teach local history; produce a docent-training program for the Pimeria Alta Historical Society; and conduct an evaluation of the effectiveness of these programs.

### **A Castle and Two Unnatural Historic Gardens**

*Phoenix, Arizona*

\$82,124

The City of Phoenix Office of Parks and Recreation Department will develop interpretive materials to assist the public in better understanding the unique and special qualities of Tovrea Castle and its two vastly different historic, unnatural gardens. Tovrea Castle is a 44-acre Phoenix city historic park created from an historic private estate built by Alessio Carraro in 1928. The property is listed in the National Register of Historic Places and has been placed on the Phoenix Historic Register.

### **Cultural Heritage Tourism/Experience Plan**

*Scottsdale, Arizona*

\$50,000

Funding will go toward the development of a cultural heritage plan for the City of Scottsdale and its environs in the Papago Salado region. It will include an inventory of the cultural resources, strategic analysis of the factors influencing cultural heritage tourism, recommendations for improving local tourism and public understanding of cultural resources, and promotional and educational efforts that take into account changes in travel trends and technological tools available.

## **ARKANSAS**

### **Eureka Springs Backstory: Bringing the Past to Street-Level**

*Eureka Springs, Arkansas*

\$62,760

The grant will be used to promote the historical and heritage tourism pursuits of Eureka Springs through the implementation of signage, thematic tours, wayfinding, and public artwork. The primary objective of the project is to help visitors in Eureka Springs experience the historic buildings within the community.

### **Rural Heritage Development: Survey, Research, Documentation and Interpretation**

*Arkansas Historic Preservation Program*

\$100,000

As part of a larger Rural Heritage Development Initiative for the Arkansas Delta region, funds will be used to survey, research and document historic resources to be included in three themed heritage trails: musical heritage, African-American heritage and history, and agricultural heritage. In addition, interpretative materials, signage, brochures, tour itineraries, and tear-off maps will be produced.

### **Developing an Outreach Plan for Historic Central City Properties**

*Fort Smith, Arkansas*

\$46,680

This grant will create a plan to promote the historically significant, central city area to developers, investors and business. Tourism related business and persons who might consider residing in the central city will also be the focus.

### **Heritage 61 – The Cotton Highway**

*Osceola, Arkansas*

\$100,000

Osceola's interpretation and education project will produce and place 59 site markers along the Osceola Historic Commission's driving and walking tour as well as create other interpretive tools to explain the influence that cotton had on the development of this area and the nation.

### **Planning for Preservation and Heritage Tourism in Arkansas**

*Arkansas State Historic Preservation Office*

\$150,000

The State Historic Preservation Office will award subgrants to city and county governments that hold both Certified Local Government and Preserve America designations to develop local heritage tourism and preservation plans.

### **Arkansas Delta Gospel Institute Master Plan**

*Dumas, Arkansas*

\$60,590

Recognizing the significance of gospel music to the city's history, the City of Dumas, in partnership with Dumas Main Street, the Desha County Museum, and the Delta Area Community Foundation, will produce a Master Plan to guide the city in the recognition of the importance of the city's gospel music foundations and the development of an Arkansas Delta Gospel Institute in downtown Dumas.

**Blytheville Greyhound Bus Station Interpretative Project**

*Blytheville, Arkansas*

\$55,088

The City of Blytheville and the Main Street Blytheville will partner to develop a visitor information center in the city's historic Greyhound Bus Station. It will function as the first stop in Blytheville and the Arkansas Delta, will tell stories based on the "experience" of the bus station, and will provide information about other cultural and historic sites in Blytheville and beyond.

**Arkansas Civil War Sesquicentennial Markets Project**

*Arkansas State Historic Preservation Office*

\$50,000

To meet a mandate of the Arkansas Civil War Sesquicentennial Commission's plan for the 150<sup>th</sup> anniversary of the Civil War, the Commission will develop a historic marker program that will help tell the story of the Civil War and increase recognition of the importance of these places in the history of the state.

**Promoting Historic Helena**

*Helena-West Helena, Arkansas*

\$203,500

Helena has a rich and unique heritage tied to the Mississippi River, agriculture, music (specifically "the blues"), the African American experience, the Civil War, and the Civil Rights movement. The City of Helena, with its many partners, will use grant funds to develop creative and unique ways to promote its heritage and improve the experience of its visitors.

**Preserve America Community Program for Arkansas**

*Arkansas State Historic Preservation Office*

\$100,000

This grant award will support the State Historic Preservation Office's newly established Preserve America Community Agent. The state has embarked on an ambitious one-year work plan to develop the Preserve America program at the state level through training, coordination, and community-building with the goal of increasing the number of Preserve America communities in Arkansas and supporting their preservation and heritage tourism efforts, leading to increased statewide economic development.

**Branding the City of North Little Rock National Register Historic Riverfront and Historic Sites**

*North Little Rock, AR*

\$69,220

The City of North Little Rock plans to establish its unique identity through a strategic plan that focuses on both individually listed properties, through materials that identify and interpret significant places, and the City's historic riverfront, through the development of signage that directs visitors to and educates them about historic sites.

**Expansion of the Park Hill National Register Historic District**

*North Little Rock, AR*

\$30,000

Grant funds will be used to survey 380 architectural resources in the Park Hill District of North Little Rock, AR. Products will include an amendment to the National Register of Historic Places listing for this historic district and an expansion of the listing's boundaries.

**Implementation of Pocahontas Historic Assets Promotion Plan**

*Pocahontas, AR*

\$16,085

This grant will assist Pocahontas, AR, produce brochures and signage for visitors to the local National Historic Commercial District. Additional signage will highlight historic venues along "Rock and Roll Highway 67."

## CALIFORNIA

**Toward a Seamless Monterey Experience**

*Monterey, California*

\$100,000

The grant will develop a coordinated interactive wayfinding and signage program to promote historic and cultural resources, document and interpret public and private heritage assets, and enhance the visitor experience in the City of Monterey.

**Indian Island Interpretation and Education Project**

*Wiyot Tribal Historic Preservation Office, California*

\$100,000

The Wiyot Tribe will design and install designated interpretive trail markers at significant tribal locations and produce educational kiosks to provide a variety of audio and visual self guided presentations. The project will also develop curriculum for tour guides, compose living history enactments, and publish printed interpretive materials for visitor use.

**PRISM (Preserve Richmond to Interpret and Support Memories)**

*Richmond, California*

\$75,000

The City of Richmond will sponsor reconnaissance survey work that will identify historic resources to be incorporated into the Rosie the Riveter/World War II Home Front National Historical Park.

**San Clemente Wayfinding Sign Program**

*San Clemente, California*

\$30,000

San Clemente will develop a wayfinding program to direct visitors to historical and cultural resources including city hall, the downtown, the Municipal Pier, and North Beach.

**Santa Monica Pier “100 Years in the Past, 100 Years in the Future”**

*Santa Monica, California*

\$100,000

Santa Monica will promote the historic and cultural value of the Santa Monica Pier through a yearlong celebration and promotional campaign. The project works towards the goal of enriching the heritage tourism experience of visitors and provoking a deeper respect for the integral importance of the pier.

**Weaverville Marketing and Wayfinding Project**

*Weaverville, California*

\$28,754

This heritage marketing project works to promote local heritage festivals, advertise local museum exhibits, and develop and implement wayfinding and identity-building elements specified in the Weaverville Revitalization Plan.

**Santa Monica Beach Cultural Mapping Project**

*Santa Monica, California*

\$100,000

Capitalizing on its greatest asset – its beach, Santa Monica’s goal is to highlight people and events that shaped the history and culture that significantly influenced popular culture in America and abroad. Stories from the days of Jim Crow relate how use of the beach was the subject of racial tensions as African-Americans fought for equal access. The beach provided the backdrop for the birth of beach volleyball, the international physical fitness movement launched at Muscle Beach, as well as the American Skateboarding revolution. Funds will support an experienced historian to survey key sites, events, and individuals to create an inventory of resources and materials. This will provide the foundation for the future development of cultural markers and interpretive plaques, walking tours, and exhibits.

**Asian Pacific Islander Neighborhoods Cultural Heritage and Hospitality Education and Training**

*City of Los Angeles’ Preserve America Neighborhoods: Chinatown, Little Tokyo and Thai Town*

\$250,000

This project aims to build cultural identity and understanding within various Asian-Pacific Islander neighborhoods in Los Angeles and to reach out to the greater community through the provision of training materials and programs in historic preservation, cultural tourism, and hospitality services. The project includes a critical assessment of historic and cultural resources, development of hospitality training materials, training materials for communities to become self-sustaining heritage centers, and provides historic preservation professional development opportunities for community residents.

**Preserve Little Italy**

*San Diego, CA*

\$40,000

This grant will be used to survey and map historic resources in this Preserve America neighborhood and produce a catalog of community stories reflecting the family life, business activities, and culture of San Diego’s Little Italy.

### **Market and Octavia Historic Resource Preservation Project**

*San Francisco, CA*

\$83,529

Grant funds will be used by the city of San Francisco to promote economic incentives available to owners of designated historic properties in the Market and Octavia neighborhoods. Products will include educational resources targeted to property owners and businesses encouraging historic preservation and sustainability.

## **COLORADO**

### **Soapstone Prairie Natural Area Project**

*Fort Collins, Colorado*

\$147,563

Funding will be used to collect oral histories from various sources surrounding the Fort Collins and Soapstone Prairie Natural Area community and plans for an exhibit to educate and inform the public on the history of the area.

### **Steamboat Springs Cultural Heritage Interpretive and Education Project**

*Steamboat Springs, Colorado*

\$35,000

Funding will support the robust development of a Cultural Heritage Tourism program in Steamboat Springs by developing an interpretive plan, infrastructure, programs, and materials. Project includes the development of a multi-media museum exhibit focused on the history and cultural development of the city, creation of 12 interpretive signs, development of two walking tour brochures, and educational programs including living history days, guided walking tours, and lectures.

### **Southeast Colorado Heritage Tourism Program**

*Colorado Historical Society, State Historic Preservation Office*

\$130,000

The grant will create a regional marketing program for heritage tourism in a six-county rural region of Southeast Colorado. This public-private partnership will result in increased visitation and revenues to both historic sites and to local tourism supported businesses.

### **Wayfinding and Marker Project**

*Georgetown, Colorado*

\$33,000

This project will place wayfinding signs and markers to guide the heritage tourist to the outstanding historic sites in the Georgetown portion of Colorado's Georgetown-Silver Plume National Historic Landmark District.

### **Downtown Steamboat Springs Research and Documentation Project**

*Steamboat Springs, Colorado*

\$24,000

The project will research and document approximately 70 buildings in downtown Steamboat Springs' historic area in order to update historic survey information, determine National Register district eligibility and boundaries, publish a guidebook, and nominate 4 buildings to the National Register of Historic Places.

### **Park County Heritage Tourism Pilot Project – Heritage Site Planning**

*Park County, Colorado*

\$58,000

This project will undertake site specific tourism and development planning at three key properties in Park County: prepare a heritage tourism master plan for Buffalo Peaks Ranch, adaptive use feasibility studies, and marketing plans for Salt Works Ranch and Como Roundhouse.

### **Denver Heritage Trail**

*Denver, Colorado*

\$64,300

The City and County of Denver will design a heritage tourism system to highlight and attract local residents and tourists to Denver's historic neighborhoods while promoting a city and county-wide preservation ethic.

### **Durango Discovery Museum Interpretive Plan and Education Program**

*Durango, Colorado*

\$35,975

Durango's 1893 Power Plant will be the site of the Durango Discovery Museum, an interactive science and technology museum focused on energy sources of the past, present, and future. An interpretive plan for the property will be developed to define the exhibits, themes, and desired visitor experiences. Also a documentary video and two history booklets will be created to increase visitor interest and understanding of the site.

### **Trails of Northern Colorado**

*Fort Collins, Colorado*

\$100,000

Fort Collins will create educational projects to facilitate the goal of bringing cultural and natural heritage tourists together through an established trail system of Northern Colorado's natural areas. The project will include the creation of a cultural and natural heritage trail map, in-depth topic booklets, and an interactive website.

### **Town of Silverton Cultural Resources Survey**

*Silverton, Colorado*

\$35,530

The Town of Silverton will survey and inventory several hundred historic architectural resources. This project will be an important first step in the preservation and protection of important historic resources that attract visitors into the downtown area.

### **Baca County Rural Resources Survey**

*Baca County, Colorado*

\$25,000

The survey will document the historic resources of Baca County in an effort to better promote heritage tourism and awareness of these resources.

### **Southern Otero County Rural Resources Survey**

*Otero County, Colorado*

\$50,000

Otero County will survey private lands in Southern Otero County in an effort to develop heritage tourism with the involvement of local ranchers, the primary landowners. The survey will include an historic context and thematic study based upon the archeological and architectural findings of the survey teams and will result in the listing of properties on the National Register of Historic Places.

### **Redstone Coke Ovens Education and Interpretation Program**

*Pitkin County, Colorado*

\$25,000

Pitkin County will develop an education and interpretive program for the Redstone Coke Ovens Historic Park. The program will educate the public, direct foot and car traffic, and promote the site throughout the community.

### **Using Historic Theaters to Promote Southeast Colorado Historic Sites**

*Prowers County, Colorado*

\$50,000

Prowers County, in partnership with the Southeast Colorado Regional Heritage Taskforce representing several other Southeast Colorado Preserve America communities, will develop a series of film shorts on the heritage sites in the region. Featured sites will include Camp Amache National Historic Landmark, Sand Creek Massacre National Historic Site, and Bent's Old Fort National Historic Site. The films will be shown prior to first-run commercial films in the historic movies theaters in the region, and will encourage audiences to visit the historic sites located in their backyards.

### **Mining Heritage of San Juan County Colorado**

*Silverton, Colorado*

\$27,838

Hard rock mining was the preeminent movement for Euro-American development of Colorado. This project will help to preserve and interpret these historic mining resources through the development of a Historic Structures Report and Preservation Plan for the Animas Forks mining camp, development of an interpretive tour of the Shenandoah-Dives Mill, and a full-length documentary on the mining heritage and preservation partnerships in Silverton and San Juan Counties.

### **Colorado Springs Heritage Tourism Pilot Project**

*Colorado Springs, Colorado*

\$33,720

The City of Colorado Springs has chosen to highlight five of its historic landmarks to develop a comprehensive strategy that advances awareness of these sites as closely connected heritage tourism resources and destinations. The sites include the Colorado Springs Museum, Monument Valley Park, the Rock Ledge Ranch Historic Site, the Red Rock Canyon Open Space, and the Garden of the Gods Park.

### **“Forged In Steel”: 121 Years of the Colorado Fuel & Iron Company and Bessemer Neighborhood**

*Pueblo, Colorado*

\$25,000

For over 121 years, the Colorado Fuel and Iron Company was the backbone of the City of Pueblo, developing the diverse Bessemer neighborhood to house its workers. The Bessemer Historical Society is now in possession of the company’s extensive archives and maintains the Steelworks Museum. This grant will allow the Society to develop materials that will educate community members and visitors about the city’s roots in the steel industry.

### **Promoting Mesa Verde Country, Past and Present**

*Montezuma County, CO*

\$89,822

Mesa Verde Country and Crow Canyon Archaeological Center will collaborate on a promotional project intended to increase visitation to Mesa Verde Country, introducing local residents and tourists to the archeological resources located in Montezuma County and educating them about past and present Pueblo Indian culture. The project will include the development and enhancement of electronic and print media and through participation in Mesa Verde Country and Crow Canyon’s programs and events.

### **Regional Wayfinding and Interpretation for Southeast Colorado**

*Otero County, CO*

\$40,000

This project will link and promote a variety of historic assets found in the southeast region of Colorado. Materials to be developed will include a guidebook to heritage sites, maps, a regional heritage website, all of which will increase awareness of the assets ranging from a Japanese Internment Camp, the Santa Fe Trail, local museums, and State and National historic sites.

### **Promote and Research “Historic Lake City”**

*Lake City, CO*

\$20,350

Preserve America funding will be used to promote tourism in historic Lake City. These projects will provide increased online presence for Historic Lake City; development of interpretive displays for placement throughout the area; increased regional, statewide, and national media cultivation; collection of audio and video histories; and an annual History Month that coincides with the town’s birthday.

### **Bent County Rural Resources Survey**

*Las Animas, CO*

\$54,259

Grant funds will be used to conduct an architectural and archeological survey of Bent County, CO. The survey will provide a historic context for the County and enable a prioritized list of resources in need of protection.

## **CONNECTICUT**

### **Historic Wethersfield Master Plan**

*Wethersfield, Connecticut*

\$50,000

The grant will be used to conduct a study to analyze existing historic and cultural resources and develop strategies to increase usage of the town’s assets.

### **Promoting Heritage Tourism in Bridgeport: Revitalizing a Historic American City**

*Bridgeport, Connecticut*

\$75,000

With a goal of increasing visitation and cultural tourism in the historic downtown, the City of Bridgeport is undertaking a comprehensive and long-term promotional campaign that will include print, radio, and marquee advertising. The campaign will direct visitors to a new website that will provide residents and visitors with information on a walking tour and the downtown area.

**Promotional Campaign for Simsbury: New England Nearby***Simsbury, Connecticut*

\$50,000

Simsbury will produce a campaign designed to promote and enhance resident and visitor experiences in Simsbury and the surrounding communities. The campaign will utilize pre-existing signature events involving cultural, natural, and historic resources to increase awareness through a multi-tiered marketing approach.

**Historic Wethersfield Wayfinding Signage and Gateway Enhancement***Wethersfield, Connecticut*

\$90,000

This project will enable the Town of Wethersfield to utilize the recommended sign design from the Historic Wethersfield Master Plan. It will proceed with the recommended placement of signs, the installation of directional and informational signs, and the implementation of recommended improvements to the main gateway from the interstate to the historic area.

**Ledyard Historic Resources Digitization Project***Ledyard, Connecticut*

\$59,000

The Town of Ledyard plans to increase the awareness of historic preservation and to aid the identification of heritage tourism opportunities by updating and digitizing its town-wide architectural survey and creating an online, searchable database of the survey. It will also add planimetric data to its GIS and create GIS maps that highlight Ledyard's cultural resources.

**Downtown New Britain Wayfinding and Pedestrian Linkages Program***New Britain, CT*

\$110,000

The City of New Britain will develop a Downtown Signage Program to increase appreciation and utilization of the historic buildings and parks built when the city was becoming the Hardware Capitol of the World. The creation of a pedestrian friendly environment including wayfinding signs and the support of mixed-use development will encourage cultural activities and aid in the enforcement of historic preservation regulations within the area.

**DELAWARE****City of Lewes Off-Season Maritime Historic Tourism Plan***Lewes, Delaware*

\$35,000

The City of Lewes's downtown historic district is listed in the National Register of Historic Places, and was designated as one of a Dozen Distinctive Designations in 2006 by the National Trust for Historic Preservation. With a population of 3,000, the city contains an impressive number of historic homes, structures, and sites focused on the City's maritime history, including the historic Overfalls Lightship, which is one of only 17 remaining lightships in the country. Lewes will use funds to increase heritage tourism through planning for a better visitor experience year-round. The plan will develop an integrated multi-media approach that includes audio tours, brochures with detailed maps, interpretative signage, and radio broadcasts. This will provide off-season visitors the opportunity to learn about the many significant places and events that have taken place over the nearly four centuries of Lewes' maritime history.

**FLORIDA****Interpreting Miami's Vizcaya Museum and Gardens***Miami, FL*

\$50,000

The City of Miami will produce a multilingual audio tour of the Vizcaya Museum and Gardens. It will feature 90 minutes of content in English, Spanish, and Portuguese using archival research and interviews with experts and community members on Miami's premier historic site.

**Master Plan for Historic Sunken Gardens***St. Petersburg, FL*

\$25,000

This grant award will support the development of a comprehensive master plan for Sunken Gardens, a four-acre botanical garden established in 1903 located in St. Petersburg's Fourth Street Business District. The master plan will include both the preservation of the gardens and educational programming.

**City of Sanford Path of History: Sanford Avenue Information Markers**

*Sanford, FL*

\$15,000

Grant funds will be used to design, fabricate, and install heritage trail markers in the Georgetown neighborhood of Sanford, FL. The markers will interpret the history of segregation in this southern city.

**State of Florida Historic Preservation Training Initiative**

*Tallahassee, FL*

\$200,000

The State of Florida will provide subgrants and technical assistance to communities in Florida for training in the study, use, protection, and promotion of local historic and cultural resources in the state.

## GEORGIA

**Wayfinding Plan**

*Augusta (Richmond County), Georgia*

\$50,000

The grant will be used to develop a plan for a city-wide, coordinated wayfinding signage program with an emphasis on historic and cultural resources. The primary objectives are to assess the navigational needs of visitors; to conduct research in other cities and towns with effective signage programs; to determine the location, placement, number and design of the signs; and to design the content. The result will be a plan for a comprehensive wayfinding system to direct a diverse group of both motor tourists and pedestrians to local places of interest.

**Roswell Historic District Heritage Tourism Plan**

*Roswell, Georgia*

\$100,000

Funding will be used to promote cultural resources through the development of an interpretive plan of the Roswell Historic District and implement a signage system to reflect the character of the district.

**Exhibits and Kiosks at the Museum on Main**

*LaGrange, Georgia*

\$123,000

This project will create exhibits for the Museum on Main with complimentary on-line exhibits and three kiosks located throughout LaGrange, telling the local history through the stories of the people who have lived in the area. Brochures and public banners to market the exhibits will also be produced.

**Campaign to Preserve Georgia's Historic Cemeteries**

*Georgia State Historic Preservation Office*

\$86,000

Grant funds will promote the recognition, preservation, documentation, and protection of Georgia's Historic cemeteries throughout the State. Funds will be used to conduct a statewide conference focusing on the preservation of the cemeteries and their use in heritage tourism, to produce a publication that gives an overview of preservation guidelines and interpretation of historic cemeteries, and promote the importance of historic cemeteries through public information. The project will also create a cemetery subgrant program where designated Preserve America communities apply for activities such as cemetery preservation planning, interpretive plans, and National Register nominations.

**Historical Archaeological Survey of Kettle Creek Battlefield**

*Washington, Georgia*

\$21,729

The Kettle Creek Battlefield located 12 miles from downtown Washington was the site of a 1779 Revolutionary War battle. No archaeological study has been conducted of the site until now. The project will involve archival research, archaeological survey, and lab analysis. Collected data will be used to develop a master plan for interpretation and marketing of the battlefield.

**Heritage Wayfinding Signage, Informational Kiosk and Walking Tour Brochure for the Historic Main Street District**

*Fayetteville, Georgia*

\$31,000

This interpretive project will promote heritage tourism efforts and help identify the historical and cultural resources located within the historic main street district of Fayetteville.

### **Celebrating 200 Years of History: Madison Bicentennial Heritage Program**

*Madison, Georgia*

\$34,458

The Madison Bicentennial Heritage Program will illuminate Madison's diverse history and provide permanent interpretive information for the physical representations of the town's past.

### **Downtown Directional Wayfinding Signage Program**

*Kennesaw, Georgia*

\$50,000

The City of Kennesaw boasts a rich heritage dating to the 1830s when the town was founded in conjunction with the construction of a rail line through Cobb County. The keystone of the downtown historic district is the Railroad Depot which now houses museum exhibits, artifacts, and photographs related to the history of Kennesaw. The City of Kennesaw will develop and design a consistent, comprehensive and uniform system of directional and wayfinding signage with enhanced pedestrian, vehicular, parking and gateway features.

### **Georgia's Community Landmark Heritage Tourism Initiative**

*Georgia State Historic Preservation Office*

\$128,560

With the help of this grant, the Georgia State Historic Preservation Office will conduct a statewide conference and produce publications that educate communities across the state about the preservation and interpretation of their landmarks. It will also be used by the office to assist Preserve America Communities and Certified Local Governments that are requesting designation for landmarks that are being developed as heritage tourism assets.

## **HAWAII**

### **Developing the Visitor Infrastructure for Chinatown**

*Honolulu, Hawaii*

\$150,000

The City and County of Honolulu will develop a visitor infrastructure to showcase the historic nature of Honolulu's Chinatown through various exhibits, tours, and promotion of the area's businesses.

### **Ewa Villages Heritage Tourism Plan: Preserving Hawaii's Plantation Communities**

*Hawaii State Historic Preservation Office*

\$51,727

The Ewa Sugar Plantation Village contains former mill buildings, a plantation manager's residence, and an old railroad line. This grant will support the development of a plan to adaptively use these properties as interpretive and educational tools to help tell the story of Hawaii's sugar plantations.

## **IDAHO**

### **City of Boise Local Landmarks**

*Boise, Idaho*

\$20,000

The city plans to research and write city landmark nominations for 30 properties not well documented nor locally designated and publish a Boise City Local Landmarks brochure. A walking tour brochure will be produced in order to expand heritage tourism and bring awareness of historic resources.

## **ILLINOIS**

### **Hosting Heritage Tourism in Rock Island**

*Rock Island, Illinois*

\$43,342

Funds will be used to conduct the planning necessary to open and operate a satellite visitor center of the Quad Cities Convention & Visitors Bureau in a designated landmark building in Rock Island that has been threatened with demolition.

### **City of Lockport Comprehensive Marketing Campaign**

*Lockport, Illinois*

\$30,000

The City of Lockport will develop a comprehensive marketing strategy that will include a broad range of tools including brochures and the promotion of existing events such as Canal Days and the Lockport Cemetery Walk.

**Will County Rural Historic Structures Intensive Survey***County of Will, Illinois*

\$25,000

Will County, which is developing at a rapid pace, understands that through an inventory of its historic places it can strategically plan for the preservation of its historical and cultural assets. This intensive survey will identify National Register-eligible landmarks and districts and will make recommendations for the preservation of these places. The County's Historic and Cultural Preservation Plan as a result, will be updated. The survey will also be utilized for educational and interpretive purposes.

**City of Blue Island's Cultural Heritage Resources and Outreach Strategy***Blue Island, Illinois*

\$102,250

The City of Blue Island will develop a heritage resources and outreach strategy focusing on three National Register Historic Districts. The project will incorporate the creation of a collective identity for Blue Island, unifying the efforts and strengthening the partnerships of community members, local businesses, and city government. It plans to implement the strategy to produce materials that celebrate the city's history and cultural heritage in a contemporary context. Deliverables will include design of historic markers, development of a promotional website, and the design of a publication focusing on the under-represented immigrant populations located in the city.

**Preserving and Promoting Illinois' Oldest Town***Palestine, IL*

\$54,488

This project will aid in the creation of a strategic heritage tourism plan for the Village of Palestine. The plan will provide direction for the promotion of the town's historic properties, heritage events, and local businesses, and will consequently strengthen visitor experience to the area. A collaborative promotional strategy will encourage the utilization of visitor resources to a greater extent and increase market reach.

## INDIANA

**Preservation Services for Irvington in Indianapolis***Indianapolis, Indiana*

\$42,100

The Irvington neighborhood in Indianapolis will create an inventory, hire a part-time preservation planner for two years, prepare feasibility studies for 2 critical vacant buildings, and prepare three historic district nominations to the National Register of Historic Places.

**Tour de Lafayette***Lafayette, Indiana*

\$21,750

The City of Lafayette will develop interpretive and educational materials using technology such as podcasts and the Internet to digitally link the nine historic districts located within Lafayette. This endeavor will enable the City of Lafayette to encourage preservation of oral traditions, provide updated information on their historic resources, and equip visitors with the necessary tools to better appreciate the city's heritage and cultural resources.

**Inventory and Promotion of Indiana's Prehistoric Mounds and Earthworks***Indiana State Historic Preservation Office*

\$180,454

The Indiana State Historic Preservation Office (SHPO) recognizes that prehistoric mounds and other types of earthworks are highly threatened and irreplaceable archeological resources. In partnership with archeologists at several of the state's universities, the SHPO will create a comprehensive inventory of Indiana's prehistoric mounds and earthworks, develop a narrative report of findings and recommendations, and establish a webpage to educate the public.

**Noblesville Cultural Docent and Interpretation Collaboration Pilot Program***Noblesville, IN*

\$23,867

Grant funds will be used to develop a pilot program to promote heritage tourism in the historic downtown of the City of Noblesville, IN. The city will employ high school students to serve as docents for six heritage tourism non-profit organizations.

## IOWA

### **Dubuque on the Mississippi: The Dubuque History Trail**

*Dubuque, Iowa*

\$148,500

This project will establish the Dubuque History Trail that will feature pedestrian wayfinding and interpretation signs, maps, walking tours, historic site signage, district interpretation signage, downloadable podcasts, cell phone messaging, trolley tours, and a river taxi-tour on the Mississippi River.

### **Mines of Spain Exhibit and Education Program**

*Dubuque, Iowa*

\$150,000

This project strives to increase visitation, enhance interpretation, expand educational opportunities, and build partnerships within the Mines of Spain, a National Historic Landmark.

### **Santa Fe Passenger and Freight Complex Re-use and Restoration Planning**

*Fort Madison, Iowa*

\$20,000

The Santa Fe Passenger and Freight Complex Re-use and Restoration planning project will produce long and short term plans for the site. The vision is for the depot to house interpretive information on local railroad history while allocating space for the Railway Express Office.

### **“Hollywood in the Heartland”**

*Iowa State Historic Preservation Office*

\$45,300

The Iowa State Historic Preservation Office will engage the public in Iowa’s movie legacy through several heritage tourism activities designed to stimulate interest in this aspect of the state’s history. The “Hollywood in the Heartland” initiative will celebrate Iowa’s relationship with the movie industry through an examination of the people and places related to the development and consumption of motion pictures.

### **Junior Main Street Program**

*Oskaloosa, Iowa*

\$90,000

The Junior Main Street Program will bring students and teachers together in collaboration with various community organizations to develop heritage tourism and preservation projects within the community as a focus for cross-curricular education. The projects, such as the development of self-guided walking tours, are envisioned to promote community sustainability through an understanding and awareness of the community’s heritage, build future leadership from participating students, and be a model for other communities and states.

### **Historic Preservation Planning for Coon Rapids, Iowa**

*Coon Rapids, IA*

\$15,000

This grant will assist the rural city of Coon Rapids provide historic preservation architectural planning to owners of historic properties. Preservation of these resources will involve youth in historic preservation activities and promote heritage tourism programs.

## KANSAS

### **Promotion of the 18 Kansas Historic Sites Across the State**

*Kansas State Historic Preservation Office*

\$100,000

The Kansas State Historic Preservation Office will address signage and promotion of the 18 Kansas State historic sites. Result will be to raise the visibility of these sites. A recent marketing study indicated a low awareness and visibility of the sites. The goal is to increase visitation. The project will also develop a Kansas State Historic Preservation Office logo and branding strategies for the sites.

### **Fort Hays State Historic Site Guardhouse Interpretive Exhibits**

*Topeka, Kansas*

\$114,866

The State Historic Preservation Office will work to fabricate interpretive exhibits that will detail the history of Fort Hays from 1865 to 1889. The exhibits will be targeted to engage heritage tourists, school groups, and others interested in the fascinating history of the fort.

## **KENTUCKY**

### **Rural Heritage Development Initiative Survey**

*Kentucky State Historic Preservation Office*

\$60,000

Grant funds will be used to understand, protect, and market the region's rich historic resources. The project will begin with an architectural and cultural resources survey in 2 Preserve America communities in the state with the least amount of survey and National Register listings. A comprehensive survey will be used in order to identify a basis for preservation planning measures and to develop a regional heritage tourism program. Project consultants will also gather heritage tourism data for 8 counties in the region.

### **The Portland Neighborhood: Linking Our Heritage to Our Future**

*Portland Neighborhood of Louisville, Kentucky*

\$150,000

The grant will create a set of interpretive master plans to interpret Portland Wharf Park and link it with key neighborhood historic sites along three heritage trails. The proposed project, because it incorporates citizen involvement throughout the planning process, will result in a local citizenry more prepared for the challenges of heritage development. The plan will result in a more cohesive interpretive strategy that insures a strong, authentic visitor experience.

### **Hidden River Cave Trail, Horse Cave Main Street**

*Horse Cave, Kentucky*

\$21,000

Funds will be used to complete a unique tourism pathway that will highlight the history of Hidden River Cave. The project will involve the purchase and installation of audio tour equipment and signage, research and creation of narratives in multiple languages, and pedestrian-friendly plans.

### **A Comprehensive Preservation Plan for Gratz Park in Lexington, Kentucky**

*Lexington-Fayette County, Kentucky*

\$55,925

Funds will be used to prepare a written and graphic comprehensive preservation and improvements plan for the Gratz Park neighborhood of Lexington.

### **Interpretation of Historic Bowling Green**

*Bowling Green, Kentucky*

\$62,000

The City of Bowling Green will write, design and fabricate interpretive signs, trailheads, and other interpretive materials as part of a heritage tourism marketing campaign to promote their historic resources and enhance visitor experience.

### **Information Signage, Kiosks, and Wayfinding for Burlington Historic District**

*Burlington, Kentucky*

\$22,500

The Burlington Historic District project will work to install plaques, wayfinding signs, and an informational kiosk describing historic buildings and sites in an effort to create a greater awareness of heritage tourism within the district.

### **Discover Landmark Covington! Cultural Heritage Tourism Program**

*Covington, Kentucky*

\$130,000

The goal of this project is to produce urban walking and driving cultural heritage tours that will help preserve, enhance, and promote the rich cultural assets of Covington.

### **Rural Heritage Development Initiative Preserve America Sub-Grant Program**

*Kentucky State Historic Preservation Office*

\$80,000

The State Historic Preservation Office will subgrant funds to market heritage tourism information and develop heritage tourism education materials and/or National Register nominations based on current survey work of three counties in Kentucky involved in the Rural Heritage Development Initiative.

### **Renaissance Area Master Plan**

*Paducah, Kentucky*

\$75,000

Building on the recent success of Paducah's Artist Relocation Project in its Lowertown Historic District, the city will prepare a Renaissance Area Master Plan that will link and manage the further growth and development of its new art neighborhood, its Downtown, and its Riverfront. The city eventually hopes to move cultural and natural heritage tourists seamlessly throughout all three historical and economical areas, having united their identities and visual characters.

### **Rural Heritage Development Initiative Design Guidelines**

*Bardstown, Kentucky*

\$48,925

The City of Bardstown, along with eight other Preserve America Communities, will work with the University of Kentucky Research Foundation to develop design guidelines that will help the region maintain the character of its rural landscapes and historic small communities. The resulting document will review regional design characteristics, case study examples, and prescriptive recommendations.

### **Rural Heritage Survey Phase III, Development of Farmstead Heritage Websites**

*Frankfort, KY*

\$30,420

Grant funds will be used to create a website to interpret and promote Kentucky's historic agricultural resources for visitors to the State. Additional funds will be used to develop and promote local heritage tourism programs, tourism brochures, and festivals.

## **LOUISIANA**

### **Wayfinding, Interpretation and Identity: Natchitoches and the Cane River Region**

*Natchitoches, Louisiana*

\$150,000

The City of Natchitoches will use the grant to implement the "Cane River National Heritage Area Identity, Interpretive, and Wayfinding Program" within the Natchitoches National Historic Landmark District. Funds will be used to enhance a heritage walking trail with landscape elements, wayfinding signage, interpretive plaques, map kiosks, electronic visitor information kiosks, and a guidebook. The long-term objective is to promote regional heritage assets and create a profile of a nationally significant heritage destination.

### **Louisiana Rebirth: Restoring the Soul of America**

*Louisiana State Historic Preservation Office*

\$150,000

Funds will be used to develop positive economic energy statewide through heritage tourism, in response to the effects of Hurricanes Katrina and Rita. The project will launch an annual state-wide Main Street extravaganza in which all 25 Main Street communities would celebrate their unique qualities during the same weekend and will create a new interactive website that would promote and rebuild tourism in New Orleans.

### **Marketing Historic Bastrop, Louisiana**

*Bastrop, Louisiana*

\$27,403

This project will develop wayfinding signage with a community identity to serve as a tool to market the historic and cultural assets of Bastrop.

### **Louisiana Main to Main: A Cultural Roadshow**

*Louisiana State Historic Preservation Office*

\$150,000

The Louisiana State Preservation Office will work in partnership with the Louisiana Main Street program to identify, showcase, and promote cultural assets unique to Main Street communities, and expand promotion of the annual Cultural Road Show initiative. The project will include involvement from Louisiana's Main Street and Preserve America Communities.

### **Conference for Local Preservation Commissions of Preserve America Communities**

*New Orleans, Louisiana*

\$20,480

In continuing to revive New Orleans's tourism and convention industry, the city will develop workshop sessions and tours showcasing New Orleans's heritage tourism efforts. The project will provide local preservationists tools and information for protecting historic resources and enhancing their heritage tourism. Sessions and tours will be offered by the National Alliance of Preservation Commissions' biennial National Commission Forum and are envisioned to grow into a full conference track at future Forums. This will be the first time the over 700 Preserve America communities will be invited to a national gathering and offered training.

### **New Orleans Historic District Design Guidelines**

*New Orleans, Louisiana*

\$54,860

The New Orleans Historic District Landmarks Commission's current design guidelines are 150 pages long and difficult for the public to understand. With this grant, the Commission will rewrite and illustrate the guidelines to make them more accessible, alert property owners to their publication, and incorporate them into a website. Clear and consistent guidelines will strengthen the Commission's relationship with community members and lead to greater awareness of and compliance with appropriate preservation techniques.

### **Historic Downtown Redevelopment Initiative**

*Crowley, Louisiana*

\$70,705

The city will plan a year-long multimedia campaign to announce and celebrate the completion of the redevelopment of Crowley's historic downtown. The downtown historic district, listed in the National Register of Historic Places, contains 20 blocks of Victorian homes designed in the Queen Anne style. Commercial buildings include the New City Hall, built in 1921 as a Model T assembly facility, and the Grand Opera House of the South, built in 1901 and recently renovated and reopened for performances. The district has been restored to its turn-of-the-century appearance and designed to attract both businesses and tourists. The initiative will comprise of electronic media spots, print advertising, billboards, and several commemorative community events.

### **Historic Opelousas Wayfinding Signage and Gateway Enhancement Project**

*Opelousas, LA*

\$50,000

The city will use funds to design and produce historic markers and interpretive plaques. The project will showcase the city's historic structures and promote tourism.

## **MAINE**

### **Point to the Past Heritage Interpretation Project**

*Portland, Maine*

\$62,000

The City of Portland will expand and enhance the interpretation of Portland's landmarks and history by using GPS devices to provide information and interpretation of historic resources to visitors and residents. This pilot program will focus on specific historic resources to determine if this type of technology will enhance the visitors' experience.

### **Public History in Public Places for Saco Bay Cities**

*Saco, Maine*

\$37,500

The City of Saco will promote heritage tourism in the region, improve local history instruction in the schools, and create a new awareness of local and regional history in the community and the Saco Bay region. Funds will pay for the creation of three history exhibits (two stationary and one traveling) on local and regional history, and an interpretative regional history guide and for use by teachers in the classroom.

### **Heritage Campaign for Downtown Gardiner**

*Gardiner, Maine*

\$50,000

The City of Gardiner plans to develop a multi-faceted campaign designed to enhance and promote the cultural heritage of its Downtown Historic District, Kennebec River waterfront, and the surrounding historic neighborhoods. Included will be the creation of wayfinding and interpretive signage that connects these areas and increases visitation to their significant sites.

**City of Bath Historical Markers Project**

*Bath, ME*

\$30,000

The City of Bath will create a series of interpretative signs around the city and a walking tour brochure that notes the location of historic sites and interprets the city's history. Sites included will highlight architectural treasures, and relay stories of notable persons and events of the city's 400-year history.

## MARYLAND

**Expansion and Enhancement of Annapolis' Heritage Resources**

*Annapolis, Maryland*

\$80,000

Annapolis plans to build the awareness and appreciation of lesser-known or visited heritage resources by drawing visitors to such sites through 7 on-site exhibits and 16 interpretative signs.

**Thurgood Marshall's First Public School**

*Baltimore, Maryland*

\$100,000

The City of Baltimore will work to complete the research and documentation necessary to prepare and fabricate interpretive exhibits at the Henry Highland Garnett School that will illuminate the years in which Thurgood Marshall, the country's first African American Supreme Court Justice, was educated. The exhibits will help to detail the school's segregated past as well as the rich cultural heritage of the Upton community of Baltimore City.

**Maryland Heritage Areas Program Strategic Plan**

*Crownsville, Maryland*

\$75,000

The State Historic Preservation Office will work to strengthen their State heritage areas program through the creation of a strategic plan which will enable them to better serve the heritage areas as well as identify short, mid, and long-term goals for the State of Maryland's heritage tourism endeavors.

**Frederick Visitors Center Exhibit and Heritage Trail**

*Frederick, Maryland*

\$150,000

The City of Frederick will use grant funds to develop a comprehensive interpretive program for the Frederick Visitors Center and heritage trail markers along pedestrian pathways leading into downtown Frederick.

**Annapolis City Hall Restoration**

*Annapolis, Maryland*

\$75,000

The City of Annapolis will conduct a Historic Structures Report, including paint analysis, development of architectural drawings, and other planning documents needed for the restoration of the Annapolis City Hall. The City Hall is a contributing structure in a National Register Historic District, is listed on the Maryland Inventory of Historic Places, and is a designated local landmark.

**Conspiracy! Port Tobacco and the Plot to Assassinate President Lincoln**

*Charles County, Maryland*

\$60,000

Charles County will collect information through detailed archival and archaeological research on the setting in which conspirators planned the abduction and assassination of President Lincoln, Vice President Johnson and Secretary Seward in March 1865. The final report will provide vital information for interpretation, nomination, and possible acquisition of properties in Port Tobacco related to this nationally significant event in American history.

**Catoctin Mountain Scenic Byway Gateway/Wayfinding Project**

*Frederick, Maryland*

\$150,000

The City of Frederick will develop a comprehensive wayfinding and gateway signage system in Frederick that will serve as a prototype for other communities located along the Catoctin Mountain Scenic Byway in Maryland.

**Rockville Historic Building Inventory Catalog**

*Rockville, Maryland*

\$20,000

The City of Rockville will utilize funds to update their Historic Building Inventory and Catalog to reflect the resources excluded from the catalog since the last update 18 years ago.

**Heritage Farm at Biscoe Gray Property, Phase I: Master Plan**

*Calvert County, Maryland*

\$65,000

Calvert County will survey and document heritage resources on the Biscoe Gray property and produce a Master Plan for the protection and interpretation of its archaeological sites and structures that also incorporates the development of a working Heritage Farm as a site for heritage tourism and education.

**Improving Public Access to Maryland's Inventory of Historic Properties**

*Maryland State Historic Preservation Office*

\$78,761

With this grant award, the Maryland State Historic Preservation Office will provide Internet access to the Maryland Inventory of Historic Properties, which includes data and documentation on more than 12,000 archeological sites and 80,000 historic and architectural resources. This will aid in educating the public about the historic resources in their communities and help preservationists utilize historic property information to support resource protection and heritage tourism development.

**County Archeology Collections Exhibit Pilot Project**

*Maryland State Historic Preservation Office*

\$27,623

This project supports a pilot state-county partnership to develop publicly accessible exhibits of archeological materials currently housed at the Maryland Archaeological Conservation Laboratory (MAC Lab). Exhibits will be developed in two counties with the assistance of local partners and accompanied by related lectures and workshop programs, to be followed by an evaluation period to determine future application of similar programs throughout the state. Results include conservation of cultural collections, technical assistance to local communities for historic preservation efforts, and heritage education.

**Civil War Podcast Driving Tour**

*Rockville, MD*

\$20,000

With this grant award the City of Rockville will produce a driving tour Podcast of the Civil War activities that took place in Montgomery County, in concert with the sesquicentennial commemoration of the Civil War. The product will enable locals and visitors to take self-guided tours of the county to understand the important role the county played in the Civil War.

**Producing a Heritage Design Plan for Baltimore's Carroll Park**

*Baltimore, MD*

\$35,000

Baltimore City will use grant funds to conduct surveys, impact studies, and site analyses of Carroll Park. Products will include a preservation plan for the park that addresses the preservation of historic landscape features.

## MASSACHUSETTS

**Maximizing the Gloucester Maritime Heritage Visitor Experience**

*Gloucester, Massachusetts*

\$140,000

The grant will attract and enable more visitors for the Maritime Trail through the production of a web-based promotional program and the installation of directional markers new exhibits.

**Lowell Cultural Heritage Branding Project**

*Lowell, Massachusetts*

\$75,000

The Cultural Organization of Lowell, along with their partner organizations, will develop a cultural marketing strategy and implementation plan that will help to brand Greater Lowell as a unique hub of cultural and heritage activity.

### **Massachusetts Historic Properties Inventory Digitizing and GIS Project**

*Massachusetts State Historic Preservation Office*

\$150,000

The Massachusetts State Historic Preservation Office maintains a statewide Inventory of Historic and Archaeological Assets of the Commonwealth, which includes hundreds of thousands of records cataloguing buildings, objects, and other significant resources. This grant will allow the office to convert its paper inventory into electronic images that can be accessed by users of the online database, broadening public appreciation and awareness of the state's historic properties through ready access to 40 years of research and documentation.

## **MICHIGAN**

### **Heritage Tourism Road Map for SHPOs and a Michigan Model**

*Michigan State Historic Preservation Office*

\$80,000

The grant will enable a partnership between 13 communities, the Michigan State Historic Preservation Office, and the National Conference of State Historic Preservation Officers to develop a best practice model for other State Historic Preservation Offices to use to establish a heritage tourism program in their state and document the creation of a prototype in Michigan for inclusion in the best practice model.

### **National Register Nominations for Cultural Tourism Destinations**

*Michigan State Historic Preservation Office*

\$68,843

Michigan's State Historic Preservation Office will use grant funding to develop National Register of Historic Places nominations and erect historical markers for two significant locations: Mary's City of David and Idlewild. Information gained from this process will serve as the foundation for further development of these locations as tourist destinations.

### **Back-in-Time: Tales of the Village**

*Douglas, Michigan*

\$23,265

In partnership with local schools and District library, the City of Douglass will create educational and interpretive materials in order to provide better information on the city's historic and cultural resources.

### **Ferndale Heritage Tourism and Wayfinding Project**

*Ferndale, Michigan*

\$120,000

The City of Ferndale will incorporate wayfinding signage, plaques, and self guided tours to promote Ferndale's downtown historic resources.

### **Michigan Modern**

*Michigan State Historic Preservation Office*

\$118,000

This grant will allow the Michigan State Historic Preservation Office to call attention to Michigan's important contributions to the development of Modernism in America. The project will include creation of a website titled Michigan Modern, documentation of its history through an architectural survey and the development of a narrative that includes the oral histories of architects and designers, resulting in a tourism-oriented site that provides historical and biographical information as well as a series of walking and driving tours of significant sites.

## **MINNESOTA**

### **St. Cloud Heritage Preservation Community Education and Marketing Plan**

*St. Cloud, Minnesota*

\$19,489

Funds will be used to develop a Community Education and Marketing Plan to educate the public about the different aspects and effects of historic preservation in their community.

### **Grand Rounds Historic District Survey and National Register Documentation**

*Minneapolis, Minnesota*

\$25,000

The Grand Rounds park system will be comprehensively surveyed to document and assess the significant and character defining features located in the 53-mile parkway system. A National Register nomination will be prepared to further enhance the interpretation and protection of this historic landscape.

### **Linking New Ulm: Past and Present Project**

*New Ulm, Minnesota*

\$20,119

The city will develop an overall plan for signage, markers, and wayfinding for New Ulm's commercial downtown district. The project will include recommendations for interpretation of historic resources, living history site potential, and use of other media to convey New Ulm's history.

## **MISSISSIPPI**

### **Rebuilding Mississippi's Heritage Tourism Industry Post Hurricane Katrina**

*Historic Preservation Division, Mississippi Department of Archives and History*

\$150,000

Funding will be used to assess the damage to culturally significant properties, to examine means and resources, as well as the development of plans, for preserving the region's remaining cultural resources. In addition, the project will seek to identify previously under-recognized historic resources, and to promote the region's historic and cultural assets through a comprehensive heritage tourism plan.

### **City of Biloxi Heritage Tourism Marketing Program**

*Biloxi, Mississippi*

\$50,000

The project will revise Biloxi's heritage tourism marketing program in response to the significant damage cause by Hurricane Katrina.

### **Corinth Civil War Preservation Project**

*Corinth, Mississippi*

\$60,000

Corinth, site of the Battles of Corinth and Shiloh, contains 16 designated sites associated with the Civil War. This project will support the marketing of these sites to all regions of the country to help build Corinth's heritage tourism industry.

### **Regional Tribute to the 150<sup>th</sup> Anniversary of the Vicksburg Campaign**

*Vicksburg, Mississippi*

\$100,000

Centered on the 150<sup>th</sup> anniversary of the Vicksburg Campaign, this project will develop and market educational material as well as provide cultural heritage training and education. Vicksburg will also implement activities to generate excitement and enthusiasm for the upcoming anniversary.

### **Development of Interpretive Exhibits for L.Q.C. Lamar House Museum**

*Oxford, Mississippi*

\$75,000

Exhibits for interpreting the life of L.Q.C. Lamar, one of Mississippi's most celebrated statesmen, will be designed and installed in the house he built and lived in from 1870 to 1888, which has been designated as a National Historic Landmark. The exhibits will center on themes that include his role during the Civil War and his service in all three branches of government.

## **MISSOURI**

### **The Historic Weston Experience**

*Weston, Missouri*

\$54,055

The City of Weston will develop a variety of products, such as a Lewis and Clark exhibit, historic tour materials, a school curriculum on local history and a historic signage plan in their efforts to build a comprehensive heritage tourism program.

### **Discover Cape Girardeau: Where the River Turns a Thousand Tales**

*Cape Girardeau, Missouri*

\$126,235

Cape Girardeau served as a vital commercial port between St. Louis and Memphis with the development of steamboats in the early 1800s. The majority of buildings in the city's downtown were constructed between 1850 and 1920. Today the city has 23 buildings listed individually in the National Register of Historic Places, and 5 National Register historic districts. The historic Downtown has seen a recent influx of businesses due to its unique historic setting. This project will further understanding of and appreciation for the area's historic and cultural resources by developing materials and conducting outreach to them in a way that establishes the city as a heritage tourism destination. The projects will fund design and installation of advertising the community's rich history, design of downtown destination banners, and wayfinding signage throughout the historic downtown.

## MONTANA

### **Montana Rural Heritage Experience**

*Montana State Historic Preservation Office*

\$150,000

The project will collaborate with Preserve America Communities in Montana to support regional projects including: improving signage and events, promoting education and interpretation, support of tourism trail, assist in documentation of rural barns, and develop business and marketing plans.

### **Montana Heritage Preservation Training Initiative**

*Montana State Historic Preservation Office*

\$100,000

The Montana SHPO will provide preservation and heritage tourism training to communities statewide. Training will focus on local heritage, preservation, tourism, and economic development.

### **Montana Places: Expanding the Cultural and Historical Record of Montana**

*Montana State Historic Preservation Office*

\$149,979

The Montana Historical Society will provide subgrants to several communities with a strong need to survey and inventory historic resources so that they have proper documentation for preservation of their historic resources. Funds will also be used to hold a Tribal Heritage Resource Summit for Montana's Indian Tribes for the purpose of identifying potential areas of survey and specific undocumented landscapes and historic cultural resources important to Montana's Native American history.

### **Montana Community Revitalization Project: Heritage Planning for the New Decade**

*Helena, MT*

\$169,348

This grant will be used to assist local communities with economic development plans which promote heritage tourism and preservation of historic properties. Planning will encourage public investment in community revitalization.

### **Kalispell Gets You Glacier Marking Initiative**

*Kalispell, MT*

\$75,000

The grant will be used to promote historic downtown Kalispell, the gateway to Glacier National Park, and engage youth in heritage tourism activities.

## NEBRASKA

### **Brownville Walking Tour: Markers, Gateway Signs, Brochure and DVD**

*Brownville, NE*

\$20,000

The Village of Brownville will develop a walking tour brochure and map that guides visitors through the Village's historic district and highlights points of historic interest, marked by wayfinding signs. Funds will also be used to develop a DVD that provides visitors with a summation of the town's history that will run in the Village's Visitor Center, Museum, and Historical Society office.

## NEVADA

### **Nevada State and National Register Geographic Information System**

*Nevada State Historic Preservation Office*

\$46,966

Although the sites listed on the State and National Register of Historic Places are one of its most important assets, the State of Nevada does not have a GIS completed for them. This grant will allow the SHPO to purchase GIS information and to develop a map-based website, called "Past Places Present", which incorporates Historic Markers, museums, and interpreted heritage tourism sites in addition to its State and National Register-listed properties.

## NEW HAMPSHIRE

### **Development of New Interpretive Tours for 5 Major Historic Sites in New Hampshire**

*New Hampshire State Historic Preservation Office*

\$28,161

The project will build heritage tourism in New Hampshire by developing improved interpretive plans at its 5 state historic site museums. The project will also reassess interpretive themes and develop new guided tours based on solid scholarship and incorporating carefully chosen objects at each of the sites.

### **Condition Assessment and Preservation Plan – Stone Arch Bridge**

*Keene, New Hampshire*

\$25,000

This project will result in a condition assessment and preservation plan for the Cheshire Railroad Stone Arch Bridge in Keene which will be used to preserve the bridge and assist the community in promoting its heritage tourism plans that are oriented toward railroad history.

## NEW MEXICO

### **Joint Colorado-New Mexico Heritage Tourism Workshop**

*Colorado & New Mexico State Historic Preservation Offices*

\$24,000

The funds will support a three day conference to develop a way to incorporate heritage resources that are located in Colorado and New Mexico's public lands, but managed by Federal agencies, into the states' heritage tourism industries.

### **Silver City Waterworks Historic Architecture and Heritage Tourism Project**

*Silver City, New Mexico*

\$20,125

The Town of Silver City will complete a master plan, including architectural schematics for adaptive use and rehabilitation of the town's waterworks building, which is listed on the National Register of Historic Places.

## NEW YORK

### **Rail Ride into Yesteryear – Looking at the Old in a New Way**

*Roxbury, New York*

\$40,575

The project will develop and implement an "immersive" heritage tourism program in the hamlet of Roxbury that will run for three Saturdays.

### **Rochester's Olmsted Parks Interpretive Signage Project**

*Rochester, New York*

\$70,000

Grant funds will be used to design and fabricate identification and interpretive signs for the Olmsted Park System in Rochester. The objective is to educate local residents and visitors about the extent, historical significance, and evolution of the city's park system, which is one of only 4 complete systems in the country designed by Frederick Law Olmsted.

### **Interpretation Plan for Fort Hill Park**

*Peekskill, New York*

\$32,175

Funds will be used to develop an interpretation plan to convey the history of Fort Hill Park, a little known but important Revolutionary War encampment overlooking the Hudson River in Peekskill.

### **Program to Revitalize Clinton Street District**

*Brockport, New York*

\$30,208

Based on the Village of Brockport's Canal Front Master Plan, the Clinton Street District was targeted for revitalization to make it a heritage tourism destination. This work will involve a series of meetings with property owners, business owners, the general public, and relevant stakeholders. The project will also develop a design plan for underutilized spaces in the district and hire an economic consultant to develop a comprehensive market analysis to determine business and heritage tourism opportunities.

**Downtown Cortland's Heritage & Culture District**

*Cortland, New York*

\$50,250

This project involves a series of studies of the historic properties in downtown Cortland to assess their potential for housing commercial, arts, and cultural activities.

**Public Access and Interpretation Plan at West Point Foundry Preserve**

*Putnam County, New York*

\$150,000

The 87-acre West Point Foundry Preserve, the site of a 19<sup>th</sup> century ironworks, will develop a public access and interpretation plan to help attract more visitors to the Hudson Valley. This public access and interpretation plan will provide the guidance for creating thematic trails, gathering areas, and gateways throughout the Foundry Preserve.

**Rensselaer County Heritage Tour**

*Rensselaer County, New York*

\$23,075

Rensselaer County will develop a marketing template for the promotion of the County's historic and cultural resources. The project will create signage and other wayfinding tools to attract and inform local residents and visitors to the various towns.

**Schenectady Heritage Tourism and Management Plan**

*Schenectady, New York*

\$20,000

Schenectady will create a tourism plan to identify and reflect current opportunities and obstacles. They will study how to incorporate revitalization efforts and help manage organizational changes with the opening of a new visitors' center and expansion of heritage activities.

**City of Beacon Heritage Tourism and Wayfinding Project**

*Beacon, New York*

\$46,775

The focus of this project is to inform visitors of historic and cultural resources through the development of a variety of informational and educational materials. Additionally, funds benefit a major statewide celebration of the 400<sup>th</sup> anniversary of Henry Hudson's voyage along the river that bears his name.

**Historic Village Center Pedestrian Way**

*Southampton, New York*

\$63,500

The City of Southampton will develop a pedestrian plan for the Historic Village Center that ensures pedestrian infrastructure and open spaces will be incorporated into the built environment and that future development in this area is compliant with the small scale and historic character of the village.

**Marketing Campaign for Historic Downtown Cortland's Cultural Events**

*Cortland, New York*

\$105,000

The City of Cortland will develop a campaign that integrates its historic downtown with its cultural events in order to find the most effective message, target market and media delivery. The end result will be a planning document that guides future outreach efforts of historic downtown Cortland.

**The Tappan Zee Bridge: Transforming Rockland County**

*Rockland County, New York*

\$150,000

Rockland County will develop an educational and interpretive program chronicling the rich and dramatic history of the Tappan Zee Bridge. Elements of this project will include the fabrication of an exhibit to be displayed at the Historical Society of Rockland County as well as the development of a curriculum for Rockland County schools.

**The Gilded Age of Roxbury**

*Roxbury, New York*

\$66,750

The Town of Roxbury will promote their heritage tourism programs and expand upon their current interpretive materials to engage visitors. Roxbury is the birthplace of railroad magnate Jay Gould and naturalist John Burroughs. The hamlet of Roxbury retains its seminal 19<sup>th</sup> century architecture, which has resulted in the entire hamlet being listed in the National Register of Historic Places.

### **Village of Owego Heritage Tourism and Education Program**

*Owego, New York*

\$20,000

The Village of Owego will develop signage, walking tour brochures, historic information kiosks, maps, additions and improvements to interpretive markers, and training for tour guides. Through a coordinated effort with its many private and public partners the Village seeks to establish an organized heritage tourism program that will highlight heritage assets and educate youth, citizens, and visitors to their rich cultural and architectural history.

### **Preserve the Grove: Adaptive Use Study and Site Plan**

*Putnam County, New York*

\$23,180

The Grove, an Italianate villa designed by the eminent architect Richard Upjohn, is located in the Village of Cold Spring along Route 9 Scenic Byway and is an important cultural landmark of Putnam County. The objective of this project is two-fold: first, prepare an adaptive use study, and second, develop an appropriate site plan. It is envisioned that The Grove could become an information center for historic attractions, local businesses, and outdoor activities; therefore, tying in all tourism aspects of the area.

### **Heritage Tourism in Cold Spring New York**

*Putnam County, NY*

\$82,125

This grant project will be used to create museum exhibits, an interactive historic website, and collateral education programs that highlight the area's important role as the industrial center for West Point. Exhibits will also highlight steamship travel along the Hudson River, and the artistic development of the area promoted by 18<sup>th</sup> century author George Pope Morris.

### **Promoting a City's Rich History: Downtown Syracuse**

*Syracuse, NY*

\$150,000

The City of Syracuse plans to implement a strategic promotional program designed to encourage tourism, patronage, and commerce in its historic downtown. The project will promote the downtown as a cultural destination, provide event, visitation, patronage, and visitor guidance, and facilitate the redevelopment, use, and occupancy of historic buildings. Products will include several walking tour brochures and maps, three historic downtown neighborhood brochures, maps of downtown business and their locations within historic districts, an enhanced visitor website, an expanded promotional campaign for the city, and planning assistance for downtown commercial property owners.

### **Finding Your Way in Oyster Bay Service Learning Project**

*Oyster Bay, NY*

\$70,000

The City of Oyster Bay, NY, will use grant funds to develop tourism resources including a website, brochure, and interpretive signs. The tools will be used to promote the city as a viable destination of historic interest. Funds will also be used to develop a video and a blog that document the progression of the project for students of historic preservation and marketing.

## **NORTH CAROLINA**

### **Discovering Downtown: Preserving and Promoting Gastonia's Heritage**

*Gastonia, North Carolina*

\$29,500

Funds from this grant will produce a multi-faceted marketing campaign to promote Gastonia as a heritage and cultural tourism destination. Products include wayfinding signs, a walking-tour brochure, an updated Gastonia Downtown website, and a multimedia education and heritage package.

### **Rural Heritage Resources Survey: Northampton, Hertford, Bertie, and Beaufort Counties**

*Raleigh, North Carolina*

\$75,000

This project will facilitate the State Historic Preservation Office compilation of comprehensive survey data for rural counties in eastern North Carolina, resulting in survey coverage and public awareness of these underserved counties rich in history and resources.

### **Culturally Connecting America's Hometown: Fayetteville/Cumberland County Wayfinding Initiative**

*Fayetteville, North Carolina*

\$150,000

The City of Fayetteville's will plan, design, and implement a complete wayfinding signage system throughout Fayetteville/Cumberland County, with an emphasis on historic and cultural resources.

## NORTH DAKOTA

### **Sharing Medora's Horizon**

*Medora, North Dakota*

\$250,000

Theodore Roosevelt National Park, located in Medora, is the number one destination for visitors to North Dakota. Additionally, the City of Medora contains eight sites listed in the National Register of Historic Places and the Chateau de Mores State Historic Site. This project will market these local and state historic resources to visitors traveling to the National Park through the implementation of interpretive and educational elements throughout the city. Deliverables include print brochures, historic markers and interpretive signage, and development of a promotional video.

## OHIO

### **Heritage Connectivity and Implementation Strategy**

*Dayton, Ohio*

\$70,000

Funds will be used to complete an economic analysis of Dayton's cultural and historical tourism industry and to develop and begin implementing a marketing strategy.

### **Recent Past Historic Context and Dayton-Area Pilot Survey Project**

*Ohio Historical Society (State Historic Preservation Office)*

\$87,656

The Ohio Historical Society plans to stem the tide by developing a historic context document that outlines the important social, political, and economic trends that shaped land use decisions, architectural styles, and building technology during the mid-20<sup>th</sup> century in Ohio. Significant resources associated with the "Recent Past" (1940-1970) are under-identified, under-appreciated, and beginning to disappear. With Dayton, Ohio serving as a case study, this context will provide all of Ohio's communities, State, and Federal agencies with important information for heritage tourism, education, and economic development projects involving the valuable historic resources of the "Recent Past."

### **Shawnee As a Destination: Priority Property Asset Plan**

*Shawnee, OH*

\$100,000

The Village of Shawnee, which serves as a gateway to the Little Cities of Black Diamonds region and the Wayne National Forest, will identify the most vulnerable properties of its Main Street Historic district and plan for their restoration and reuse. Funds will also be used to designing a streetscape for this downtown historic district, in an effort to spur tourism-based economic development.

## OKLAHOMA

### **Oklahoma Landmarks Inventory Locational Information Digitization Project**

*Oklahoma State Historic Preservation Office*

\$83,695

To facilitate a more efficient and effective use of the Oklahoma Landmarks Inventory, the State Historic Preservation Office will complete the first phase of a multi-year effort to modernize its records by digitizing the locational information contained in Oklahoma Landmarks Inventory for properties within the Oklahoma City-to-Tulsa urban core.

## OREGON

### **Downtown Salem Historic Marker Program**

*Salem, Oregon*

\$70,000

In order to promote preservation and increase citizen awareness of their historic downtown, the City of Salem will create a unique downtown logo, a template for historical markers, and install 50 markers. In addition, the city's existing downtown walking tour brochure will be redesigned and printed and a website created, allowing both residents and tourists to explore downtown Salem's historic treasures.

## PENNSYLVANIA

### **The Pennsylvania Rural History Project**

*Pennsylvania State Historic Preservation Office*

\$75,000

Funds will be used to develop a baseline assessment tool to support and promote heritage tourism. The Pennsylvania State Historic Preservation Office and its partners propose to undertake a comprehensive survey and cultural landscape study for threatened agricultural resources in two nationally significant areas of the state. The survey will have objectives of promoting a better understanding of endangered agricultural resources, provide baseline information to support future tourism in the region, build community partnerships to raise awareness of the resources, encourage more communities to apply for Preserve America Community designation.

### **Cheltenham Township “Cultural Resources Survey”**

*Cheltenham, Pennsylvania*

\$20,000

The Township of Cheltenham will hire a preservation consultant to survey and document historic sites that currently are not recognized for their historic or architectural value. The goal of the project is to maintain and update existing cultural resource records in order to inform visitors of the Township’s historic integrity.

### **Explore the Heritage of Pennsylvania’s Washington County**

*Washington, Pennsylvania*

\$120,000

The project will help to develop a marketing strategy geared towards improving and advancing heritage tourism efforts in Washington County.

### **Pennsylvania Civil War and Underground Railroad Project**

*Pennsylvania State Historic Preservation Office*

\$80,000

The Pennsylvania State Historic Preservation Office will create a living history program in an effort to increase the visibility of Underground Railroad and Civil War resources in Franklin, Adams, Dauphin, and York Counties. In preparation for the Civil War Sesquicentennial and the 150<sup>th</sup> anniversary of the Emancipation Proclamation, this program will coordinate and train costumed interpreters to serve as living history resources to visitors during community events to enhance the education experience.

### **Cheltenham Township “Richard Wall House Museum Collections Project”**

*Cheltenham, Pennsylvania*

\$20,000

The Township of Cheltenham will hire a consultant to document, inventory, and catalog the costume, clothing, and textiles collection of the Richard Wall House Museum. This endeavor will enable the museum to better interpret Cheltenham’s 300 years of local history.

### **Preserving Pennsylvania’s African American Heritage: An Initiative for Education, Community Revitalization & Economic Development**

*Pennsylvania Historical and Museum Commission (State Historic Preservation Office)*

\$142,250

The Pennsylvania Historical and Museum Commission will develop a comprehensive survey and context study on African American historic and cultural resources throughout the state of Pennsylvania. This study will provide guidance for public programs and nominations for resources to local, state, and national inventories. The funds will also enable the Commission to allow Pennsylvania communities to develop and implement African American heritage tourism projects through a sub-granting program.

### **Fairmount Park Sculpture Interpretive Project**

*Philadelphia, Pennsylvania (Fairmount Park Commission)*

\$50,000

With a large concentration of public art, possibly the largest collection of outdoor sculpture in the nation, located along Philadelphia’s “museum mile,” the city and Fairmount Park Commission will use funds to promote and cultivate an understanding of the many pieces of public art and sculpture found along the Benjamin Franklin Parkway and Fairmount Park corridor through interpretive signs coupled with a brochure and an online presence.

### **Creating a Visitor Experience at the Bethlehem Steel Site**

*Bethlehem, Pennsylvania*

\$125,768

Grant funds will be used for the planning, design, adaptive reuse assessment, and related interpretation of the historic Stock House building located on the former Bethlehem Steel Site. The Stock House is well situated to welcome visitors; therefore, its rehabilitation as a visitor's center is a critical first step in preserving the entire site.

### **Supporting and Strengthening Pennsylvania's Preserve America Communities**

*Pennsylvania State Historic Preservation Office*

\$250,000

This grant will allow the State to create a program that will be available to Preserve America Communities in Pennsylvania for historic preservation planning. It will also provide a Preserve America Community Coordinator to administer this project and to deliver additional historic preservation planning and heritage tourism development assistance to the designated Communities. A report will be developed detailing the economic benefits of historic preservation in Pennsylvania.

### **Fairmount Park Houses Heritage Tourism Study**

*Philadelphia, Pennsylvania*

\$37,500

The Fairmount Park Commission will increase the visibility of a premiere collection of 18<sup>th</sup> and early 19<sup>th</sup> century historic house museums located in East and West Fairmount Park. Funding will be used for a Fairmount Park Houses Heritage Tourism Study to define the goals of these heritage tourism assets, assess the Fairmount Park Historic Houses strengths and weaknesses; conduct audience research and provide actionable recommendations for enhancing understanding, conservation and visitation to these significant cultural resources.

### **Simon Silk Mill Complex Revitalization Planning Project**

*Easton, PA*

\$150,000

The City of Easton will conduct a historic site and conditions assessment and adaptive use plan of the nineteen remaining buildings of the 19<sup>th</sup>-century Simon Silk Mill Complex, one of the largest and most advanced such facilities of its time. The goal will be to create a cultural destination that utilizes these important historic structures.

### **Prelude to Gettysburg – Pennsylvania Past Players Living History Project**

*Harrisburg, PA*

\$150,000

Preserve America funding will contribute to the completion of phase three development and implementation of the living history project entitled "The Pennsylvania Past Players," as part of the promotional strategy for Pennsylvania's Civil War and Underground Railroad trails. Phase three of the project launches a passport program linking 25 heritage sites with complimentary lodging and hospitality services, develops a component for the exploration of sites associated with people of historic significance, develops a series of travel itineraries, initiates a docent training curriculum for high school juniors and seniors, and utilizes previously filmed Preserve America television episodes for development of new cultural web-based products.

### **Cynwyd Heritage Trail – Interpretive Signage and Materials**

*Lower Merion Township, PA*

\$20,000

This project will install interpretive signage along the Cynwyd Heritage Trail, a two-mile-long paved recreational trail linking numerous historic resources along a former rail corridor in Lower Merion Township. Funds will also be used to create supporting print and web-based materials that will help trail users understand and appreciate the rich railroad heritage of the area.

### **Lancaster County Historic Resource Inventory: Phase 1**

*Lancaster County, PA*

\$65,150

Preserve America funding will be used to survey Lancaster County's tangible historic resources, targeting 14 historic boroughs. This collection of information will serve as a basis to implement *Heritage*, Lancaster County's Cultural Heritage Element of the County Comprehensive Plan.

### **Pennsylvania Wilds Design Assistance Initiative**

*Harrisburg, PA*

\$100,000

This grant will fund design assistance in 8 – 12 historically significant communities in the Pennsylvania Wilds and serve as a model to further good design and historic preservation principles in the region. Funds will be used to hold planning meetings that will match local architects and design professionals with community organizations, individuals, and business leaders. The outcome of these meetings will be planning for sound investments in the building environment that will complement and promote local historic resources.

## **RHODE ISLAND**

### **Blackstone Valley “Footsteps in History”**

*Rhode Island State Historic Preservation Office*

\$120,000

The project will develop a sustainable heritage tourism program in the 24 Preserve America Communities embraced in the John H. Chafee Blackstone River National Heritage Corridor to promote and enhance the visitor and resident experience.

### **Connecting Our Heritage: Wayfinding Master Plan for Downtown Woonsocket**

*Woonsocket, Rhode Island*

\$45,000

Woonsocket will create a wayfinding master plan to propose design solutions, suggest opportunities for new connections between Main Street and the Blackstone Riverfront, propose improvements to the bypass, and improve visitor movement through the downtown.

### **Broad Street Regeneration Initiative**

*Pawtucket, Cumberland, and Central Falls, Rhode Island*

\$50,000

This project will help 3 Preserve America Communities produce sustainable development principles in an effort to support heritage tourism in the region.

### **Historical Inventory, Interpretive Signage, and Historical Interactive Displays**

*East Providence, Rhode Island*

\$25,000

The City of East Providence will conduct a historical inventory, background research, and the installation of interpretive signage for Hunt’s Mills, a site that displays Rhode Island’s contribution to the Industrial Revolution.

### **Historic Sites Coalition of Rhode Island - Business Planning Project**

*Rhode Island Preservation and Heritage Commission (State Historic Preservation Office)*

\$35,434

The Rhode Island Preservation and Heritage Commission will improve and implement the non-profit business practices of Rhode Island’s historic sites by creating business plans for volunteer historic sites, developing a methodology and model for historic site business planning, and recommending a business strategy for the Historic Sites Coalition of Rhode Island. The Rhode Island State Historic Preservation Office has determined that many of the State’s historic sites do not consistently operate at a level of excellence in visitor services or preservation practices. Organizations that do not operate effectively jeopardize the resources they protect. Effective management will result in increased visitation, and more comprehensive resource protection.

### **Historic Fort Adams Master Plan**

*Rhode Island Historical Preservation and Heritage Commission*

\$125,000

The Historic Fort Adams Master Plan project will conduct a detailed structural assessment of the Fort with the goal of providing data needed to develop stabilization, fundraising, and interpretation strategies for the long term survival of the Fort and to enhance its role in the community. The project will engage the community in a new visioning process based on a realistic assessment of the Fort’s condition and the resources likely to be available in the future for its preservation and use.

### **Preservation Is Local: Community Preservation Planning Summits and Grants for Rhode Island**

*Rhode Island Historical Preservation and Heritage Commission*

\$150,000

Awarded funds will support three regional summits on community preservation planning to identify local needs, and fund an estimated 15 innovative community preservation planning projects. The Rhode Island Historical Preservation and Heritage Commission will connect local preservation organizations, enable dozens of innovative projects around the state, and address Rhode Island preservation needs from the ground up.

## SOUTH CAROLINA

### **Historic Chesterfield Marketing Program**

*Chesterfield, South Carolina*

\$27,000

Founded in 1785, Chesterfield has 2 National Register districts and several individually significant historic resources. The town will better highlight and promote these resources through the creation of a brochure and the installation of signage in and around the historic districts, downtown area, and entrances to the community. The goal is to increase visitors to the downtown area and expand the economic base of the commercial district.

### **The South Carolina Preserve America Initiative**

*South Carolina State Historic Preservation Office*

\$150,000

The South Carolina State Historic Preservation Office will subgrant Preserve America funds, as matching grants of \$20,000 or less, to smaller cities and towns across the state to assist them in the study, use, protection and promotion of their historic and cultural resources.

### **Horry County Cemetery Project**

*Horry County, South Carolina*

\$43,690

This project will locate, inventory, and record GPS locations of each gravesite in their historic cemeteries. The information obtained will allow the County to create a record of where all gravesites in the County are located to assure that they will not be destroyed or sold to developers; and to provide a public resource through a searchable database of ancestors for researchers.

### **Bluffton Old Town Wayfinding Signage Project**

*Bluffton, South Carolina*

\$105,250

This project provides the Town of Bluffton with the necessary resources to implement the recommended sign design from the Bluffton Old Town Master Plan and to proceed with placement of signs, install directional and informational signs, and utilize recommended improvements to the main gateway from the interstate to the historic area.

### **Historic Survey for the City of Aiken, South Carolina**

*Aiken, South Carolina*

\$20,000

The City of Aiken will conduct a survey in efforts to promote growth, preserve historic structures, pinpoint areas of concern, aid in future planning for new historic districts and designations, and for public education.

### **Fountain Inn Oral History Project: Heritage Tourism & Downtown Revitalization**

*Fountain Inn, SC*

\$34,000

The City of Fountain Inn, SC, will compile oral histories of the city that will be presented at the historic downtown's new Heritage Center. The project will provide the community and visitors a greater knowledge and understanding of significant local historic resources. The Heritage Center focuses on six major themes: Native and African-American experience, veterans' stories of past wars, mill life, impact of the railroad and highway, significance of agriculture, and the significance of historic downtown and residential structures.

## SOUTH DAKOTA

### **A Comprehensive Heritage Tourism Plan for Brookings**

*Brookings, South Dakota*

\$54,000

Funds will be used to undertake a three-step planning process to identify self-sustaining ways to promote the town's historic and cultural resources. The project involves public education, an assessment of current tourism resources, and the development of a comprehensive plan.

**Central South Dakota Heritage Tourism Education Program**

*South Dakota State Historic Preservation Office*

\$83,776

Through the identification of historically significant resources in the region around Pierre, South Dakota this project will improve interpretive plans and educational resources to promote heritage tourism. Specifically, preservation plans will be developed; signage, brochures, information kiosks, driving and walking tours created; and educational tools researched and produced to promote and explain the value of South Dakota's historic resources.

**South Dakota Cultural Resources Online GIS and Digitization Project**

*South Dakota State Historic Preservation Office*

\$122,225

This grant will be used to develop an online cultural resources GIS application and digitize approximately 16,000 images of historic buildings in the State Archives collection. This will make the South Dakota historic sites inventory available to online users and provide materials to promote heritage tourism in South Dakota to local organizations, helping to meet the 2010 Initiative for State tourism development. Communities will also receive DVDs of their community-specific resources.

**Blood Run (National Historic Landmark) State Park Master Plan**

*Pierre, SD*

\$75,000

Grant funds will be used by the South Dakota Department of Game, Fish and Parks to develop a master plan for the preservation of resources located in Blood Run, a 300 acre parcel recently acquired by the State. The plan will develop alternatives for the preservation, interpretation, and promotion of this new State Park.

## TENNESSEE

**Heritage Tourism and Wayfinding Project for Historic Franklin, Tennessee**

*Franklin, Tennessee*

\$20,000

The project will develop a signage package for local historic sites and other attractions in order to enhance visitor experience. The plan would include approximately 20 sites and services, such as historic districts, house museums, public buildings, and parking. Primary objective is to design a comprehensive wayfinding package for Franklin to connect historic sites, historic districts, attractions, and services.

**Jonesborough: An American Front Porch**

*Jonesborough, Tennessee*

\$97,000

Funds will be used to develop and implement an interpretive plan for the promotion of the various historic resources and cultural assets located in the Town of Jonesborough.

**Birth of a City: The History of Oak Ridge, Tennessee**

*Oak Ridge, Tennessee*

\$150,000

The City of Oak Ridge, a government town built under a cloak of secrecy during World War II as part of the Manhattan Project, is approaching its fiftieth Anniversary as an incorporated city. Historical records pertaining to its founding and development are known to be scattered throughout the community. Funds will assist with completing an inventory of existing records, files, and other historical materials; conducting oral history interviews of key city officials and community leaders; developing an interpretive exhibit on Oak Ridge's history; and creating educational materials for curricular and scholarly use.

## TEXAS

**Cultural and Heritage Tourism Initiative**

*Abilene, Texas*

\$111,832

The project will implement the heritage tourism plan that was created for the city. Activities will include advertising, traveling media, heritage brochure, web page, cross-marketing program, and full-color hardback book showcasing the historical sites of Abilene.

### **Heritage Tourism Plan for City of Castroville's Biry House Complex**

*Castroville, Texas*

\$29,400

The grant will be used to develop a heritage tourism plan for the Biry House and Barn Complex. The complex will ultimately be rehabilitated to serve as a living-history house museum of mid-nineteenth century pioneer life.

### **Farm-to-Market Museum & Heritage Center**

*Pharr, Texas*

\$145,000

Funds will be used to develop a plan for the creation of the Farm-to-Market Museum and Heritage Center to benefit and support the revitalization of downtown Pharr. The project includes the completion of several key studies including research analysis, marketing, and economic development for the conception of the museum and heritage center.

### **Texas Heritage Trails Program**

*Texas Historical Commission*

\$147,000

Funds will be used to develop new training and assistance component of the Texas Heritage Trails Program through a guidebook and workshop series. The result will be in-depth training for community representative on the successful development of heritage tourism.

### **El Camino Real Heritage Tourism Plan**

*El Paso, Texas*

\$50,350

This project will develop a heritage tourism plan that will explore the broad cultural and historic heritage of El Paso, including architecture, archeology, folklore and community celebrations. It will also examine the natural, scenic, and recreational resources as well as the infrastructure and transportation components of the area.

### **Documenting Community Histories in Hearne, Texas**

*Hearne, Texas*

\$35,636

Collect oral histories documenting personal accounts of Hearne's older residents' memories and interactions with historic sites like the Hearne Depot or Camp Hearne, the World War II prisoner-of-war camp.

### **Historic District Wayfinding Program**

*McKinney, Texas*

\$43,949

Funds will be used for the manufacturing and installation of wayfinding signage in the historic downtown district of the city of McKinney.

### **Brownsville-21 Project**

*Brownsville, Texas*

\$132,870

The City of Brownsville will develop a GIS based interactive web application, as well as brochures, signage, and informational kiosks, in an effort to provide greater accessibility and information for their historically significant resources. These educational resources will also have a kid friendly and bilingual component to make them more accessible to all visitors. The goal of this work is promote and enhance the heritage of Brownsville and attract visitors to the region.

### **Heritage Trails of Bastrop, Texas**

*Bastrop, Texas*

\$70,000

The City of Bastrop, part of the newly designated federal trail *El Camino Real de los Tejas*, will collaborate with local partners to promote awareness of the cultural, historical, and natural resources and experiences that are available to visitors.

### **Gateway to Historic Galveston**

*Galveston, Texas*

\$30,000

The City of Galveston will promote its historical resources through an improved system of marketing, gateways, wayfinding, and interpretation. This system of interpretation is needed in order to better market historic Galveston to tourists and visitors.

**Fair Park Interpretation Program***Dallas, Texas*

\$250,000

Fair Park is one of the last remaining World's Fair sites in the United States and the City of Dallas intends to provide an interpretation and educational program to commemorate this site and event. Funding will supply the program with a visitor information booth, a permanent outdoor exhibit, interpretive signage, and printed materials.

**Marshall History Museum and Memorial Hall Planning Project***Marshall, Texas*

\$65,000

The City of Marshall will develop a comprehensive architectural design plan which will enable the city to plan for the adaptive reuse of the former "Marshall Memorial City Hall". The city also plans to design and develop new exhibits for Harrison County Historical Museum's new installation in Memorial Hall and re-installation in the Harrison County Courthouse.

**Community-Based Cemetery Interpretation: Linking Heritage, Preservation, GIS, Curriculum, and Web Services***Nacogdoches, Texas*

\$250,000

Funds will enable the City of Nacogdoches to develop a pilot project that showcases interpretive, educational and digital products for Oak Grove and Zion Hill Cemeteries. The city also plan to assist participating communities within Nacogdoches and the Crossroads Region of El Camino Real de los Tejas National Historic Trail with their cemetery interpretation efforts through workshops, technical assistance, and web-based services.

**Willkommen to Fredericksburg ~ Welcoming and Guiding Signage Enhancements***Fredericksburg, Texas*

\$90,000

In partnership with public and private partnerships, the City of Fredericksburg plans to enhance their welcoming and guiding signage to help navigate visitors and seeks to devise a specific plan of action to implement signage design and placement.

**Preserve America and Texas Main Street: Partners in Community Development***Texas Historical Commission*

\$218,615

The State Historic Preservation Office of Texas seeks to dramatically expand and enhance technical preservation assistance provided to communities across the state through the Texas Main Street Program. The initiative will also involve preservation training and education for the public through a series of seminars. Grants will target projects that enhance local inventories of historic properties, promote cultural diversity, measure the economic benefits of historic preservation to small cities and towns, and provide detailed technical assistance to local communities in the promotion their historic resources and heritage tourism. Funds will be targeted at Texas Main Street Communities that are also designate Preserve America Communities.

**Re-Encuentro: Seeing El Paso Through New Eyes***El Paso, TX*

\$21,380

The El Paso History Museum will partner with the City's Library, Historic Preservation Office, and local universities, colleges, and schools to provide middle and high school students with knowledge of the area's rich architectural history. Students will research and document properties with architectural significance and prepare their findings for future historic designation.

**Austin Historical Survey Web Tool***Austin, TX*

\$87,278

The Austin Historical Society will develop a website to disseminate survey information on historic properties in the city. Data will be presented in GIS overlays and be accessible using applications for both PC and mobile devices.

**Llano County Red Top Jail Museum Planning***Llano, TX*

\$40,236

The community of Llano, TX, will develop a plan for the adaptive reuse of the Llano Red Top Jail. Objectives include conducting historical research of the Llano Red Top Jail and its relation to Llano's "wild west boom-town days." Local high school students will participate in oral history and documentation projects. The planning and reuse of the jail as a museum will assemble a consortium of youth, senior citizens, community leaders, and interested stakeholders.

## UTAH

### **Heritage Highway 89 Interpretive/Marketing Sites**

*Mt. Pleasant, Utah*

\$95,993

The grant will develop regional interpretative and marketing sites along Heritage Highway 89, extending from Fairview in the north to Kanab in the south. The objective is to improve visitor appreciation for the heritage corridor by providing a theme and message through brochures, kiosks, and signage in the six counties along the highway.

### **Historic Preservation Plan of the Wendover Airfield and Documented History**

*Tooele County, Utah*

\$75,393

Funds will be used to create a documentary film about World War II home-front training at Wendover Airfield. Additionally, a master plan to restore the airfield will be initiated.

## VERMONT

### **Barre City Downtown Marketing Program**

*Barre, Vermont*

\$22,410

The grant will be used to develop marketing materials to promote Barre's Historic downtown, arts, and cultural attractions.

### **Estey Organ Factory Heritage Tourism Master Plan**

*Brattleboro, Vermont*

\$32,500

The grant will create a master plan for the rehabilitation and adaptive use as a heritage tourism destination, the south-east portion of the former Estey Organ factory complex, with a history museum focused primarily on the national industrial heritage of the Estey Organ Company as its central attraction.

### **Destination Historic Poultney**

*Poultney, Vermont*

\$25,000

Funds will be used to develop a brochure to be available through state and regional tourism offices, lodging, and retail establishment in the area that will focus on the town's historic resources. It will develop a web-based resource focusing on Poultney's history, museums, historic buildings and sites and produce a walking tour of Poultney's downtown historic districts.

### **Burlington, Vermont Web-based Guide to Cultural and Historic Resources**

*Burlington, Vermont*

\$94,120

This project will work to develop a web-based guide to Burlington's cultural and historic resources.

### **Digital Downtowns: Creating GIS Databases for Historic Downtowns**

*Vermont State Historic Preservation Office*

\$51,000

This project will make information about historic resources in 16 Vermont communities readily available and usable by travelers, planners, and educators. By converting information to digital Geographic Information System (GIS) data in a searchable database, more information, including interactive maps, can be displayed and downloaded on the internet.

### **Walking Tour of Historic St. Johnsbury**

*St. Johnsbury, Vermont*

\$22,375

The Town of St. Johnsbury will create a walking tour of the St. Johnsbury Historic Districts, including the downtown area and Main Street, in order to promote their unique heritage.

### **Welcome to Windsor**

*Windsor, Vermont*

\$44,650

This marketing project will bring to life three of the most significant periods in Windsor's history. Products will include location and interpretive signs and a walking-tour brochure that will also be available in a downloadable format on the internet.

**Barn Census Project**

*Montpelier, Vermont*

\$150,000

This survey project will develop a methodology, collect data, purchase storage systems, and recruit and train volunteers to conduct a survey of barns in Vermont. Information collected will result in the knowledge of the number of and condition of structures.

## VIRGINIA

**Initial Interpretive Activity for Prince William County Historic Sites**

*Prince William County, Virginia*

\$57,566

The grant will be used to develop an educational brochure, wayside signs for trails and sites, a Passport to Prince William program, and educational "traveling trunks" for outreach programs at schools with the goal of generating awareness and excitement among local citizens and visitors. Promotion of the sites will drive economic development as they become regional focal points in one of the top ten regions of the nation for heritage tourism.

**The African-American Contribution to Spotsylvania County's Heritage**

*Spotsylvania County, Virginia*

\$23,000

This project will research African-American history in Spotsylvania County and use that information to develop a driving tour of the African-American Contribution to Spotsylvania County's Heritage.

**Harrisonburg Wayfinding Initiative: Heritage Tourism in the Shenandoah Valley**

*Harrisonburg, Virginia*

\$150,000

Harrisonburg will implementing a portion of its comprehensive streetscape and wayfinding system plan by using funds to manufacture and install a variety of wayfinding signage in the downtown historic district.

**Petersburg Historic District Enhancement Program**

*Petersburg, Virginia*

\$100,000

The City of Petersburg will create a series of interpretative markers within Petersburg's historic districts. These will be accompanied by a series of walking tour brochures to help draw attention to the historic architecture and sites in the area.

**Route 15 Corridor Front-Line Hospitality Training/Professional Development**

*Virginia Department of Historic Resources (State Historic Preservation Office)*

\$236,165

The Virginia Department of Historic Resources is partnering with the Journey Through Hallowed Ground Partnership to encourage economic development within the context of historic preservation and active participation in promoting the scenic, recreational, and cultural characteristics of Gettysburg, Pennsylvania; Harpers Ferry, West Virginia; Frederick, Thurmount, Mt. Airy and Brunswick, Maryland; Leesburg, Middleburg, Berryville, Purcellville, Warrenton, Culpepper, Orange and Charlottesville, Virginia. Each of these areas has the greatest concentration of Civil War battle sites, 9 Presidential homes and over 1.5 million acres which are listed in the National Register of Historic Places. Funds will be used to develop and launch an extensive front line hospitality training and professional development program in anticipation of the Sesquicentennial of the Civil War, which begins in 2009.

## WASHINGTON

**Experience Historic Spokane Marketing Campaign**

*Spokane, Washington*

\$20,400

The grant will be used to develop a focused heritage tourism marketing campaign to promote Spokane's downtown historic resources and historic districts. The objective is to create a better understanding of Spokane's historic architecture to educate tourist and residents.

### **Vancouver National Heritage Reserve Education Master Plan K-12 Curriculum**

*Vancouver, Washington*

\$40,149

Funds will be used to examine the existing Historic Reserve's K-12 educational programs for compatibility with existing State education and curriculum guidelines and with the Historic Reserve's Long Range Interpretive Plan and the Education Master Plan.

### **Stepping Back in History – A Self-guided Tour of Officers Row**

*Vancouver, Washington*

\$21,820

The City of Vancouver will create and print a double-sided, tri-fold full color brochure entitled "Officers Row Self-Guided Walking Tour."

### **Historic Bellingham Neighborhoods Survey and Inventory**

*Bellingham, Washington*

\$150,000

The City of Bellingham will undertake a reconnaissance-level survey and inventory of the historic resources in three of the city's centrally located neighborhoods that contain resources dating from the 1850s through the 1950s. This information will be stored electronically and used to instruct better planning decisions and create heritage tourism and educational materials. An intensive-level inventory will ultimately be conducted so a National Register district nomination can be completed.

### **Heritage Trails in King County: Visitor Guides to Landmark Sites**

*King County, Washington*

\$38,734

Seattle will create a series of heritage trail guides to promote heritage tourism in the Seattle/King County area. These guides will focus on the region's 3 most significant historical themes while weaving in ethnic and cultural elements of social history, the arts, innovation, and sustainability.

### **Vancouver National Historic Reserve "Step On" Tour Program Expansion**

*Vancouver, Washington*

\$59,986

The City of Vancouver will promote heritage tourism to the Vancouver Historic Reserve through the expansion of "Step-on" group tours and a group tour marketing plan that will best serve the tourism needs of the Historic Reserve and downtown Vancouver.

### **4<sup>th</sup> Avenue Cultural Corridor Project**

*Edmonds, Washington*

\$50,000

The City of Edmonds will create a plan to advance economic development and cultural tourism within the historic downtown. The main focus of the project is the development of a plan to create a "Cultural Corridor" along a section of 4<sup>th</sup> Avenue, connecting the core downtown retail area to the newly opened performing arts center.

### **Marketing our Heritage through Collaborative Partnerships**

*Vancouver, Washington*

\$50,000

This marketing project will result in the development of strategies and tools to promote the Vancouver National Historic Reserve, including Officer's Row, Fort Vancouver National Historic Site, Pearson Airfield, Vancouver Barracks, and the Columbia River Waterfront, to a larger regional and national audience.

### **Port Townsend Wayfinding and Heritage Marker Project**

*Port Townsend, WA*

\$200,000

The City of Port Townsend will design and implement a comprehensive wayfinding sign and marker program that will guide visitors to important destinations and amenities throughout the town, creating a theme that unifies the City's disparate historic, scenic, and cultural assets and attracts heritage tourism. This project will define Port Townsend as a maritime and arts community, and provide easier access to the different visitor districts and historic properties through the use of signage, maps and information kiosks, and historic markers. The wayfinding program will create unique markers for each historic district and easier to understand directional signage to and between visitor sites.

### **Stevens County Crossroads on the Columbia Digital Archive**

*Stevens County, WA*

\$86,850

This grant award will allow Stevens County to digitize historic documents, pictures, and artifacts that are currently spread across museums, public, and private collections, assembling and indexing them on a website so that they are easily accessed by preservationists and the public.

### **Inventory, Evaluation and Documentation of Maritime Heritage Sites in Washington**

*Washington State Historic Preservation Office*

\$150,000

The Washington State Historic Preservation Office will initiate inventory and documentation of the state's historic and diverse maritime resources, from Native American canoes to modern trade and naval defense, and invest in the development of heritage tourism around the region's waterways. The SHPO's goal is to generate a proposal for the nation's first National Heritage Area to focus exclusively on maritime history.

### **Edmonds Downtown Cultural Heritage Tour**

*Edmonds, WA*

\$24,000

The grant will be used to promote tourism by creating a Cultural Heritage Tour of the Edmonds, WA, downtown historic district. Elements of the project include: highlighting historic sites through a series of permanently displayed images and photographs, created and based on previous research, and an oral history project. Students from the town will assist with new oral history documentation. A walking tour map/brochure and web site will also be developed to assist in providing information to visitors to the city.

### **King County Heritage Barn Guide**

*Seattle, WA*

\$40,000

Preserve America funding will contribute to the creation of a new printed and web-based heritage Barn Guide to promote preservation of rural historic resources, promote heritage travel, and educate residents and visitors about barn types. This project will highlight numerous properties listed in the National Register, the Washington Heritage Barn Register and the King County Landmarks Register, as well as properties which have been surveyed and determined eligible for landmark designation. A component supports job training program for low-income students and a nonprofit organization, Youth in Focus, both involving photography.

## **WEST VIRGINIA**

### **Beverly's Heyday Interpretation Project**

*Beverly, West Virginia*

\$95,000

This project will develop a multi-faceted thematic exhibit interpreting the town of Beverly's story of how residents lived and coped with conflict (Civil War) and change (Industrialization). In addition, this project will train the local museum associate in exhibit development.

### **West Virginia Thematic Tours**

*West Virginia State Historic Preservation Office*

\$100,000

The State Historic Preservation Office will develop statewide thematic tours to encourage heritage tourism in communities based on specific historic theme topics. The goal of the project will be to provide a state model for creating thematic tours within West Virginia.

### **Historic Hinton- Wayfinding and Promoting the Downtown District**

*Hinton, West Virginia*

\$20,000

The City of Hinton's primary goal is to enhance resident and visitor experiences in the downtown historic district by providing attractive wayfinding and interpretive signage and brochures. The objectives include bolstering activity within the historic district, increasing awareness of the historic district's significance, and deepening the appreciation of the historic places within the district.

**Finding Fairmont's History***Fairmont, West Virginia*

\$20,000

As a city with rich history, Fairmont is an area that has great potential to showcase its historic treasures to both visitors and residents. The City of Fairmont's goal is to capture the collective chronicles through oral histories from the city's elders and share these stories through podcasts and downtown walking tours.

**WISCONSIN****Bringing Back History: Mineral Point Municipal Building Historic Structures Report***Mineral Point, Wisconsin*

\$25,000

This survey project will go toward the production of a Historic Structures Report for the Mineral Point Municipal Building. This, in turn, will be used to guide the restoration and renovation of the building for use as a central point for tourist information, theater performances, and conferences.

**Osceola Heritage Awareness and Marketing Program***Osceola, Wisconsin*

\$36,000

The Village of Osceola is a small community of 2,700 residents located on the St. Croix National Scenic Riverway. Originally settled in 1844, the village maintains a collection of buildings dating from the 1880s that form the core of the downtown. The Downtown Historic District is listed in the National Register of Historic Places. The Village of Osceola will develop a public awareness campaign and create marketing materials in order to better promote and increase visitation to the village. The ultimate goal of the project is to further economic growth and cultural vitality.

**Wisconsin Historic Building Image Digitization Project***Wisconsin Historical Society (State Historic Preservation Office)*

\$150,000

This project will complete the digitization of approximately 175,000 photographs of historic buildings for Wisconsin's online Architecture and History Inventory database located at [www.wisconsinhistory.org/ahi](http://www.wisconsinhistory.org/ahi). The visual record of these historic buildings will greatly enhance user experiences by bringing the raw building data to life and will make information easier to access for efforts to promote heritage tourism and education throughout the state.

**De Pere Lockkeeper's House Feasibility Study and Historic Structure Report***De Pere, WI*

\$35,000

This grant award will allow the City of De Pere to examine the De Pere Lockkeeper's House, a contributing structure to the De Pere Lock and Dam Historic District that is significant to Wisconsin's maritime history. Funds will produce a Historic Structure Report and a Feasibility Study to determine the best future use for the property. The City intends for it to serve as a heritage tourism attraction whose rehabilitation will be used as a model for similar structures along the Fox River.

**A Walk in the Footsteps of Our Elders Project***Lac du Flambeau Band of Lake Superior Chippewa Indians Tribal Historic Preservation Office*

\$142,680

The Lac du Flambeau Band of Chippewa Indians plans to promote and enhance heritage tourism through the interpretation of the Bureau of Indian Affairs' Government Boarding School Complex, located in the heart of the Lac du Flambeau reservation. The development of these interpretive materials will involve and engage tribal youth, instilling in them a preservation ethic. This project implements an interpretive plan commissioned by the Tribe in 2008, as part of a long-term management plan for the preservation and interpretation of the BIA Government Boarding School Complex. This project will highlight the Boy's Dormitory which is undergoing restoration as part of a recent Save America's Treasures grant.

**Heritage Tourism Community Training and Support Initiative***Wisconsin State Historic Preservation Office*

\$250,000

With this grant award, the Wisconsin State Historic Preservation Office will support and encourage heritage tourism in the state by developing training materials for property owners and community preservationists. Materials will provide instructions for best historic preservation practices and effective means for promoting historic properties to generate local economic development and heritage tourism.

## WYOMING

### **Wyoming Local Preservation & Tourism Training**

*Wyoming State Historic Preservation Office*

\$25,500

The State Historic Preservation Office's goal is to educate the local preservation commissions in Wyoming on the basics of historic preservation and heritage tourism. Several one day training sessions will be held across the state and target existing Preserve America Communities and Certified Local Governments.

### **Cheyenne Heritage Education Project**

*Cheyenne, Wyoming*

\$52,500

As the capital of Wyoming, Cheyenne serves as one of the primary gateways to the state; however, it lacks signage that interprets and educates the public of its important heritage. Funds will be used to research and write interpretative and educational materials, design and install twenty-one historical markers, and print both walking and driving tour pamphlets for free distribution to the approximate 1.5 million yearly visitors to Cheyenne.

### **Evanston's Historic Roundhouse & Rail Yards Visitor Center Planning Project**

*Evanston, Wyoming*

\$30,000

The City of Evanston will develop a comprehensive architectural design plan which will enable the city to plan for the preservation and adaptive reuse of the "Oil House" as a visitor center.

*For more information on Preserve America grants, contact the National Park Service's  
Historic Preservation Grants Division at 202-354-2020 or  
[Preservation\\_Grants\\_Info@nps.gov](mailto:Preservation_Grants_Info@nps.gov).*

*For more information on becoming a designated Preserve America Community,  
contact the Advisory Council on Historic Preservation's Office of Preservation Initiatives  
at 202-517-1488.*

*Detailed information on all aspects of Preserve America can be found at:*

*[www.PreserveAmerica.gov](http://www.PreserveAmerica.gov)*



[www.PreserveAmerica.gov](http://www.PreserveAmerica.gov)



# THE PRESERVE AMERICA SUMMIT EXECUTIVE SUMMARY



Front cover photo: The French Quarter of New Orleans was the setting for the national Preserve America Summit in October 2006, held to mark the 40th anniversary of the National Historic Preservation Act to consider past successes and future improvements to the nation's preservation infrastructure. This image shows the historic Pontalba Apartments facing Jackson Square.

Back cover photo: New Orleans doorways open on a wealth of history in a unique city that has lived under the flags of several nations.



# THE PRESERVE AMERICA SUMMIT EXECUTIVE SUMMARY

## CHARTING A FUTURE COURSE FOR THE NATIONAL HISTORIC PRESERVATION PROGRAM

### FINDINGS AND RECOMMENDATIONS OF THE ADVISORY COUNCIL ON HISTORIC PRESERVATION

August 2007



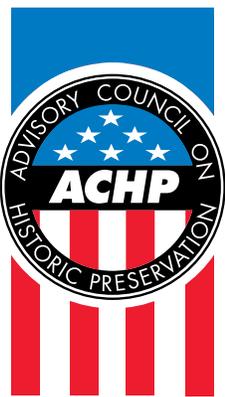
*Preserving America's Heritage*

ADVISORY COUNCIL ON HISTORIC PRESERVATION

1100 Pennsylvania Avenue NW, Suite 803 • Washington, DC 20004

Phone: 202-606-8503 • Fax: 202-606-8647

[www.achp.gov](http://www.achp.gov)



*Preserving America's Heritage*

An independent federal agency, the Advisory Council on Historic Preservation (ACHP) promotes the preservation, enhancement, and productive use of our nation's historic resources, and advises the President and Congress on national historic preservation policy. It also provides a forum for influencing federal activities, programs, and policies that affect historic properties. In addition, the ACHP has a key role in carrying out the administration's Preserve America initiative.

John L. Nau, III, of Houston, Texas, is chairman of the 20-member council, which is served by a professional staff in Washington, D.C.

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## ABOUT THIS EXECUTIVE SUMMARY

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This executive summary outlines the recommendations of a report on the Preserve America Summit that is available both on an enclosed CD and at [www.achp.gov](http://www.achp.gov). In addition to providing more in-depth discussion of the recommendations, the full Preserve America Summit report includes additional information on the national preservation program and the Summit, as well as other ideas for future consideration.



THE WHITE HOUSE

May 31, 2007

Dear Friends,

The Preserve America Summit was convened on October 18, 2006 to celebrate the 40<sup>th</sup> anniversary of the National Historic Preservation Act. As we marked this important milestone, we also considered actions the federal government can take to ensure that the nation's historic and natural treasures are preserved, used and enjoyed for many years to come.

The Advisory Council on Historic Preservation has identified the key ideas that emerged from the Summit which it believes should receive priority attention. The unique and innovative proposals, included in this report, will help guide the federal government and its many public and private partners as we work together toward even greater historic preservation achievements in the 21<sup>st</sup> century.

President Bush joins me in sending appreciation to everyone involved with Preserve America for their commitment to protecting the rich history and culture of the United States of America.

With best wishes,



## CHAIRMAN'S MESSAGE

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The 40th anniversary of the nation's principal preservation law is cause for celebration. The National Historic Preservation Act, which established the guiding principles, policy, and infrastructure of America's national preservation program, reached this milestone in October 2006. To commemorate the event and to take stock of where the preservation program should go from here, the Advisory Council on Historic Preservation and numerous public and private partners convened the Preserve America Summit.

The Preserve America Summit brought together federal agencies, organizations, and individuals to examine the national preservation program's successes and challenges. Led by First Lady Laura Bush, the honorary chair of the administration's Preserve America initiative, participants celebrated past achievements and explored new ideas for improving preservation efforts in the years to come.

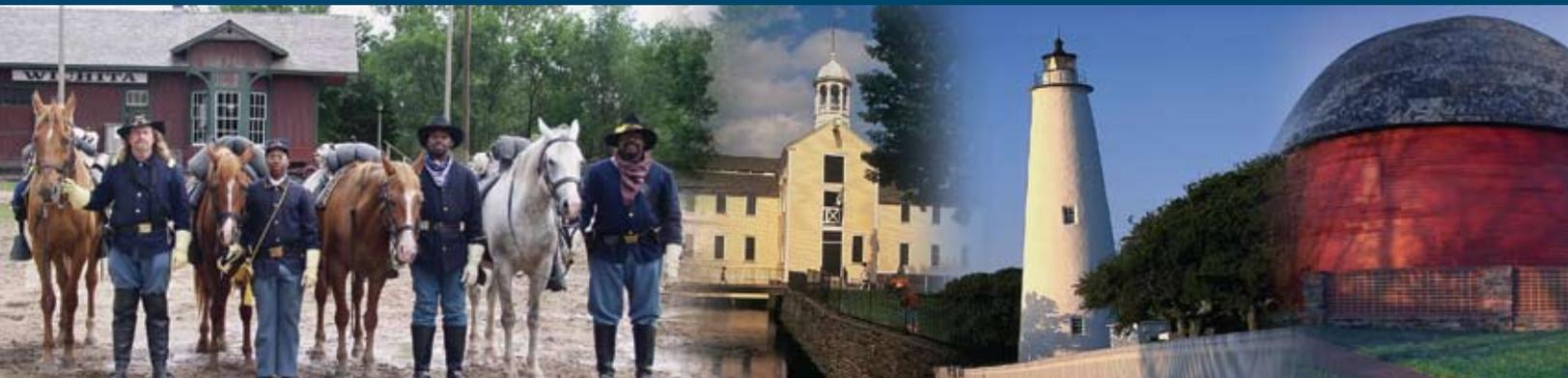
First through a series of expert panels that met throughout the summer of 2006, and then as refined during the national gathering in New Orleans, the Preserve America Summit resulted in the identification of 70 key ideas aimed at charting the future of the national preservation program. These ideas address how historic properties are identified and managed, the role they play in sustaining our communities and informing our citizens, and the leadership needed to help ensure their preservation.

The Advisory Council on Historic Preservation has reviewed the ideas generated by the Preserve America Summit and believes those highlighted in the following pages merit priority attention. The federal government, with help from its non-federal partners, can implement these ideas in the short term, resulting in tangible products that will help the federal preservation program continue to evolve and grow.

Passage of the National Historic Preservation Act in 1966 set America on a new journey to preserve our collective heritage and inspire future generations to honor and build on the past. Today we are beginning to recognize the full value and benefits of historic preservation for improving daily life and the economy through public education, community revitalization, and heritage tourism. The ideas generated by the Preserve America Summit will help us to embark on the next leg of that journey.

A handwritten signature in blue ink that reads "John L. Nau, III". The signature is fluid and cursive, with a stylized "N" and "III" at the end.

John L. Nau, III  
Chairman, Advisory Council on Historic Preservation



THE NATIONAL HISTORIC  
PRESERVATION ACT –  
40 YEARS OF ACHIEVEMENT

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# THE NATIONAL HISTORIC PRESERVATION ACT – 40 YEARS OF ACHIEVEMENT

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**NHPA**  
CELEBRATING



Y E A R S  
★ ★ ★ O F ★ ★ ★  
P R E S E R V A T I O N

With passage of the National Historic Preservation Act (NHPA) in 1966, the federal government embarked on a new era of leadership in the preservation of our nation’s historic properties. In 2006, hundreds of preservationists, government officials, and other stakeholders gathered at the Advisory Council on Historic Preservation’s (ACHP) Preserve America Summit to celebrate 40 years of preservation achievements and to consider how the national preservation program should continue to evolve.

The NHPA established a partnership between the federal government and state, tribal, and local governments that is supported by federal funding for preservation activities. The National Park Service provides matching grants-in-aid from the Historic Preservation Fund to State Historic Preservation Officers, Tribal Historic Preservation Officers, and local



The Old Cowtown Museum in Wichita, Kansas, reminds today's visitors that the West was won by diverse cultures coming together—and sometimes fighting one another—to write the nation's history.

Built in 1793, the Slater Mill in Pawtucket, Rhode Island, held the first successful water-driven cotton spinning machinery. The mill survives to instruct current generations about how Pawtucket became “the birthplace of the Industrial Revolution,” and was an instrumental baby step in taking a collection of 13 new colonies on the fringes of world civilization to the center of global innovation and power in the mid-20th century.



governments certified as having qualified preservation programs. The NHPA also created the ACHP, the first and only federal agency created solely to address historic preservation issues.

The NHPA established a framework to foster a new ethic through all levels and agencies of the federal government. Section 106 of the NHPA requires federal agencies to consider the impact of their actions on historic properties and provide the ACHP with an opportunity to comment on projects before implementation. For the first time, agencies had to assume responsibility for the consequences of their actions on historic properties and be publicly accountable for their decisions.



The Arcadia Round Barn in Oklahoma is located on historic Route 66 and once served not only as a shelter for farm animals but was also the favored venue for community dances. Like so many other places important to America's story, it was saved from ruin and renovated through the determination and devotion of private citizens unwilling to let an important piece of history vanish.



The Ocracoke Lighthouse, a National Historic Landmark dating to 1823, is the oldest operational lighthouse in North Carolina. Since its construction, it has used whale oil, kerosene, and electricity to alert mariners to the dangers of a historic waterway where an English ship came to grief in 1585. In 1988, the National Park Service, U.S. Coast Guard, and the North Carolina State Historic Preservation Office cooperated in major preservation work to ensure the historic treasure would continue to serve the present while preserving the nation's heritage.

Section 110 calls on all federal agencies to establish preservation programs and designate Federal Preservation Officers to coordinate their historic preservation activities.

Building upon this foundation, the federal government has developed additional policies, legislation, and programs that promote preservation. Most recently, in 2003, President Bush signed Executive Order 13287, "Preserve America" which reaffirmed the importance of federal stewardship and the need to partner with non-federal parties to promote productive use of historic properties. The Executive Order was signed in conjunction with First Lady Laura Bush's launch of the administration's broader Preserve America initiative. Preserve America, administered by the ACHP and partner federal agencies, encourages and supports efforts to preserve heritage assets while using them to revitalize communities.



# THE PRESERVE AMERICA SUMMIT

# THE PRESERVE AMERICA SUMMIT

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To celebrate 40 years of the NHPA and look forward to its milestone 50th anniversary in 2016, the ACHP convened the Preserve America Summit in October 2006. The Summit brought together a wide range of individuals, organizations, and agencies that are committed to promoting historic preservation and its benefits.

The Summit provided a venue for examining emerging preservation challenges, such as addressing security threats, planning for disasters, and broadening public appreciation for history and historic properties. The ideas generated by the Summit offer critical guidance on how the federal government can continue to encourage the preservation, reuse, and enjoyment of historic properties as America enters the 21st century.

In May 2006 at the Preserve America Presidential Awards ceremony, the First Lady publicly announced that the ACHP would host the Preserve America Summit in the fall. She explained the overarching goal of the Summit:

*This year marks the 40th anniversary of the National Historic Preservation Act. Through this Summit, we hope to take stock of the strides we've made over the past four decades and determine how best to protect our rich national heritage into the 21st century and for centuries thereafter.*

Later in May, Mrs. Bush spoke further about the Summit at the conference “Rebirth: People, Places, and Culture in New Orleans” that was sponsored by the National Trust for Historic Preservation and Tulane University. That conference brought together government leaders, artists, educators, chefs, writers, and other cultural ambassadors to address practical aspects of Gulf Coast recovery in the context of the arts, culture, and historic heritage. In her remarks, the First Lady noted how the dialogue begun there would continue throughout the summer in a series of expert panel meetings leading up to the Preserve America Summit.

To ensure that discussions at the Summit would be focused and productive, the ACHP assembled panels of experts to develop ideas for Summit participants to consider. Each panel had at least one federal and one non-federal co-chair who were tasked with coordinating the panel’s work.

The following 11 issue area panels addressed a broad range of preservation topics:

- Building a Preservation Ethic and Public Appreciation for History
- Coordinating the Stewardship and Use of Our Cultural Patrimony
- Determining What's Important
- Protecting Places That Matter
- Improving the Preservation Program Infrastructure
- Dealing With the Unexpected
- Addressing Security
- Using Historic Properties as Economic Assets
- Involving All Cultures
- Fostering Innovation
- Participating in the Global Preservation Community

Each panel was asked to identify approximately five key ideas that need to be addressed if preservation is to thrive in the coming decades. These ideas were presented in panel reports that were provided to all Summit participants, and they formed the foundation for discussions at the Preserve America Summit. (The reports of the issue area panels are available at [www.achp.gov](http://www.achp.gov)).

The Preserve America Summit was held in New Orleans, Louisiana, on October 18-20, 2006. With First Lady Laura Bush as the keynote speaker, more than 450 invited participants gathered to consider preservation's past and future.



Mrs. Laura Bush speaks at the Summit plenary session October 19, 2006, in the historic Marble Hall of the U.S. Customs House.



Parts of the U.S. Customs House on Canal Street in New Orleans, the Summit's venue, were constructed before the mid-19th century. Built as a symbol of the growing prosperity of the United States in one of its most important ports and centers of international trade, the cavernous and decorative Marble Hall was termed by one historic source "the finest business room in the world" at the beginning of the 20th century.



If you ain't got that swing, you ain't in New Orleans: Dr. Michael White's Original Liberty Brass Band closes the Summit in proper New Orleans style.



Save Our History Youth Summit participants Jerry Reese and Kaitlin Guerin report on the findings of the Youth Summit during the closing plenary session of the Preserve America Summit. The Youth Summit convened 30 students from across the country who shared their views on preservation with the First Lady and a team of educators.

In her remarks, the First Lady stressed the importance of historic preservation, particularly to the vitality of local communities. In an example, she cited the achievements of Gloucester, Massachusetts, and issued a stirring call to action to the Summit participants:

*Gloucester people are keeping their city's soul alive. They're preserving priceless icons of their history—and America's—because, as Mayor [John] Bell explains, they 'have no other choice. We love Gloucester—and this history is part of who we are.' Ladies and gentlemen, we have no other choice.*

The opening plenary was followed by issue area sessions, where panel co-chairs, panelists, and other participants met to discuss the ideas embodied in the 11 issue area panel reports.

Meeting concurrently was the Preserve America Youth Summit, which was sponsored by Save Our History, an

initiative of the History Channel to support history education, historic preservation, and heritage tourism. Thirty students from across the country who had actively engaged in Save Our History community preservation projects were invited to discuss their views on history and preservation with a team of educators as well as the First Lady, who participated in some of their discussions.

The work of the issue area panels, Summit attendees, and Youth Summit participants resulted in the identification of 70 key ideas aimed at charting the future of the national preservation program. The ACHP has evaluated those ideas and, after soliciting public comment and consulting with federal and non-federal partners, offers the following recommendations on actions the federal government should take to enhance the effectiveness of the national historic preservation program as it moves toward its 50th anniversary.



## RECOMMENDATIONS

## RECOMMENDATIONS

The following recommendations address about half of the key ideas that emerged from the Preserve America Summit. Many reflect a high level of interest in the preservation community. Others represent initial steps that must be taken before other ideas can be implemented. All are ideas that should yield tangible products and that the federal government reasonably can be expected to implement in the near term.



Promote cultural diversity: Reenactors at historic sites interpret the many diverse peoples that built America and help bring history to life. Here the Gullah-Geechee culture, called Africa's last link to the Americas, is presented to a new generation in a new National Heritage Area.

For each recommendation, the ACHP suggests one or more federal agencies take the lead in implementation. Potential federal and non-federal partners are identified in the full Preserve America Summit report, which is available both on the enclosed CD and at [www.achp.gov](http://www.achp.gov).

Other ideas generated by the Summit that are not included in these recommendations certainly do not lack merit. They contain excellent suggestions that can form part of a longer-range agenda for consideration and possible implementation. These ideas are also discussed in the full Preserve America Summit report.

## Identify Historic Properties

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Since passage of the NHPA, considerable progress has been made in identifying our nation's historic resources. However, the process is not a finite one, by its very nature. With the passage of time, more properties will be viewed as historic, and property types that previously were considered unimportant will be acknowledged as significant. Also, new technologies may change how we capture information on historic properties and use the resulting inventories for planning purposes. The process of identifying America's historic properties must continue to evolve.

*Create a comprehensive inventory of historic properties through a multi-year plan that expands current inventories and makes them more compatible and accessible.*

Created by the NHPA and maintained by the National Park Service, the National Register of Historic Places is the nation's official list of historic resources significant in American history and culture. It currently includes more than 1.4 million resources, but there are many other historic properties listed in inventories maintained by federal agencies, and state, tribal, and local governments. These inventories remain incomplete and without linkages, and, as noted by three of the issue area panels, this fragmentation causes problems. A comprehensive, searchable, and accessible inventory would provide a strong planning tool, especially in the case of disasters and emergencies. While requiring an investment of resources, a comprehensive inventory would be cost-effective in the long-term because of its inherent efficiencies.

*Suggested lead agencies: National Park Service and the ACHP (with the National Conference of State Historic Preservation Officers and other partners)*

*Promote cultural diversity in the identification of historic properties by evaluating the National Register of Historic Places for its inclusiveness and encouraging local, state, and tribal governments to evaluate their own inventories.*

Both the Determining What's Important and Involving All Cultures panels concluded that efforts are needed to enhance the cultural diversity of the historic properties listed on the



Create a comprehensive inventory: Nine Mile Canyon, Utah, is perhaps the greatest concentration of rock art sites in the United States. Archaeological sites such as this are scattered across the American Southwest, yet most are not included in any inventory.





Respond to disasters: Biloxi, Mississippi's Maritime & Seafood Industry Museum took a direct hit in Hurricane Katrina, striking testimony to the need for improved disaster-related preparation and response for heritage resources affected by natural or manmade calamities.

National Register. To begin to address this issue, the Involving All Cultures panel suggested evaluating the National Register to determine what cultural groups are underrepresented. Based on such a study, a plan could be developed to consult with representatives of those groups and the academic community on appropriate ways to expand National Register listings. Such a study also would form a basis for outreach and guidance development to enhance multi-cultural participation and recognition at all levels of government.

*Suggested lead agency: National Park Service*

## Enhance Stewardship

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Once properties are identified as historic, their management takes on new dimensions. Stewardship of a historic property must balance preservation of its historical integrity with its continued use, interpretation, or reverence, as appropriate. As never before, this must happen with cognizance of the potential impact of disasters and security threats. Hurricane Katrina, arguably the nation's greatest cultural disaster, has highlighted the critical need for emergency planning. In addition to damaging and destroying historic resources in New York City and Washington, D.C., the September 11, 2001 terrorist attacks upturned assumptions that security can be an afterthought at any historic property. These and other challenges mean that the preservation of our historic resources—including our cultural collections—requires innovative and proactive approaches during the coming decades.

*Respond to disasters by forming a technical advisory committee to develop guidance, a plan for dissemination and training, and emergency and mitigation strategies consistent with the Department of Homeland Security's National Response Plan.*

Convening the Preserve America Summit in New Orleans vividly reminded participants of the challenges that disasters pose to the stewardship of historic properties and cultural collections. The Dealing With the Unexpected panel and Coordinating the Stewardship and Use of Our Cultural Patrimony panel addressed the need to include preservation in emergency management/mitigation strategies and plans at all levels of government and among cultural institutions. Outreach and guidance is needed to help local communities effectively consider protection of their historic resources both in planning for and responding to disasters. The Department of Homeland Security's National Response Plan provides the context within which to promote such outreach and guidance. Under that plan, the Department of the Interior is the primary agency addressing protection of natural and cultural resources, while the Department of Homeland Security is the primary agency addressing long-term community recovery and mitigation.

*Suggested lead agencies: Department of the Interior and Department of Homeland Security*



Address security needs: Washington, D.C. faces one of the greatest challenges in the nation in regard to providing both public access and security in the post September 11, 2001, environment. Retractable bollards and guard kiosks were part of the designed response to increase security at the U.S. Treasury building on Pennsylvania Avenue adjacent to the White House. However, terrorism is only one of multiple risks historic structures face.

*Address security needs by developing guidance, including guidance on all-hazards risk assessment.*

Security is an ever more pressing concern in the stewardship of historic resources, but the issue can be difficult to address without careful planning and consideration. Part of the solution is sharing successful experiences and case studies, including information on cost factors and successful design solutions that provide adequate security while also protecting historic values. Among the Addressing Security panel’s findings was the need to disseminate guidelines and technical information to encourage continued use of historic and archaeological properties and assist property owners and local governments to implement effective, non-intrusive security measures. The Department of the Interior is uniquely suited to address these issues given the capabilities of its Office of Law Enforcement, Security, and Emergency Management coupled with the historic resource expertise of the National Park Service and other departmental bureaus.

*Suggested lead agencies: Department of the Interior, with the General Services Administration and Department of Homeland Security*



Conserve cultural collections: Care of cultural collections, such as those preserved and seen here at the Sam Houston Homestead Memorial Museum, needs to be more fully included in collaborations between the historic preservation and the broader cultural heritage communities.

*Conserve cultural collections by pursuing cost-effective collaboration between the historic preservation community and the broader cultural heritage community, including support for the Institute of Museum and Library Services’ “Connecting to Collections” initiative.*

Preservation and interpretation of historic properties is inextricably intertwined with the preservation of cultural and historic objects, documents, artifacts, artistic works, and other cultural expressions. The soul of a community or region, as well as its economy when that economy is highly dependent on tourism and the arts, is closely tied to its tangible and intangible cultural heritage. But many of America’s cultural collections are at risk, based on the recent findings of the Heritage Health Index, the first comprehensive survey to assess the condition and preservation needs of collections. The panel addressing the preservation of cultural patrimony stressed the need to make the conservation of cultural collections central to the mission of every public and private cultural institution and noted the need to build closer relations among the participants in the broad range of cultural heritage activities. There also is a pressing need to address the adequate curation of archaeological artifacts.

*Suggested lead agencies: Institute of Museum and Library Services, National Endowment for the Arts, National Endowment for the Humanities, and the ACHP*



Promote innovation: This “after the fire” view of the Mill City Museum in Minneapolis, Minnesota, incorporating the ruins of the National Historic Landmark Washburn A Mill with a contemporary structure serving multiple purposes, is an analogy in steel, glass, and stone of how the best of the present can both improve and build upon while incorporating important remnants of the past. The old mill itself was considered the technological cutting edge of the flour-milling industry when it was built in the 19th century.

*Promote innovation by creating a clearinghouse through the National Park Service National Center for Preservation Technology and Training to disseminate information on innovative technologies and encourage their use.*

The Fostering Innovation panel focused in part on the importance of using innovative technologies to enhance historic property stewardship. A key element for fostering innovation is the exchange of information, but there are currently few channels for cross-pollination of ideas. To fill that void, the panel suggested creating a national clearinghouse for information exchange to highlight model technologies and applications. The panel recommended establishing the clearinghouse at the existing National Park Service National Center for Preservation Technology and Training. Created by amendment of the NHPA in 1992, the Center’s mission is to develop and distribute skills and technologies that enhance the preservation, conservation, and interpretation of historic resources.

*Suggested lead agency: National Park Service*

## Sustain Communities

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Stewardship of historic resources does not occur in a vacuum, but rather is an integral part of the growth and vitality of our communities. Preservation stimulates community revitalization, heritage tourism, job creation, improved quality of life, greater shared knowledge about our past, and strengthened regional identity and local pride. The federal government can help promote preservation in local communities by generating data on preservation’s benefits, increasing technical assistance, and improving its financial incentive programs.

*Measure and share preservation’s benefits by developing consistent ways to measure direct and indirect impacts (particularly economic) and by pursuing and promoting necessary research.*

Two panels stressed the importance of evaluating and quantifying the costs and benefits of preservation, which are well known but not always well documented. Summit participants particularly

noted the need for uniform ways to measure the economic benefits of preservation and heritage tourism, since an economic argument is often the most persuasive when promoting preservation. Because most recent studies have been done on a state, local, or single institutional level, analysis on a broader and more consistent basis is needed. Existing state and local studies take varying approaches to measuring preservation's costs and benefits; more standardized measures should be developed and promoted by the federal government.

*Suggested lead agency: Department of Commerce*

*Provide more technical assistance to local communities to promote historic preservation and heritage tourism, and explore the concept of a Preserve America Community agent or similar mechanism to work more actively with local communities.*

All preservation is ultimately local, but lack of local resources or knowledge can hinder preservation efforts. The Protecting Places That Matter panel suggested the federal government expand the impact of the Preserve America initiative through creation of a system of "Preserve America Community Agents." The Preserve America Community designation program, administered by the ACHP, recognizes communities that demonstrate their commitment to the preservation of their heritage assets. A Preserve America Community Agent, designated by each State and Tribal Historic Preservation Office, would provide technical assistance to Preserve America Communities and would encourage additional communities to apply for designation. Exploration of this concept would need to consider options for enhancing existing federal avenues for providing technical assistance, such as the National Park Service's Certified Local Government program and the Department of Housing and Urban Development's technical assistance program.

*Suggested lead agencies: the ACHP, National Park Service, Department of Housing and Urban Development*



Measure and share preservation's benefits: Heritage tourism, as illustrated here by the Durango & Silverton Narrow Gauge Railroad in the Four Corners area of Colorado, Utah, New Mexico, and Arizona, is just one of the many benefits of historic preservation. Others include energy savings, urban revitalization, increased tax revenues, entrepreneurial opportunities, education, local and national pride and understanding of heritage, and enhanced quality of life.



Provide more technical assistance: Red Lodge, Montana, a Preserve America Community, is a historic mining and ranching community located near the Beartooth Mountains. Enhanced technical assistance would help support heritage tourism development and preservation planning for historic communities.

*Increase synergy between the development community and public sector partners by implementing the recommendations of the National Park System Advisory Board Committee on the Federal Historic Preservation Tax Credit and by seeking ways to expand use of federal financial assistance programs for historic preservation.*

The Using Historic Properties as Economic Assets panel stressed the importance of enhancing the federal government's role in encouraging rehabilitation of historic properties. One of the most effective existing programs is the federal historic rehabilitation tax credit. In 2006, a committee of the National



Increase development synergy: The Paul Brown Building in downtown St. Louis was one of four structures listed on the National Register of Historic Places that was in danger of being lost until local developers, using federal and state historic preservation tax credits, purchased and renovated it. The success of the initial four projects led to widespread revitalization of a historic urban area that had, by early 2007, 91 structures that utilized the tax credits.



Engage youth in historic preservation: Students from Philadelphia, Pennsylvania, take part in an archaeological dig as part of their Save Our History project on the grounds of a former Underground Railroad stop at what is now the historic Johnson House site.

Park System Advisory Board issued a report that outlines how use of the credit could be further increased through outreach efforts and by streamlining its administration. The panel endorsed the recommendations of the report and also noted that other federal financial incentive programs could be used more widely to support preservation, provided any impediments to such use are identified and resolved. The 2006 amendments to the NHPA give the ACHP new authority to work with federal agencies toward this end. The newly enacted Section 216 of the NHPA authorizes the ACHP to review the operation of federal grant or assistance programs and make recommendations to further the consistency of the programs with the purposes of the NHPA.

*Suggested lead agencies: National Park Service and the ACHP*

## Educate Citizens

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The long-term vitality of the national preservation program will depend on helping citizens understand the importance of their history and their historic resources. Young and old alike need to recognize that history is all around them, has shaped them and their environment, and that they have a role to play in helping to preserve and understand it. Heritage education in schools at all levels is critical, as is giving young people opportunities to be active participants in preserving our nation's past.

*Enhance heritage education by developing a communication strategy for providing information to the educational community about Web sites, curriculum guides, and other outreach products that promote heritage education.*

Two expert panels, Building a Preservation Ethic and Public Appreciation for History and Fostering Innovation, and the Youth Summit participants focused on boosting the effectiveness of the teaching of history and the use of historic properties as interactive teaching tools. A greater public appreciation for history's value provides a firmer foundation for youth as well as adults to understand and use the lessons of the past in order to improve the future.

Optimize U.S. participation in international preservation: The origins of Castillo de San Felipe del Morro date to 1539, when it was authorized by King Carlos V of Spain to protect the harbor of San Juan, Puerto Rico. The largest and perhaps most intact Spanish fortress in the western hemisphere, it was designated a World Heritage Site in 1983. The U.S. played a major leadership role in the World Heritage Convention in 1972.



Using historic properties as a focus for learning can both enliven history and promote an appreciation for preservation. More efforts are needed to help foster partnerships between historians, preservationists, and the education community. This includes outreach to educators to promote products that facilitate heritage education, including Web sites and curriculum guides. One such example is the National Park Service’s Teaching With Historic Places Web site.

*Suggested lead agency: Department of Education*

*Engage youth in historic preservation by promoting programs that involve them in hands-on preservation activities and through the possible establishment of an ongoing youth summit as part of the Preserve America initiative.*

The Youth Summit participants stressed that, in addition to learning more about history and historic preservation in school, America’s youth should be encouraged to be active participants in history-related and preservation-related activities in their communities. The History Channel’s Save Our History program, sponsor of the Youth Summit, is a successful model of

giving young people hands-on experience in preserving historic properties. The Save Our History Educator’s Manual includes lesson plans designed to involve students in local history and preservation projects. The Preserve America initiative provides a vehicle for the federal government to identify programs like Save Our History and promote them, and to continue to reach out to our nation’s youth—America’s future preservationists.

*Suggested lead agency: the ACHP*

## **Provide Leadership**

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Central to the importance of the NHPA is its assumption that the federal government should be a leader in historic preservation. That inherent promise has been realized to a considerable degree over the past 40 years, but federal leadership needs to continue to develop. For instance, America’s relative lack of focus on international preservation should be reevaluated. More broadly, the overall structure of the federal preservation program may need to evolve to meet the new challenges and opportunities of the coming decades.



Panel members discuss their issue area at a Summit breakout session. From left, they are John Whittington Franklin, program manager, National Museum of African American History and Culture; Milford Wayne Donaldson, State Historic Preservation Officer, California Department of Parks & Recreation; Arden Kucate, Tribal Councilman, Zuni Pueblo.

*Optimize U.S. participation in the international preservation arena by improving information exchange and facilitating U.S. participation in international preservation activities.*

Study of foreign preservation programs was integral to the development of the NHPA, and the early years of the national preservation program saw considerable engagement on global preservation issues. However, active American involvement in international preservation has tended to wane in recent decades. The Participating in the Global Preservation Community panel focused on the importance of reversing this trend. The panel called for greater national leadership to promote U.S. participation in the global preservation community. It also noted the current lack of a centralized clearinghouse for sharing international preservation experience between the public and private sectors and for providing information on international preservation practices. Facilitating international discourse in historic preservation can foster evolution, innovation, and collaboration; keep American preservation professionals connected to their colleagues around the world; and promote better cooperation and understanding.

*Suggested lead agencies: the ACHP and National Park Service*

*Explore improvements to the program structure of the federal preservation program through creation of an independent review panel.*

The Preserve America Summit sparked discussion about the structure of the existing federal preservation program and how it might be enhanced. Two panels considered the issue and advanced various scenarios. The Fostering Innovation panel focused on raising preservation's profile in the federal government, suggesting possible changes such as creating a cabinet-level post for historical and cultural heritage, a national endowment for heritage, or a national historian laureate. The Improving the Preservation Program Infrastructure panel stressed the need to enhance the federal preservation program's effectiveness. That panel discussed the advantages and disadvantages of various organizational models, such as a more centralized versus a more decentralized system, and concluded that further evaluation of the federal preservation program is needed.

While the ACHP does not believe a total reconstruction of the federal preservation program is necessarily warranted, it agrees that further study of the program's organization would be constructive. The ACHP recommends that the major preservation partners jointly convene a time-limited, independent review panel (including representatives from federal, state, tribal, and local governments, the business community, the non-profit sector, and academia), to evaluate the current federal historic preservation program and make recommendations.

*Suggested lead agencies: Department of the Interior and the ACHP*



NEXT STEPS- THE NHPA AT 50

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## NEXT STEPS- THE NHPA AT 50

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The NHPA will mark its 50th anniversary in 2016. Implementing the Summit's recommendations in time for this milestone is eminently achievable, and the ACHP is committed to working with the administration, federal agencies, and our non-federal partners toward that goal.



The covered bridges of Madison County, Iowa, once numbered 19 but today only six remain; all of them are listed on the National Register of Historic Places. Hogback Covered Bridge dates to 1884. The bridges came into the national cultural consciousness when a 1980s novel named for them soared to best-seller status, tangible proof of how heritage resources help define and frame the national fabric.

As federal agency involvement in the Preserve America Summit attests, historic preservation has been integrated into many federal agency missions, as envisioned 40 years ago by the architects of the NHPA. As the national preservation program continues to grow and evolve, action by a broad range of federal agencies is important. The ACHP will move forward with those initiatives where it has indicated it will have a principal role. For action items where the ACHP has suggested other agencies for lead or partnership roles, we encourage those agencies to embrace the challenge.

Partnering with non-federal parties will also be critical. The NHPA is grounded in a partnership among government at all levels and the private sector, and collaboration is essential to preservation's continuing success. Many of the non-federal organizations involved in the Preserve America Summit already have committed to participating in the implementation of the

Illuminated stained glass windows—emblazoned with a bald eagle bearing the national motto and an early variation of the pelican images and motto echoed on the contemporary state seal and flag of Louisiana—provide an elegant sense of place to the grand staircase within the historic U.S. Customs House on Canal Street in New Orleans, the central venue of the Preserve America Summit.



ACHP’s recommendations. We hope all of the potential non-federal partners we have identified will take this opportunity to work with the federal government to enhance the national historic preservation program.

The ideas generated at the Preserve America Summit reflect the best thinking of a broad range of government officials, preservationists, and other stakeholders in the preservation of our nation’s historic properties. The ACHP’s recommendations provide a blueprint for the federal government’s support of those ideas. The ultimate goal? That anyone looking back from the vantage point of 2016 will see continued growth and improvement in the federal preservation program and enhanced use and appreciation of America’s invaluable heritage assets.

# PRESERVE AMERICA SUMMIT PARTNERS

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The ACHP would like to thank the following federal agencies, non-profit organizations, and corporations that provided support for the Preserve America Summit.

Department of Agriculture  
(Forest Service and Natural Resources Conservation Service)

Department of Commerce  
(Economic Development Administration and National Oceanic and Atmospheric Administration)

Department of Defense

Department of Education

Department of Homeland Security

Department of Housing and Urban Development

Department of the Interior

Department of Transportation

Council on Environmental Quality

Environmental Protection Agency

General Services Administration

Institute of Museum and Library Services

National Endowment for the Arts

National Endowment for the Humanities

President's Committee on the Arts and the Humanities

The Gilder Lehrman Institute of American History

The History Channel

Marriott

National Trust for Historic Preservation

The Pew Charitable Trusts

Shell Oil Company

Visa



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### **Preserve America Presidential Awards Program**

The Advisory Council on Historic Preservation (ACHP) has played a central role in working with the White House to establish Presidential recognition of worthy historic preservation efforts. Presidential awards for historic preservation have been in existence since the late 1980s.

The first awards were initiated in 1986 to recognize the 20th anniversary of the National Historic Preservation Act (NHPA) of 1966. They included the President's Historic Preservation Awards, recognizing excellence in privately funded preservation, and the National Historic Preservation Awards, recognizing excellence in federally assisted preservation. President Ronald Reagan presented the awards at a White House ceremony. The awards were repeated under President George H.W. Bush for the 25th anniversary of the NHPA.

When the Preserve America Presidential Executive Order was issued in 2003, the program included an annual series of Presidential-level awards, named the Preserve America Presidential Awards (PAPAs). The ACHP and the U.S. Department of the Interior facilitated the process.

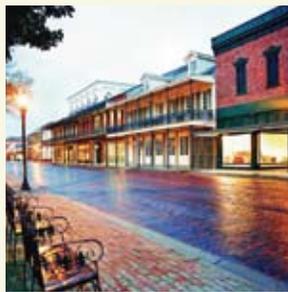
The PAPAs were the highest national award honoring cultural and historic preservation achievement, demonstrating recognition for historic preservation at the highest level of government. From 2004-2008, the program honored exemplary accomplishments in the sustainable use and preservation of cultural or natural heritage assets; demonstrated commitment to the protection and interpretation of America's cultural or natural heritage assets; and integration of these assets into contemporary community life. Award winners combined innovative, creative, and responsible approaches to showcasing historic resources and recognizing places that honor the history of all Americans.

During those five years, 20 Preserve America Presidential Awards were presented at White House ceremonies by the President and First Lady. See the award brochures for details.

When the Obama Administration came into office, the program went into a hiatus, even though the ACHP had gone through the process of a call for nominations, vetting of nominations, and jury review of the best qualified nominations for a hoped-for 2009 ceremony. Over the next several years, attempts were made to introduce the awards within the context of the Administration's goals and interests. The last proposal was drafted in 2014.



Preserve America  
**PRESIDENTIAL AWARD**  
**2009 NOMINATION**





# Preserve America PRESIDENTIAL AWARD 2009 NOMINATION

## INTRODUCTION

Preserve America is an initiative established by President Bush that encourages and supports community efforts to preserve and enjoy our nation's cultural and natural heritage assets. Goals of the initiative include a greater shared knowledge about the nation's past; strengthened regional identities and local pride; and support for the economic vitality of our communities.

The Preserve America Presidential Award is one component of the initiative. The award is presented to organizations, businesses, or government entities for:

- **Exemplary accomplishments** in sustainable use and preservation of cultural and/or natural heritage assets;
- **Demonstrated commitment** to protecting and interpreting America's cultural and/or natural heritage assets, and the integration of these assets into contemporary community life; and
- **Creative approaches** and **responsible stewardship** to showcase heritage assets.

The Preserve America Presidential Award is the highest federal award honoring historic preservation accomplishments. It celebrates model achievements that others can learn from and emulate. Each year, four awards are given for activities advancing heritage tourism and historic preservation projects or programs.

These awards, which are honorific, are presented to winners chosen through a national competition administered by the Advisory Council on Historic Preservation (ACHP) and the Department of the Interior, in cooperation with other federal agencies and the Executive Office of the President. The President and First Lady recognize award recipients at an annual event.

Anyone can submit a nomination. Completed nomination forms and accompanying material must be postmarked no later than **November 1, 2008**. Awards will be announced during Preservation Month, May 2009.

## ELIGIBILITY

Any organization, business, or government entity is eligible to receive a Preserve America Presidential Award. It must be demonstrated that the nominated project, program, or activity: 1) was completed or made substantial improvements within the last five years; **and** 2) demonstrates sustainability over at least one full year prior to November 1, 2008, to establish viability.

**Preserve America**  
**PRESIDENTIAL AWARD 2009**

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*Guidelines*

**CRITERIA**

Selection of Preserve America Presidential Award winners will be guided by the following general criteria:

- **Outstanding accomplishments** in sustainable use and preservation of authentic cultural and/or natural heritage assets;
- **Demonstrated commitment** to protecting and interpreting America's cultural and/or natural heritage assets;
- **Integration of heritage assets** into contemporary community life;
- **Creative approaches** and **responsible stewardship** to showcase historic resources that may include, but are not limited to, successful preservation partnerships, community participation, and volunteer efforts;
- **Model** heritage tourism or historic preservation achievements; and
- **Significant and demonstrable outcomes**—for example, substantial educational and outreach components, economic benefits compatible with preservation or conservation goals, and noteworthy advances in heritage tourism or historic preservation practices or technologies.

**DEFINITIONS**

A *nominee* must be a project, program, or activity. A nominee is NOT an organization, business, individual, tribe, or government.

*Cultural and natural heritage assets* are physical places—natural and man-made—that are associated with themes, events, sites, or persons significant in the history or prehistory of the United States and its territories.

*Heritage tourism* is the business and practice of attracting and accommodating visitors to a place or area based especially on the unique or special aspects of that locale's history, landscape (including trail systems), and culture.

**NOMINATION PACKAGE**

**Required documentation**

All nominations must be submitted in a **single**, two-inch (or smaller), three-ring binder.

This binder must include the following:

- One original and eight copies of a fully completed, signed, and dated nomination form;
- One original and eight copies of the summary description, up to three pages, that includes the information specified below; and
- One original set and eight sets of high-quality copies of 8 to 12 images, as specified below.

**Summary description.** This document should not exceed three pages and must include the following information, in the order in which it is listed, for the nomination to be considered:

1. Describe the project, program, or activity being nominated. Be specific about what is being nominated.
2. Explain the significance of the cultural or natural heritage asset involved, and note if it is listed in any national, tribal, state, or local registry or inventory.
3. Describe how the nominee meets the award criteria stated above.
4. Describe the role of the organization, business, or government entity responsible for the nominated effort, and how it contributed to the success of the project, program, or activity. If partners are involved, briefly describe their roles and contributions.
5. Provide final cost figures for the nominated project, program, or activity. Specify each funding source, the proportion of private and public funding involved, and the amount of money or proportion of costs/resources provided by each source. Ongoing or cyclical programs may provide startup and annual costs to date.

**Preserve America**  
**PRESIDENTIAL AWARD 2009**

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*Guidelines*

6. If applicable, describe the quality of historic preservation efforts—for example, consultation with a State Historic Preservation Officer or other preservation professional, and/or use of the Secretary of the Interior’s Standards and Guidelines, or other historic preservation standard.
7. Please note if the nominee has previously won an award or been publicly recognized.
8. Note the completion date of the nominated activity. If cyclical or ongoing, please elaborate.

**Images.** One original set and eight sets of high-quality copies (nine sets total) of 8 to 12 color images (4” x 6” or larger), with captions and photo credits, are also required. The images should show, as appropriate, before and after results, types of resources affected, people carrying out the project, and people using, enjoying, and learning from the historic cultural or natural assets. Include a CD containing the images at a resolution of 300 dpi or 1200 x 1800 pixels (minimum for publication quality), as well as a text file with captions and credit information.

**Optional documentation**

Nominations may also include up to five news clippings, brochures, reports, or other publications. In addition, they may include up to three letters of endorsement by preservation and civic organizations, professionals, or partners that demonstrate community support, significant outcomes, and high quality of preservation efforts. If you provide optional documentation, please provide one original and eight copies of each item.

**NOMINATION FILING**

**Binder:**

- A single, two-inch (or smaller), three-ring binder

**Nomination Form:**

- One original and eight copies; fully completed, signed, and dated

**Summary Description:**

- One original and eight copies; up to three pages in length

**Images:**

- One original set and eight sets of high-quality copies of 8 to 12 images, plus CD with all images and caption and photo credit information

**Optional Documentation:**

- No more than five (total) news clippings, brochures, reports, or other publications
- No more than three letters of endorsement
- Separate pocket-style or accordion-style folder for providing optional documentation

All nomination material must be sent in a single package that is postmarked no later than **November 1, 2008**. Nominations will not be returned. All nomination materials, including photographs, become property of the ACHP and the Preserve America Presidential Award program and may be reproduced by the ACHP and its partners without additional explicit permission.

**Submit nominations to:**

Preserve America Presidential Awards  
Advisory Council on Historic Preservation  
1100 Pennsylvania Avenue, NW, Suite 803  
Washington, DC 20004

**For additional information:**

Office of Communications, Education, and Outreach  
Advisory Council on Historic Preservation  
(202) 606-8503  
PAawards@achp.gov  
www.PreserveAmerica.gov *See Helpful Hints Section*

*Cover photos show an array of Preserve America Presidential Award winners from the past five years.*



## PRESIDENTIAL AWARD 2009

### *Nomination Form*

**NOMINEE:** \_\_\_\_\_

**Briefly describe the project, program, or activity being nominated.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Location (city/county and state):** \_\_\_\_\_

**Project /program /activity manager:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Nomination submitted by:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Key partners (list no more than three):**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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**Key partners (continued):**

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Two persons designated to receive the award at the presentation ceremony:**

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**RELEASE AUTHORIZATION**

The undersigned gives the ACHP and the Preserve America Presidential Award program [Preserve America] absolute right to use and distribute, in whole and in part, all material submitted in furtherance of this nomination. All submitted materials become the property of Preserve America and will not be returned. Materials may be used in program activities, including publications and Web sites. Preserve America is given permission to make any editorial changes and/or additions to subject material. The undersigned guarantees to have on file all necessary individual agreements and signatures to ensure Preserve America unencumbered use of all associated material.

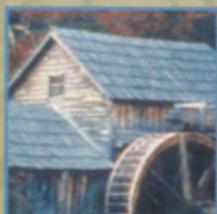
Release authorized by: \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

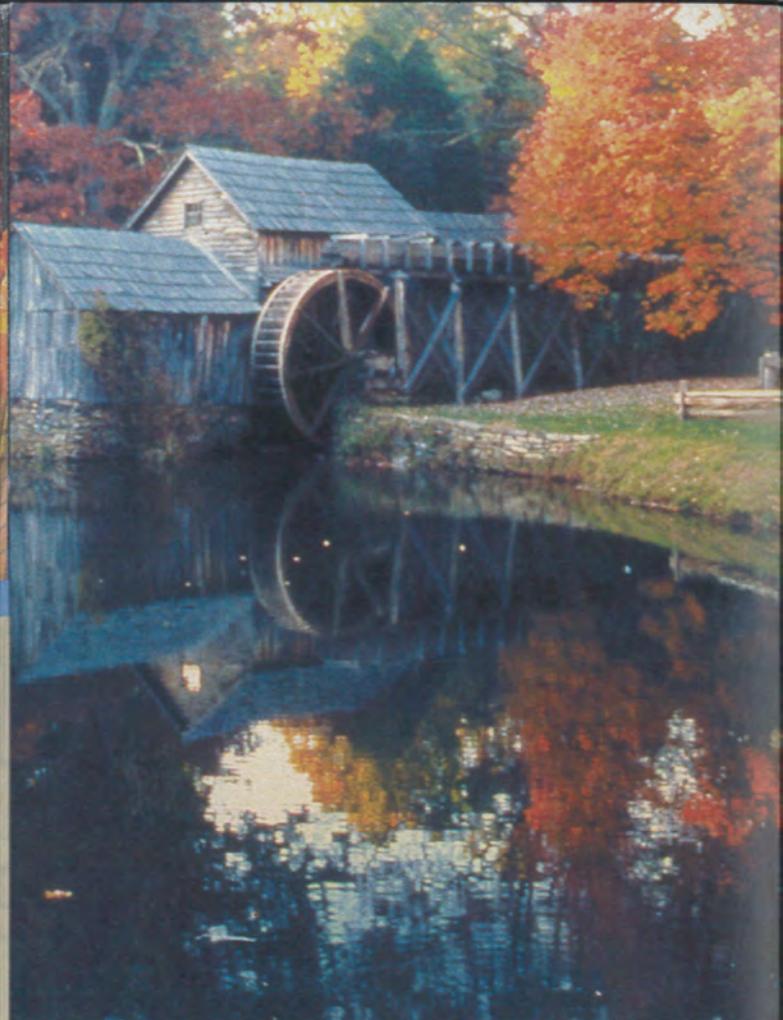


2004 PRESERVE AMERICA  
PRESIDENTIAL  
AWARD  
WINNERS





2004 PRESERVE AMERICA



PRESIDENTIAL AWARD WINNERS

## THE HIGHEST NATIONAL AWARD

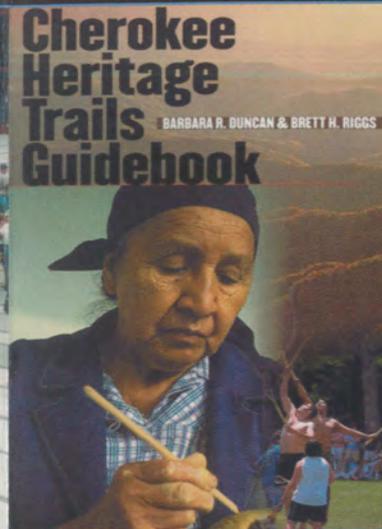


## HONORING HISTORIC PRESERVATION ACHIEVEMENT

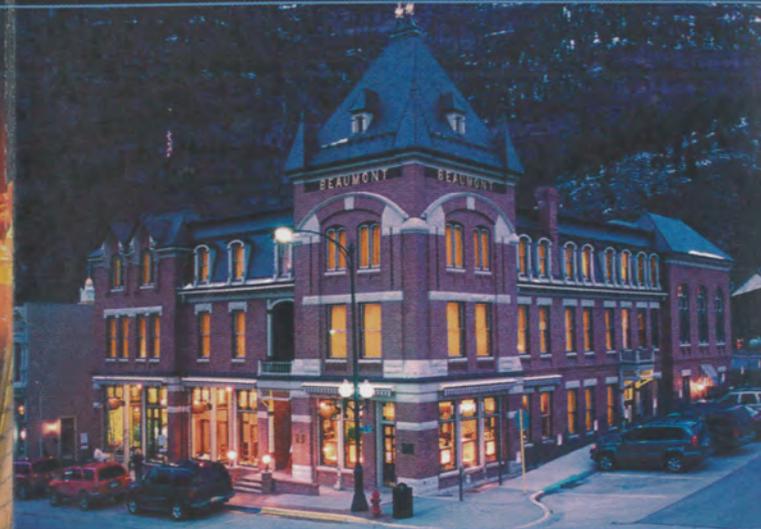
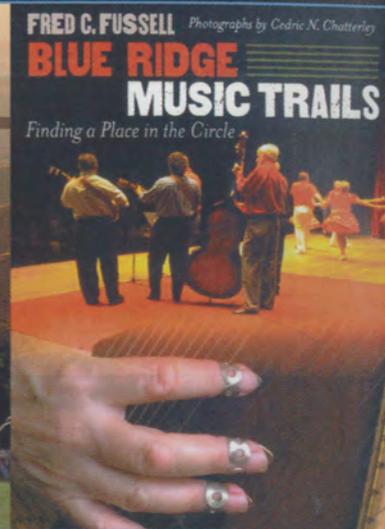
**T**he **PRESERVE AMERICA** Presidential Award is one component of **PRESERVE AMERICA**, a White House initiative that highlights the efforts of President and Mrs. Bush to preserve our national heritage. Each year two awards are given for activities advancing heritage tourism, and two are given for privately funded historic preservation projects or programs. Further information and the 2005 nomination form are at [www.PreserveAmerica.gov](http://www.PreserveAmerica.gov).



Steamtown National Historic Site



Blue Ridge Heritage Initiative Guidebooks



Beaumont Hotel



Historic Raven Natural Resource Learning Center

## Lackawanna Heritage Valley Pennsylvania

The Lackawanna Heritage Valley project, begun in 1991 in northeastern Pennsylvania, tells the story of the men and women attracted by the valley's wealth of coal. In the process of supplying energy to the nation and world, they built lives, families, communities, and a rich heritage. The Lackawanna Heritage Valley Authority and its partners are bringing into sharper focus the significant cultural and natural resources of the Lackawanna Valley. Over \$42 million has already been invested in the region, resulting in tourism that has generated over \$400 million for the local economy. The project has stimulated environmental renewal, contributed greatly to education, and created a visitor center, greenways, trails, festivals, projects, volunteer programs, and museums.

*Photos L to R: Northeastern Pennsylvania coal breaker; President and Mrs. Bush with Randy Castellani, Chairman, and John Cosgrove, Executive Director, LHVA; Breaker boys, circa 1900*



## Blue Ridge Heritage Initiative Georgia, North Carolina, Tennessee, and Virginia

The Blue Ridge Heritage Initiative promotes four groups of heritage tourism trails: Blue Ridge Music; Cherokee Heritage; Craft Heritage; and Farms, Gardens and Countryside. Beautifully detailed guidebooks for driving tours help visitors explore important cultural stories, places, and traditions of the southern mountains. Increasing numbers of heritage tourists eager for authentic experiences are being attracted to the region. A collaborative effort of such diverse groups as the North Carolina Arts Council, the Eastern Band of Cherokee Indians, and HandMade in America, this initiative demonstrates how private, local, community, state, regional, and national organizations can build, revitalize, and redefine an area from the bluegrass roots up.

*Photos L to R: Clay Sutton and Stranger Malone; President and Mrs. Bush with Mary Regan, Executive Director, and Wayne Martin, Folklife Director, North Carolina Arts Council; Mabry Mill, Blue Ridge Parkway, Virginia*



## The Beaumont Hotel Ouray, Colorado

The Beaumont Hotel in Ouray, Colorado, sat abandoned for 34 years despite its 1973 listing on the National Register of Historic Places and its prominent place in the Ouray National Historic District. The Beaumont was built in the 1880s, when Ouray was one of the richest silver and gold mining areas in the western United States, and it served as a showplace and centerpiece of community life. Demolition of the Beaumont Hotel was a strong possibility until Dan and Mary King purchased the deteriorated structure in 1998. Recognizing the value to their community of this irreplaceable economic and cultural resource, and after extensive study and planning, Mr. and Mrs. King began a \$6 million restoration. The Beaumont reopened for business in December 2003, with two restaurants and six commercial spaces, in addition to guest rooms.

*Photos L to R: Hotel, exterior; President and Mrs. Bush with Mary and Dan King; Hotel, interior*



## Historic Raven Natural Resource Learning Center Kootenai National Forest, Montana

The Historic Raven Natural Resource Learning Center began its history in 1906 as the Raven Ranger Station. In the days of horse and mule transportation, it supported the newly created U.S. Forest Service as a supply station for the southern end of the 2.5 million acre Kootenai National Forest. Communities for a Great Northwest and Provider Pals teamed with almost 30 other partners, including the Forest Service, local communities, individuals, major foundations, schools, and businesses, to preserve this historic place. The partnership has created an educational program at the Historic Raven Natural Resource Learning Center that brings students and instructors from cities across the nation to learn about natural and cultural resources at the historic site.

*Photos L to R: Restored ranger's cabin; President and Mrs. Bush with Bruce Vincent, Executive Director, Provider Pals & CGNW, and Bob Castaneda, Kootenai National Forest Supervisor; Restored gas house*





## 2004 Criteria for Awards

The Preserve America Presidential Awards are annual awards given to organizations, businesses, government entities, and individuals for:

- exemplary accomplishments in the sustainable use and preservation of cultural or natural heritage assets;
- demonstrated commitment to the protection and interpretation of America's cultural or natural heritage assets; and
- integration of these assets into contemporary community life, combining innovative, creative, and responsible approaches to showcasing historic local resources.

The recipients are chosen through a national competition administered by the Advisory Council on Historic Preservation and the Department of the Interior in cooperation with the Executive Office of the President.

*Photos courtesy of LHVA, Lackawanna Historical Society, North Carolina Arts Council, High Peak Resources, Inc., and Provider Pals; White House photos courtesy of Paul Morse; photo of Mabry Mill, Blue Ridge Parkway, Virginia by Cedric N. Chatterley*

### ADVISORY COUNCIL ON HISTORIC PRESERVATION

1100 Pennsylvania Avenue NW, Suite 809  
Washington, DC 20004

Phone: 202-606-8503 • Fax: 202-606-8647

[www.PreserveAmerica.gov](http://www.PreserveAmerica.gov)

2005  
**PRESERVE AMERICA**  
PRESIDENTIAL  
AWARD  
WINNERS



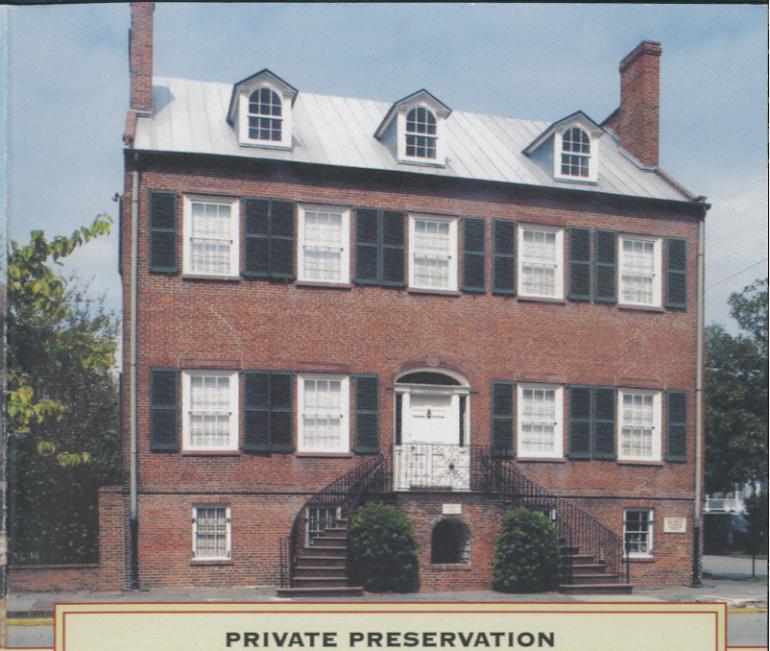
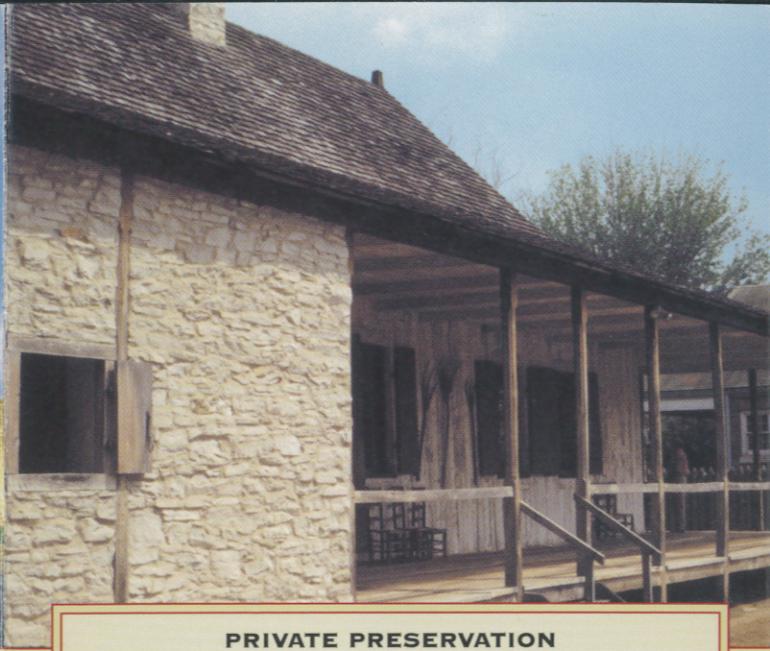
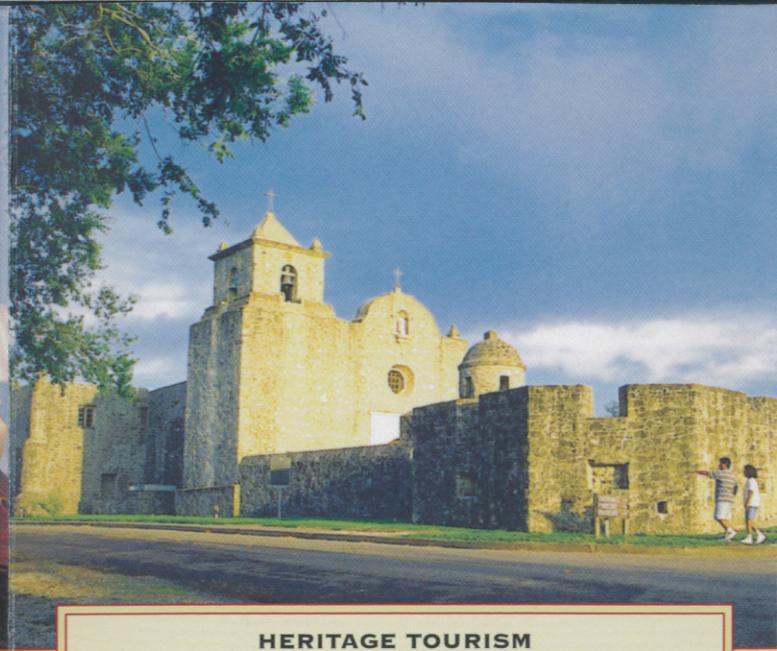
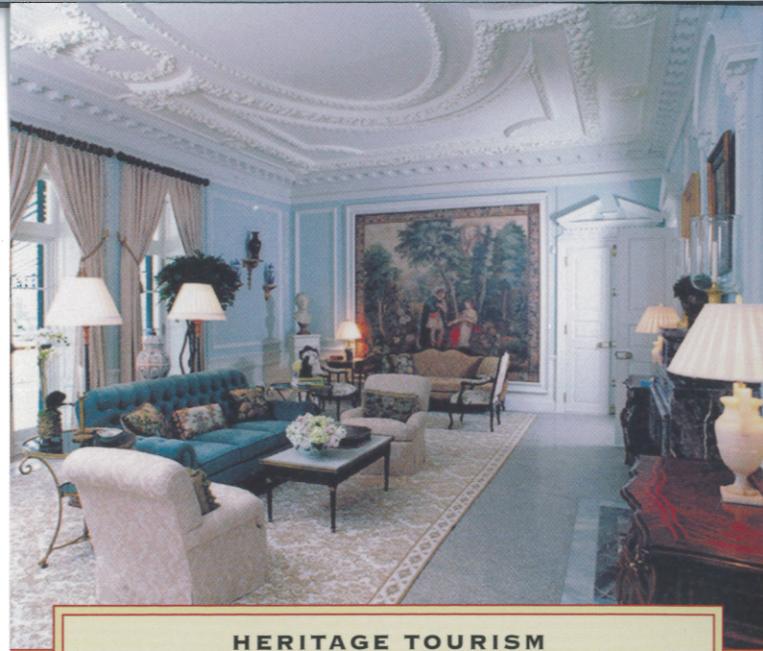


## THE HIGHEST NATIONAL AWARD



## HONORING HISTORIC PRESERVATION ACHIEVEMENT

**T**he *Preserve America* Presidential Awards are part of a White House initiative that highlights the efforts of President and Mrs. Bush to celebrate and preserve our Nation's cultural and natural heritage assets. Each year two awards are given for heritage tourism and two for historic preservation. The 2005 *Preserve America* Presidential Awards were presented at a White House Rose Garden event on May 2, 2005, by the President and First Lady Laura Bush, Honorary Chair of *Preserve America*.



**HERITAGE TOURISM**

## Restoration of The Mount

*Lenox, Massachusetts*

The Mount, the country estate of renowned author Edith Wharton, fell into such disrepair that it became an eyesore and embarrassment to the local community. Edith Wharton Restoration, Inc. gave it new life by forming creative partnerships and raising \$11.4 million for its restoration. In 2002, the estate reopened as a meticulously restored villa. Visitation has increased more than three-fold and the economic impact has been substantial on the immediate and surrounding areas.



Photos clockwise from top: The Mount's restored drawing room; the restored exterior; L to R, Mrs. Bush, Edith Wharton Restoration co-chair and board of trustees member Barbara de Marneffe and president and CEO Stephanie Copeland, and the President, in the Oval Office. White House photo by Eric Draper

**HERITAGE TOURISM**

## Texas Heritage Trails Program

*Texas*

The Texas Heritage Trails Program markets 10 heritage-themed automobile tours as corridors and destinations for focusing regional tourism. It also provides training and financial assistance to local communities for historic site development and conservation. As a result of this highly replicable Texas Historical Commission initiative, all 254 Texas counties are receiving heritage tourism assistance, and communities that once competed for visitors are now combining efforts to increase overall tourism. Participating sites have experienced an average annual visitation increase of 20 percent.



Photos clockwise from top: Mission Presidio La Bahia, Goliad, Texas; Norwegian culture in Texas; L to R, Mrs. Bush, Texas Historical Commission executive director Larry Oaks and commissioner Diane Bumpas, and the President, in the Oval Office. White House photo by Eric Draper

**PRIVATE PRESERVATION**

## Bolduc Historic Properties Operational Enhancement

*Sainte Genevieve, Missouri*

Bolduc Historic Properties maintains three houses in a French Colonial settlement along the Mississippi River that document and interpret the French experience in North America. Among them is the circa-1785 Bolduc House Museum, a National Historic Landmark in the care of the Colonial Dames of America, which has been restored and furnished with rare French furnishings, some original to the house. The 10-year restoration of all three structures and associated properties, including vegetable and decorative gardens, was completed in August 2004.



Photos clockwise from top: Louis Bolduc House; restored herb cottage; L to R, Mrs. Bush, National Society of the Colonial Dames of America president Agnes Chouteau, Bolduc Historic Properties director Lorraine Stange, and the President, in the Oval Office. Louis Bolduc House photo by Missouri State Historic Preservation Office; White House photo by Eric Draper

**PRIVATE PRESERVATION**

## Isiah Davenport House Museum

*Savannah, Georgia*

The restoration of the 1820s-era Isiah Davenport House Museum has been cited as the initial project that spurred Savannah's preservation ethic, saving the 1733 city plan and hundreds of structures now encompassed in a National Historic Landmark District. In 2000, after successful private fund-raising efforts, a three-year, three-phase restoration project of the Davenport House began. The museum is now operationally self-funded through innovative revenue sources, including the annual Savannah Garden Exposition. Tourism today produces \$1 billion annually for the city.



Photos clockwise from top: The restored Isiah Davenport House Museum; "living history" interpreters; L to R, Mrs. Bush, Historic Savannah Foundation president and board of trustees member Zeld Tenenbaum, Isiah Davenport House Museum director Jamie Credle, and the President, in the Oval Office. White House photo by Eric Draper

# PRESERVE AMERICA



*Explore and Enjoy Our Heritage*

## 2005 CRITERIA FOR AWARDS

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- exemplary accomplishments in the sustainable use and preservation of cultural or natural heritage assets;
- demonstrated commitment to the protection and interpretation of America's cultural or natural heritage assets; and
- integration of these assets into contemporary community life, combining innovative, creative, and responsible approaches to showcasing historic local resources.

The recipients are chosen through a national competition administered by the Advisory Council on Historic Preservation in cooperation with the Executive Office of the President and in partnership with the U.S. Departments of Defense, Interior, Agriculture, Commerce, Housing and Urban Development, Transportation, and Education; the National Endowment for the Humanities; the President's Committee on the Arts and Humanities; and the President's Council on Environmental Quality. Further information and the 2006 nomination form are at [www.PreserveAmerica.gov](http://www.PreserveAmerica.gov).

*Cover: President and First Lady Laura Bush, Honorary Chair of Preserve America, present the 2005 Preserve America Presidential Awards May 2, 2005, in the White House Rose Garden, Washington, DC. Photo by Eric Draper.*

*Inside: Fort McKavett, Texas.*

### ADVISORY COUNCIL ON HISTORIC PRESERVATION

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[www.PreserveAmerica.gov](http://www.PreserveAmerica.gov)

2006  
*Preserve America*  
PRESIDENTIAL  
AWARD  
WINNERS



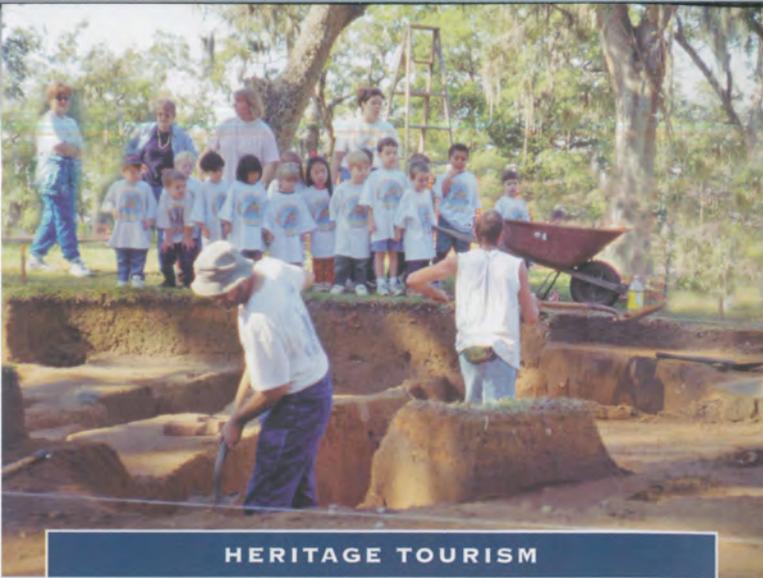


## THE HIGHEST NATIONAL AWARD



## HONORING HISTORIC PRESERVATION ACHIEVEMENT

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HERITAGE TOURISM

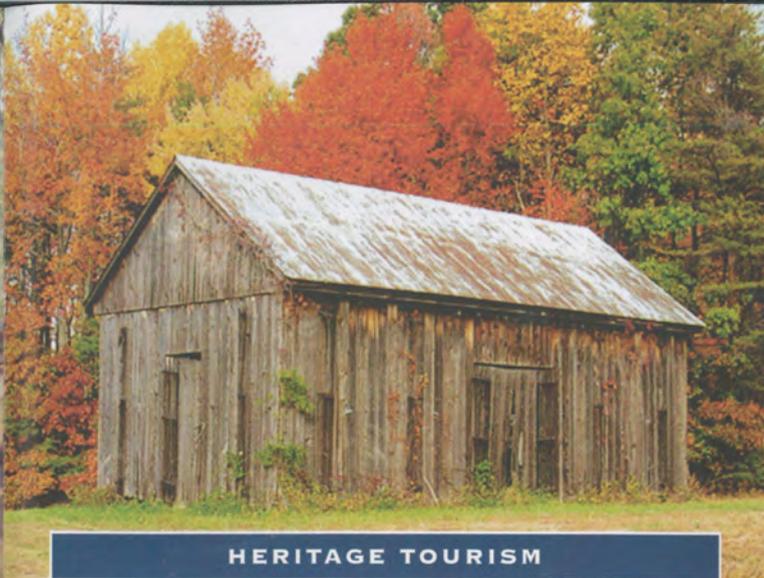
### Mission San Luis

Tallahassee, Florida

Located in present-day Tallahassee, Mission San Luis was the western capital of Spanish Florida and one of more than 100 Spanish missions established across North Florida during the 16th and 17th centuries. A National Historic Landmark, Mission San Luis burned to the ground in 1704 but has risen from the ashes as a 60-acre archaeological park, a window to the forgotten past. As a result of more than two decades of exhaustive archaeological effort and historical research involving original mission documents, the State of Florida and many essential private and public partners have recreated the former colonial Spanish capital. Today Mission San Luis is the primary source of year-round education about Spanish colonization, Apalachee Indians, and the missions of the southeastern United States. It serves as a unique cultural resource and economic engine for the region and the state.



Photos clockwise from top: Budding archaeologists watch field crew; exterior of the Franciscan church; L to R, Mrs. Bush, Mission San Luis Executive Director Dr. Bonnie McEwan and the First Lady of Florida Mrs. Columba Bush, and the President, in the Oval Office.



HERITAGE TOURISM

### Maryland Heritage Areas Program

State of Maryland

Created in 1996, the Maryland Heritage Areas Program (MHAP) seeks to protect and enhance Maryland's historical, cultural, and natural resources. By recognizing heritage tourism as a key economic development strategy, the Maryland program encourages local preservation and tourism efforts and offers a connecting framework through the Maryland Heritage Areas Authority. MHAP also emphasizes the importance of the tangible results of investment in heritage area development projects, rather than viewing the heritage area planning process an end in itself. Since the program's inception nine years ago, there are 10 Certified Heritage Areas representing 18 counties and 62 municipalities, with three more areas pursuing certification. Each county in Maryland now includes a heritage area within its borders.



Photos clockwise from top: Southern Maryland tobacco barn; The Lord Mayor's Tenement, London Town, Maryland; L to R, Mrs. Bush, Dennis Castleman, Assistant Secretary for Tourism, Film, and the Arts, Maryland Department of Business and Economic Development and Audrey Scott, Secretary of Maryland Department of Planning, and the President, in the Oval Office.



PRIVATE PRESERVATION

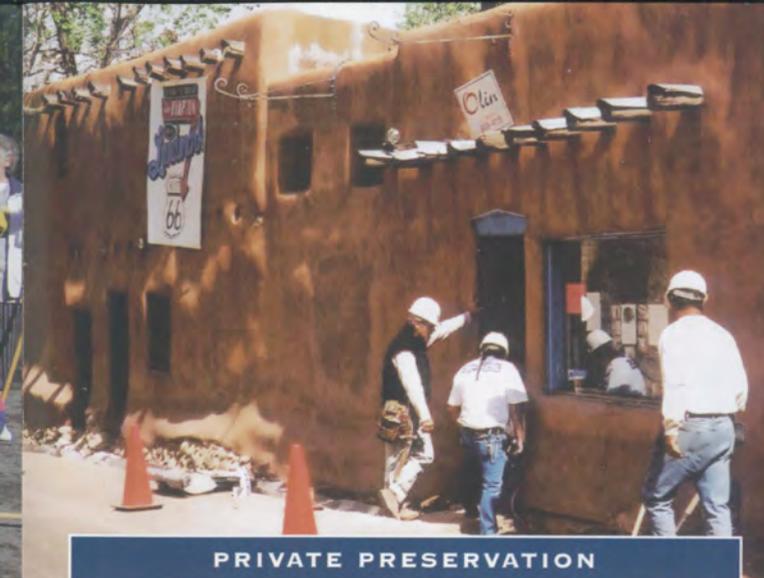
### Tauck World Discovery Yellowstone Guest-Volunteer Program

Yellowstone National Park - Wyoming, Montana, Idaho

In 2003, Tauck World Discovery, an 80-year old escorted tour company, launched the Yellowstone Guest-Volunteer Program at the world's first national park, Yellowstone. The program allows park visitors to donate about two hours of their labor to a variety of park rehabilitation and preservation projects. Although the adverse impact of three million annual visitors presents problems for natural and historic resources, the Guest-Volunteer Program provides many ways for visitors to be part of the solution. To date, nearly 10,000 volunteer hours of labor valued at more than \$160,000 have been donated to help preserve and protect park assets. In the process, Guest Volunteers have developed a greater understanding of and appreciation for the beauty and history of Yellowstone.



Photos clockwise from top: Tauck Guest-Volunteers; preventive maintenance to amphitheater benches; L to R, Mrs. Bush, Tauck World Discovery chairman of the board Arthur Tauck, Jr., and president and CEO Robin Tauck, and the President, in the Oval Office.



PRIVATE PRESERVATION

### "Explore the Highway with Hampton, Save-A-Landmark™" Program

United States

The Save-A-Landmark™ program of Hampton Hotels is dedicated to encouraging the preservation and appreciation of America's landmarks. The initiative identifies and assists in the rehabilitation of iconic roadside attractions across the nation, including the World's Largest Santa Claus in Alaska, Jesse Owens Memorial Park in Alabama, the Blue Whale in Oklahoma, the Gingerbread Castle in New Jersey, and La Plaza Park in California. Hampton Hotels is committed to preserving landmarks in the communities it serves and encourages travel to these special regional heritage sites. Local Hampton Inn employees help generate interest in the sites through their interaction with hotel guests. In just five years, Hampton has invested \$2 million toward the preservation of 25 uniquely American roadside landmarks. Their goal is to help restore a landmark in every state by 2010.



Photos clockwise from top: Volunteers repair the "oldest house" in the U.S., Santa Fe, New Mexico; repairing the historic walkway at the National Monument to the Forefathers, Plymouth, Massachusetts; L to R, Mrs. Bush, Hampton Hotels' Brand Performance and Support vice president Scott Douglas Schrank and Brand Management vice president Judy Christa-Cathey, and the President, in the Oval Office.



*Explore and Enjoy Our Heritage*

## 2006 CRITERIA FOR AWARDS

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- exemplary accomplishments in the sustainable use and preservation of cultural or natural heritage assets;
- demonstrated commitment to the protection and interpretation of America's cultural or natural heritage assets; and
- integration of these assets into contemporary community life, combining innovative, creative, and responsible approaches to showcasing historic local resources.

The 2006 *Preserve America* Presidential Award recipients were chosen through a national competition administered by the Advisory Council on Historic Preservation in cooperation with the Executive Office of the President and in partnership with the U.S. Departments of Agriculture, Commerce, Defense, Education, Housing and Urban Development, Interior, and Transportation; National Endowment for the Humanities; President's Committee on the Arts and Humanities; and the President's Council on Environmental Quality.

Further information and the 2007 nomination form are at [www.PreserveAmerica.gov](http://www.PreserveAmerica.gov).

*Cover: President and First Lady Laura Bush present the Preserve America award for private preservation to Arthur Tauck, Jr., chairman of the board, and his daughter Robin Tauck, president and CEO, both of Tauck World Discovery, in the Oval Office May 1, 2006. Inside: Thomas Point Shoal Lighthouse, Annapolis, Maryland, from U.S. Lighthouse Society and Harry Fahl. All White House photos by Eric Draper.*

### ADVISORY COUNCIL ON HISTORIC PRESERVATION

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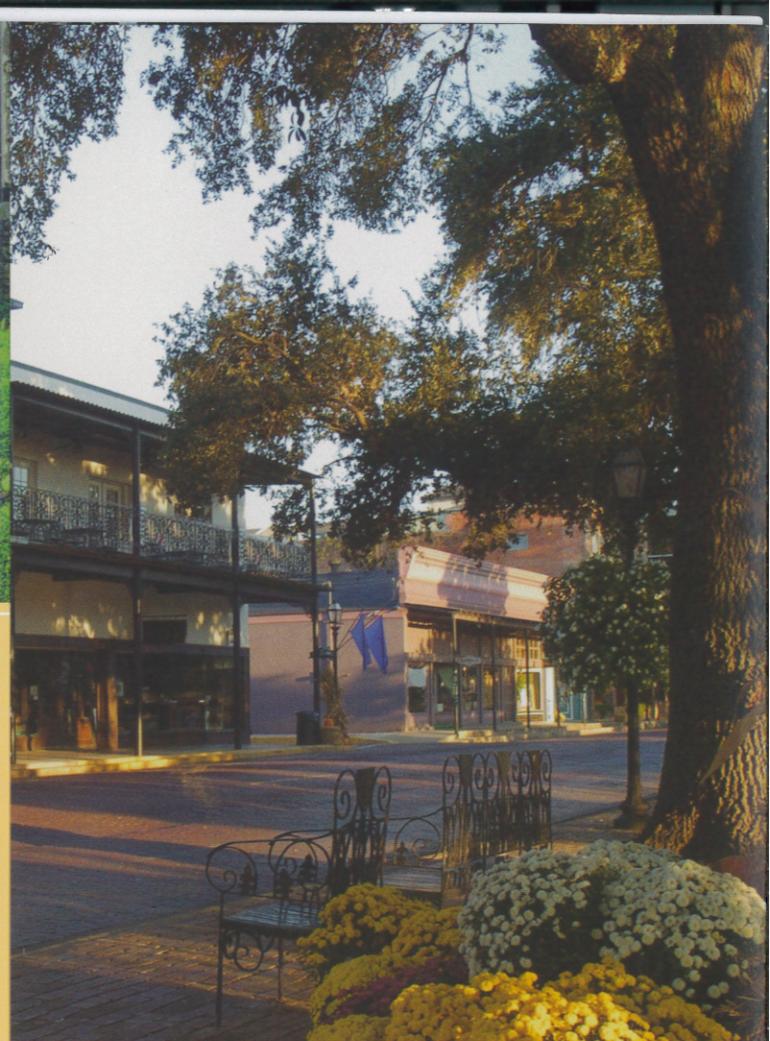
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*Explore and Enjoy Our Heritage*

2007

PRESIDENTIAL  
AWARD WINNERS

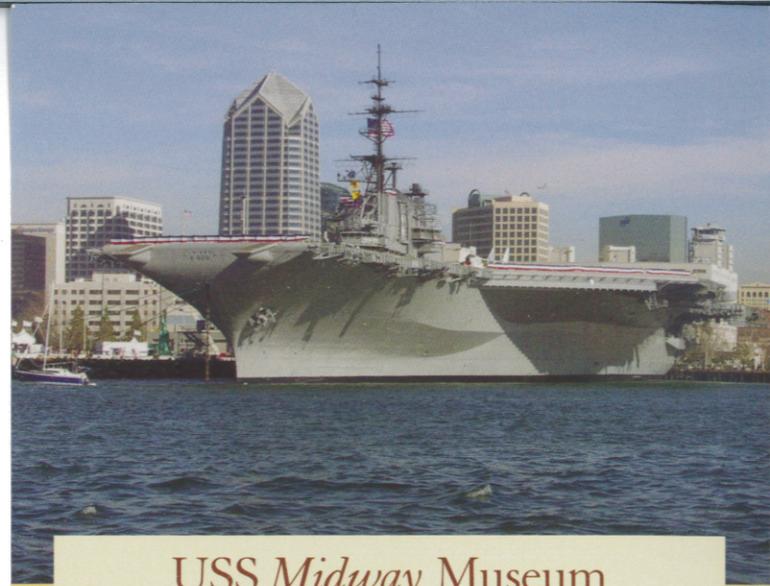


## THE HIGHEST NATIONAL AWARD



HONORING HISTORIC  
PRESERVATION  
ACHIEVEMENT

The Preserve America Presidential Awards are part of an Administration initiative that highlights the efforts of President and Mrs. Bush to celebrate and preserve our nation's cultural and natural heritage assets. Each year four awards are given for heritage tourism and historic preservation achievements. The 2007 Preserve America Presidential Awards were presented at a White House Rose Garden event on May 9, 2007, by Mrs. Laura Bush, Honorary Chair of Preserve America.



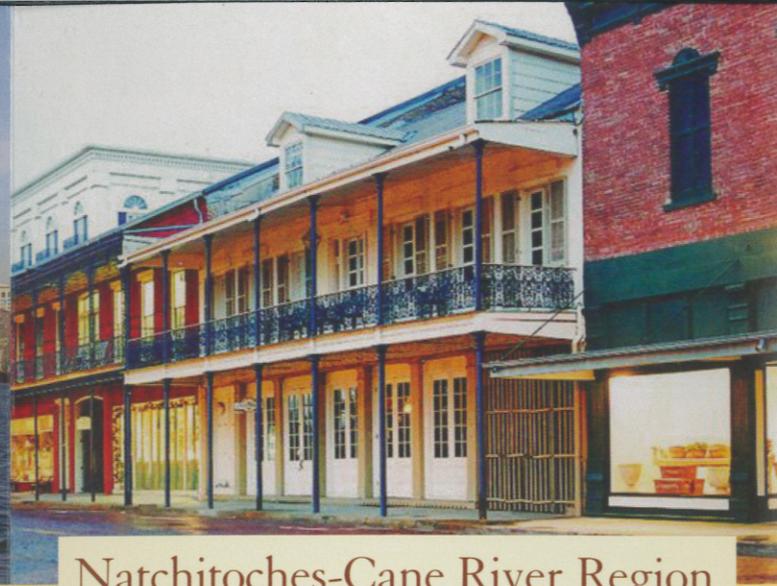
## USS *Midway* Museum

*California*

The USS *Midway* Museum opened in 2004, after more than a decade of preparatory effort, to preserve the USS *Midway* and transform it into a naval aviation history museum. With a volunteer and docent force exceeding 300 people, some of whom are *Midway* veterans, the museum offers educational outreach to more than 25,000 elementary students annually. Already 2 million people have visited to see 40 exhibits and 21 restored aircraft, and events are hosted aboard more than 200 evenings a year. Of the annual gross revenues of \$12 million, about \$3 million is dedicated to preservation and additional restoration each year. The USS *Midway* Museum lists among key partners the U.S. Navy, Unified Port of San Diego, and the San Diego Convention and Visitors Bureau. Many other community organizations are also involved.



Top photo: USS *Midway* Museum, San Diego, CA  
Bottom photo: USS *Midway* volunteer history teacher



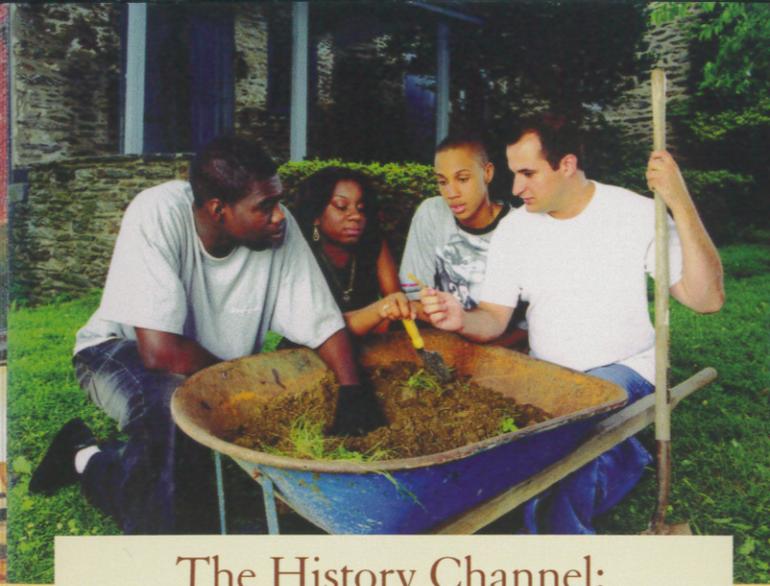
## Natchitoches-Cane River Region Heritage Tourism Initiative

*Louisiana*

The Natchitoches Main Street program and Cane River National Heritage Area are implementing a comprehensive heritage tourism plan to provide visitors with authentic historical experiences and residents with a better quality of life. Natchitoches was the first permanent European settlement in the Louisiana Purchase territory. The Cane River National Heritage Area preserves the history and living traditions of French, Spanish, African American, American Indian, and Creole cultures. The tourism effort successfully incorporates many diverse elements and initiatives. Since 1999, in the Natchitoches National Historic Landmark District alone, more than \$47 million in private funds and \$1 million in public funds have been invested for historic preservation and infrastructure improvements, and almost 80 new businesses opened within the district during that period. Local economic development, preservation, and tourism interests are collaborating with state and federal entities in the overall effort.



Top photo: Historic Front Street, Natchitoches, LA (Mark Bills)  
Bottom photo: Natchitoches annual Festival of Lights (Greg Diamond)



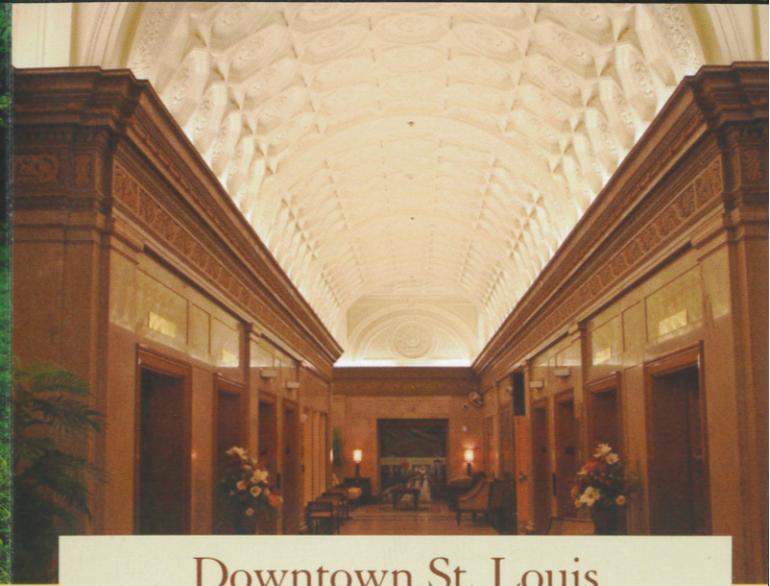
## The History Channel: Save Our History

*Nationwide*

The History Channel established Save Our History (SOH) in 2003 as a national strategic philanthropy initiative to support community historic preservation efforts, promote heritage tourism, and enhance history education. Through the SOH grant program, history organizations collaborate with public school students, teachers, and local officials to support local preservation and education. In its first three years, SOH received grant applications from every state and Washington, D.C. Out of more than 1,500 applications, 82 grants were awarded ranging from \$1,000 to \$10,000. SOH enhances history education and historic preservation instruction locally and nationwide by providing teachers with resources to encourage and engage students. This includes an SOH educator's manual, teacher awards, student scholarships, and teacher training. The History Channel promotes heritage tourism through its programming and through an innovative partnership with the city of New York.



Top photo: Students participate in a Save Our History archaeology dig  
Bottom photo: Save Our History Heritage Tourism Center, New York City



## Downtown St. Louis Revitalization

*Missouri*

Two private companies saw an opportunity and took a risk resulting in the preservation and revitalization of an irreplaceable historic part of downtown St. Louis that had fallen into decay. Loftworks, Inc. and Pyramid Properties invested in four structures listed on the National Register of Historic Places that had long been empty, under foreclosure, and/or threatened with demolition in what was considered a failed market. According to St. Louis city planners, the common wisdom was that the downtown needed to be torn down, so that new business could come in. Instead, the success of these privately led and funded projects spurred interest in developing historic industrial and commercial buildings in the city's core. The results are a new urban residential space, renewed civic pride, and assistance in creating tremendous economic vitality in a previously depressed Downtown.



Top photo: Lobby of 1926 Paul Brown Building, St. Louis, MO  
Bottom photo: Coffee shop in 10th Street Lofts, St. Louis, MO



*Explore and Enjoy Our Heritage*

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Further information and the 2008 nomination form are at [www.PreserveAmerica.gov](http://www.PreserveAmerica.gov).

*Cover: First Lady Laura Bush presents a Preserve America Presidential Award to Nancy Morgan, executive director, Cane River National Heritage Area Commission, and Natchitoches Mayor Wayne McCullen for the Natchitoches-Cane River Region Heritage Tourism Initiative in the Rose Garden May 9, 2007. Inside center spread: Natchitoches, Louisiana. Photo by Mark Bills.*

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2008

PRESIDENTIAL  
AWARD WINNERS

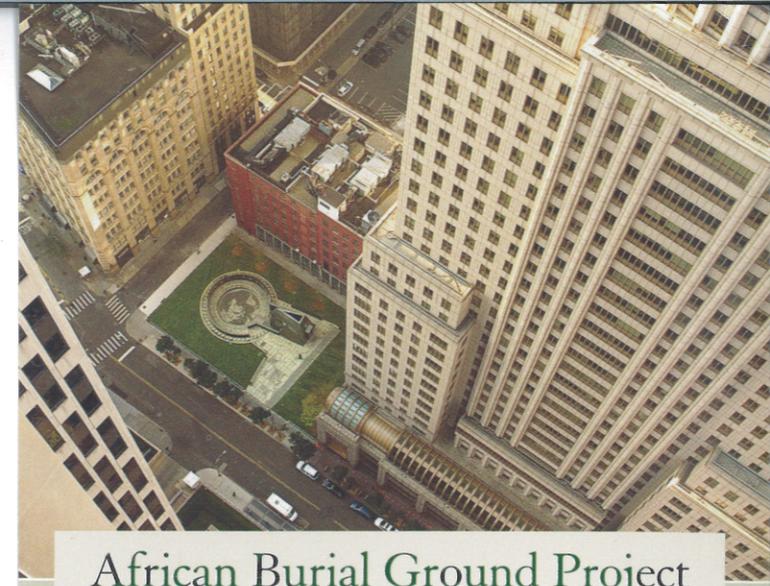


## THE HIGHEST NATIONAL AWARD



## HONORING HISTORIC PRESERVATION ACHIEVEMENT

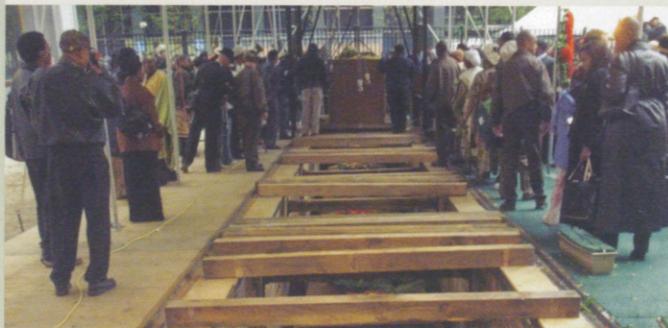
The Preserve America Presidential Awards are part of an initiative established by President Bush that encourages and supports community efforts to preserve and enjoy our nation's cultural and natural heritage assets. Each year four awards are given for heritage tourism and historic preservation achievements. The 2008 Preserve America Presidential Awards were presented at a White House event on May 12, 2008, by Mrs. Laura Bush, Honorary Chair of Preserve America.



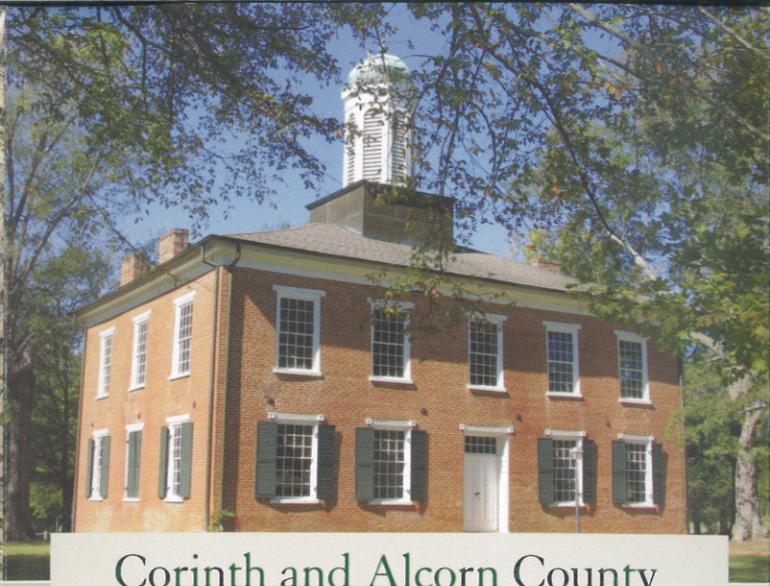
## African Burial Ground Project

*New York*

Discovery of the African Burial Ground on Manhattan reshaped contemporary understanding of American history regarding the role of slavery throughout North America. The site, dated to the end of the 17th century, revealed largely forgotten stories of enslaved and some free Africans in the Dutch colony of New Amsterdam—today's New York City. By 1794 the burial ground held the remains of an estimated 20,000 people. The city grew around and over it, and it was lost. The General Services Administration encountered the site during excavation for a new federal building. After a series of challenges were successfully overcome, the uncovered human remains were respectfully reinterred, and the African Burial Ground became a National Monument that recalls and interprets the lives of these Africans and their important contributions to the United States.



Top photo: Aerial view, African Burial Ground Project  
Bottom photo: Vaults being lowered into the ground



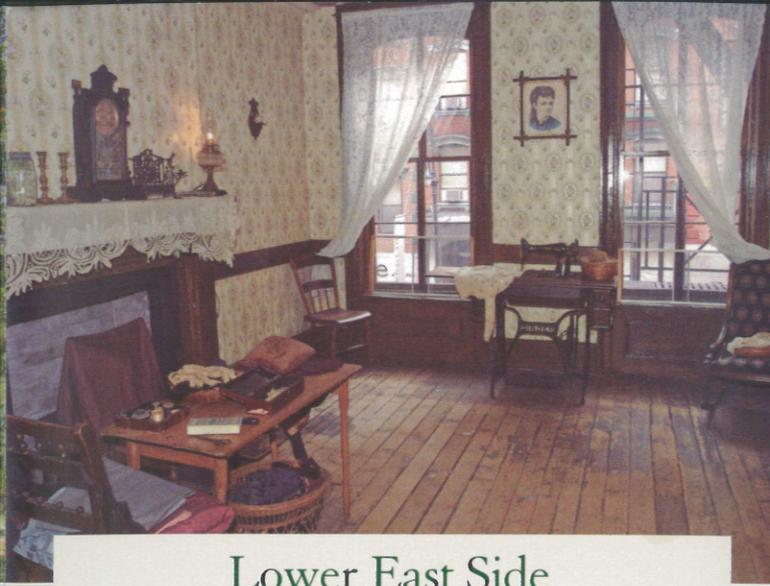
## Corinth and Alcorn County Heritage Tourism Initiative

*Mississippi*

Begun as an effort led by the Siege and Battle of Corinth Commission and its partners to preserve nationally significant Civil War Battlefields in and around Corinth, Mississippi, this initiative grew into a comprehensive, multi-faceted heritage tourism effort. Included are driving and walking tour maps, 20 miles of affiliated hiking and biking trails, public accommodations, educational displays, and the construction of a state-of-the-art Civil War Interpretive Center managed by the Corinth Unit of Shiloh National Military Park. Other achievements include preservation and interpretation of the 1857 Verandah House (a National Historic Landmark), revitalization of the historic downtown with the creation of a National Register Historic District, development of a local museum in the historic railroad depot, and preservation and interpretation of the African American story of the Corinth Contraband Camp that included formation of a local African American Historical Society.



Top photo: The Jacinto Courthouse (the Daily Corinthian)  
Bottom photo: Footpaths to a Civil War Site (the Daily Corinthian)



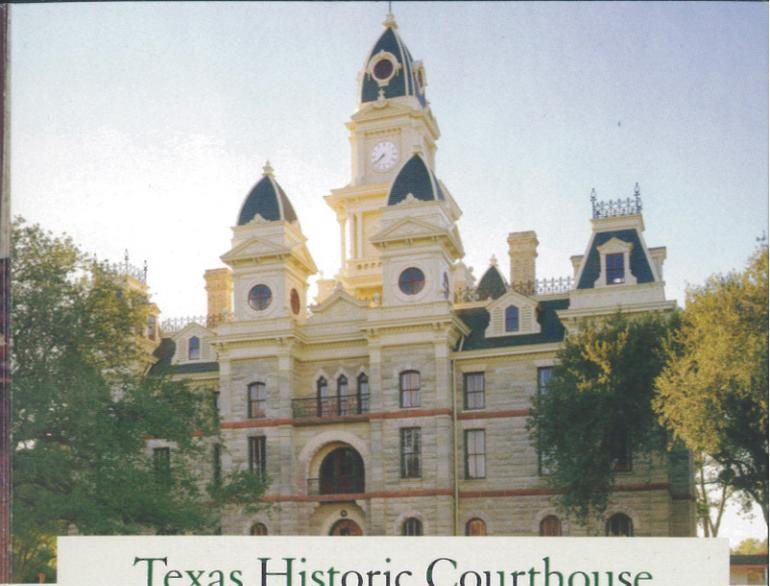
## Lower East Side Tenement Museum

*New York*

The Lower East Side Tenement Museum protects and interprets the physical and historic legacy of American immigration on Manhattan's Lower East Side, a gateway to America. The museum is situated in a tenement apartment building that is a National Historic Landmark. From 1863 to 1935 this tenement sheltered an estimated 7,000 immigrants. The museum interprets their lives through five restored family apartments. Among last year's 130,000 visitors, 31,500 were K-12 students. Special museum programs directly serve and benefit contemporary immigrants and residents of the diverse local community. Educational offerings include interpreted neighborhood walking tours, free English classes for almost 1,000 students annually, and New York Book Club discussions on urban and immigrant experiences. The museum actively partners with community, preservation, and history organizations.



Top photo: The Gumpertz family apartment parlor at 97 Orchard Street  
Bottom photo: Tenement Inspectors program for schoolchildren (R. Hinde)



## Texas Historic Courthouse Preservation Program

*Texas*

An innovative state program of the Texas Historical Commission, this project has fully restored 39 courthouses since its inception and is currently helping to restore 27 additional structures. This highly successful matching grant program has provided \$145 million to 64 counties for the preservation of county courthouses and helps revitalize communities, increase local pride, encourage heritage tourism, and support economic development. Courthouses are a focal point of the award-winning Texas Heritage Trails Program and are often the centerpiece of local historic districts and Main Street areas. Among the 254 Texas counties, at least 234 boast historic courthouses, with some dating to the mid-1800s. They include outstanding examples of Romanesque Revival, Italianate, Mission Revival, and adobe styles of architecture. So far, 117 have been listed on the National Register of Historic Places, and another 90 are deemed eligible.



Top photo: After restoration - Goliad County Courthouse  
Bottom photo: Wharton County Courthouse rededication ceremony



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Further information and the 2009 nomination form are at [www.PreserveAmerica.gov](http://www.PreserveAmerica.gov).

*Cover: First Lady Laura Bush presents a Preserve America Presidential Award to Howard Dodson, left, and Mark Dremel for the African Burial Ground Project May 12, 2008, in the Blue Room at the White House. White House photo by Joyce N. Boghosian. Inside center spread: Oak Home in Corinth, Mississippi, part of the Corinth and Alcorn County Heritage Tourism Initiative. Photo courtesy the Daily Corinthian.*

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## PRESIDENTIAL HERITAGE AWARDS

**Background:** Since the 1980s, the White House has periodically awarded Presidential Awards to organizations exhibiting the highest level of historic preservation achievement. Specifically authorized by Section 110(h) of the National Historic Preservation Act (NHPA), the awards demonstrated the appreciation of the President of the United States for the myriad efforts of citizens across the nation to preserve and enjoy those historic properties that they cherish. The first Presidential Awards were presented in 1986 to recognize the 20th anniversary of the NHPA. The last awards occurred in 2008.

These awards have been given to projects and programs that exhibit excellence in the protection, interpretation, and contemporary use of America's cultural heritage. Through innovative planning, interpretation, programming, and sustainable design, these activities showcase heritage assets as critical tools that have revitalized communities and created physical connections for Americans to their rich history and culture.

**Proposal for 2015 Awards:** A renewed Presidential Awards program provides an opportunity for the Administration to highlight its approach to the national historic preservation program, which is characterized by reaching out to and including communities and cultures that have traditionally been underrepresented or not engaged. The awards would honor achievement in the preservation, interpretation and contemporary use of historic properties that reflect the diversity of American society. They would recognize the contributions of these heritage assets to economic vitality, community stability, sustainable growth, and civic pride. The awards would also highlight achievements that further Administration programs such as the White House Initiative on Asian Americans and Pacific Islanders, the American Latino Heritage Initiative, and the White House Initiative on Educational Excellence for African Americans. They would complement the President's National Monument designations that have also honored the contributions of previously unrecognized segments of American society.

Shaping the awards program in this manner builds on precedent. Past Presidential Award honorees represented a broad view of the American experience:

- The Blue Ridge Heritage Initiative encouraged cultural preservation with a special emphasis on presenting the culture of the Cherokee Nation in Tennessee, Georgia, and North Carolina to visitors and residents of the region.
- Bolduc Historic Properties in Ste. Genevieve, Missouri, highlighted the saga of the French in North America and their colonial legacy along the Mississippi River corridor.
- Mission San Luis, Florida, revived and interpreted the history of Spanish settlements interacting with American Indians in ways that differed markedly from the English approach during the colonial period.
- The African Burial Ground project, New York City, uncovered an extensive 18<sup>th</sup> century burial ground of enslaved African immigrants, shedding new light on how persons in bondage in the Northeast lived and leading to the establishment of a new National Monument.
- The Lower East Side Tenement Museum, New York City, preserved and interpreted the stories of scores of immigrants from around the world, with a continuing dedication to easing the transition for contemporary immigrants to their new home.

**Process:** A well-developed system, used for the 2004-2008 awards, currently exists and can be put into action immediately. It is managed by the Advisory Council on Historic Preservation (ACHP) in cooperation with the Department of the Interior (DOI).

The awards cycle begins with an ACHP call for nominations using an established form. ACHP professional staff screen, review, and rank the submissions based on award criteria and eligibility standards. The highest ranked nominations are presented to a jury of ACHP members (which includes presidentially-appointed public members and policy-level federal officials) for further review and ranking. From the nominations forwarded by the jury, the ACHP chairman and senior policy officials from DOI, the Council on Environmental Quality, and the Office of Management and Budget select a short list of no more than 10 nominations to forward to the White House for the final selection of winners. Traditionally there have been four Presidential Award winners annually. The President and/or the First Lady present the awards at a White House event. The ACHP assists the White House on the ceremony with media outreach, award presentations, guest lists, and liaison with awardees.

**Schedule.** An ideal time for presentation of the awards is during National Historic Preservation Month, which occurs in May. Normally, the initial call for nominations would go out in September to allow a 60-day window for nomination submissions and meet the May presentation goal. A detailed schedule is attached. For 2015, if there were a desire to move more quickly and present awards earlier, awardees could be pre-selected without an open nomination process. The following are examples of potential candidates (these were finalists in the incomplete 2009 round):

1. The Underground Railroad Bicycle Route, a partnership between nonprofit organizations and a local university that incorporates visits to sites connected with the Underground Railroad from the South to Canada.
2. The Gist Settlement Preservation Project, involving high school students researching the history of former slaves who served with distinction in the Civil War and restoring their burial places.
3. Restoration of Native Hawaiian traditional fishing ponds, a joint effort among NOAA's Office of National Marine Sanctuaries and Native Hawaiian Organizations.

Launching the program in 2015 would be an excellent kickoff for celebrations of the NHPA's 50th anniversary in 2016 and demonstrate to the millions of Americans who support or participate in historic preservation activities the commitment and leadership of the Administration at the highest level.

**Next steps.** If the decision is made to proceed with a Presidential Heritage Awards program in 2015, the ACHP is prepared to meet with appropriate officials of the Executive Office of the President to finalize the process and schedule. An official White House announcement of the program would be followed by the ACHP's call for nominations and management of the process in collaboration with the Department of the Interior and designated White House contacts.