

Civic Tourism Conference II— Using History and Preserve America as Community-Building Tools



“Pickling the past in a historic site does not
compensate for disorienting change.”

“History is not disembodied. The past is implicit in
the present, in each of us, and in the places we
inhabit.”

“...[I]f history does not encourage us to care, what
is the point?”

--Robert Archibald, *A Place to Remember*

Foundations--National Historic Preservation Act of 1966

- Use measures, including financial and technical assistance, to foster conditions where modern society and historic resources can exist in productive **harmony**;
- Provide **leadership** in U.S. preservation as well as international activities;
- Administer resources in a spirit of **stewardship** for future generations;
- Contribute to the preservation of **non-federal properties** and give encouragement to private preservation;
- Encourage **public and private** use of built environment; and
- **Assist** state and local governments, tribes, and the National Trust's preservation program and activities



Preserve America Initiative, 2003-

Presidential Executive Order
Presidential Awards

Preserve America Communities

Preserve America Grants

Preserve America Summit

Promotion of history

Preserve America-Save America's
Treasures legislation pending



The Fine Print: Executive Order 13287— "Preserve America"

- Actively advance the protection, enhancement, and **contemporary use** of historic properties for **heritage tourism** and related **economic development**;
- Promote **intergovernmental cooperation and partnerships** for such preservation and use, in order to contribute to the **vitality and economic well-being of the Nation's communities**;
- Seek partnerships with State and local governments, Indian tribes, and the private sector to promote local economic development and encourage, support, and foster **public-private initiatives and investment** in the use, reuse, and rehabilitation of historic properties; and
- Foster a broad appreciation for the **development of the United States** and its **underlying values**.

Key Components of Preserve America

- Recognition—PA Communities (*including Counties, Neighborhoods, Tribal Communities*)
- Support--Preserve America Grants
- Honor innovation and creativity through Preserve America Presidential Awards
- Improve leadership, stewardship and partnership--Executive Order 13287
- Educate the public--The History Channel and Gilder-Lehrman Institute

Reinforce history and preservation as tools for community revitalization



*Downtowns—Old Town
Fort Collins, Colorado*



*Neighborhoods—Tampa,
Florida*

Help provide community support and incentives (grants, tax, other) for reuse and revitalization



Santa Barbara

Santa Barbara, California



Prescott, Arizona



Leadville, Colorado

Encourage diverse local and regional public-private partnerships



Fort Adams, Newport,
Rhode Island



Masonic Temple (Symphony Hall), Enid,
Oklahoma

**Seek broad support for preservation as a
tool for quality of life—
building as well as sharing community**



Cuero, Texas



**Santa Monica Pier,
California**

The “cultural heritage” in tourism—what do history and culture have to offer?

- Historical and cultural context
- Authenticity--the “real thing”
- Story and memory, through broad historical themes as well as community and individuals
- Association with local and regional identity and local pride
- Tools for productive continued use



Liberty, Missouri

Support citizen involvement and engagement in shaping the future of their own communities and regions



Preserve America Communities

The Preserve America Communities program recognizes communities that:

- Protect and celebrate their heritage
- Use their historic assets for economic development and community revitalization
- Encourage people to experience and appreciate local historic resources through education and heritage tourism programs



Block Island, RI

Benefits of Designation for Communities

- Recognition of preservation/revitalization achievements
- Community image/identity
- Positive publicity and marketing tool
- Encouragement of collaborative efforts
- Eligibility for grants



PA Communities from West to East

Bainbridge Island, Washington



Gloucester, Massachusetts



PA Communities from North to South



Gettysburg, PA

Fauquier Co., VA



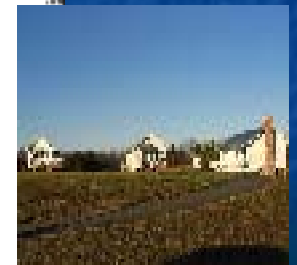
Civic Engagement and Public-Private Partnership

- Application is submitted by **chief elected official** of the community
- Community's governing body adopts **resolution committing to goals** of the Preserve America initiative
- Requires documentation of a **recent historic or cultural preservation project** that promotes heritage tourism or otherwise fosters economic vitality and is a public-private partnership

What Else Is Required of Preserve America Communities?

- Documentation on how the community meets at least five criteria in the following categories (with at least one from each category) :
 - Discovering heritage (inventory; museum or archive; citizen guides and other volunteers; K-12 education programs)
 - Protecting resources (board or commission; preservation plan; review ordinance)
 - Promoting assets (local or regional heritage tourism projects; festivals or event(s); awards programs)

Examples—Recent Preserve America Communities, Summer 2008



Preserve America Communities (Population)

Nogales, AZ (21,746)

Northfield, MN (18,256)

Tuolumne Co., CA (57,000)

Bozeman, MT (27,509)

Ledyard, CT (15,215)

New Richmond, OH (2,219)

DeLand, FL (30,777)

Enid, OK (48,000)

Dahlonega, GA (5,000)

Bethlehem, PA (71,329)

Oak Park, IL (52,534)

Provo, UT (113,135)

Bath, ME (10,000)

Fauquier Co., VA (65,000)

Preserve America Communities

(Sample Public-Private Partnership Projects)

Nogales, AZ—1909 Courthouse restoration

Tuolumne Co., CA—1898 County Jail preservation & relocation

Ledyard, CT—Village Center & Green planning project

DeLand, FL—1921 Theater restoration

Dahlonega, GA—Downtown façade grant program

Oak Park, IL—1913 Mansion restoration and community center

Bath, ME—1941 Railroad Station restoration & visitor center

Northfield, MN—1876 Bank/Museum restoration (Jesse James)

Bozeman, MT—1885 Ice House Park green space

New Richmond, OH—Underground Railroad trail & wayfinding

Enid, OK—1924 Masonic Temple reuse for symphony orchestra

Bethlehem, PA—Lehigh Industrial Heritage Coalition

Provo, UT—1900 School adaptive use for affordable senior housing

Fauquier Co., VA—Rural preservation initiative

PA Community– Northfield, Minnesota



Northfield Historical
Society-Museum (1876
First National Bank)



“Defeat of Jesse James” Days

PA Community— Provo, Utah



Provo Tabernacle



Maeser School
(Senior Housing)



Tabernacle event

Preserve America Grants

- Program begun in 2006
- In FY 2006, 2007, and 2008, \$17 million awarded to 227 projects
- FY 2009 – Deadline November 18 for first round grants; budget “continuing resolution” (\$7.5 million ?)
- Administered by National Park Service; ACHP and other agencies assist

Preserve America Grants— What Is Funded?

- Heritage tourism programs and projects -- not “bricks and mortar”
- Five categories:
 - Research and documentation
 - Planning
 - Interpretation and education
 - Marketing
 - Training

Preserve America Grants— Examples of Possible Projects

- ◆ Create interpretive materials such as signage, brochures and itineraries
- ◆ Undertake a feasibility study for using an historic building as a tourist info center
- ◆ Develop and implement an annual cultural heritage celebration
- ◆ Provide hospitality training focusing on heritage tourism
- ◆ Develop a National Register nomination to help ensure authenticity in tourism or education



**Arkansas— Rural Heritage
Survey, Documentation,
Interpretation**



**Breckenridge, Colorado
Trail and Signage**

“In the future history will matter more than ever....

“...[H]istory is a process of facilitating conversations in which we consider what we have done well, what we have done poorly, and how we can do better, conversations that are a prelude to action.”

--Robert Archibald, *A Place to Remember*



Things we want to know....

- How are Communities using their Preserve America Community status
- Have they been able to leverage it for any other benefits?
- How could good ideas best be shared among Preserve America Communities and prospective Communities?
- What sorts of funding and technical assistance are most critical?
- How important is it to network and identify “best” practices and models? Who are the audiences?

How to Contact Us for Information or Suggestions

- www.preserveamerica.gov
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- Preserve America Communities: Office of Preservation Initiatives, ACHP, 202-606-8584
- Preserve America Grants: National Park Service, 202-354-2020
- Presidential Awards: Office of Communications, Education, and Outreach, ACHP, 202-606-8503