



# Preserve America Grants: Assessment of Effectiveness



*Preserving America's Heritage*

Advisory Council on Historic Preservation  
June 2009

**PRESERVE AMERICA GRANTS:  
ASSESSMENT OF EFFECTIVENESS**

**Table of Contents**

Executive Summary.....2

Purpose of Report to Congress.....5

Preserve America Overview.....6

Preserve America Grants Program Summary.....8

Heritage Tourism Benefits and Needs.....10

Program Effectiveness and Performance Measures.....14

Selected Preserve America Grant Project Examples..... 20

Summary and Conclusions..... 23

**Appendices**

- A. Legal Authorities
  - A.1 Preserve America Program (P.L. 111-11, Sec. 7302)
  - A.2 Executive Order 13287, “Preserve America”
- B. Preserve America Program (2003-2009)
- C. U.S. Cultural and Heritage Tourism Summit Position Paper (2005)
- D. Preserve America Grants Program Guidelines, Instructions, and Application (2009)
- E. Preserve America Grants Awarded (2006-2008)
- F. Preserve America Grant Distribution and Analyses

## **PRESERVE AMERICA GRANTS: ASSESSMENT OF EFFECTIVENESS**

We received the [Preserve America] grant in 2006 with a distinct eye on improving heritage tourism in Monterey. The funding received by the City of Monterey has had a stimulating effect on the promotion of Monterey's multiple levels of heritage. The publicity associated with the Preserve America designation and receipt of the grant, *has proven a catalyst for new programs and projects throughout all of Monterey County....*

Funds that we have received are helping us develop programs for heritage tourism that will be used over the next several years. We could not have developed these programs without the Preserve America grant. We continue to refine our signage program, which included a local designer who was paid from the grant funds. The prototype signs designed as part of the grant have proven to be popular and will, at some time, replace 49 more signs throughout the city. That is economic redevelopment based on heritage tourism. We are now increasing our use of electronic way-finding and cell phone tours that we could not accomplish without the grant funding. That expansion of way-finding will lead to a contract with a cell phone tour company, and possibly a position for a Web page administrator within the next year.

*For the City of Monterey, the grant received in 2006 was an early stimulus package.* From that one grant we have hired designers and developed scenarios based on heritage tourism that will lead to expanded programs....

*The success of the grant has made it clear that this type of funding, so difficult to justify in a city budget, is vital to the promotion of heritage tourism.*

--City of Monterey, California

### **Executive Summary**

Since 2006, Preserve America Grants to states, tribes, and local governments have been funded at \$5 - \$7.3 million annually. The competitive grants, ranging from \$20,000 to \$250,000 with a required one-to-one match, support planning, development, implementation, or enhancement of innovative activities and programs in heritage tourism. (Heritage tourism is the business and practice of attracting and accommodating visitors to a place or area based on the unique or special aspects of that locale's history, landscape, and culture.) Eligible grant activities include research and documentation, planning, interpretation/education, promotion, and training. Successful projects involve public-private partnerships and serve as models to communities nationwide for heritage tourism, historic preservation, education, and economic development.

Congress recently recognized the value of the grants program in the Omnibus Public Land Management Act of 2009 (P.L. 111-11), which permanently authorizes the grants at \$25 million annually.

In the FY 2009 omnibus appropriations, however, the House and Senate Committees on Appropriations did not include funding for this program. The committees stated that *"future funding for the Preserve America program should be deferred pending a full evaluation of the effectiveness of the program in meeting national heritage tourism needs."* In response, the Advisory Council on Historic Preservation (ACHP) has prepared this preliminary assessment of the Preserve America Grants program, in

cooperation with the National Park Service (NPS), U.S. Department of the Interior, and with the assistance of the Heritage Tourism Program, National Trust for Historic Preservation (NTHP).

This examination concludes that Preserve America Grants:

- Address a broad range of heritage tourism and related heritage development, heritage education, and historic preservation needs that are unmet by other federal assistance programs.
- Are helping to support economic development and employment, and stimulating other local economic activity.
- Provide scarce and valuable seed money to leverage other investment and in-kind support for heritage tourism.
- Encourage youth education initiatives that will help build future appreciation for history and culture among young people.
- Offer opportunities to highlight all aspects of America's diverse history and cultural heritage.
- Assist with heritage tourism projects in rural and urban environments, in small towns, counties, and large cities, throughout the country.
- Provide necessary support for heritage tourism activities in both established centers for cultural heritage tourism and in potentially new regional heritage tourism destinations.
- Engage and encourage coalitions of elected officials, local governmental entities, business, components of the tourism and preservation communities, and non-governmental organizations in broad partnerships to achieve community and regional heritage tourism goals.
- Stimulate the creation and development of model, innovative programs and projects of all types and at all scales—regional, state, and local.
- Expand upon and complement other public-private program investments, such as Save America's Treasures.
- Appropriately respond to the past findings, industry interests, and identified practical steps related to heritage tourism development.
- Provide heritage tourism synergy with nearby national parks and National Heritage Areas.
- Support identified state, tribal, and local priorities and needs through grassroots efforts.

The evaluation indicates that the program is being effective, despite its short history and relatively small federal investment. The most striking conclusion to be drawn is the degree of impact these grants have in relation to their size. In addition to leveraging the required one-to-one match, the Preserve America Grants have shown time and again that they generate local enthusiasm for the contemporary use of community heritage, in both the citizens and their governments.

Preserve America Grants have a unique niche in the national historic preservation program. Concerns voiced early about redundancy have proven false, as the actual use of the grants has become evident. These grants provide invaluable seed money to develop sustainable preservation strategies, money that is unavailable from any other federal source.

As with other elements of the national historic preservation program, it will be desirable over the long run to develop more detailed performance measures. The ACHP will work with NPS to develop and implement more specific measures of performance for the Preserve America Grants in the near future. Additional guidance should also be offered to grant applicants and grant recipients regarding standards and best practices in heritage tourism, including examples of successful Preserve America Grant projects that have been completed. A summary of funded grant projects listed by state is available at [http://www.nps.gov/history/hps/hpg/PreserveAmerica/download/FullGrantList\\_FY06-FY08.doc](http://www.nps.gov/history/hps/hpg/PreserveAmerica/download/FullGrantList_FY06-FY08.doc). It is also attached as Appendix E.

The ACHP will work with the Congress, the Department of the Interior, the White House, and others to continue and strengthen the Preserve America program and ensure that it is effective.

One of the most significant aspects of Preserve America for us is that based on market research funded by the [Preserve America] grant, we are actually in the process of changing the name of our site from the Vancouver National Historic Reserve to Fort Vancouver National Site (everyone knows us as Fort Vancouver anyway, and this makes our marketing much more effective).

We have found these grants to be extremely helpful in helping us grow our cultural tourism and educational programs and hope that Congress will fund them in future years....

***This funding has made a positive difference to the community and the region by promoting and marketing the unparalleled heritage sites and programs available at the Historic Reserve; produced significant economic benefits through increased cultural tourism dollars; has been an important catalyst in developing new curriculum in living history at Fort Vancouver for educators and students alike; and brought the Historic Reserve to the forefront by adopting a new name that more visually reflects its historical identity, which will bring new visitors locally, regionally, and nationally to this special place.***

We are enthusiastic about the future of our site and know that we still have much more work to do. We hope that Preserve America will be able to continue to be our partner in these important efforts.

--City of Vancouver, Washington

## **Purpose of Report to Congress**

Since 2006, the President's budget has requested and Congress has appropriated funds for Preserve America Grants of \$5 - \$7.3 million annually to states, tribes, and local governments. The competitive grants, ranging from \$20,000 to \$250,000 with a required 1:1 match, support planning, development, implementation, or enhancement of innovative activities and programs in heritage tourism. Focusing on preservation and use of historic resources, eligible activities include research and documentation, planning, interpretation/education, promotion, and training. Successful projects involve public-private partnerships and serve as models to communities nationwide for heritage tourism, historic preservation, education, and economic development.

Approximately \$7.3 million was appropriated in FY 2008 for these grants following an Administration request for \$10 million. In the FY 2009 omnibus appropriations (P.L. 111-8), however, signed into law on March 11, 2009, the Committees on Appropriations did not include funding for this grant program. The committees stated that *"future funding for the Preserve America program should be deferred pending a full evaluation of the effectiveness of the program in meeting national heritage tourism needs."*

Due to the timing of the budget process, the ACHP determined to meet this mandate in a timely manner by preparing an initial assessment, in cooperation with NPS, and with assistance from the Heritage Tourism Program, NTHP.

It will be difficult to measure the outcomes of these activities in the short-term. They are, by their nature, focused on developing heritage tourism in the intermediate to long-term. But if the products resulting from our PA grants are fully implemented, even an incremental increase in heritage tourism will leverage tremendous benefits! In fact, ***a recent study by Rutgers University on the economic impacts of preservation in Arkansas estimates that with just a 5% increase in Arkansas's heritage tourism visits, our state will see approximately...***

***1,100 new jobs,  
\$16 million in new household income annually, and  
\$3.7 million in new state and local tax revenue each year.***

And with all of our efforts to develop the Preserve America initiative in Arkansas, I don't think a 5% increase in heritage tourism is an unrealistic expectation.

--Arkansas State Historic Preservation Office

## **Preserve America Overview**

Historic and cultural sites are the pride of local communities everywhere, and many of these communities use their historic sites to promote economic development and heritage tourism. Preserve America was developed in 2003 to spur historic preservation efforts throughout the nation by supporting and giving recognition to work being done by state, tribal, and local governments, non-governmental organizations, and citizen volunteers. A coalition of federal agencies and non-governmental partners has facilitated Preserve America as a national program to encourage local, regional, and statewide partnership efforts to preserve, enhance, and use this heritage in innovative ways to improve the quality of life.

Preserve America's goals include a broader shared understanding and appreciation of the nation's past; enhanced economic vitality for communities through productive use of their heritage; and greater citizen commitment to the preservation and ongoing stewardship of historic properties through private investment and volunteerism. A critical objective is full recognition of the contributions which historic preservation can make to sustainable communities by elected officials at all levels of government.

On March 30, 2009, President Barack Obama signed the Omnibus Public Land Management Act of 2009 (P.L. 111-11). The law includes the text of the Preserve America and Save America's Treasures Act<sup>1</sup>, formerly H.R. 3981/S.2262 in the previous 110th Congress, which permanently authorizes both programs.

The Preserve America program 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

---

<sup>1</sup> Save America's Treasures (SAT) is a program administered by the National Park Service in cooperation with the National Endowments for the Arts, the National Endowment for the Humanities, the Institute for Museum and Library Services, and the President's Committee on the Arts and the Humanities, as well as (under the new legislation) the National Conference of State Historic Preservation Officers, the National Association of Tribal Historic Preservation Officers, and the National Trust for Historic Preservation. SAT provides essential preservation funding for threatened nationally significant historic properties and cultural collections. It has been authorized for up to \$50 million annually.

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 (CLGs) that are established under the National Historic Preservation Act.

The full text of the Preserve America program section (Sec. 7302) of P.L. 111-11 as signed into law may be found in Appendix A.1.

The Preserve America program that was permanently authorized in 2009 began as a White House initiative in 2003. In March 2003, the President signed Executive Order 13287: “Preserve America,” which tasks federal agencies with certain responsibilities regarding heritage tourism. Executive Order 13287 advances the protection, enhancement, and contemporary use of federally owned historic properties and promotes intergovernmental cooperation and partnerships for the preservation and use of historic properties. The order directs agencies of the executive branch to improve the management of and accountability for the historic properties under their jurisdiction, and use them to further local economic development. It further directs assistance as well as land- and property-managing agencies to support non-federal efforts through their existing programs. Key to this effort is partnering with non-federal parties to make more efficient and informed use of historic resources for economic development. A copy of Executive Order 13287 may be found in Appendix A.2.

The President signed the Preserve America Executive Order the same day that the Preserve America program was announced by the First Lady of the United States. The First Lady has served as the honorary chair of the other components of Preserve America, including recognition, awards, and promotion.

The overall program is coordinated and administered jointly by the ACHP and the Department of the Interior. Beginning in 2004, the chairman of the ACHP and the deputy secretary of the Department of the Interior have co-chaired an interagency steering committee that also includes representatives from 10 other federal agencies—the Departments of Agriculture, Commerce, Defense, Education, Housing and Urban Development, Transportation; the General Services Administration; the Institute of Museum and Library Services; the National Endowment for the Humanities; and the President’s Committee on the Arts and the Humanities—in addition to representation from the Office of the First Lady in the White House, the Office of Management and Budget, and the Council on Environmental Quality.

Preserve America promotes the use of historic preservation tools, especially heritage tourism, to stimulate local economies, create jobs, enhance property values, and maintain sustainable communities. Through selection criteria and the required application or nomination processes for awards and recognition that recognize local historic preservation, heritage tourism, and heritage education achievement, Preserve America raises awareness of historic and cultural values, enhances the visibility of historic preservation, and helps foster stewardship of local heritage assets. By involving elected officials as well as other local partners, it also promotes civic engagement and collaboration in the cause of improving communities as well as the quality of life for citizens.

Details on the implementation of the overall Preserve America program over the last six years may be found in Appendix B.



*Our tourism season is just beginning, but we can see a benefit to having our attractive signage in place, our driving/walking tour packet available, and the Lewis & Clark Museum open in the old Weston Depot. As advertisements are placed, we anticipate receiving an increase in tourism dollars due to this program.*

In addition, purchases were made to enhance the learning experience of second and fourth grade students at West Platte Elementary School. These students are already studying the history of Weston and the state of Missouri as part of an innovative Expeditionary Learning Outward Bound (ELOB) curriculum program. The Preserve America Grant purchases will greatly benefit that learning experience.

—City of Weston, Missouri

Preserve America funding was incredibly helpful for moving forward heritage tourism projects. The scope of the funding allows small communities to think big—big partnerships, big leverage, big (complex) projects. *There was no other funding available to our community aimed at this type of development for the wonderful sustainable industry of heritage tourism.*

--City of Natchitoches, Louisiana

## Preserve America Grants Program Summary

Preserve America funding is the only federal funding source specifically targeting the development of heritage tourism. From 2006-2008 Congress appropriated approximately \$17.3 million for Preserve America matching grants to support heritage tourism and related programs and projects at the state and local level, with \$5 million in 2006 and 2007, and \$7.5 million in 2008 (less across-the-board reductions). During this period there were 601 project proposals requesting more than \$30 million. Since the first round of Preserve America Grants was awarded in 2006, 160 Preserve America Communities, 30 State Historic Preservation Offices (SHPOs), and three Indian tribes have received Preserve America Grants. To date, a total of 228 grants have been awarded in 47 states. A complete list and brief description of the grants awarded through 2008 may be found in Appendix E.

Eligible applicants for Preserve America Grants include designated Preserve America Communities; SHPOs (59, including the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the associated Pacific states); Tribal Historic Preservation Offices (THPOs) (77); and CLGs in the process of applying for Preserve America Community designation. There are currently 736 designated Preserve America Communities in all 50 states and the U.S. Virgin Islands (930 nationwide have applied), including 67 counties, 17 urban neighborhoods, and three tribal communities. CLGs number approximately 1,680.

Eligible activities under the program have included the following:

- **Research and documentation.** Projects may include baseline studies or follow-up research from which heritage tourism can have an authentic foundation, such as National Register documentation, community histories, historic resource surveys, background research for interpretive programs, and documentation for historical markers. To date, this has totaled approximately 15 percent of grant awards.
- **Interpretation and education.** Projects must convey the history of the community or site to the resident and the visitor through a variety of media, such as heritage trails, itineraries and walking

tours, visitor center or museum exhibits, living history programs, interpretive plans, film or podcasts, and heritage education programs such as curriculum development. This has totaled approximately 31 percent of grant awards.

- **Planning.** Planning projects must advance economic development using heritage tourism and historic preservation, through preservation and tourism plans, business plans, market research studies, planning for new small businesses, feasibility studies, condition assessments, and adaptive use plans. Planning has amounted to approximately 21 percent of grant awards.
- **Promotion.** Promotional projects must encourage tourism and enhance the visitor experience to a community; eligible projects include brochures and signage, promotion of heritage festivals, planning for advertising campaigns, Web site development, and featured travel itineraries. Promotion has involved about 29 percent of grant awards.
- **Training.** Training projects provide opportunities for professional development and outreach in areas that will aid a community in utilizing and promoting its historic resources. Projects might include hospitality training for local visitor-oriented businesses, small business development training within a local historic district, volunteer docent training, and local planning office preservation training. Training has totaled about 4 percent of grant awards to date.

The Preserve America Grants complement the federal “bricks and mortar” grants from such programs as Save America’s Treasures by providing seed money for developing economically sustainable business and other plans for historic properties and communities (see below for more information about how these two programs complement each other).

Guidelines and an application form were made available in the fall of 2006. (The current guidance and application form are included in Appendix D.) Two rounds of grant applications and awards have been made in each year following, with one deadline in the late fall or winter and a second in the late spring or early summer. The process for the grants has included prescreening review by NPS staff, professional review by an interagency review committee, and a recommendation for award with concurrence by the Department of the Interior and the ACHP. The grant recommendations have also been shared for concurrence by the House and Senate Subcommittees on Appropriations.

Although the project for which the Cheyenne [Preserve America] grant applies is only about 40 percent completed (the research portion), we have already achieved some major support for community heritage-based tourism. ***Because of the grant and other preservation-related projects the city has undertaken; Cheyenne was judged to be the 2009 #1 Western Community in a recent "True West Magazine" evaluation. The research being done for our 21 Heritage Markers project has actually led to nearly 30 monthly articles in the "Around Cheyenne Magazine."*** These articles have increased the knowledge of Cheyenne's heritage 100 fold or more, plus being available free for tourists and visitors to pick up and read as well. Two of the markers on the history of Cheyenne and the Union Pacific Railroad (Transcontinental Railroad) are in production early so that they can be set by July 1 and will be available for this year's Cheyenne Frontier Days Celebration at the end of July (500,000 visitors come to Cheyenne during this time).

...Because of our partnership with the Cheyenne Area Convention and Visitors Bureau there will be a definite plus to the city's tourism growth. Because of this program and related pieces (such as heritage-based Trolley Tours, increased visitation to the sites where the markers will be placed [walking and driving tours], and the expansion of heritage-based marketing) there will be job growth (more Trolley drivers due to the increased number of tours, people will stay in Cheyenne longer to see what we have, and the project will reflect well on Cheyenne as a "Community of Choice" (our slogan).

--City of Cheyenne, Wyoming

## **Heritage Tourism Benefits and Needs**

To judge the value and effectiveness of the Preserve America Grants in meeting heritage tourism needs, it is necessary to discuss what those identified needs are within the United States. A number of efforts have taken place within the last 15-20 years to define heritage tourism and set an agenda and national policy for its support.

### **Previous Consensus on U.S. Heritage Tourism Development**

The NTHP has been a leader in the study and promotion of heritage tourism. The NTHP Heritage Tourism Program coordinated a three-year "Heritage Tourism Initiative" with funding from the National Endowment for the Arts between 1990 and 1993. During that time, the Heritage Tourism Program worked with 16 pilot areas in four states (Indiana, Tennessee, Texas, and Wisconsin) to see what it took to create heritage tourism programs that were both successful and sustainable.

In 1995, a White House Conference on Travel and Tourism was convened that included active support from the U.S. Department of Commerce and the U.S. Department of Transportation, the NTHP, other organizations like the American Association of Museums and the National Assembly of State Arts Agencies, and such federal cultural agencies as the National Endowments for the Arts and Humanities, the Institute of Museum and Library Services, and the President's Committee on the Arts and the Humanities. President Bill Clinton hosted the conference with involvement from Congress and the travel and tourism industry, and delivered the keynote address. One product of the conference was a position paper on "cultural tourism" that highlighted the importance and varied roles of product development, promotion, research, technology, infrastructure, education/training, environmental concerns, facilitation, safety and security, and partnerships in meeting needs then current. The paper concluded that "The federal cultural agencies are involved in cultural tourism for two major reasons: to encourage cultural institutions to provide visitors with accurate interpretation of the communities they visit and facilitate

visitor exposure to authentic cultural experiences [, and] to stimulate the earned revenues of cultural institutions.”

A second milestone a decade later was the follow-up U.S. Cultural and Heritage Tourism Summit convened by the U.S. Department of Commerce in 2005, for which a new position paper was drafted by a series of public-private working groups. Using the same headings and issue areas, the position paper reported on both current challenges and opportunities in the areas of:

- **Product development** (authenticity and quality, tourism planning, public-private partnerships)
- **Promotion** (building blocks for tours and conventions, destination USA, thematic tourism)
- **Research** (data collection and dissemination for domestic tourism, international visitors, data collection by cultural and heritage institutions, return on investment studies)
- **Technology** (delivering content, business applications, enhanced experiences)
- **Infrastructure** (the visitor and resident experience, transportation and the visitor experience, impact of infrastructure design, natural, cultural, and historic infrastructure, way-finding and visitor orientation)
- **Education/Training** (knowledge base, visitor and resident education and training, cultural and heritage tourism entrepreneurs)
- **Sustainability** (sustainability, access with minimum impact, cultural stewardship, stakeholders in stewardship)
- **Public Policy and Support** (partnership framework, key values, investment, international)

The intent of the Preserve America Grants has been to address and assist with solutions to a number of these needs directly through project and program support at the state, tribal, and local level, and to emphasize and encourage creative partnerships to achieve program goals.

### **What is Heritage Tourism?**

The 1995 White House Conference resulted in a fairly comprehensive definition of “*cultural and heritage tourism*” as “*travel directed toward experiencing the arts, heritage, and special character of a place. America’s rich heritage and culture, rooted in our history, our creativity, and our diverse population, provides visitors to our communities with a wide variety of cultural opportunities, including museums, historic sites, dance, music, theater, book and other festivals, historic buildings, arts and crafts fairs, neighborhoods, and landscapes.*”

Both the new Preserve America authorizing legislation (P.L. 111-11) and the Preserve America Executive Order (E.O. 13287) echo this theme and define “*heritage tourism*” as “*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.*”

### **Economic and Other Benefits of Heritage Tourism**

While travelers to historic places reap educational and recreational benefits, the communities being visited also profit from heritage tourism. Executive Order 13287 establishes that the federal government will help communities to realize tangible economic benefits, and a primary purpose of the Preserve America Grants is to achieve that goal.

Heritage tourism can be a powerful economic development tool. Attracting visitors to a community is a good source of revenue and creates jobs. Capitalizing on heritage assets is particularly important, since

numerous studies have shown that heritage tourists stay longer and spend more than other tourists. Focusing on heritage tourism can also help a community diversify its economy, which may previously have been dependent on one industry or economic sector.

The effects of heritage tourism on local and regional economies can be profound. For example:

- **In 1999, heritage tourists to Colorado spent \$3.1 billion in direct and indirect expenditures.** (*The Economic Benefits of Historic Preservation in Colorado* [www.coloradohistory-oahp.org/publications/1620.htm](http://www.coloradohistory-oahp.org/publications/1620.htm))
- **In 2001, heritage travelers spent \$2.3 billion in Maryland, \$1.9 billion of which came from non-resident travelers.** (*Investing in Our Communities: Maryland's Heritage Areas Program* [www.marylandhistoricaltrust.net/ha2003.pdf](http://www.marylandhistoricaltrust.net/ha2003.pdf))
- **In New York's Hudson Valley, heritage tourists bring an economic benefit of \$140 to \$200 million.** (*New York: Profiting Through Preservation* [www.preservenys.org/profitting.pdf](http://www.preservenys.org/profitting.pdf))

In addition to its economic benefits, heritage tourism is an important agent in promoting community pride and enhancing quality of life. As communities focus on presenting their heritage assets to tourists, they gain increased appreciation for such resources. Reuse and revitalization of historic properties for visitor services protects important resources and helps to retain the community's unique sense of place.

By helping communities, federal land managers as well as other federal program agencies also help themselves. Partnering with non-federal parties to promote heritage tourism builds awareness of and appreciation for federally owned historic properties and also advances related federal policy goals. This, in turn, helps build constituencies to support heritage stewardship, heritage education, and heritage tourism efforts. Partnership efforts to promote heritage tourism can lead to new uses for both publicly and privately owned historic properties, collaborative interpretive efforts, increased volunteer participation, and greater leverage of financial and human resources.

## **Heritage Tourism Development Principles**

The efforts of the NTHP to develop a program for sustainable heritage tourism beginning in the early 1990s resulted in the development of the NTHP's five guiding principles and four basic steps for getting started in cultural heritage tourism. Over the years, these principles and developmental steps have been successfully used in cultural heritage tourism programs in rural and urban areas across America as well as abroad. They also clarify and amplify the policies laid out in the 1995 White House Conference and identify specific needs for creating and sustaining local heritage tourism.

Developing cultural heritage tourism is an incremental process, and communities may need to repeat the four steps at each stage of development. Developing a strong cultural heritage program requires a long-term investment and a commitment—an investment of financial resources and a commitment of human resources.

The four steps identified by the NTHP are the following: assess the potential; plan and organize; prepare, protect, and manage; and market for success.

Along with these four steps, the NTHP has articulated five widely accepted and complementary principles of successful and sustainable heritage tourism that help guide the steps that are taken to develop heritage tourism programs. The principles are the following: collaborate; find the fit between the community and tourism; make sites and programs come alive; focus on quality and authenticity; and preserve and protect

resources. These principles are discussed in greater detail on the NTHP's Web site, [www.culturalheritagetourism.org](http://www.culturalheritagetourism.org).

Reference to the NTHP steps and principles, along with the findings of the 1995 and 2005 conferences, has helped to inform and guide the development and implementation of the Preserve America Grants program. They are completely consistent with the national preservation policy and goals articulated in the National Historic Preservation Act of 1966.

*“Louisiana Main to Main” was created in late 2005 in order to counteract the economic disruption and negative media coverage that persisted after Hurricanes Katrina and Rita devastated the Gulf Coast, and launched in November 2006 with the help of a Preserve America Grant. In 2006, sponsored events attracted approximately 53,139 visitors, generating over \$6M in tourism spending within the participating communities. The following November, Louisiana Main to Main brought in an estimated 78,753 visitors and generated nearly \$9M in tourism revenue for the state. Despite the economic downturn and overall decrease in travel expenditures in 2008, Louisiana Main to Main attracted approximately 77,109 visitors to participating Main Street communities, generating almost \$9M in tourism revenue for the state of Louisiana. In total, these events have generated almost \$24M in revenue for the state of Louisiana.*

Louisiana Main to Main is a project of Louisiana Main Street, a government program within the Division of Historic Preservation, in partnership with Lt. Governor Mitchell Landrieu, the Louisiana Office of Tourism, and city-government/non-profit organizations from 35 Main Street communities across the state. This project has also led us to work more closely with the Louisiana Endowment for the Humanities, Louisiana Economic Development, Louisiana Division of the Arts, Preservation Resource Center, and various other regional and local-level organizations.

*This project has generated an enormous amount of support and involvement at the grassroots level. In 2006, 1,377 volunteers donated a total of 9,262 hours of their time to make these events a reality. In 2007, 1,290 individuals contributed 15,627 hours to Louisiana Main to Main. In 2008 over 550 volunteers donated a total of 10,380 hours to Louisiana Main to Main. According to research by Independent Sector regarding the dollar value of volunteer time, these hours add up to \$673,563.11 worth of donated effort over the past three years.*

Outside of our state, Louisiana Main to Main has become a model for cultural tourism, generating interest from the National Trust Main Street Center as well as Main Street coordinating programs from several states wishing to start their own Main to Main events.

--Louisiana State Historic Preservation Office

## **Program Effectiveness and Performance Measures**

Preserve America Grants, as well as Preserve America Communities, Stewards, and Presidential Awards (program components), highlight projects and partnerships that are intended to showcase the economic impact of historic preservation and of heritage tourism development at the local level. Heritage tourism planning and development, promotion and marketing programs, and interpretive/educational initiatives are the types of activities funded. As Americans travel, they seek to reconnect with the nation’s rich history and diverse culture. Preserve America Grants help communities meet this growing demand for heritage tourism.

## **Other Sources of Support**

Some questions have been raised about the value of the program in relation to other national priorities and the extent to which it duplicates other program support. There are certainly some other possible sources of funding support within a few federal assistance programs that can be used for heritage tourism projects and programs. For example, some HUD Community Development Block Grant funds, at local discretion,

have helped support planning or improvement projects that have helped contribute to local heritage tourism programs. The Historic Preservation Fund monies made available through the National Park Service to State Historic Preservation Offices and Tribal Historic Preservation Offices have also occasionally been used to support portions of such projects, as have National Heritage Area funding within the boundaries of those congressionally designated areas. Limited sources of interpretation and education funds have also included, for example, the National Endowment for the Humanities' "We the People" program, and some planning and technical support for projects that meet appropriate economic criteria may be found among the Department of Commerce's Economic Development Administration's grants for individual projects. There are also Department of Transportation funds made available through state highway departments that have been available for some heritage tourism activities, such as roadside visitor centers or highway signage. However, none of these or other federal programs was specifically established for the purpose of heritage tourism, nor has there been a concerted attempt to link the purpose, eligible activities, and implementation of each of these programs with heritage preservation, heritage tourism, and economic development. The Preserve America Grant program is the only grant program focused specifically on heritage tourism.

### **How Preserve America and Save America's Treasures are Complementary**

The Preserve America Grants do not fund "bricks and mortar" restoration projects, which are covered under Save America's Treasures grants. Instead, they complement Save America's Treasures grants by providing support to communities through competitive 50/50 matching grants to be used as "seed money" to facilitate sustainable resource management and sound business practices for the continued preservation and use of heritage assets.

In contrast, Save America's Treasures grants support preservation and/or conservation work on nationally significant intellectual and cultural artifacts, and nationally significant historic properties. Intellectual and cultural artifacts include collections, documents, sculpture, and works of art. Historic assets receiving funds must be threatened, endangered, or otherwise demonstrate an urgent preservation need.

Save America's Treasures grants are intended to meet pressing physical preservation needs of our most significant resources. To receive a grant, the historic asset must be nationally significant. This is not a requirement for a Preserve America Grant. Because of the focus on helping local communities maximize the potential inherent in their historic assets, historic properties of local, state, and regional significance can benefit from Preserve America Grants. Preserve America Grants focused on supporting and building local heritage tourism programs are also intended to result in lasting jobs and other long-term benefits. Sustainable heritage tourism employment and related economic activity endure well after the completion of the physical restoration and rehabilitation work.

Since the purpose and scope of the grants differ, the award size also differs. The maximum amount for Save America's Treasures grants is \$700,000 and the minimum is \$125,000 for historic property projects and \$25,000 for cultural artifact projects. Preserve America Grants are smaller, ranging from a minimum of \$20,000 to a maximum of \$250,000. Both grants require a 50 percent match. Both grant programs are administered by NPS. In the case of Save America's Treasures, this is done in partnership with the National Endowments for the Arts and Humanities, the Institute of Museum and Library Services, the President's Committee on the Arts and the Humanities, the National Conference of State Historic Preservation Officers, the National Association of Tribal Historic Preservation Officers, and the NTHP. With Preserve America Grants, federal agency members of the Preserve America Steering Committee participate in the review process.

There are also some differences in eligibility. Preserve America Grants are awarded to designated Preserve America Communities, State Historic Preservation Offices, Tribal Historic Preservation Offices, and Certified Local Governments in the process of applying for Preserve America Community



designation. Applicants for Save America's Treasures Grants may be federal, state, local, and tribal government entities, as well as non-profit organizations.

### **Administrative Efficiency**

The Preserve America Grants administration to date has been efficient and cost-effective. Over the three years of the program (2006-2008), there have been 601 project proposals evaluated requesting more than \$30 million. Only about \$120,000 of more than \$17 million in funds appropriated specifically for Preserve America has been used to support administration (less than 1 percent). The National Park Service has absorbed remaining costs through its existing staffing and organization. Approximately eight FTE participate in the grants award process and the continuing management of these grant projects, averaging 20 percent of their time. For each grant round, an additional group of five federal agency personnel selected from among the agency members of the Preserve America Steering Committee each spends approximately 60 hours reviewing the applications and serving on a day-long selection panel.

The grants administration has also been timely. Grant awards have generally been announced within 60-90 days of application deadlines. While the program requires an investment commitment of a 1:1 match to the federal grant, it is flexible and accessible to smaller communities that may lack necessary matching funds but can instead provide in-kind contributions of donated time and materials.

### **Overall Assessment of Effectiveness to Date**

The Preserve America Grants program began only in 2006, and project work for many of the earliest grants did not begin until late 2006 or early 2007. In addition, under the terms of NPS grants, while typical project awards have a two-year completion cycle, extensions may be requested and granted up to a total of six years for a variety of reasons. To date less than 20 percent of the 228 grants that have been awarded have been completed or are substantially complete.

That said, based on a review of the complete list of grant projects, the completed work and products that have resulted so far, the heritage tourism needs and priorities gleaned from past consensus and the NTHP's recommendations for heritage tourism development, and self-assessments from a number of the grant recipients, it is observed that the Preserve America Grants:

#### **Address a broad range of heritage tourism and related heritage development, heritage education, and historic preservation needs.**

Review of the highlighted examples for the various categories of eligible project funding contained in the following section of this report illustrates some of the breadth and depth of Preserve America Grants projects and programs. Many innovative programs have been proposed by State Historic Preservation Officers to implement activities or undertake projects that they would not otherwise be able to pursue with state or other federal funding. For a complete listing of Preserve America Grants from 2006-2008, see Appendix E.

#### **Are helping to support economic development and employment, and stimulating other local economic activity.**

Based on both the criteria used in grant selection (see application instructions and form in Appendix D), and feedback from some grant recipients, a number of Preserve America Grants have already resulted in economic and other benefits. Some, such as in Dubuque, Iowa, have been project-specific and helped leverage 10 times the amount of the invested grant (a \$150,000 grant has helped leverage a \$1.5 million interpretive center); other grants have helped support statewide programs in Louisiana, Colorado, Arkansas, and Pennsylvania that are having an effect throughout the state.

**Provide scarce and valuable seed money to leverage other investment and in-kind support for heritage tourism.**

In Arkansas, the position of Preserve America Community agent funded initially with a Preserve America Grant to the Arkansas State Historic Preservation Office is working with communities throughout the state on heritage tourism and preservation. This program, working with regions like the eight member counties of the Ozark Gateway Council as well as individual Preserve America Grant recipients in Blytheville, Dumas, Eureka Springs, Fort Smith, Helena, and Osceola have already helped generate partnerships and other investment that are having very positive effects on Arkansas communities and building momentum for heritage tourism development.

**Encourage youth education initiatives that will help build future appreciation for history and culture among young people.**

Many of the grants have a K-12 education component, whether or not the grant is specifically for an “education” project. Multi-purpose heritage tourism grant projects in Anchorage, Alaska; Nogales, Arizona; Denver, Colorado; Oskaloosa, Iowa; and Saco, Maine, all include teaching materials and student activities.

**Offer opportunities to highlight all aspects of America’s diverse history and cultural heritage.**

At least 30 grant projects are explicitly focusing on the contributions of African American, Hispanic, Asian, French, German, and Native American people and culture to our collective history and heritage. Many other community-wide or regional projects are incorporating lesser known resources and historical records and making this information available to the public.

**Assist with heritage tourism projects in rural and urban environments, in small towns, counties, and large cities, throughout the country.**

Approximately 55 percent of Preserve America Grants have gone for heritage tourism development in small to medium-size towns, 19 percent for rural heritage and preservation, and 12 percent for heritage tourism projects in larger urban areas. The remainder (13 percent) have been cross-cutting program development projects. Of the 228 grant recipients, 16 have been from rural or suburban counties and three from urban neighborhoods.

**Provide necessary support for heritage tourism activities in both established centers for cultural heritage tourism and in potentially new regional heritage tourism destinations.**

Grant recipients have included such prominent tourism destinations as Ketchikan, Alaska; Chinatown in Honolulu, Hawaii; Monterey, California; Durango, Colorado; Dubuque, Iowa; New Orleans, Louisiana; Annapolis, Maryland; and Lowell, Massachusetts. Also receiving grants have been Springerville, Arizona, in the forested Mogollon Rim region of the state; Dumas, Arkansas, in the Mississippi Delta region; Weaverville, California, in the Gold Rush country; and Simsbury, Connecticut, in the quintessential New England countryside near Hartford.

**Engage and encourage coalitions of elected officials, local governmental entities, business, components of the tourism and preservation communities, and non-governmental organizations in broad partnerships to achieve community and regional heritage tourism goals.**

Grant criteria require a description of “the public-private partnerships involved in the project and how these projects will sustain and continue to support the resource(s) after the grant project is complete.” The extent of such partnerships and the depth and breadth of organizational and individual involvement

varies considerably, but a number of the grants are leading to highly successful community, regional, or statewide coalitions as well as new mechanisms like special planning or steering committees that are widening participants' interactions and creating new alliances. Business, non-profits, and citizen groups are finding common ground through such efforts as the Southeast Colorado Regional Tourism Group in six southeastern Colorado counties; the Broad Street Regeneration Initiative in Pawtucket, Central Falls, and Cumberland, Rhode Island; and the Portland NOW association in the Portland neighborhood of Louisville, Kentucky.

**Stimulate the creation and development of model, innovative programs and projects of all types and at all scales—regional, state, and local.**

A number of projects incorporate historic records digitization, cell phone and podcasts, and other forms of increasingly valuable and accessible technology. An innovative project funded through the Iowa SHPO is developing a statewide heritage tourism program related to Iowa's film production and movie theater legacy called "Hollywood in the Heartland," and there have been several grants focused on resources of the recent past such as 20th century architecture.

**Expand upon and complement other public-private program investments, such as Save America's Treasures.**

Virtually all of the Preserve America Grant projects have also had support from non-federal funds for their matching portion; state and local funds as well as contributions from not-for-profit organizations and foundations have made up the match. Occasionally past federal grants from other sources, such as the Department of Commerce, Department of Agriculture, or Community Development Block Grants, have set the stage for the heritage tourism initiative. In addition, a review of Preserve America Grants against past Save America's Treasures grants indicates that at least 35 projects (15 percent) directly complement or build upon local Save America's Treasures grants. A complete listing may be found at the end of Appendix F.

**Appropriately respond to the past findings, industry interests, and identified practical steps related to heritage tourism development.**

Identified heritage tourism needs in the past have included product development, promotion, technology, infrastructure, and education and training. All are being addressed through the identified grant categories and with a broad range of Preserve America Grants. Similarly, there are funded examples that illustrate each of the NTHP heritage tourism principles: collaboration; community/tourism fit; focus on authenticity; making sites and programs "come alive" (message and presentation creativity); and sustainable preservation are similarly being served through Preserve America Grant criteria and funded projects throughout the country.

**Provide heritage tourism synergy with nearby National Parks and National Heritage Areas.**

A number of grant recipients are gateway communities to national parks, have national park units within their communities, or are within or in close proximity to National Heritage Areas. Several communities, such as Park County, Colorado (South Park NHA), have used heritage tourism project work done under their Preserve America Grant to lay the groundwork for their more recent National Heritage Area designation. Not counting statewide program grants, it is estimated that at least 40 such local grant recipients can build on this heritage tourism potential.

### **Support identified state, tribal, and local priorities and needs through grassroots efforts.**

The majority of grant projects involve volunteer efforts and donations of time and talent. A number of grants to Arkansas, Georgia (two grants, including one for historic cemeteries), Kentucky, Michigan, Montana (two grants), Pennsylvania, Rhode Island (two grants), South Carolina, and Texas have also been established to provide sub-grants to local communities and organizations in order to get more “bang for the buck.”

The program has not yet realized its potential with regard to the heritage tourism needs of Indian tribes, Native Hawaiians, or Native Alaskans. In spite of extensive outreach to Indian tribes and other native communities across the country and in a variety of circumstances, only three tribal communities have applied for and been designated as Preserve America Communities since the program’s inception—the White Mountain Apache, Arizona; St. George Island, Alaska; and the Lac du Flambeau Band of Lake Superior Chippewa Indians, Wisconsin. To date, three tribes have also received Preserve America Grants through their Tribal Historic Preservation Offices—White Mountain Apache; the Wiyot of California; and the Hualapai in Arizona. A fourth grant, to Lac du Flambeau for an interpretive project centering on the Government Boarding School (also subject of a recent Save America’s Treasures Grant for restoration work), was announced but not funded in 2009.

### **Developing Performance Measures**

While the National Park Service tracks some general performance measures for its grants as part of the review and budgeting process, there are no specific performance measures that have yet been identified and put in place for the Preserve America Grants. The report prepared by the National Academy of Public Administration for the National Park Service, “Towards More Meaningful Performance Measures for Historic Preservation” (2009), identified only a single measurement output related to Preserve America. This was the number of Preserve America Communities, which the Academy noted was “another measure of local support for preservation” and required no additional workload. By that standard, the Preserve America program has been exceptionally successful, attracting more than 900 self-generated nominations resulting in 736 formal designations of Preserve America Communities since the inception of the program. By comparison, the NPS’ Certified Local Government program, which started in 1980 and has offered funding since the outset for local administrative costs, has nearly 1,700 designated communities, many of which have seen the value of also becoming Preserve America Communities.

Two other measures that are currently tracked by NPS are “Number of applications and funding requested vs. grant awards,” an expression of local need, and “Non-federal funds and in-kind support leveraged for heritage tourism activities by matching Preserve America Grants.”

With reference to the former, including the FY 2009 grant applications that were not funded in 2009 there have been 618 project proposals received by the National Park Service requesting more than \$58 million; this is nearly three times the amount for which funding was available. Regarding leveraging of grant funds, based on actual grant awards through the end of 2008, the total grant funds of approximately \$17 million leveraged an additional minimum of \$17 million for a total investment of \$34 million. In fact, though, a number of projects attracted considerably more non-federal support, and we are aware of several examples, such as the Southeast Colorado Regional Tourism Initiative, where the non-federal support leveraged from these grants was substantial. However, leveraging details beyond the required match have not been tracked systematically by NPS through the life of the grant and beyond.

The Wright-Dunbar historic district in Dayton, Ohio, was selected for a Preserve America Grant in 2006. The district is the center of the neighborhood where Wilbur and Orville Wright invented the airplane, and African American poet Paul Laurence Dunbar began his career. Our grant was used to determine the economic impact of aviation heritage tourism in our region, and to study the potential for connectivity of these sites. ***The outcomes associated with the study far exceeded our expectations. The grant helped us to better understand the magnitude in which the aviation industry, as a whole, impacts the economic health of this region.***

Through this grant, we were able to bring major public and private community stakeholders together to explore the economic advantages of our aviation heritage assets. Not only did the study validate and quantify the economic benefits of our assets, it demonstrated that our local economy is heavily dependent on aviation-related activity in general, and that the industry itself is as important to Dayton, Ohio, as the automotive industry was. This finding, when marketed appropriately, can assist local officials and community leaders in their efforts to recruit and retain aviation related businesses.

***An additional benefit derived from this study was the validation that heritage tourism is generating revenue for our community.*** With increased connectivity between the heritage sites, we can create the potential for additional generated revenue, which can be a significant tool to spur economic and community development. Heritage tourism makes the sites where history took place legitimate and viable places. Much like the two block historic district of Wright-Dunbar, many historic properties exist in urban cities and districts, with a large percentage being in areas of significant disinvestment. ***The ability to demonstrate to public and private sector officials that there is an appeal to visit historic sites in these disinvested communities helps to make the case for continued preservation and investment in these areas. The quantification of the economic impact from tourism provides the ability to leverage financial resources to support the recruitment, retention, and expansion of businesses that serve the tourism industry.*** Providing high quality services and amenities to tourists and visitors is paramount to their experience. The better their experience, the more likely they are to return for subsequent visits.

--City of Dayton, Ohio (Wright-Dunbar Business Village)

## Selected Preserve America Grant Project Examples

Preserve America Grants must fit one of the categories below, although there is clearly some overlap among the categories and the goals of these projects. The examples below illustrate something of the range of activities under each category.

### Research and Documentation

**Boise, Idaho**, is documenting 30 landmarks that are currently not protected to focus public attention on their preservation. The information will also be used for a walking tour, brochures, and a book on these landmarks, all located within the vicinity of Boise museums, shops, and restaurants. **Baltimore, Maryland**, is working on research and documentation necessary to understand and interpret the first public school associated with Supreme Court Justice Thurgood Marshall. **Hearne, Texas**, is collecting oral histories and personal accounts associated with the Hearne Depot and Camp Hearne, a WWII prisoner of war camp. **Silverton, Colorado**, is studying the mining heritage of the community and nearby San Juan County in order to develop preservation plans, an interpretive ore mill tour, and a documentary

video on hard-rock mining. **Washington, Georgia**, is conducting research that includes archival study and archaeological investigation in order to develop interpretive plans for a Revolutionary War battlefield site dating to 1779.

### **Interpretation and Education**

**Roxbury, New York**, in the Catskills region developed a “railride into yesteryear” that focused attention on using living history interpretation of the late Victorian era on summer and fall weekends to attract visitors. The **Dubuque, Iowa** History Trail is developing pedestrian way-finding and interpretive signs and maps; walking, podcast, and cell phone tour information; and trolley and river-taxi tours of the Mississippi River waterfront. The **South Dakota SHPO** is improving interpretive plans and educational resources in the central South Dakota region around the capital of Pierre, and installing interpretive signage, information kiosks, and driving and walking tours. Recent “unveiling” events have focused attention on an 18th century French exploration site along the Lewis and Clark trail, the remains of an 1820s fur trading post, and a 100-year old railroad bridge over the Missouri River. **Vancouver, Washington**, has created a self-guided walking tour of the 1880s-1890s Officers Row at the former Vancouver Barracks Army post. **Natchitoches, Louisiana**, is using its grant to develop a cultural and natural heritage walking trail with way-finding signage, interpretive plaques, electronic visitor information kiosks, and a guidebook.

### **Planning**

**Bardstown, Kentucky**, is creating a set of rural design guidelines in cooperation with a regional heritage development initiative that is being implemented in an eight county Kentucky region. The proximity of the region to several metropolitan areas makes it susceptible to sprawl and unplanned growth. **Brattleboro, Vermont**, received support for developing a planning study for the Estey Organ Company museum complex, which was the largest organ factory in the world at the turn of the 20th century. Being examined is the possible adaptive use of numerous factory buildings with slate-shingle siding that date to the 1870s. **White Mountain Apache**, in a project that complements a Save America’s Treasures grant received in 1999 for the Theodore Roosevelt tribal school, is developing a new master plan for the 288-acre Fort Apache Historic Park to provide guidance for architectural and historic landscape stabilization and restoration. The **Arkansas SHPO** is awarding subgrants to city and county governments to help them develop local heritage tourism and preservation plans. In 2009 the Arkansas program will result in four new city-wide strategic plans for historic preservation and heritage tourism, three new National Register historic districts, two new sets of local design review guidelines, a new interpretive-welcome center, and a statewide conference.

### **Promotion**

**Osceola, Wisconsin**, (located 40 miles from Minneapolis-St. Paul on the St. Croix National Scenic Riverway), one of the fastest growing communities in western Wisconsin, is developing a public awareness campaign and creating promotional materials to attract visitors to its 1880s-era Downtown. **Denver, Colorado**, received a grant to highlight and link Denver’s historic neighborhoods and landmarks, including the Molly Brown House and the Black America West Museum, through the creation of three historic trails for car, bus, or bicycle called “Denver Story Trek.” **St. Cloud, Minnesota** received a grant to develop the St. Cloud Heritage Preservation Community Education and Market Plan (CEMP). The plan outlined a strategic approach for St. Cloud Heritage Preservation Commission activities as well as a variety of new and improved communication tools for dealing with St. Cloud’s many stakeholders. **Biloxi, Mississippi**, received funds to develop a new approach to promoting its past and its significant historic sites, including the recently restored post-Civil War Jefferson Davis home of Beauvoir and numerous other properties, in the wake of the destruction to the historic district caused by Hurricane

Katrina. **Weaverville, California**, in the gold rush region of the Trinity Alps surrounded by national forest, will promote heritage festivals, highlight local museums connected with its gold rush history (including an 1874 Chinese temple), and implement other promotional projects stemming from its Weaverville Revitalization Plan.

## **Training**

While many if not all Preserve America Grants have a public educational component, all of the specific training grants have gone to (or through) State Historic Preservation Offices. The **Texas SHPO** received funds to conduct 30 regional workshops (totaling 700 participants) focused on small local museum development and operation, including collections care, interpretation, and exhibit design. The grant also supported creation of a model heritage tourism guidebook in both print and online versions to assist local communities in developing heritage tourism programs. A grant to the **Georgia SHPO** is intended to build knowledge and awareness of historic cemeteries and their care and appreciation throughout the state, and included support for a statewide conference, a publication containing cemetery preservation and interpretation guidelines, and community subgrants. The **Wyoming SHPO** scheduled a number of one-day training sessions in communities around the state targeted at training local preservation commission members and other preservation volunteers as well as local government representatives. The **Virginia SHPO**, on behalf of itself and the neighboring states of West Virginia, Maryland, and Pennsylvania, is joining with the Journey Through Hallowed Ground Partnership to offer front-line hospitality training and professional development for communities, visitor services, and heritage tourism attractions along the historic Rt. 15 corridor as part of preparations for the Civil War sesquicentennial. The sesquicentennial begins in the fall of 2009 with a commemoration of John Brown's 1859 raid on Harpers Ferry, West Virginia.

The Preserve America Grant program has an immensely positive impact on local communities in Washington state. Communities such as Spokane, Vancouver, Bellingham, King County, Stevens County, [and] Edmonds...have greatly benefited from these grant funds. The \$200,000 matching grant for Port Townsend [proposed at the end of 2009 would give] this incredible historic city the opportunity to market its historic and cultural assets. ***Preserve America is the only source of funding available to local governments for the purpose of promoting heritage tourism as an economic development tool. This connection alone makes the program critical for local economic vitality, particularly during difficult economic times.*** From a statewide perspective, I can assure you that our local communities have greatly benefited from this small but effective and mighty federal program. Preserve America stimulates local economies in very successful ways that result in larger economic benefits.

--Washington State Historic Preservation Office

## Summary and Conclusions

This evaluation indicates that the program is being effective, despite its short history and relatively small federal investment. This conclusion is based on the assessment of the scope and purpose of the grants, the extent of innovative practices generated in the successful grant applications, the widespread anecdotal and case-specific information on the value of the supported projects to local communities, and the essential part the funded projects play in local and regional heritage tourism development schemes. The most striking conclusion to be drawn is the degree of impact these grants have in relation to their size. In addition to leveraging the required one-to-one match, the Preserve America Grants have shown time and again that they generate local enthusiasm for the contemporary use of community heritage, in both the citizens and their governments.

Another feature of the program that has become evident in the past three years is that Preserve America Grants have a unique niche in the national historic preservation program. Concerns voiced early about redundancy have proven false, as the actual use of the grants has become evident. The record shows that these grants provide invaluable seed money to develop sustainable preservation strategies, money that is unavailable from any other federal source.

As a final indicator of the program's effectiveness, albeit not an empirical measure, it should be noted that the program enjoys wide and diverse support. It has broad bipartisan support from members of Congress, from mayors (including the U.S. Conference of Mayors), from numerous state representatives and governors, and from other elected officials. The major national preservation organizations, such as the National Trust for Historic Preservation, the National Conference of State Historic Preservation Officers, the National Alliance of Preservation Commissions, and Preservation Action, strongly back the Preserve America Grant program. It also has considerable participation and support from non-governmental organizations (historical, cultural, tourism, business), volunteer groups, neighborhood and other civic associations, and educators.

As with other elements of the national historic preservation program, it will be desirable over the long run to develop more detailed performance measures. Ultimately, it would be highly desirable to track such measures as jobs created, tourism revenues generated, and similar benchmarks based on regional, state, and local tourism improvements that are directly or indirectly attributable to Preserve America Grants. Some of this tracking may already be done in larger, more sophisticated localities by convention and visitor bureaus, chambers of commerce, or community development agencies. Overall, though, it is more



likely that performance measurement will have to rely on more indirect measures such as visitor numbers at local attractions, attendance at heritage events, heritage tourism-related business activity, or increased demand for online heritage tourism information. It would also be highly desirable to offer additional guidance to potential grant applicants and grant recipients regarding standards and best practices in heritage tourism, including examples of successful Preserve America Grant projects that have been completed. The ACHP will continue to work with the Congress, the Department of the Interior, the White House, and others to continue and strengthen the Preserve America program and ensure that it is effective.

## APPENDIX A.1

---

### Excerpts from the Omnibus Public Land Management Act of 2009

(Public Law 111-11)

---

#### 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.

## APPENDIX A.2

### Executive Order: "Preserve America"

By the authority vested in me as President by the Constitution and the laws of the United States of America, including the National Historic Preservation Act (16 U.S.C. 470 et seq.) (NHPA) and the National Environmental Policy Act (42 U.S.C. 4321 et seq.), it is hereby ordered:

Section 1. Statement of Policy. It is the policy of the Federal Government to provide leadership in preserving America's heritage by actively advancing the protection, enhancement, and contemporary use of the historic properties owned by the Federal Government, and by promoting intergovernmental cooperation and partnerships for the preservation and use of historic properties. The Federal Government shall recognize and manage the historic properties in its ownership as assets that can support department and agency missions while contributing to the vitality and economic well-being of the Nation's communities and fostering a broader appreciation for the development of the United States and its underlying values. Where consistent with executive branch department and agency missions, governing law, applicable preservation standards, and where appropriate, executive branch departments and agencies ("agency" or "agencies") shall advance this policy through the protection and continued use of the historic properties owned by the Federal Government, and by pursuing partnerships with State and local governments, Indian tribes, and the private sector to promote the preservation of the unique cultural heritage of communities and of the Nation and to realize the economic benefit that these properties can provide. Agencies shall maximize efforts to integrate the policies, procedures, and practices of the NHPA and this order into their program activities in order to efficiently and effectively advance historic preservation objectives in the pursuit of their missions.

Sec. 2. Building Preservation Partnerships. When carrying out its mission activities, each agency, where consistent with its mission and governing authorities, and where appropriate, shall seek partnerships with State and local governments, Indian tribes, and the private sector to promote local economic development and vitality through the use of historic properties in a manner that contributes to the long-term preservation and productive use of those properties. Each agency shall examine its policies, procedures, and capabilities to ensure that its actions encourage, support, and foster public-private initiatives and investment in the use, reuse, and rehabilitation of historic properties, to the extent such support is not inconsistent with other provisions of law, the Secretary of the Interior's Standards for Archeology and Historic Preservation, and essential national department and agency mission requirements.

Sec. 3. Improving Federal Agency Planning and Accountability. (a) Accurate information on the state of Federally owned historic properties is essential to achieving the goals of this order and to promoting community economic development through local partnerships. Each agency with real property management responsibilities shall prepare an assessment of the current status of its inventory of historic properties required by section 110(a)(2) of the NHPA (16 U.S.C. 470h-2(a)(2)), the general condition and management needs of such properties, and the steps underway or planned to meet those management needs. The assessment shall also include an evaluation of the suitability of the agency's types of historic properties to contribute to community economic development initiatives, including heritage tourism, taking into account agency mission needs, public access considerations, and the long-term preservation of the historic properties. No later than September 30, 2004, each covered agency shall complete a report of the assessment and make it available to the Chairman of the Advisory Council on Historic Preservation (Council) and the Secretary of the Interior (Secretary).

(b) No later than September 30, 2004, each agency with real property management responsibilities shall review its regulations, management policies, and operating procedures for compliance with sections 110 and 111 of the NHPA (16 U.S.C. 470h-2 & 470h-3) and make the results of its review available to the Council and the Secretary. If the agency determines that its regulations, management policies, and operating procedures are not in compliance with those authorities, the agency shall make amendments or revisions to bring them into compliance.

(c) Each agency with real property management responsibilities shall, by September 30, 2005, and every third year thereafter, prepare a report on its progress in identifying, protecting, and using historic properties in its ownership and make the report available to the Council and the Secretary. The Council shall incorporate this data into a report on the state of the Federal Government's historic properties and their contribution to local economic development and submit this report to the President by February 15, 2006, and every third year thereafter.

(d) Agencies may use existing information gathering and reporting systems to fulfill the assessment and reporting requirements of subsections 3(a)-(c) of this order. To assist agencies, the Council, in consultation with the Secretary, shall, by September 30, 2003, prepare advisory guidelines for agencies to use at their discretion.

(e) No later than June 30, 2003, the head of each agency shall designate a senior policy level official to have policy oversight responsibility for the agency's historic preservation program and notify the Council and the Secretary of the designation. This senior official shall be an assistant secretary, deputy assistant secretary, or the equivalent, as appropriate to the agency organization. This official, or a subordinate employee reporting directly to the official, shall serve as the agency's Federal Preservation Officer in accordance with section 110(c) of the NHPA. The senior official shall ensure that the Federal Preservation Officer is qualified consistent with guidelines established by the Secretary for that position and has access to adequate expertise and support to carry out the duties of the position.

Sec. 4. Improving Federal Stewardship of Historic Properties. (a) Each agency shall ensure that the management of historic properties in its ownership is conducted in a manner that promotes the long-term preservation and use of those properties as Federal assets and, where consistent with agency missions, governing law, and the nature of the properties, contributes to the local community and its economy.

(b) Where consistent with agency missions and the Secretary of the Interior's Standards for Archeology and Historic Preservation, and where appropriate, agencies shall cooperate with communities to increase opportunities for public benefit from, and access to, Federally owned historic properties.

(c) The Council is directed to use its existing authority to encourage and accept donations of money, equipment, and other resources from public and private parties to assist other agencies in the preservation of historic properties in Federal ownership to fulfill the goals of the NHPA and this order.

(d) The National Park Service, working with the Council and in consultation with other agencies, shall make available existing materials and information for education, training, and awareness of historic property stewardship to ensure that all Federal personnel have access to information and can develop the skills necessary to continue the productive use of Federally owned historic properties while meeting their stewardship responsibilities.

(e) The Council, in consultation with the National Park Service and other agencies, shall encourage and recognize exceptional achievement by such agencies in meeting the goals of the NHPA and this order. By March 31, 2004, the Council shall submit to the President and the heads

of agencies recommendations to further stimulate initiative, creativity, and efficiency in the Federal stewardship of historic properties.

Sec. 5. Promoting Preservation Through Heritage Tourism. (a) To the extent permitted by law and within existing resources, the Secretary of Commerce, working with the Council and other agencies, shall assist States, Indian tribes, and local communities in promoting the use of historic properties for heritage tourism and related economic development in a manner that contributes to the long-term preservation and productive use of those properties. Such assistance shall include efforts to strengthen and improve heritage tourism activities throughout the country as they relate to Federally owned historic properties and significant natural assets on Federal lands.

(b) Where consistent with agency missions and governing law, and where appropriate, agencies shall use historic properties in their ownership in conjunction with State, tribal, and local tourism programs to foster viable economic partnerships, including, but not limited to, cooperation and coordination with tourism officials and others with interests in the properties.

Sec. 6. National and Homeland Security Considerations. Nothing in this order shall be construed to require any agency to take any action or disclose any information that would conflict with or compromise national and homeland security goals, policies, programs, or activities.

Sec. 7. Definitions. For the purposes of this order, the term "historic property" means any prehistoric or historic district, site, building, structure, and object included on or eligible for inclusion on the National Register of Historic Places in accordance with section 301(5) of the NHPA (16 U.S.C. 470w(5)). The term "heritage tourism" means 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. The terms "Federally owned" and "in Federal ownership," and similar terms, as used in this order, do not include properties acquired by agencies as a result of foreclosure or similar actions and that are held for a period of less than 5 years.

Sec. 8. Judicial Review. This order is intended only to improve the internal management of the Federal Government and it is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or equity by a party against the United States, its departments, agencies, instrumentalities or entities, its officers or employees, or any other person.

GEORGE W. BUSH

THE WHITE HOUSE,

March 3, 2003.

## APPENDIX B

### PRESERVE AMERICA PROGRAM 2003-2009

#### I. SUMMARY

Historic preservation is best characterized as a grassroots activity that energizes local communities and encourages preservation, interpretation, and creative use of the nation's heritage assets to meet contemporary social and economic needs. At the regional local level, a broad public-private coalition of governmental and non-governmental partners is desirable to take maximum advantage of the economic, social, and humanistic opportunities presented by heritage preservation, heritage tourism, and heritage education. The federal government is an important supporter, facilitator, and partner in these activities. Preserve America was established as a national initiative intended to support and encourage local, regional, and statewide partnership efforts to preserve, enhance, and use this heritage in innovative ways to improve the quality of life. Its goals include a broader shared understanding and appreciation of the nation's past; enhanced economic vitality for communities through productive use of their heritage; and greater citizen commitment to the preservation and ongoing stewardship of historic properties through private investment and volunteerism. A related objective is full recognition of the contributions which historic preservation can make to sustainable communities by elected officials at all levels of government. The program was announced on March 3, 2003, the same day that the President signed Executive Order 13287, "Preserve America."

Preserve America promotes the use of historic preservation tools, especially heritage tourism, to stimulate local economies, create jobs, enhance property values, and maintain sustainable communities. Through selection criteria and the required application or nomination processes for awards and recognition that recognize local historic preservation, heritage tourism, and heritage education achievement, Preserve America raises awareness of historic and cultural values, enhances the visibility of historic preservation, and helps foster stewardship of local heritage assets. By involving elected officials as well as other local partners, it also promotes civic engagement and collaboration in the cause of improving communities as well as the quality of life for citizens.

#### II. PROGRAM ACCOMPLISHMENTS SINCE 2003

- **Presidential Awards for exemplary achievement in preservation and heritage tourism.** Since 2004, the President and the First Lady have given four awards annually in a ceremony at the White House to outstanding historic preservation projects that support heritage tourism. From 2003-2008, 20 Presidential Awards have been given to exemplary and innovative projects and programs.
- **White House recognition of communities that are committed to historic preservation.** There are currently 736 recognized Preserve America Communities, including municipalities, counties, urban neighborhoods, and tribal communities, in all 50 states and the U.S. Virgin Islands. These range from large cities (Philadelphia) to tiny hamlets (Redstone, Colorado) and everywhere in between. An additional 26 communities are pending designation in the near future.
- **White House recognition of volunteer organizations that support the stewardship of historic properties.** The first 11 Preserve America Stewards volunteer organizations at the national, state,



regional, and local level were designated by the White House early in 2009, and more are expected to apply for this recognition.

- **Matching grant funding through the National Park Service for heritage tourism projects and programs.** From 2006-2009, Congress has appropriated more than \$17 million for matching grants to support heritage tourism and related programs and projects at the state and local level. Through 2008, 228 grants averaging just under \$75,000 each have been awarded in 47 states to support research and documentation, planning, interpretation and education, promotion, and training. These grants complement the federal “bricks and mortar” grants from such programs as Save America’s Treasures by providing seed money for developing economically sustainable business and other plans for historic properties and communities. In 2009, an additional 31 grants totaling approximately \$3.1 million was announced dependent on the 2009 budget continuing resolution then in effect, but funding for these grants was not included in the final 2009 appropriation.
- **Partnerships with the History Channel and the Gilder Lehrman Institute of American History that promote history education and the goals of the Preserve America program.** Working with Preserve America, the History Channel promotes a program called “Save Our History” to encourage youth awareness and appreciation of history in partnership with local historical societies and other non-profit organizations as well as businesses. The Gilder Lehrman Institute of American History supports the annual Preserve America History Teacher of the Year award, in which winners of state competitions are eligible for national selection and recognition. Five History Teachers of the Year have been announced since 2004.
- **An oversight and reporting system for improving federal agency historic property management.** Under the Executive Order, federal agencies have submitted triennial reports (in 2005 and 2008) to the ACHP and the Department of the Interior on the status of their historic property management efforts. The ACHP submitted its first assessment of these in a Report to the President in 2006 and submitted its second Report to the President in February 2009. A Senior Policy Official with historic preservation responsibilities has been designated in each federal agency in compliance with the Executive Order.
- **National dialogue on improving historic preservation policy and programs.** A Preserve America Summit to recognize the 40th anniversary of the National Historic Preservation Act and consider the future of the national preservation program was convened in 2006 and hosted by the First Lady. A series of important recommendations emerging from the Summit to improve the operation and effectiveness of historic preservation efforts nationwide were adopted by the Advisory Council on Historic Preservation (ACHP) and are now being implemented by federal agencies in cooperation with non-federal partners.

### III. BACKGROUND

- The Administration created Preserve America in 2003 to spur historic preservation efforts throughout the nation by supporting and giving recognition to work being done by tribal, state, and local governments, non-governmental organizations, and citizen volunteers. The First Lady of the United States serves as the honorary chair of Preserve America.
- The President signed Executive Order 13287, “Preserve America,” on March 3, 2003. It directs agencies of the executive branch to improve the management of and accountability for the

historic properties under their jurisdiction, and use them to further local economic development. It further directs assistance as well as land- and property-managing agencies to support non-federal efforts through their existing programs.

- The overall program is coordinated and administered jointly by the ACHP and the Department of the Interior. From 2004-2009, the chairman of the ACHP and the deputy secretary of the Department of the Interior have co-chaired an interagency steering committee that also includes representatives from 10 other federal agencies—the Departments of Agriculture, Commerce, Defense, Education, Housing and Urban Development, Transportation; the General Services Administration; the Institute of Museum and Library Services; the National Endowment for the Humanities; and the President’s Committee on the Arts and the Humanities—as well as the White House and the Council on Environmental Quality.
- Promotional activities have included numerous local and national recognition and designation events, involving the First Lady, members of the cabinet and sub-cabinet level, members of Congress, governors, and/or other state and local officials.
- There is a regular e-newsletter that is circulated to nearly 3,200 recipients that include community representatives, past award and grant winners, and other interested parties.
- The program enjoys broad bipartisan support from members of Congress, from mayors (including the U.S. Conference of Mayors), from numerous state representatives and governors, and from other elected officials. It also has considerable participation and support from non-governmental organizations (historical, cultural, tourism, business), volunteer groups, neighborhood and other civic associations, and educators.
- Legislation to permanently authorize both the Preserve America and Save America’s Treasures programs passed the House and Senate in early 2009 and was signed into law by President Obama as part of the Omnibus Public Land Management Act of 2009 (P.L. 111-11) on March 30, 2009. The original legislation was introduced in October 2007 by Senators Hillary Rodham Clinton (D-NY) and Pete Domenici (R-NM), and by Historic Preservation Caucus co-chairs Congressmen Brad Miller (D-NC) and Michael Turner (R-OH).
- A Web site ([www.preserveamerica.gov](http://www.preserveamerica.gov)) provides details and updates on the program, helpful resources, and program ideas, with links to many other federal and related programs.

**APPENDIX C**

**U.S. CULTURAL AND HERITAGE TOURISM SUMMIT  
POSITION PAPER (2005)**



A Position Paper on \_\_\_\_\_

# CULTURAL & HERITAGE TOURISM IN THE UNITED STATES

---





# A Position Paper on Cultural & Heritage Tourism



*This position paper was developed by the U.S. Department of Commerce and the President's Committee on the Arts and the Humanities for the 2005 U.S. Cultural & Heritage Tourism Summit.*

## PHOTO CREDITS

### **Front Cover:**

Chuck Davis of the African American Dance Ensemble at Durham's Festival for the Arts, courtesy of the North Carolina Arts Council.

Poster for Montana Festival of the Book, courtesy of the Montana Committee for the Humanities.

Patrick Kastoff in N.C. Dance Theatre's "Nutcracker," photo by Rolland Elliott.

Minnesota Historical Society, Fort Snelling, courtesy of the Minnesota State Arts Board.

Cherokee soapstone carving, photo by Cedric N. Chatterley.

Young fiddler at Bluff Mountain Festival, Madison County, N.C., photo by Cedric N. Chatterley.

### **Back Cover:**

Children's Theatre Company, "A Year with Frog and Toad," courtesy of the Minnesota State Arts Board.

North Dakota Prairie Church, photo by Jim Lindberg, courtesy of the National Trust for Historic Preservation.

Blacksmith at John C. Campbell Folk School, Brasstown, N.C., courtesy of the North Carolina Arts Council.

Asheville's Urban Trail, courtesy of the North Carolina Arts Council.

Frederick R. Weisman Art Museum (architect Frank Gehry), courtesy of the Minnesota State Arts Board.

Saint Paul Chamber Orchestra harpsichordist Layton James, courtesy of the Minnesota State Arts Board.

San Francisco Conservatory of Flowers, photo by Kevin J. Frest, courtesy of the National Trust for Historic Preservation.



# A Position Paper on Cultural & Heritage Tourism

## BACKGROUND

Ten years ago a seminal blueprint for cultural and heritage tourism was adopted by the more than 1,500 dedicated political and industry leaders and practitioners as part of their national agenda for the travel industry, which they developed at the 1995 White House Conference on Travel and Tourism. Recognizing the extraordinary opportunity presented by this landmark event to expand the creative dialogue between this industry and America's cultural and heritage institutions, a coalition representing the arts, historic preservation, humanities organizations and the federal cultural agencies—the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum Services, and the President's Committee on the Arts and the Humanities—submitted a white paper, *Cultural Tourism in the United States*, to provide specific responses to the industry's nine issue areas and outline goals for the culture and heritage tourism segment.

In that paper, the authors encapsulated a definition for cultural and heritage tourism—"travel directed toward experiencing the arts, heritage, and special character of a place. America's rich heritage and culture, rooted in our history, our creativity and our diverse population, provides visitors to our communities with a wide variety of cultural opportunities, including museums, historic sites, dance, music, theater, book and other festivals, historic buildings, arts and crafts fairs, neighborhoods, and landscapes."

Its adoption at the 1995 conference initiated new relationships between unlikely partners—the cultural, heritage and tourism sectors—who sought to fulfill its key values and vision of a sustainable industry with appropriate growth. Collaborations spread across the country following the white paper's roadmap of action steps, and the results have surpassed expectations: six regional forums that catalyzed state action on cultural and heritage tourism; cultural and heritage tourism staff

positions established at convention and visitors bureaus, in state agencies and regionally; groundbreaking research by the Travel Industry Association of America (TIA) on the impact of cultural and heritage tourism that spawned subsequent national and local studies; and broad-based multi-sector initiatives such as North Carolina's award-winning Blue Ridge Heritage Initiative, Maine's New Century program and the White House's Preserve America program.

Over the last decade, travel industry research confirms that cultural and heritage tourism is one the fastest growing segments of the travel industry. For some travelers, cultural and heritage experiences are "value added," enhancing their enjoyment of a place and increasing the likelihood that they will return. For a growing number of visitors, however, who are tired of the homogenization of places around the world, authentic experiences are an important factor and motivator for their travel decisions and expectations.

## CULTURAL & HERITAGE TOURISM TODAY

The industry today encompasses cultural and heritage specialists, who are an important resource for the travel and tourism industry in providing these customers with accurate, insightful interpretation of local assets. Communities throughout the U.S. have developed successful programs linking the arts, humanities, history and tourism. Cultural and heritage organizations—such as museums, performing arts organizations, festivals, humanities, and historic preservation groups—have formed partnerships with tour operators, state travel offices, convention and visitors bureaus (CVBs), hotels, and air carriers to create initiatives that serve as models for similar efforts across the U.S.

An integral but often invisible component of the cultural and heritage sector are the artists, performers, writers and other creative workers whose



skills and vision bring to life our nation's genius and ideas. These living traditions are often supported by the cultural and heritage tourism infrastructure of institutions, galleries, performance spaces and other community venues that make a significant contribution to economic and community development. The arts, humanities and heritage involve and benefit local residents in developing the narrative that creates a sense of place, which the travel and tourism industry can promote, market and brand. Cultural and heritage tourism also provides a means of preserving and perpetuating our nation's cultural heritage through education, increased revenues and audiences, and good stewardship.

Yet cultural and heritage tourism is different from other "mass market" travel industry segments in several ways. First, many cultural and heritage institutions are nonprofit organizations where tourism is only one strategy that meets their mission. In many cases, funds are dedicated to an artistic or educational mission or the preservation, interpretation and management of a resource rather than to marketing. Second, limited capacity or the fragility of cultural, natural and heritage resources and sites sometimes constrains the number of visitors that can be hosted annually or seasonally. Overuse or excess capacity can result in negative impact on resources and can diminish the quality of the visitor and resident experience. Many cultural and

## *A SNAPSHOT OF CULTURAL & HERITAGE TOURISM*

---

### *Domestic*

- Eighty-one percent of the 146.4 million U.S. adults who took a trip of 50 miles or more away from home in the past year can be considered cultural and heritage tourists. Compared to other travelers, cultural and heritage tourists:
  - Spend more: \$623 vs. \$457
  - Use a hotel, motel or B&B: 62 percent vs. 55 percent
  - Are more likely to spend \$1,000+/-: 19 percent vs. 12 percent
  - Travel longer: 5.2 nights vs. 3.4 nights
- Historic/cultural travel volume is up 13 percent from 1996, increasing from 192.4 million person-trips to 216.8 million person-trips in 2002.
- The demographic profile of the cultural heritage travel segment today is younger, wealthier, more educated and more technologically savvy when compared to those surveyed in 1996.
- 35.3 million adults say that a specific arts, cultural or heritage event or activity influenced their choice of destination.

Source: Travel Industry Association of America and Smithsonian Magazine, *The Historic/Cultural Traveler*, 2003 Edition.

### *International*

In 2004, according to the U.S. Department of Commerce, there were over 10.6 million overseas visitors who participated in cultural and heritage tourism activities while within the country. The top five markets interested in cultural and heritage tourism as a share of their total visitors are: United Kingdom, Japan, Germany, France and Australia.

- The average overseas cultural and heritage tourism traveler visits the country for over 19 nights (16 nights for all overseas travelers).
- More than 72 percent are here for leisure/holidays as one of the purposes of their trip (62% for all overseas travelers).
- They are more willing to visit more than one state (41percent) compared to only 30 percent for all overseas visitors.





# A Position Paper on Cultural & Heritage Tourism

heritage sites are open year round, but some resources—including performance groups—have limited schedules or operations.

Finally, cultural and heritage assets are traditionally “one of a kind” and seek to provide unique experiences not replicated in any other community. Additionally, the artistic or educational missions of these institutions, as well as the interests and work of the artists, performers and artisans, all contribute to a place’s authenticity. Hence, authenticity is a key value and influencer in branding a destination that includes, but is not limited to, its events, architecture, music, dance, cuisine, craft and artistic traditions. This uniqueness is ill-suited to cookie-cutter programming and marketing. The travel and tourism industry must work closely with cultural and heritage organizations and the community to provide quality visitor experiences without compromising the integrity of message or negatively affecting these authentic resources and living traditions. Each constituent group should be proactive in helping its partners in learning more about how their respective industries work.

## THE OPPORTUNITY TODAY

The 2005 U.S. Cultural & Heritage Tourism Summit is another watershed moment for growing this industry sector. There has never been a more important time to convene key leaders and decision makers, whose sectors and efforts have contributed to its current success. Cultural and heritage tourism has been an engine of growth over the last decade, and we can learn much from each other in developing strategies to sustain that growth into the future. This Summit also comes at a time when many believe that as a global power the U.S. has a vital interest in welcoming visitors from abroad and sharing with them a rich and nuanced picture of the diversity of America’s cultural heritage.

The goal of the Summit is to forge a new vision and design a national five-year strategy that will expand and develop cultural and heritage tourism

for the benefit our nation’s economy, residents, traveling consumers, cultural and heritage institutions, and the travel and tourism industry.

To enhance and sustain this industry segment, we believe the recommendations set forth in this document must be addressed and adopted. Each citizen, practitioner, and elected and appointed official plays a pivotal role in developing this industry segment.

## PRODUCT DEVELOPMENT

### *Uniquely American Experiences*

Product development encompasses the preservation, enhancement and promotion of our nation’s natural, historic and cultural resources. Cultural and heritage specialists can assist the travel and tourism industry in developing new tour itineraries, regional circuits and thematic packages of attractions and activities. However, we must first assure that the natural, historic and cultural resources that are the basis of such products are identified, preserved and enhanced.

Sustaining and developing these historic and cultural resources, which are often within the public domain, depends in part on the need to increase public and private sector investment. For cultural and heritage organizations such investment depends on: 1) adopting sound business practices; 2) increasing advocacy of the economic and social benefits of their assets; and 3) diversifying both their product mix and partnerships.

Over the last decade, the success of cultural and heritage tourism has prompted many states, regions and cities to undertake a comprehensive look at their cultural and heritage industry as a tool for economic and community development. This holistic policy and investment approach to nurturing the physical and human resources of culture and heritage, both its for-profit and nonprofit sectors, has been labeled the creative economy, which includes (but is not limited to)



the arts, preservation, design, film and music industries. Such a holistic investment by the public and private sectors will create a more competitive economy and a more vibrant community.

Every place in America—rural area, small town, Native American reservation, urban neighborhood and suburban center—has distinctive cultural and heritage assets that can potentially attract visitors and their spending. Each must discover and value its own culture and heritage and decide for itself what kind of tourism and how many visitors are appropriate/desired to meet their tourism goal, and what assets it wants to share with visitors. Each must tell its own collection of stories to visitors using various traditional media such as maps, publications, Internet sites and tours and through creative expressions including exhibits, songs, paintings, dance demonstrations and interpreters. Each community seeking to develop its tourism potential can build on its foundation of cultural and heritage resources by engaging local residents—from an existing network of volunteers who contribute services to their local cultural and heritage institutions, to artists and other experts employed in these disciplines—to help tell its story, which can be packaged in numerous ways.

### **Authenticity and Quality**

Historic and cultural attractions express, interpret and preserve our national cultural heritage. Their contribution to the visitor experience is twofold: first, the interpretive programs and materials they present must be of high quality, providing accurate information in engaging and memorable ways. Second, the artisans, performers, writers and artists that bring a place to life for visitors should meet the highest standards of that community. The cultural and heritage segments should fulfill their important role in the travel and tourism industry by increasing understanding of the significance of authenticity and its effect on visitation, marketing and branding. Travel and tourism industry professionals should recognize visitors' desires to experience the "real America," which can best be done through its historic sites and monuments, its living traditions and landscapes, museums and other cultural organizations, and, above all else, its people.

### **Tourism Planning**

Comprehensive planning for cultural and heritage tourism development is crucial to assuring positive visitor experiences with minimal adverse impacts on local residents and resources. Tourism plan-

ning must be locally driven and focused on the connections between natural, historic and cultural resources and the life of the community itself. Expertise provided by local cultural and heritage organizations and specialists can help the tourism industry satisfy visitor interest in "real places" by providing accurate interpretation of a destination's history and assuring the continued vitality of community life for residents and visitors alike.

The tourism planning process should take advantage of technology in coordinating and assisting efforts amongst the different sectors in the cultural and heritage tourism industry. It should also recognize and encourage the growth of small businesses—both for-profit and not-for-profit services, such as local guided tours, cooperatives selling authentic arts and crafts, galleries, bed and breakfasts, museum shops, and ethnic restaurants, which are all important components that reflect and support the local culture. Training and education will assist these institutions and self-employed creative artists to improve their business success, which furthers their sustainability and contribution to the tourism industry. Capital investments and technical expertise can enhance the cultural and heritage experiences for all audiences through increased programming and special attention to the requirements and spirit of the Americans with Disabilities Act.

### **Public-Private Partnerships**

Cultural and heritage organizations; federal, state, local, and tribal arts and humanities agencies; other federal, state, local and tribal government agencies; and the travel and tourism industry should establish public-private partnerships to identify opportunities for cultural and heritage tourism development. A foundation of these collaborations should be the implicit recognition of the value of cultural and heritage tourism to a community's quality of life and economic well-being. Equally important to partnerships is the recognition of the value of public sector leadership since many of these cultural and heritage resources belong to all Americans. As part of a knowledge base, there is a need to increase understanding and use of partnership examples at the local, state and federal levels that reflect broad coordination in delivering needed human, technical and financial resources. These partnerships can implement cooperative programs and projects and ensure the preservation of unique resources by creating greater incentives to attract private sector investment whether it be human, financial or technical. Such collabora-

# A Position Paper on Cultural & Heritage Tourism

tion can leverage the potential of existing institutions, expand the economic impact of cultural and heritage tourism, and ameliorate or even avoid adverse effects of unplanned tourism.

## PROMOTION

### *Revealing Our Character*

Historic and cultural attractions and their living traditions make each destination unique. Promotional campaigns must follow a thoughtful product development process to ensure that quality services, attractions or experiences are in place before a destination is promoted.

Success will depend on all sectors—tourism, culture, heritage, nature—seeing themselves as part of the cultural and heritage tourism industry. Given the technological and media savvy of the next generation of consumers, the industry needs to reinvent and reposition itself in promoting cultural and heritage resources. Promotion will need to stay current with trends in technology in reaching new consumers, and be committed to cooperative messaging, programming and marketing that cuts across sectors, generations and interests.

### **Building Blocks for Tours and Conventions**

Cultural and heritage assets, as well as natural resources, should be primary ingredients for group tour experiences that seek to develop new regional and thematic packages. Cultural, natural and heritage resources are also important components for individual travelers and groups who create their own itineraries by drawing on the Internet and other resources. Cultural and heritage institutions also represent a resource for destination management organizations, meeting and convention planners seeking to promote shoulder season and off-season travel.

### **Destination USA**

Promotional campaigns for U.S. tourism should feature our nation's unique natural, historic and cultural resources, as well as the creative talent, that define and sustain our country's distinctive character. The U.S. needs a well-funded international presence that draws on the richness of these resources and artists. A successful international promotional effort depends on a proactive approach to developing new international markets and expanding public and private sector support for cooperative marketing at the local, regional and national levels. National branding campaigns need to be localized and involve community leaders and residents in articulating their heritage, culture and image.

### **Thematic Tourism**

Thematic tours should be inclusive of natural, cultural and historic assets to maximize the opportunities for attracting a cross-section of audiences to multiple sites and events that transcend geographic boundaries. The stories, themes and partners should reflect the diversity of the U.S. and include the broader cultural and historic tourism industry. Linking similar assets together as a linear "strings of pearls" allows consumers to travel by motivation and interests—such as military history, ethnic settlements, music, commerce and industry, architecture or landscapes—to expand opportunities for these visitors to stay longer and spend more.

## RESEARCH

### *A Lens on the Landscape*

Research supports and intersects with all the key issue areas in cultural and heritage tourism. It helps identify the consumers and key trends in the industry and supports case making, advocacy and policy efforts. Although an abundance of information is being collected, there is a continuing need to increase access to the information and improve distribution of research and consistency in findings.



### **Data Collection and Dissemination for Domestic Tourism**

Communities, their cultural and heritage institutions, and the tourism industry need national market research that identifies domestic travelers' interest in cultural and heritage activities and tracks their actual visitation to specific sites and organizations. The tourism industry and relevant federal agencies should better publicize and make easily available existing travel and tourism data, using existing Internet sites and other vehicles to publish and distribute studies and key information. All the sectors in the cultural and heritage tourism industry should examine using new tools to measure the impact of the industry, from the North American Industry Classification System (NAICS), to travel and tourism satellite accounts and current employment data, to the broader examination of culture, heritage and tourism's contribution to the creative economy.

### **International Visitors**

The Office of Travel and Tourism Industries, a division of the U.S. Department of Commerce's International Trade Administration, conducts important and relevant research on international inbound visitation to America. Given that international consumer understanding of cultural and heritage tourism is different from that of their counterparts in the U.S., it is recommended that the federal agency broaden its research and develop more detailed international visitor surveys to identify and analyze foreign visitors' motivations and activities regarding culture and heritage. Specifically, the research should capture information on interest in and visitation to national parks, heritage sites and areas; historic buildings, neighborhoods and districts; and performing arts centers, museums and other arts organizations, as well as rural and multicultural tourism experiences, including the appeal of regional and thematic tours. Public access to this additional detailed information is vital for cultural and heritage tourism practitioners to proactively develop and market desired experiences.

### **Data Collection by Cultural and Heritage Institutions**

Individual cultural and heritage institutions, and their national affiliates, should collect meaningful data about their visitors including, but not limited to, projected visitation, actual visitation, and economic and cultural impacts and make it available to the travel industry. Cultural and heritage institutions involved in regional or thematic promotion

should improve the quality, consistency and frequency of their respective regional data. Cultural and heritage institutions should share the results of their research with their local destination marketing organizations (DMOs) including convention and visitors bureaus, chambers of commerce and other like entities. These DMOs should use their surveys to obtain information that will assist their local heritage and cultural institutions in promoting themselves as visitor attractions and activities.

### **Return on Investment Studies**

The initiatives currently defining and measuring the for-profit and nonprofit sectors of the creative industry should incorporate, examine and build on the travel industry's studies of the economic impact of tourism. All sectors in the cultural and heritage tourism industry should agree on a set of common data points so that comparisons can be made and impacts measured between these sectors. All data should be collected and analyzed to demonstrate how investments, activities and visitation contribute to the overall cultural heritage tourism goal and benefit cultural and heritage resources, residents, customers, institutions and industry.

## **TECHNOLOGY**

---

### ***Communications Tools for Today and Tomorrow***

The explosive growth in technology has made a significant impact on every aspect of the cultural and heritage tourism industry. Striking a balance between keeping current with technology and having the resources to deploy these tools, as well as using these tools to enhance and not undermine an authentic experience, are key considerations for all the sectors in cultural and heritage tourism. Technology in this case encompasses three areas: 1) technology that supports business/industry strategy; 2) programmatic technology to deliver content; and 3) operational efficiency technology that helps administrators and experts work smarter.

### **Delivering Content**

Using technology to map assets, analyze impact of potential infrastructure improvements and interpret sites will streamline the planning and development process. The design of interfaces, hyperlinks, calendars and other Internet information systems should make it easier for both individu-



# A Position Paper on Cultural & Heritage Tourism

als and groups to access, organize and customize thematic, rural and regional trip itineraries. Management software will allow practitioners to track visitation and sources of revenue and to monitor capacity.

## **Business Application**

Technological advancements should be shared among all the sectors in the cultural and heritage tourism industry, from creating and expanding shared databases to developing new partnerships with other businesses to exploit smart card and other emerging technology. With an ultimate goal of efficiency and effectiveness, technology can help cultural and heritage institutions provide customers greater flexibility in accessing information and making purchases. Mentoring programs and tapping specific technical assistance will help level the field of knowledge among all sizes of cultural and heritage institutions.

## **Enhanced Experiences**

Cultural, heritage and tourism partners should collaborate on developing content for a broad range of high- and low-tech vehicles to meet customer preferences for information. Technology offers many opportunities to assist visitors in planning and experiencing the cultural, natural and historic riches of this nation. Exploiting the use of handhelds and other devices to overcome barriers in language and wayfinding offers potential areas of collaboration for the public and private sectors in the cultural and heritage tourism industry. Geographic Information Systems (GIS) mapping tools, assistive audio devices, wireless machines, handhelds and other technological hardware and software provide customers the flexibility, affordability and convenience they desire.

## **INFRASTRUCTURE**

### ***Access to Excellence***

The cultural and heritage tourism industry comprises many components large and small, ranging from heritage corridors and living landscapes to

downtowns and scenic byways to cultural centers and parks. Accurately assessing the physical needs and threats to these resources; engaging in thoughtful planning to address capacity, access and service issues; and acknowledging that infrastructure improvements should benefit both residents and visitors, requires careful delineation and coordination of the roles and responsibilities of the various levels of government, as well as the private sector. Assuring the physical preservation and viability of all of these facilities and maintaining a healthy relationship between a place's natural, cultural and heritage resources is crucial to the continued vitality of the industry, to creating a multidimensional and dynamic customer experience and to preserving the spirit of the community and its residents.

## **The Visitor and Resident Experience**

The travel and tourism industry and cultural and heritage organizations must work together to ensure that the visitor experiences available in the U.S. are memorable, visually attractive and rewarding. Quality design of environmentally sensitive signage, entryways, streetscapes and public facilities—combined with good interpretation—can illuminate the landscape for the visitor, provide coherence to the visitor's experience, and ensure that the tourism infrastructure is itself a part of a high-quality tourism and resident experience. Good design can also make an important contribution to safety and security, mitigating the physical and intangible barriers to visitors by creating a sense of welcome for visitors.

## **Transportation and the Visitor Experience**

The cultural and heritage tourism sectors should strengthen partnerships with transportation agencies at the local, state, regional and federal levels to address how transportation affects the visitor experience. In urban areas, public transit agencies can improve the visitor experience by working with the cultural and heritage tourism partners in addressing visitor issues through cooperative marketing and wayfinding, particularly for



the international market. In sensitive landscapes and historic areas, especially in rural areas, public transport can help address the carrying capacity issues of these sites. Cultural, heritage, tourism and natural resource managers should collaborate in examining the opportunities presented by the web of bikeways, trails, historic roads and horse paths in telling the story of a place. Increasing local flexibility in developing signage and wayfinding systems that knit together sites and institutions by using trails, roads and bikeways allows communities to develop a more positive resident and visitor experience.

Transportation facilities in rural areas should be designed in a way that does not threaten the very attributes that make rural areas attractive places to live in or visit. Where possible, infrastructure development should use art, architecture and site design to reflect or be compatible with local culture and landscape. Transportation plans should be sensitive to the value of historic buildings and neighborhoods and to the need to preserve local communities. Transportation facilities should include services for travelers and be integrated with surrounding buildings that serve both visitor and resident needs. Finally, Transportation Enhancement and other highway funds should be used to address these and other issues, as well as leverage more public and private investment.

### **Impact of Infrastructure Design**

Cultural and heritage organizations should ensure that their activities and facilities are accessible for travelers with disabilities. Advances in the “universal design” of products, programs, graphics, buildings, and public spaces can enhance America’s competitive edge if tapped by all sectors of the cultural and heritage tourism industry.

The cultural impact of infrastructure improvements must be considered in the planning and development of infrastructure design standards. For example, in rural areas the landscape/natural environment contributes to the traditions and cultural values of the people who settled there. Tourism infrastructure planning and development must address broader cultural and geographic regions, not just one specific tourism destination such as a park or resort. Heritage area partnerships and regional tour routes such as scenic and historic highways and themed corridors are excellent mechanisms for such planning and development.

### **Natural, Cultural and Historic Infrastructure**

The authenticity of the visitor experience includes many pieces that encompass downtowns, living landscapes, heritage corridors, cultural institutions and historic structures and sites. We must make sites as accessible as possible to both international and domestic visitors while minimizing adverse impacts on these natural, historic and cultural resources. The natural resource, historic preservation and cultural organizations should work with the travel and tourism industry to assure the preservation and appropriate promotion of these resources.

Addressing both the capital needs and threats to these resources and demonstrating how these resources contribute to job creation and other economic benefits requires new leadership in developing public and private investment. Creating new models in economic and community development that focus on the needs of the cultural and heritage tourism entrepreneurs and organizations benefits visitors, residents, communities and the industry.

### **Wayfinding and Visitor Orientation**

Advances in technology have created numerous opportunities to guide and orient visitors and residents to cultural, natural and historic sites and attractions. The growth in technology has many benefits, but it also threatens to create a digital divide between visitors and sites trying to meet ever-increasing technological changes. Leadership at the local, state and federal levels that includes communities, transportation and the various sectors in the cultural and heritage tourism industry should explore how to integrate and harness technology into a consistent wayfinding and orientation system. Wireless wayfinding and orientation strategies must complement maps and highway signage, which should use consistent symbols nationwide to identify cultural, historical and natural attractions.

## **EDUCATION/TRAINING**

### ***Cultural Conversations***

Education and training forms a bridge between the educational missions of most nonprofits and the commercial for-profit sectors in the cultural and heritage tourism industry. Community residents should be among the first contingent of

# A Position Paper on Cultural & Heritage Tourism

cultural and heritage visitors, finding out about themselves, their neighbors and their cultural and heritage assets. In the process of educating residents about the value of its own place, the for-profit and nonprofit interests in the cultural and heritage tourism industry can address opportunities to educate their leaders and staff in crafting a cultural and heritage tourism product that integrates all the ingredients of place—natural, cultural and historical resources, and living traditions. Educating community residents is an effective means of using local citizens as tourism ambassadors for a region.

## **Knowledge Base**

A comprehensive set of training objectives, tools and materials should be developed for all sectors in cultural and heritage tourism. While the knowledge base in each segment of the cultural and heritage tourism industry is different, education and training needs to be coordinated to create a unified team, bringing the different sectors together.

Education and training programs should include the significance and value of natural, historic and cultural resources, as well as an awareness of community development techniques such as land use planning, historic preservation and community cultural planning. Educators should involve cultural, heritage and business specialists in their training programs. Programs should include cultural sensitivity training for cultural and ethnic etiquette.

All segments in the cultural and heritage tourism industry should identify current training materials and toolkits, address the gaps with new materials and put all this material into a collective national toolkit. This information should be made broadly available in user-friendly formats through the Internet, conferences and training programs.

## **Visitor and Resident Education and Training**

Hospitality issues and concerns should be part of the education and training of all sectors of the cultural and heritage tourism industry. In addition

to tourism planning and development issues, this should include visitor service issues. All the sectors should assure that needed information about the destination community, including any safety issues, reaches front-line staff such as ticket sellers, hotel clerks, concierges, bus and taxi drivers, tour guides and others who interact with the traveling public every day.

The cultural and heritage tourism industry should facilitate cooperation and understanding amongst the marketing and communications staffs to broaden awareness and promotion of area attractions, and keep them informed about visitor interests, needed visitor services, and planned promotional campaigns.

All the interests in cultural and heritage tourism should join together in celebrating the diversity and uniqueness of place. This includes preparing communities to receive visitors, addressing fears and concerns, as well as enhancing their appreciation of the value of their own traditions, heritage, culture and institutions. In particular, educational efforts should assist smaller organizations in participating as equal and full partners. It also means educating the community about the benefits of cultural and heritage tourism and educating travelers about the culture of their destinations. Finally, training and education should assist residents and visitors in understanding and welcoming different cultures in a sensitive and respectful way.

## **Cultural and Heritage Tourism Entrepreneurs**

Recognizing and supporting cultural and heritage entrepreneurs—business owners, self-employed artists and artisans and others—as legitimate and important to local economies should be part of the training programs developed by the cultural and heritage tourism industry. These include identifying public and private sources of seed funding or training assistance for new or existing businesses or artists and artisans. All sectors should cooperate in encouraging university or college arts administration and tourism





management programs, both undergraduate and graduate programs, to develop and integrate curricula that address cultural and heritage tourism and entrepreneurship.

## **SUSTAINABILITY**

### *Preserving a Viable Sense of Place*

The 1995 White House Conference on Travel and Tourism's issue paper states, "The responsibilities of the travel and tourism industry, the states and communities, and the federal government include making certain that tourism development and activities are carried out in such a way as to sustain or improve the natural, social, and cultural foundations of a destination."

The stewards of natural, cultural and historical assets must be assured that cultural and heritage tourism respects the traditions, values and sensitivities associated with these assets. They must believe that tourism and other development activities provide sustainable benefits that do not sacrifice the integrity of a community's assets for greater marketability. Sustainability addresses both programmatic needs, and the viability of the resources themselves. Strengthening local leadership and support from all the stakeholders is key to striking a balance between an optimal visitor experience and economic opportunity and the needs of the community to preserve and sustain its historic, cultural and natural resources.

#### **Sustainability**

The implications of tourism and other development should include impacts not just on natural resources, but also on historic and cultural resources such as the built environment and local ways of life that attract visitors to a destination. In planning for tourism, the stakeholders should anticipate developmental pressures and apply limits and management techniques that sustain natural resources, heritage sites and local culture and institutions.

Sustainability should conserve resources; respect local culture, heritage and tradition; focus on quality balanced with economic opportunity for residents; optimize the visitor experience through a creative mix of cultural, natural and historic resources; and measure success not in numbers alone, but also in the integrity of the experience that contributes to economic viability of the institutions, resources, community and its residents.

#### **Access with Minimum Impact**

The cultural and heritage tourism industry should work with local communities to find ways to ensure visitor access to natural, historic and cultural resources in ways that will avoid damaging or destroying those resources. New technologies (e.g., lightweight viewing platforms in fragile landscapes, specialized vehicles, software) and creative management practices (e.g., conservation easements, design guidelines) should be used wherever possible to minimize impact. Representatives of the industry should be a voice for resource protection as well as promotion.

#### **Cultural Stewardship**

Poorly planned tourism development can endanger not only a destination's environment, but also the very culture of the people who live there. Local cultural organizations should: 1) work with the travel and tourism industry to improve visitor awareness of the need to preserve natural, historic and cultural resources by minimizing the impacts of visitation; 2) expand or develop training and outreach programs for all the stakeholders in cultural and heritage tourism to address planning, marketing, product development, technology, economic opportunity and their effects on sustainability; and 3) focus on educating government agencies, civic leaders, natural resource managers and others on the inherent potential of cultural, natural and heritage assets, and the need for investment in these assets, to provide educational value, recreation opportunities and a stimulus for community and economic development.

#### **Stakeholders in Stewardship**

In planning and executing development, the involvement of stakeholders—local community leaders; resource managers; cultural and heritage institutions; artists, interpreters and performers; tourism, business and other representatives—is key to creating and sustaining cultural and heritage tourism projects and resources. Sustainability requires investment in fine-tuned assistance like micro-lending institutions, common venues, and Internet sales and marketing, as well as in other areas to help communities and individuals participate and stay viable in the tourism economy. Sustainable cultural and heritage tourism should strive to give local stakeholders more control over their product mix and their story, and instill an ethic of inclusiveness and sense of participation in a larger global enterprise.





# A Position Paper on Cultural & Heritage Tourism

## **PUBLIC POLICY & SUPPORT**

Cultural and heritage tourism is a major industry, and an instrument of federal, state, tribal and local policy (rural and urban; community and regional development; transportation; recreation; public education). Arts, humanities and heritage resources and their creative workers, together with the travel industry, are a key to healthy and vibrant communities, increasing their competitiveness as places to live, work and visit.

There is a public interest and role for supporting and sustaining these resources in collaboration with the travel industry and the private sector at large. The nation's and local communities' stake in improving, enhancing and sustaining the quality of life for Americans, and the contributions of the cultural and heritage tourism industry in this effort, need to be taken into account by decision makers and responsible planning and management authorities. As a global power and a nation of immigrants, the U.S. has a vital national interest in cultural and heritage tourism for increasing understanding of other cultures and peoples, as well as using the arts and humanities to transmit our confidence in the free exchange of ideas to strengthen our economic, cultural and diplomatic relationships.

### **Partnership Framework**

Legal, financial and policy barriers, both real and imagined, to effective cultural and heritage tourism programs exist at all levels of government. Business and the not-for-profit sector should work together to support the development and expansion of cultural and heritage tourism to the maximum extent with appropriate policies, programs and funding. Programs and policies should enhance and support partnerships as strategic, efficient and effective and increase federal inter-agency partnerships, as well as cross-sector state, local, tribal and private sector partnerships in support of cultural and heritage tourism.

### **Key Values**

The cultural and heritage tourism industry should develop alliances and messages that effectively convey the public benefits of its industry, including but not limited to economic value, authentic experiences, and "sense of place." In policy, programs and process, leaders should advocate for and implement policies that also align with public values of diversity, accessibility and sustainability. Public policymakers, the cultural and heritage tourism industry and private leaders should recognize and actively address the needs of preserving, protecting and sustaining the broad array of cultural, natural and historic resources and creative talent that form the backbone of our national identity.

### **Investment**

Public sector development policies and programs often do not acknowledge cultural and heritage tourism strategies as true sustainable development in terms of job creation, tax revenue and leveraged investment. There is therefore a broad lack of understanding of this sector by public agencies, and insufficient community and entrepreneurial assistance available in the form of grants and loans, tax incentives, sales and marketing support, and similar mechanisms to help the travel and tourism economy be competitive and viable. Civic, government and private sector leaders should build on policies at the state, local and federal levels to foster complementary strategies, tools and resources to encourage and leverage private investment in cultural and heritage tourism and support citizen volunteerism.

### **International**

Our nation's cultural, heritage and natural assets play a significant role in attracting international visitors. With the increasingly global reach of our creative industries, public and private sector leaders should cultivate an international approach that puts greater emphasis on cultural and heritage tourism as a way to

illuminate the international roots of our history, language and cultural expressions. At all levels, leaders should expand sponsorship of international scholarly and cultural programs— exhibits, artistic exchanges and collaborations, performances, etc.—tapping into tourism marketing efforts and expertise to raise awareness and access to these offerings.

---

## ACKNOWLEDGEMENTS

---

*A Position Paper on Cultural & Heritage Tourism in the United States* is the work of many talented people who were brought together to review the original 1995 white paper, *Cultural Tourism in the United States*, published by the President's Committee on the Arts and the Humanities and the American Association of Museums. The resulting document reflects their experience and success in developing a thriving cultural and heritage tourism industry. A debt of gratitude is also due the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum and Library Services, whose vision and leadership in meeting the goals of the original white paper has contributed to this success and affirmed the public sector's role in supporting the nation's cultural life.

Finally, my thanks to the members of Partners in Tourism and the Cultural & Heritage Tourism Alliance for their contributions to revising this white paper, to the Shop America Alliance for their support of the 2005 Summit and to Cheryl Hargrove, Helen Marano and Barbara Steinfeld for their help in realizing this document. Thanks as well to the National Assembly of State Arts Agencies for editorial assistance.

Kimber Craine, Editor  
President's Committee on the Arts and the Humanities

## 2005 WHITE PAPER WORKING GROUPS

---

### *Product Development*

Patricia Mooradian (Chair), Chief Operating Officer, The Henry Ford  
Cathy Herlihy, Deputy Commissioner, Vermont Tourism  
David Phillips, Chair, Maryland State Arts Council  
Abel Lopez, Associate Producing Director, GALA Hispanic Theatre  
Curt Cottle, President, Curt Cottle Consulting  
Lorraine Lunow-Luke, Coordinator, Hawa'i Capital Cultural District  
Karen Scates, Deputy Director, Arizona Office of Tourism

### *Research*

Adam Sacks (Chair), Managing Director, Travel and Tourism, Global Insight  
Dawn Drew, Vice President and Publisher, National Geographic Traveler  
Barbara Richardson, Vice President, Marketing and Sales, Amtrak  
Suzanne Cook, Senior Vice President, Research, Travel Industry Association of America  
D. Bambi Kraus, President, National Association of Tribal Historic Preservation Officers  
Bill Nix, Vice President, Marketing and Government Affairs, Palm Beach County Cultural Council  
Bill Hardman, President and CEO, Southeast Tourism Policy Council  
Jane Preston, Director of Programs, New England Foundation for the Arts

### *Infrastructure*

Todd Davidson (Chair), Executive Director, Oregon Tourism Commission  
Anne Pope, Federal Co-Chair, Appalachian Regional Commission  
Jo Ann Haden-Miller, Director, Cultural Tourism, Atlanta Convention & Visitors Bureau  
Carole Summers, Director of Tourism, Handmade in America  
Reshma "Rae" Sinanan, Director of Promotions and Packaging, Cultural Tourism DC  
Annie Harris, Executive Director, Essex National Heritage Area

### *Promotion/Marketing*

Christine Szalay (Chair), Director of Marketing and Tourism, NorthPark Center  
Mary Margaret Tate, CEO, ATI/American Tours International  
Dexter Koehl, Vice President Industry Relations, Travel Industry Association of America  
Susan Wilcox, Chief Deputy Director, California Tourism Commission  
Judy Billings, Chair, Kansas Humanities Council  
Felicia W. Shaw, Program Manager, City of San Diego Commission for Arts and Culture  
Randy Fluharty, Senior Vice President, Biltmore Estate  
Karen MacDonald, Director of Communications, Taubman Company

### *Technology*

Mark Sherouse (Chair), Executive Director, Montana Committee for the Humanities  
Lalia Rach, Ed.D., Dean and HVS International Chair, Preston Robert Tisch Center for  
Hospitality, Tourism & Sports Management, New York University  
Anne L'Ecuyer, Director of Arts Policy Information, Americans for the Arts  
Tracey Wickersham, Director of Cultural Tourism, Seattle Convention and Visitors Bureau  
Liz Bittner, Executive Director, Travel South USA  
Beverly Barsook, Executive Director, Museum Store Association

### *Sustainability*

Jon Smith (Chair), Director, Division of Historic Preservation, Indiana  
Vicki Dixon, Special Assistant, U.S. Department of the Interior  
Michelle Johnson, Deputy Director, America's Byways Resource Center  
Colleen Kalchthaler, Assistant Director, Cultural Heritage Tourism, Greater Pittsburgh  
Convention & Visitors Bureau  
Geraldine O'Brien, Arts & Tourism Manager, San Francisco Convention & Visitors Bureau  
Kerri Post, Vice President of New Product Development, Visit FL USA  
Martha Ketelle, Assistant Director, Recreation, U.S. Forest Service  
Debby Silverfine, Deputy Director, New York State Council on the Arts



## **Education**

Amy Jordan Webb (Chair), Director, Heritage Tourism, National Trust for Historic Preservation  
L. B. Spike Herzig, Commissioner, Erie Canalway National Heritage Corridor  
Patricia Washington, Vice President, Grants, Greater Philadelphia Tourism Marketing Corporation  
Bruce Beckham, Executive Director, Tourism Cares For Tomorrow  
Mark Pachter, Director, National Portrait Gallery, Smithsonian Institute  
Deborah Doyle Schechtman, Cultural Heritage Tourism Consultant  
Tom Ageson, Executive Director, Museum of New Mexico Foundation  
Chris Howell, Member, National Council of the Lewis & Clark Bicentennial-Circle of Tribal Advisors

## **Public Policy & Support**

Ron Anzalone (Chair), Advisory Committee on Historic Preservation  
Bonnie Carlson, President & CEO, Bloomington (Minnesota) Convention & Visitors Bureau  
Kris Tucker, Executive Director, Washington State Arts Commission  
Chad Prosser, Director, South Carolina Dept. of Parks, Recreation & Tourism  
Janie Headrick, State Coordinator, Texas Historical Commission  
Sen. Nick Jordan, Kansas State Senate  
Rep. Diane Winston, Louisiana House of Representatives

## **PARTNERS IN TOURISM: CULTURE AND COMMERCE**

Partners in Tourism is a coalition of national associations and federal agencies building a common agenda for cultural and heritage tourism.

**[www.culturalheritagetourism.org](http://www.culturalheritagetourism.org)**

### **National Partners**

Americans for the Arts  
**[www.artsusa.org](http://www.artsusa.org)**

Alliance of National Heritage Areas  
**[www.nationalheritageareas.com](http://www.nationalheritageareas.com)**

Cultural & Heritage Tourism Alliance  
**[www.chtalliance.com](http://www.chtalliance.com)**

Federation of State Humanities Councils  
**[www.statehumanities.com](http://www.statehumanities.com)**

National Assembly of State Arts Agencies  
**[www.nasaa-arts.org](http://www.nasaa-arts.org)**

National Association of Tribal Historic Preservation Officers  
**[www.nathpo.org](http://www.nathpo.org)**

National Conference of State Historic Preservation Officers  
**[www.ncshpo.org](http://www.ncshpo.org)**

National Geographic Society  
**[www.ngs.org](http://www.ngs.org)**

National Trust for Historic Preservation  
**[www.nthp.org](http://www.nthp.org)**

Travel Industry Association of America  
**[www.tia.org](http://www.tia.org)**

### **Corresponding Federal Partners**

Advisory Council on Historic Preservation  
**[www.achp.gov](http://www.achp.gov)**

National Endowment for the Arts  
**[www.nea.gov](http://www.nea.gov)**

National Endowment for the Humanities  
**[www.neh.gov](http://www.neh.gov)**

Institute of Museum and Library Services  
**[www.ims.gov](http://www.ims.gov)**

President's Committee on the Arts and the Humanities  
**[www.pcah.gov](http://www.pcah.gov)**

U.S. Department of Agriculture  
Natural Resources Conservation Service  
**[www.nrcs.usda.gov](http://www.nrcs.usda.gov)**

U.S. Forest Service  
**[www.fs.fed.us](http://www.fs.fed.us)**

U.S. Department of the Interior  
National Park Service  
**[www.cr.nps.gov/heritageareas](http://www.cr.nps.gov/heritageareas)**

U.S. Department of Transportation  
Federal Highways Administration-National Scenic Byways Program  
**[www.byways.org](http://www.byways.org)**





This publication funded through  
a generous contribution from:



**APPENDIX D**

**PRESERVE AMERICA GRANTS PROGRAM GUIDELINES, INSTRUCTIONS,  
AND APPLICATION (2009)**



**FY 2009 *Preserve America*  
Historic Preservation Fund Grants to Preserve and  
Promote America's Heritage and Cultural Assets**

**GUIDELINES AND APPLICATION INSTRUCTIONS**

**Applications are invited for Fiscal Year (FY) 2009 Federal *Preserve America* Grants.**

*Preserve America* grants offer planning funding from the Federal Government to support communities that have demonstrated a commitment to preserving, recognizing, designating, and protecting local cultural resources. Grants are available to assist local economies find self-sustaining ways to promote and preserve their cultural resources through heritage tourism.

*Preserve America* is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation, the Department of the Interior, and other Federal agencies. Mrs. Laura Bush, First Lady of the United States, serves as the Honorary Chair of this initiative. The *Preserve America* grant program is administered by the National Park Service, U.S. Department of the Interior.

For information on how to be designated as a *Preserve America* community, contact the Advisory Council on Historic Preservation at (202) 606-8503, email [achp@achp.gov](mailto:achp@achp.gov), or visit [www.preserveamerica.gov](http://www.preserveamerica.gov).

Subject to the availability of funds in FY 2009, grants will be awarded through a competitive process and each grant will require a dollar-for-dollar, non-Federal match, which can be in the form of cash or in-kind donated services for grant-assisted work. The grant and the non-Federal match must be expended during the grant period (1 to 2 years). The minimum grant request is \$20,000 Federal share (resulting in a total project cost of \$40,000). The maximum grant request is \$250,000 (resulting in a total project cost of \$500,000). State Historic Preservation Offices (SHPO) and Tribal Historic Preservation Offices (THPO) may apply on behalf of a group of community projects, each seeking less than the \$20,000 minimum grant. *Preserve America* funding would then be awarded to the SHPO or THPO and subgranted by them to these smaller projects in individual *Preserve America* Communities. SHPOs and THPOs seeking funding through this mechanism will hold competitions for individual subgrants after receiving *Preserve America* funding, and are not required to describe individual subgrants at the time the SHPO and THPO apply for funding. **SHPOs and THPOs are encouraged to apply for projects that implement the recommendations of the 2006 *Preserve America* Summit. The report of the 2006 *Preserve America* Summit, including Summit recommendations, may be found at <http://www.preserveamerica.gov/summit.html>.** The *Preserve America* Grants Selection Panel may, at its discretion, award less than the minimum grant request.

Eligible activities, selection criteria, administrative and funding requirements, and application submission instructions follow. Applicants should review the selection criteria and evaluation criteria carefully, along with the guidelines and application instructions in detail before completing the application. Examples of eligible grant projects can be found at the end of these guidelines.

**WHO MAY APPLY**

- Designated *Preserve America* Communities \*
- Designated *Preserve America* Neighborhoods \*
- Certified Local Governments (CLG) in the process applying or having received *Preserve America* Community designation (the *Preserve America* designation application must be received by the Advisory Council on Historic Preservation prior to the grant deadline)
- State Historic Preservation Offices (SHPO)
- Tribal Historic Preservation Offices (THPO)

\* *Preserve America* Communities and *Preserve America* Neighborhoods located within a federally designated National Heritage Area are eligible provided that they are not currently receiving Federal funds from the National Heritage Area management entity.

## WHAT IS FUNDED

*Preserve America* grants support planning, development, and implementation of innovative activities and programs in heritage tourism such as surveying and documenting historic resources, interpreting historic sites, planning, marketing, and training. Successful applicants will emphasize creative projects that promote and preserve the community's cultural resources. Successful projects will involve public-private partnerships and serve as models to communities nationwide for heritage tourism, education, and economic development. Your project must fit one, and only one, of the categories listed below. Please see the example projects at the end of this document.

- **Research and Documentation**

Undertaking the research of a community's history and documentation/survey of its cultural resources. Projects in this category must provide a baseline from which heritage tourism can have an authentic foundation. Survey of a community's historic resources and heritage tourism assets is essential to know and understand the significance and public value of such resources. Projects in this category include National Register nominations, community histories, surveys of historic resources, background research for interpretive programs, and documentation for historical markers.

- **Interpretation and Education**

Interpretation projects must convey the history of the community or site to the resident and the visitor. Although most often thought of as taking place in a museum, authentic interpretation can also be presented through heritage trail markers, itineraries, visitor center exhibits, living history programs, or interpretive plans for a community's historic resources. Development of film and other audiovisual media should be related to an overall plan for interpretation and education or marketing. For more information see the National Register Bulletin entitled, *Telling the Stories: Planning Effective Interpretive Programs for Properties Listed in the National Register of Historic Places*, on-line at <http://www.cr.nps.gov/nr/publications/bulletins/interp/>. This category also includes projects that support heritage education through curriculum development, after-school programs, and continuing adult or senior education using local heritage assets. For more information on lesson plans based upon historic properties see the National Park Service's Teaching with Historic Places program on-line at <http://www.cr.nps.gov/nr/twhp/>. For more information on planning effective interpretation programs for properties listed on the National Register of Historic Places go on-line to <http://www.cr.nps.gov/nr/publications/bulletins/interp/>

- **Planning**

Planning projects must advance economic development using heritage tourism and historic preservation. These projects must produce a step-by-step methodology for the community to follow to advance their tourism/preservation goal. Planning projects can involve preservation plans, tourism plans, business plans, market research studies, planning for new small businesses, and development of ordinances to protect historic resources. Projects can also involve planning to conserve, rehabilitate, or reuse existing historic resources with condition assessments, adaptive use plans, and feasibility studies so they can become future tourism assets.

- **Marketing**

Marketing projects must promote and enhance the visitor experience to a community, making accessible the interpretation and documentation that a community has carefully researched. Projects might involve the partnering of communities or state and regional entities to cross promote and encourage regional heritage tourism. Eligible projects would include development of marketing tools like brochures and signage, promotion of heritage festivals, planning for successful advertising campaigns, website development, and travel itineraries. Development of film and other audiovisual media should be related to an overall plan for interpretation and education or marketing. For more information on travel itineraries see the National Park Service's "Discover Our Shared Heritage" travel itinerary series on-line at <http://www.cr.nps.gov/nr/travel/index.htm>.

- **Training**

Training projects must provide opportunities for professional development in areas that will aid a community in utilizing and promoting their historic resources. Training opportunities must be justified as essential to improving the function of a business, museum, or site, or enhancing public appreciation for a historic district. Projects may include hospitality training for local hotels and bed and breakfasts, small business development training for locally owned business in a downtown historic district, docent training for volunteer interpreters, and preservation training for the local planning office to help them protect their heritage resources.



## WHAT IS NOT FUNDED

The *Preserve America* grant program does not fund:

- Repair, Rehabilitation, and Acquisitions of historic properties, sites, or collections.
- Conservation of collections.
- Long-term maintenance or curatorial work.
- Reconstructing former historic properties.
- Moving historic properties.
- Construction of new buildings.
- Cash reserves, endowments, or revolving funds.
- Fund-raising costs.
- Work performed prior to announcement of award.
- Miscellaneous costs such as contingencies, reserves, food, and overhead.

## ADMINISTRATIVE AND FUNDING REQUIREMENTS

- **A dollar-for-dollar non-Federal match is required for all projects.** Federal appropriations or other Federal grants, except Community Development Block Grants (CDBG) grants from the Department of Housing and Urban Development (HUD), may **not** be used for match. The non-Federal match can be cash, donated services, or use of equipment. It can be raised either before or during the grant period, but must be spent dollar for dollar with the Federal funds. Matching share does not have to be “in the bank” at the beginning of the grant but a plan to raise the match must be included in the application. Matching funds must be expended during the NPS approved beginning and end dates, not before or after.
- The grant period is generally 1 to 2 years and is specified in the grant agreement.
- Grantees may not charge costs for time and/or materials not directly related to performing project work.
- Indirect costs pursuant to a current Federally-approved Indirect Cost Rate may be no more than 25% of the total of both the grant and non-Federal match. This limit is stipulated in Section 102(e) of the National Historic Preservation Act, as amended. If your budget includes indirect costs then you must include a copy of your Federally-approved Indirect Cost Rate Agreement.
- Competitive selection of all consultants and contracting is required as stipulated in OMB Circular A-76. Maximum hourly rates charged to this grant may not exceed 120% of the salary of a Federal Civil Service GS-15, Step 10, which in Fiscal Year 2008 was \$85.67 per hour or \$685 per day. Current salary tables can be found on the Office of Personnel and Management website: [www.opm.gov](http://www.opm.gov). Mileage and travel rates can be found: [www.gsa.gov](http://www.gsa.gov).
- Volunteer time may be used as non-Federal match. Time should be valued at the rate per hour that the task being performed would cost in the local competitive market. Simple labor tasks should be valued at minimum wage, professional or specialized labor at the local competitive rate. Documentation of volunteer hours must be maintained by the grantee for audit purposes.
- By law, no individual project may receive more than one Federal *Preserve America* grant.

## AUTHORIZED SIGNATURE

The authorizing official for the applicant must sign the original application. **All *Preserve America* grant funds must be distributed to a government entity**, even if a non-profit organization is involved in the management of the grant project. Therefore, the authorized signature must be either the mayor of the town or city, the State or Tribal preservation officer, the chair of the county council, etc. In the case of *Preserve America* neighborhoods, the head of the neighborhood association may sign the application.

## GRANT AMOUNTS

The minimum grant request is \$20,000 Federal share (resulting in a total project cost of \$40,000). The maximum grant request is \$250,000 (resulting in a total project cost of \$500,000). Please note that the selection panel may, at its discretion, award less than the minimum grant request.

SHPOs and THPOs may apply on behalf of a group of community projects, each seeking less than the \$20,000 minimum grant. *Preserve America* funding would then be awarded to the SHPO or THPO and subgranted for these smaller projects in individual *Preserve America* communities. SHPOs and THPOs seeking funding through this mechanism must hold competitions for individual subgrants after receiving *Preserve America* funding, and should describe the type of subgrants they wish to award in their application for funding. SHPOs and THPOs may charge a maximum of 10% of the total budget in administrative fees for such subgrants.

**SHPOs and THPOs are encouraged to apply for projects that implement the recommendations of the 2006 Preserve America Summit. The report of the 2006 Preserve America Summit, including Summit recommendations, may be found at <http://www.preserveamerica.gov/summit.html>.**

## SELECTION PROCESS

The grants will be awarded subject to the availability of funding in Fiscal Year 2009. The *Preserve America* Grants Selection Panel, a panel of experts representing the partner agencies, will review applications and make funding recommendations to the Secretary of the Interior. Funding for the *Preserve America* Grant Program is appropriated from the Historic Preservation Fund. Therefore, the selection panel will favor applications whose programs include a focus towards historic preservation. The Secretary of the Interior, in consultation with the Advisory Council on Historic Preservation, will select successful applicants and forward selections to the White House and to the House and Senate Committees on Appropriations for concurrence. Awards will be announced after the White House and Committees concur.

## EVALUATION AND SELECTION CRITERIA

The application must address each of the following criteria:

1. **Describe the historic resources affected by the project, including whether they are listed in the National Register of Historic Places and/or designated at the State or local level. Describe how the project will aid in the preservation of the historic resource.**
2. **Describe how the proposed project will enhance heritage tourism in the community and help preserve their historic resources and cultural assets?**
3. **Describe how the project meets the goals of the local or statewide preservation plan, heritage tourism plan, or other plans that address heritage tourism and cultural resources. Identify the specific goals and plan(s) and when they were developed and adopted by the community.**
4. a. **Describe the public-private partnerships involved in the project and how these partnerships will sustain and continue to support the resource(s) after the grant project is complete?** Attach evidence of involvement from partner organizations directly involved in the project (see supplemental Information below and page 3 of the application regarding this documentation).  
b. **How will the public be actively involved in the project?**
5. **Is the project feasible, are the costs eligible, and is the source of the required non-Federal match identified or is a plan in place to raise it?** Describe all project activities, including a timeline or schedule of activities. Be sure to verify that all budgeted expenses are allowable (refer back to What Is Funded and What Is Not Funded of these guidelines to determine eligible and ineligible activities). Describe the source of non-Federal matching funds.

## SUPPLEMENTAL INFORMATION

Reviewers' evaluations are based primarily on the material provided in the application. **Supplemental information may be included, but will not take the place of a complete, concise and well-written application.** Please supplement the application only with information necessary for the clear understanding of the proposed project. Supplemental information should be referenced in the application. To ensure consideration of supporting documentation, it **MUST** be included with the grant application and will not be considered if sent separately. Supplemental information might include:

- Photographs of the community and the historic site, museum property, downtown, or significant resource involved in the project.
- Portion of a community's historic preservation, community development, or interpretive plan that identifies the need for this grant project. (Do not include the entire plan.)
- Portion of a Market study that identifies the next step for heritage tourism enhancement in the community. (Do not include the entire study.)
- Portion of a Business plan that identifies the need for a National Register district to enable tax credits. (Do not include the entire plan.)
- Map that identifies the placement of historic markers, way finding signage, etc. for the project.
- Evidence of project involvement by partners. Letters should demonstrate a commitment of resources to the project, either through cash funding, in-kind support, public participation or continued involvement during and after the project is complete.
- Documentation of eligibility for listing in the National Register, if applicable. (Do not include the entire nomination.)
- Public-private partnership agreement to promote heritage tourism with a local entity like a main street program, county/city council, neighborhood association, local non-profit preservation organization, etc.

## **EXAMPLES OF POSSIBLE GRANT PROJECTS**

The following exemplify the kinds of activities that qualify for *Preserve America* grant funding under each category:

### **1) RESEARCH AND DOCUMENTATION**

- Development of a National Register nomination for a downtown business district in a *Preserve America* community, thus making those businesses eligible for Federal tax credits, knowledgeable about their history, and better able to promote their significance.
- Survey and documentation of a significant historic cemetery in the local community, making information accessible for genealogy and tourism promotion.
- Development of a community history, using a process that involves public input and participation, making residents aware of the special places and interests in their community.
- Update existing National Register nominations that need additional documentation or expanded boundaries to include significant resources that were omitted during a previous nomination and are essential to proposed heritage tourism or promotional efforts.
- Provide the necessary research for the preparation of a museum exhibit featuring a significant local archival collection.

### **2) INTERPRETATION AND EDUCATION**

- Development of curriculum materials and special educational programs for area schoolchildren and visitors such as creating a "Teaching with Historic Places" lesson plan on your community's history.
- A destination marketing program for a summer living-history camp, with educational activities focusing on historic events and themes related to regional history and culture.
- A community program to develop interpretive materials, signage, walkways, brochures, and a tour itinerary for the historic and archeological sites and ruins along the local heritage trail.
- State program to establish historic markers at the most significant sites in the state or region of the state that have not yet received recognition and are tourist destinations.
- Develop and promote a new museum exhibit that showcases a significant collection of the community and the museum itself.
- Create an interpretive plan for a battlefield owned by the State that will identify areas for trails, interpretive signage, and ways to incorporate reenactments into a new education program for local schools and visiting tourists.

### **3) PLANNING**

- A feasibility and adaptive use plan to use a historic structure as a tourist information center for the community as well as for nearby National Parks or Forests, Federal and State-owned historic properties, and public lands.

- A business plan and operations strategy for a leasing and rental program featuring historic recreation and other structures in a National Park, done in partnership with the State and local gateway communities.
- A tourism development plan prepared in partnership with State and Federal entities, for a portion of a State-owned site that effectively integrates its tourism potential with locally owned businesses and attractions.
- A preservation plan for a *Preserve America* community that identifies its significant resources and provides a phased plan for their future preservation and tourism promotion.
- In partnership with its Main Street Program, a design planning process for a local community to show how a façade enhancement program can change the downtown’s image and enhance heritage tourism potential.
- Development of an historic structures report for a historic site that addresses accessibility issues, health and safety codes, lighting and electrical needs, to make the tourism destination accessible and safe for visiting tourists.
- Plan and develop a preservation zoning ordinance, including design guidelines.

#### **4) MARKETING**

- A Tribal Historic Preservation Office develops an annual public cultural heritage celebration, featuring traditional activities and demonstrations within the tribal museum complex.
- Statewide or regional program to support community museums and other historic attractions with a guidebook, logos, signage, youth visitor “passport,” consolidated fee schedule, and other marketing tools.
- State program to promote group tour marketing of the heritage sites of several communities in a package program.
- Walking tour brochures, kiosks, and signage to guide tourists through the local downtown, historic neighborhoods, and business districts featuring restaurants, shopping, and other activities.
- Create a marketing piece and advertising campaign to feature a new exhibit and educational program at the local or state museum.
- Conduct a feasibility study to determine the most effective use of a vacant building in a community’s downtown. Use the study to market the property to prospective developers and potential tourism related businesses.
- Develop a web-based guide to historic resources that can be downloaded by tourists.

#### **5) TRAINING**

- A statewide or regional program to provide hospitality training to designated *Preserve America* communities.
- Support for sending local museum or preservation staff to tourism training or conferences for professional development.
- Business development training course to help Main Street communities, museums, and local nonprofits learn how to better market and expand their sales by using the internet.
- Develop and establish a training program to recruit senior citizens to serve as volunteer docents and tour guides for historic sites and downtown tours.
- Community training in local history and heritage resources for employees in tourism-related businesses.
- Provide training opportunities for local Architectural Review Boards and Preservation Commissions.

## APPLICATION SUBMISSION

Applications must be submitted in hard copy. Faxed applications and applications submitted electronically will not be accepted. Applications not received by the deadline and incomplete applications will not be considered. Additional materials sent separately from the application will not be considered part of the application and will not be included in evaluation of the application.

Application materials will not be returned. All application materials, including photographs, become the property of the National Park Service and may be reproduced by NPS or its partner organizations without permission; appropriate credit will be given for any such use.

### You must submit:

- (1) original and five (5) copies – a total of 6 – complete application packages (see below).
- One (1) additional photocopy of page one of the application.
- Page one of the application must be the first page in the original and copies. Do **not** use other cover pages.
- The original must be secured with a binder clip.
- Each copy must be **securely** held together with a staple or binder clip; do **not** use pocket folders, notebooks, or ring binders.

### A complete application package includes:

- A complete proposal using the 2009 Application form
- SF 424 Application for Federal Assistance
- Authorizing Official signature
- Timeline for project completion
- Detailed budget
- Necessary supplemental information to explain the project, e.g. photographs, maps, documentation of public/private partners, etc. See Supplemental Information above.

**The due date for applications has yet to be determined. Please check our website, <http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm> for updates.**

---

### SEND APPLICATIONS TO:

Please address ALL support letters to the address below, attn: Hampton Tucker; Chief, Historic Preservation Grants Division – they must accompany the grant application or they will NOT be considered.

***Preserve America Grants***  
**National Park Service**  
**1201 "Eye" Street, NW**  
**6<sup>th</sup> Floor (ORG. 2256)**  
**Washington, D.C. 20005**

**PLEASE NOTE - Applications should not be submitted through the US Postal Service. All US Postal Service mail to Federal agencies in Washington, D.C. is irradiated, which can damage or destroy materials and lead to a delay in delivery. You must submit your application via an alternate carrier.**

**For more information please contact the National Park Service at:**

(202) 354-2020

[nps\\_preserveamerica@nps.gov](mailto:nps_preserveamerica@nps.gov)

[www.nps.gov/history/hps/hpg/preserveamerica](http://www.nps.gov/history/hps/hpg/preserveamerica)



**FY 2009 *Preserve America*  
Historic Preservation Fund Grants to Preserve and  
Promote America's Heritage and Cultural Assets**

**APPLICATION FORM**

Please follow the Guidelines and Application Instructions to complete this application. Please complete the SF424 Application for Federal Assistance, and note that some fields have been pre-filled and should not be changed. Applicants must submit one (1) signed original and seven (7) copies – a total of 8 – complete application packages, plus one (1) additional photocopy of this page. See additional mailing instructions on the last page of the application form.

**1. GENERAL INFORMATION**

Project Title (10 words or less) \_\_\_\_\_

Applicant Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone ( ) - FAX Number ( ) - E-mail \_\_\_\_\_

EIN Number: \_\_\_\_\_ DUNS Number: \_\_\_\_\_

Applicant's Congressional District(s) \_\_\_\_\_ U.S. Representative(s) \_\_\_\_\_

**Type of Applicant** (Select all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> <i>Preserve America</i> Community    | <input type="checkbox"/> THPO   |
| <input type="checkbox"/> <i>Preserve America</i> Neighborhood | <input type="checkbox"/> CLG (must be in the process of applying for <i>Preserve America</i> designation or already designated) |
| <input type="checkbox"/> SHPO                                 |   |

**Project Category:** (Select only one)

- |   |                                    |                                   |
|---|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Research/Documentation   | <input type="checkbox"/> Marketing | <input type="checkbox"/> Training |
| <input type="checkbox"/> Interpretation/Education | <input type="checkbox"/> Planning  |                                   |

**Amount Requested**

Federal Share	\$	_____
Matching Share	\$	_____
Total Costs	\$	_____

**Is your community in a designated National Heritage Area?**

**No**  **Yes** If so, which NHA \_\_\_\_\_

Does your community have an active grant or financial assistance through the NHA?  **No**  **Yes**

**Has your community received a Preserve America grant before?**

**No**  **Yes** If so, what is the status? \_\_\_\_\_

**SIGNATURE OF AUTHORIZING OFFICIAL** (Original copy must have an original signature and be in ink.)

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

Print Name and Title \_\_\_\_\_

## 2. PROJECT SUMMARY

### A. Briefly summarize your project emphasizing the primary objectives and results.

(Your summary must fit in the space provided. Use at least a 10-point font.)

## 3. PROJECT DESCRIPTION AND BUDGET

Applicants are strongly encouraged to provide answers in the spaces provided.

### A. Describe the historic resources affected by the project, including whether they are listed in the National Register of Historic Places and/or designated at the State or local level. Please explain how this project will aid in the preservation of the resources listed.





- **Describe the public-private partnerships involved in the project and how these partnerships will sustain and support the resource(s) after the grant project is complete?** Describe/list all entities that are involved with, or affected by, the project. Attach evidence of involvement from partner organizations such as letters of support that specifically state confirmation of their contribution(s). See Supplemental Information in the guidelines for more information regarding partnership documentation.

PARTNER	CONTRIBUTION
•	
•	
•	
•	

- **Explain how the project will engage public involvement?**

**C. Project Activities** -- Describe the project activities necessary to achieve the Project Objectives? List and describe all tasks and products. All grant activities must be accomplished within the grant period (generally 1 to 2 years).

**D. Timeline** -- Show a timeline for all of the above listed activities. The timeline may be attached as a separate page.

**E. Personnel & Consultant Qualifications** -- List the project personnel that will administer and the types of consultants that will be hired to complete the project. Describe their responsibilities and the percentage of time each will dedicate to the project. Describe the criteria that will be used to competitively select consultants for their services. ***All Federal grants require consultants to be competitively selected*** (please see page 3 of the guidelines for more information).

**F. What are the sources of the non-federal match?**

List the **secured** sources and other funds associated with the required dollar-for-dollar non-Federal match, which can be cash, donated services, or use of equipment. Federal appropriations or other Federal grants may **not** be used for match, except Community Development Block Grants (CDBG) grants from the Department of Housing and Urban Development. All non-Federal matching funds must be used during the grant period to execute the project. If the match is **not secured**, explain how it will be raised.

**G. Budget** -- Outline the project budget in the form below; add additional lines in a category as needed.

- All costs associated with the project must be eligible, reasonable, and directly relevant to the project.
- Each cost item must clearly show how the total charge for that item was determined (example: hours x hourly rate = total cost).
- All major costs must be listed, and all cost items should be explained in the narrative of the application.
- The budget must include at least the minimum required match (e.g., if applying for a \$30,000 grant, the budget must describe a total of \$60,000 in costs/work).
- All non-Federal match must be cash expended or services donated during the grant period (generally 1 to 2 years) and not before.
- If including indirect costs, please make sure to include documentation supporting your Indirect Cost Rate.
- If you have any questions about cost categories, or how to formulate some of your budget items, please email [NPS\\_PreserveAmerica@nps.gov](mailto:NPS_PreserveAmerica@nps.gov).

**1. Personnel.** Provide the names and titles of key project personnel. Include only the percentage of time used on the project. Please note that grant funds may not be used to pay Federal employee salaries, nor may Federal salaries be used as match/cost share. Please consult page 3 of the guidelines for more information on allowable personnel costs.

Name/Title of Position and % of time spent on this Project	Wage or Salary	Federal Grant Funds	Match /Cost Share (if any)	Total
	\$	\$	\$	\$
<b>Subtotal</b>		\$	\$	\$

**2. Fringe Benefits.** If more than one rate is used, list each rate and the wage or salary base.

Rate	Salary or Wage Base	Federal Grant Funds	Match / Cost Share (if any)	Total
% of	\$	\$	\$	\$
<b>Subtotal</b>		\$	\$	\$

**3. Consultant Fees.** Include payments for professional and technical consultants participating in the project. Please consult page 3 of the guidelines for more information on allowable consultant costs. Maximum hourly rates charged to this grant may not exceed 120% of the salary of a Federal Civil Service GS-15, Step 10, which in Fiscal Year 2008 was \$88.67 per hour or \$685 per day.

Name and Type of Consultant	# of Days	Rate of compensation or fixed rate for project	Federal Grant Funds	Match/Cost Share (if any)	Total
		\$	\$	\$	\$
<b>Subtotal</b>			\$	\$	\$

**4. Travel and Per Diem.** Indicate the number of persons traveling, the total days they will be in travel status, and the total subsistence and transportation costs.

From/To	# of People	# of Travel Days	Subsistence Costs (Lodging and Per Diem)	Transportation Costs (Airfare and Mileage)	Federal Grant Funds	Match/ Cost Share (if any)	Total
					\$	\$	\$
<b>Subtotal</b>					\$	\$	\$

**5. Office Supplies and Materials.** Include consumable supplies and materials to be used in the project and any items of expendable equipment, i.e., equipment costing less than \$5000 or with an estimated useful life of less than two years. Equipment costing more than that should be listed in Equipment - Category 6.

Item	Cost	Federal Grant Funds	Match/Cost Share (if any)	Total
	\$	\$	\$	\$
<b>Subtotal</b>		\$	\$	\$

**6. Equipment.** List all equipment items in excess of \$5000. Items worth less than \$5000 or that have a useful life of less than two years must be listed in Supplies and Materials - Category 5.

Item	Cost	Federal Grant Funds	Match/Cost Share (if any)	Total
	\$	\$	\$	\$
<b>Subtotal</b>		\$	\$	\$

**7. Other (specify).**

Item	Cost	Federal Grant Funds	Match / Cost Share (if any)	Total
	\$	\$	\$	\$
<b>Subtotal</b>		\$	\$	\$

**BUDGET SUMMARY**  
Enter category totals here

Category	Federal Grant Funds	Match/Cost Share	Total
<b>1. Personnel</b>	\$	\$	\$
<b>2. Fringe Benefits</b>	\$	\$	\$
<b>3. Consultant Fees</b>	\$	\$	\$
<b>4. Travel and Per Diem</b>	\$	\$	\$
<b>5. Supplies and Materials</b>	\$	\$	\$
<b>6. Equipment</b>	\$	\$	\$
<b>7. Other</b>	\$	\$	\$
<b>TOTAL PROJECT COSTS</b>	\$	\$	\$

**\*\*\* IF USING WORD FORMAT YOU MUST DOWNLOAD  
THE SF424 - APPLICATION FOR FEDERAL ASSISTANCE SEPARATELY AND  
SUBMIT WITH THIS COMPLETED APPLICATION \*\*\***

**The Due date for FY2009 Round 2 applications has yet to be determined.  
Please check our website, [www.nps.gov/history/hps/hpg/preserveamerica](http://www.nps.gov/history/hps/hpg/preserveamerica) for  
updates.**

**APPLICATION SUBMISSION**

Applications must be submitted in hard copy. Faxed applications and applications submitted electronically will not be accepted. Applications not received by the deadline and incomplete applications will not be considered. Additional materials sent separately from the application will not be considered part of the application and will not be included in evaluation of the application.

Application materials will not be returned. All application materials, including photographs, become the property of the National Park Service and may be reproduced by NPS or its partner organizations without permission; appropriate credit will be given for any such use.

**YOU MUST SUBMIT:**

- (1) original and five (5) copies – a total of 6 – complete application packages (preferably double-sided).
- One (1) additional photocopy of page one of the application.
- Page one of the application must be the first page in the original and copies. Do not use other cover pages.
- The original must be secured with a binder clip.
- Each copy must be **securely** held together with a staple or binder clip; do **not** use pocket folders, notebooks, or ring binders.

**A complete application package includes:**

- Application on 2009 form.
- SF 424 Application for Federal Assistance (Download separately from the NPS website if using Word format)
- Authorizing Official signature.
- Timeline for project completion.
- Detailed budget.
- Necessary supplemental information to explain the project (photographs, maps, documentation of public/private partners, etc.)

**\*\*\* NOTE - Applications should not be submitted through the US Postal Service. All US Postal Service mail to Federal agencies in Washington, D.C. is irradiated, which can damage or destroy materials and lead to a delay in delivery. You must submit your application via an alternate carrier.**

**SEND APPLICATIONS TO:**

Please address **ALL** support letters to the address below, attn: Hampton Tucker; Chief, Historic Preservation Grants Division – they must accompany the grant application or they will **NOT** be considered.

*Preserve America Grants  
National Park Service  
1201 "Eye" Street, NW  
6<sup>th</sup> Floor (ORG. 2256)  
Washington, DC 20005*

**For more information please contact the National Park Service at:  
(202) 354-2020**

**[nps\\_preserveamerica@nps.gov](mailto:nps_preserveamerica@nps.gov)  
[www.nps.gov/history/hps/hpg/preserveamerica](http://www.nps.gov/history/hps/hpg/preserveamerica)**

**APPENDIX E**

**PRESERVE AMERICA GRANTS AWARDED (2006-2008)**



## **PRESERVE AMERICA GRANTS**

### **Since funding began in 2006:**

- \$17 million awarded through 6 competitive rounds.
- 228 projects awarded in 47 states.
- 601 project proposals received by the National Park Service requesting over \$30 million.
- 5 funding categories for project funding:
  - Interpretation and Education – 71 projects
  - Promotion – 66 projects
  - Planning – 49 projects
  - Research and Documentation – 34 projects
  - Training – 8 projects

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



# PRESERVE AMERICA GRANTS

*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.*

*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).*

## 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.

## **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.

## **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.

## **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.

## 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.

## 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.

## **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.

## **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.

## **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.

## 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.

## 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.

## 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.

**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.

## 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 complies 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 is 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.

## 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."

## **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.

## 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.



## 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.

## 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.

## 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.

## **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.

## 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 202-606-8584.*

*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)



**APPENDIX F**

**PRESERVE AMERICA GRANT DISTRIBUTION AND ANALYSES**

## PRESERVE AMERICA GRANT DISTRIBUTION STATISTICS

This is the number of Preserve America grants awarded to State Historic Preservation Offices, Tribal Historic Preservation Offices, and to designated Preserve America Communities as of March 17, 2009\*, followed by a breakdown by state/territory/tribe:

Category of Recipient		FY2006- FY2008	FY2009 to date	Total to date	
SHPOs		43	7	50	
THPOs		3	1	4	
PACs		181	23	204	
<b>All Preserve America Grants</b>		<b>227</b>	<b>31</b>	<b>258</b>	
Grants by State	<u>Grants went to SHPO- THPO-PAC</u>	Grants FY2006- FY2008	Grants FY2009 to date	Total grants to date	Number of PACs in state
Alabama	0-0-1	1	-	1	6
Alaska	0-0-3	3	-	3	5
Arizona	0-2-4	6	-	6	10
Arkansas	4-0-7	9	2	11	16
California	0-1-7	7	1	8	26
Colorado	1-0-19	17	3	20	29
Connecticut	0-0-6	5	1	6	9
Delaware	0-0-1	1	-	1	3
Florida	0-0-2	-	2	2	17
Georgia	2-0-7	9	-	9	24
Hawaii	1-0-1	2	-	2	3
Idaho	0-0-1	1	-	1	4
Illinois	0-0-5	4	1	5	7
Indiana	1-0-2	2	1	3	19
Iowa	1-0-4	5	-	5	9
Kansas	1-0-1	2	-	2	3
Kentucky	2-0-8	10	-	10	73
Louisiana	2-0-5	7	-	7	11
Maine	0-0-4	3	1	4	8
Maryland	2-0-10	9	3	12	15
Massachusetts	1-0-2	3	-	3	18
Michigan	3-0-2	5	-	5	15
Minnesota	0-0-3	3	-	3	9
Mississippi	1-0-4	5	-	5	18
Missouri	0-0-2	2	-	2	13
Montana	3-0-0	3	-	3	20

<b>Grants by State</b>	<u>Grants went to SHPO-THPO-PAC</u>	<b>Grants FY2006-FY2008</b>	<b>Grants FY2009 to date</b>	<b>Total grants to date</b>	<b>Number of PACs in state</b>
Nebraska	0-0-1	-	1	1	3
Nevada	1-0-0	1	-	1	2
New Hampshire	1-0-1	2	-	2	2
New Jersey	0-0-0	-	-	0	3
New Mexico	1-0-1	2	-	2	2
New York	0-0-17	15	2	17	32
North Carolina	0-0-3	3	-	3	21
North Dakota	0-0-1	1	-	1	2
Ohio	1-0-2	2	1	3	17
Oklahoma	1-0-0	1	-	1	8
Oregon	0-0-1	1	-	1	5
Pennsylvania	4-0-10	10	4	14	27
Rhode Island	4-0-3	7	-	7	20
South Carolina	1-0-4	5	-	5	18
South Dakota	2-0-1	2	1	3	4
Tennessee	0-0-3	3	-	3	8
Texas	2-0-14	15	1	16	67
Utah	0-0-2	2	-	2	12
Vermont	1-0-7	8	-	8	19
Virginia	1-0-4	5	-	5	22
Washington	1-0-10	8	3	11	15
West Virginia	1-0-3	4	-	4	9
Wisconsin	2-1-3	3	3	6	17
Wyoming	1-0-2	3	-	3	8
U.S. Virgin Islands	0-0-0	-	-	0	3
<b>Grants by Tribe</b>		<b>FY2006-FY2008</b>	<b>FY2009 to date</b>	<b>Total to date</b>	
White Mountain Apache THPO		1	-	1	
Hualapai THPO		1	-	1	
Wiyot THPO		1	-	1	
Lac du Flambeau Band of Lake Superior Chippewa Indians THPO		-	1	1	

*\*Note: FY 2009 grants were announced but not funded in the final annual appropriation.*

**PRESERVE AMERICA GRANT PROJECTS THAT COMPLEMENT  
SAVE AMERICA'S TREASURES GRANT PROJECTS**

April 3, 2009

**AZ White Mountain Apache Planning the Future of Fort Apache (2006)**

SAT: Theodore Roosevelt School, Fort Apache (1999)

**AR Eureka Springs Eureka Springs Backstory (2006)**

SAT: Eureka Springs Historic Auditorium ((2003)

**CA Monterey Toward a Seamless Monterey Experience (2006)**

SAT: Fremont Adobe (2004)

**CO Georgetown Wayfinding and Marker Project (2006)**

SAT: Georgetown Schoolhouse (2006)

**CO Silverton Town of Silverton Cultural Resources Survey (2007)**

**CO Silverton Mining Heritage of San Juan County, Colorado (2008)**

SAT: San Juan Mining District Structures (1999)

**CO Pueblo Forged in Steel: 121 Years of the Colorado Fuel & Iron Co. (2008)**

SAT: Minnequa Steel Works Archives and Museum (2006)

**CT Wethersfield Historic Wethersfield Master Plan (2006)**

**CT Wethersfield Historic Wethersfield Wayfinding Signage  
and Gateway Enhancement (2008)**

SAT: Joseph Webb House, Webb-Deane-Stevens Museum (2004)

**DE Lewes City of Lewes Off-Season Maritime Historic Tourism Plan (2008)**

SAT: Lewes Maritime Park (2001)

SAT: Overfalls Lightship WLV539 (2005)

**IA Dubuque Dubuque on the Mississippi: The Dubuque History Trail (2006)**

**IA Dubuque Mines of Spain Exhibit and Educational Program (2007)**

SAT: Dubuque Shot Tower (2004)

SAT: Steamboat William M. Black (2004)

		<b>SAT: Dubuque County Jail (2007)</b>
<b>KY</b>	<b>Paducah</b>	<b>Renaissance Area Master Plan (2008)</b>
		<b>SAT: River Heritage Museum (2000)</b>
<b>LA</b>	<b>Natchitoches</b>	<b>Wayfinding, Interpretation and Identity: Natchitoches &amp; the Cane River Region (2006)</b>
		<b>SAT: African, Yucca &amp; Prudhomme-Roquier Houses (2000)</b>
<b>LA</b>	<b>Crowley</b>	<b>Historic Downtown Redevelopment Initiative (2008)</b>
		<b>SAT: Grand Opera House of the South (2004)</b>
<b>ME</b>	<b>Portland</b>	<b>Point to the Past Heritage Interpretation Project (2008)</b>
		<b>SAT: Victoria Mansion (Morse-Libby Mansion) (2001)</b>
<b>MA</b>	<b>Gloucester</b>	<b>Maximizing the Gloucester Maritime Heritage Visitor Experience (2006)</b>
		<b>SAT: Schooner Adventure (2004)</b>
		<b>SAT: Beauport/Sleeper McCann House (2007)</b>
<b>MN</b>	<b>Minneapolis</b>	<b>Grand Rounds Historic District Survey and National Register Documentation (2007)</b>
		<b>SAT: Victory Memorial Drive Historic District (2006)</b>
<b>MS</b>	<b>MSSHPO</b>	<b>Rebuilding Mississippi's Heritage Tourism Industry Post Hurricane Katrina (2006)</b>
<b>MS</b>	<b>Biloxi</b>	<b>City of Biloxi Heritage Tourism Marketing Program (2006)</b>
		<b>SAT: Beauvoir (2004)</b>
		<b>SAT: George Ohr Museum and Cultural Center (2002)</b>
<b>OH</b>	<b>Dayton</b>	<b>Heritage Connectivity and Implementation Strategy (2006)</b>
		<b>SAT: P.L. Dunbar House and Barn (1999)</b>
		<b>SAT: 1905 Wright Flyer III (1999)</b>
<b>OR</b>	<b>Salem</b>	<b>Downtown Salem Historic Marker Program (2008)</b>
		<b>SAT: Thomas Kay Woolen Mill (2003)</b>
<b>PA</b>	<b>Philadelphia</b>	<b>Fairmount Park Houses Heritage Tourism Study (2008)</b>
		<b>SAT: Belmont Mansion (2004)</b>
<b>RI</b>	<b>Pawtucket</b>	<b>Broad Street Regeneration Initiative (2007)</b>

- SAT: Pawtucket Armory (2002)  
 SAT: Pawtucket Public Library (2005)  
 SAT: Slater Memorial Park Bandshell (2006)
- RI RISHPO Historic Fort Adams Master Plan (2008)**
- SAT: Fort Adams (2001)
- TX El Paso El Camino Real Heritage Tourism Plan (2006)**
- SAT: Socorro Mission (2005)
- TX Galveston Gateway to Historic Galveston (2008)**
- SAT: First National Bank Building (2006)  
 SAT: Ashton Villa/James Moreau Brown House (2007)
- TX Dallas Fair Park Interpretation Program (2008)**
- SAT: Carlo Cimpaglia Murals, Fair Park (2005)  
 SAT: Peter Wolf Administration Building, Fair Park (1999)  
 SAT: Sculptures, Fountain Pylons and Bas Reliefs, Fair Park (2002)
- UT Mt. Pleasant Heritage Highway 89 Interpretive/Marketing Sites (2006)**
- SAT: Spring City Historic Old School (2002)
- VT Barre Barre City Downtown Marketing Program (2006)**
- SAT: Vermont Granite Museum  
 SAT: Vermont History Center Auditorium
- VT Burlington Burlington, Vermont Web-based Guide to Cultural and Historic Resources (2006)**
- SAT: Ethan Allan Firehouse (2003)
- VT St. Johnsbury Walking Tour of Historic St. Johnsbury (2007)**
- SAT: St. Johnsbury Athenaeum (2002)
- VA VASHPO Route 15 Corridor Front-Line Hospitality Training/Professional Development (with Maryland, Pennsylvania, and West Virginia) (2008)**
- SAT: PA/Lincoln Railroad Station, Gettysburg (2002)  
 SAT: PA/Battle of Gettysburg Cyclorama Painting (2006)  
 SAT: PA/Thaddeus Stevens Hall, Gettysburg College (2000)  
 SAT: PA/Gettysburg Collections (1999)  
 SAT: VA/Buckland Preservation (2005)  
 SAT: VA/Buckland Historic District (2004)

**SAT: VA/Montpelier (2000)**  
**SAT: VA/Dodona Manor, Leesburg (2001)**

**WA Spokane Experience Historic Spokane Marketing Campaign (2006)**

**SAT: Fox Theatre (2004)**  
**SAT: Spokane Masonic Temple (2003)**

**WA Kings County Heritage Trails in King County: Visitor Guides to Landmark Sites (2007)**

**SAT: Tugboat Arthur Foss, Seattle (2002)**



*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 · [achp@achp.gov](mailto:achp@achp.gov) · [www.achp.gov](http://www.achp.gov)