

**AFFILIATE SESSION  
NATIONAL PRESERVATION CONFERENCE  
SPOKANE, WASHINGTON**

**Wednesday, October 31, 2012, 1 p.m.– 3 p.m.**

**Historic Communities and Tourism Economics**

- Organizer:** Advisory Council on Historic Preservation
- Session Manager:** Ronald D. Anzalone, Director, Office of Preservation Initiatives and Director, Preserve America Program, ACHP
- Summary:** Heritage tourism can be a significant economic engine for communities and regions. Recent efforts to enhance job growth and increase America’s economic competitiveness have shined new light on the economic development possibilities offered by tourism. A recent study on measuring the economic impacts of historic preservation, commissioned by the Advisory Council on Historic Preservation and prepared by nationally known expert Donovan Rypkema, has identified challenges in recognizing, measuring, and making the case for the relationship among preservation activity, heritage tourism development, and economic vitality. Through case studies and commentary, this session will provide a forum to discuss these issues and to share some of the lessons being learned by individual communities as well as broader collaborations.
- Preliminary Agenda:** Introduction—Ron Anzalone, Advisory Council on Historic Preservation  
Measuring Economic Impacts—Donovan Rypkema, Place Economics  
State Perspective—Dr. Allyson Brooks, Washington SHPO (*invited*)  
Case Studies and Project Reports  
    Monterey, California—Kim Bui-Burton, Community Services & Library Director  
    Great Falls, Montana—Ellen Sievert, Historic Preservation Officer  
    Whitehall, Montana—Tara Mastel, Manager, Jefferson Local Development Corporation  
    (*Other speakers TBA*)  
Open Discussion
- Attendees:** Open, but particular invitees include community representatives from Preserve America Communities, Certified Local Governments, and Main Street Communities, including gateway communities to National Parks and other significant public resources, as well as communities named by the National Trust to the annual Dozen Distinctive Destinations list. Others working with these communities statewide and regionally are encouraged to attend, including state preservation officials, statewide preservation organizations, and state tourism offices.