

PRESERVE



AMERICA

Explore and Enjoy Our Heritage

White House Photo: Krisanne Johnson



THE WHITE HOUSE
WASHINGTON

Dear Friends,

The preservation of our historical sites and natural wonders is important to America. Our land is the foundation upon which the nation's story is written, and our history is found in buildings, parks, towns and landscapes. When we are able to stand in those places and learn their roles in our country's development, history comes to life. *Preserve America* is a White House initiative created by President Bush for the purpose of encouraging and supporting community efforts to preserve and enjoy the nation's cultural and natural heritage.

As the years go by, more and more places of historical importance around our country are at risk of being forgotten, damaged or destroyed. President Bush and I want everyone in America – especially young people – to learn about our nation's heritage and to enjoy our national treasures. *Preserve America* helps ensure that they do, by promoting preservation and fostering greater appreciation of our heritage sites – from monuments and buildings to landscapes and main streets.

This publication captures the spirit of *Preserve America* and sets forth its components. Since the initiative's inception in 2003, many American towns and cities have been designated *Preserve America* communities. They are working to keep their stories, old and new, alive for future generations.

I encourage you to explore *Preserve America* and discover how you can be part of this exciting and rewarding venture.

With best regards,

A handwritten signature in cursive script that reads "Laura Bush".



PERSPECTIVES ON PRESERVATION

Historic and cultural structures and sites tell stories about the past and provide insight for the future. Across the country, people are adapting places once used in a bygone era to modern purposes and as community attractions. With these efforts, grand landmarks, historic buildings, and other special places come alive through heritage tourism, adaptive reuse, and preservation.

Preservation of historic districts, sites, buildings, structures, and objects adds variety and texture to communities. Much public support for historic preservation flows directly from these communities—from entrepreneurs, local governments, and civic organizations. Historic properties are now understood and appreciated as part of—not isolated from—the landscape to which they belong.

To prepare for the future, we must remember our history. Heritage preservation involves the preservation of the physical heritage of communities, including their buildings, structures, and sites. It includes the protection of landscapes that societies transformed through agricultural and industrial development. It also includes artifacts, archives, and other physical items — some dating from hundreds to even thousands of years. Preserving our heritage includes protection of sites and artifacts not only from the distant past but also preservation of our recent history.

It's hard to picture our Nation's future without the past. What does historic preservation mean for the American people?

- It means protecting and using our cherished historic places wisely and responsibly;
- It means incorporating historic buildings and other reminders of the past into contemporary life thereby and making it possible to bring the elements of the past with us into the future;
- It means making sure that our children and grandchildren have an opportunity to learn about and benefit from the past; and
- It means recognizing the social and economic potential of our heritage to inspire our citizens, teach American values, and improve our Nation.



THE PRESERVE AMERICA INITIATIVE

A SUMMARY

White House Photo: Susan Sterner



Mrs. Laura Bush announcing the Preserve America initiative on March 3, 2003

“Our Nation’s cultural and natural resources are important parts of our heritage. Preserve America will promote historic and cultural preservation and encourage greater public appreciation of our national treasures.”

— Mrs. Laura Bush,
March 3, 2003

On March 3, 2003, Mrs. Laura Bush, First Lady of the United States and Honorary Chair of Preserve America, announced Preserve America, a White House initiative to support the preservation and enjoyment of our historic, cultural, and natural resources. From rural regions to small towns and modern American cities, from the humble to the grand, Preserve America promotes cultural and natural preservation and encourages greater appreciation of our collective heritage.

SOME OF THE BENEFITS OF HISTORIC PRESERVATION INCLUDE:

- Community revitalization
- Creation and stabilization of jobs
- Local reinvestment
- Increased tax revenues
- Affordable housing
- Rural conservation and development
- Enhanced educational opportunities and understanding
- Improved quality of life

Preserve America advances greater shared knowledge about the Nation’s past, increases local participation in historic preservation, and stimulates local economies through heritage tourism and adaptive reuse of historic structures. At the heart of Preserve America lie partnerships. Through these preservation partnerships, communities identify and document historic places, provide financial and other incentives for preservation, adapt historic structures to modern uses, offer education in history and culture, and create heritage tourism opportunities. Preservation, through such partnerships, contributes to the well-being of local economies and fosters appreciation for the unique heritage of individual communities.

Preserve America has several components including the Executive Order directing Federal government action, Presidential Awards, Preserve America Communities and Neighborhoods, grants, and various educational opportunities—all of which are described more fully in this publication.

CONTRIBUTING TO THE ECONOMIC VITALITY OF COMMUNITIES AND THE NATION



Greetings from Savannah, Georgia, a
Preserve America Community

“There are significant economic, educational, and cultural benefits that historic preservation, through efforts such as heritage tourism, brings to a community. Sustainable preservation is not a cost for maintaining the past; it is an investment in building the future.”

— John L. Nau, III, Chairman of the
Federal Advisory Council on Historic Preservation

AT THE COMMUNITY LEVEL, HISTORIC PRESERVATION HAS A POSITIVE ECONOMIC IMPACT:

- Historic building rehabilitation, which requires specialization and high skill levels, creates economic and professional opportunity.
- Historic rehabilitation encourages neighborhood investment and produces a high return for dollars invested.
- Creation of local historic districts stabilizes and usually increases residential and commercial property values.
- Property value increases in historic districts typically are greater than increases in the community at large.



Hiestand House, Campbellsville, Kentucky,
a Preserve America Community

“Macon, Georgia is one of the great historic cities of the American South, much like Savannah and Charleston... Tourism generates \$210 million dollars in visitor spending in Macon and employs 3,190 people. The historic ambiance and music history are the ‘hooks’ used by the Bureau to draw visitors into the city.”

— Janice Marshall
President and CEO
Macon-Bibb County
Convention and Visitors Bureau
Macon, Georgia

REGIONALLY AND NATIONALLY, HERITAGE TOURISM PROVIDES SUBSTANTIAL ECONOMIC BENEFITS:

- According to the Travel Industry Association of America, tourists drawn by a community’s or region’s historic character are likely to stay longer and spend more during their visit than other tourists.
- 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 were cultural/heritage tourists.
- Historic and cultural travel volume is up 13 percent from 1996, increasing from 194 million person-trips to 216 million person-trips in 2002.
- 35.3 million adults say that a specific arts, cultural, or heritage event or activity influenced their choice of destination.



FOSTERING APPRECIATION FOR AMERICAN HERITAGE AND IMPROVING QUALITY OF LIFE



Secretary of the Interior Gale Norton in Augusta, Georgia with the Preserve America Community road sign.

Restoring and protecting grand old buildings, storied homes, and other special places is an important part of historic preservation. However, preservation goes beyond bricks and mortar.

Preservation is about:

- **Community partnerships**
Bringing together governments, private-sector institutions, local citizens, and businesses to celebrate the rich heritage of a community.
- **Education**
Teaching a new generation about how people lived in the past.
- **Promoting historical and cultural tourism**
Ensuring that people from all over the world can have authentic experiences of the past and learn about our heritage and values.
- **Revitalizing the spirit of “community”**
Rekindling local pride so that every resident can say, “Welcome to my community or neighborhood. I am proud to live here and share it with you.”

“Investments and partnerships are contributing to the economic strength of historic cores and have forged strong partnerships between private developers and public agencies, thereby laying the groundwork for future success. They’re making the power of the past work for the present.”

— Secretary of the Interior
Gale Norton

“Today, Grand Rapids has become a model for other Michigan communities on the effective use of historic preservation programs and incentives to encourage economic revitalization downtown.... The quality of life in the city has been enhanced by the community’s acceptance of historic preservation as an economic development tool. As a result, Grand Rapids was named one of the ‘Best Places to Live in America’ by a national magazine and was one of only two cities in Michigan that did not lose population according to the last census.”

— Brian D. Conway
State Historic Preservation Officer
Michigan Department of History, Arts, and Libraries

WHAT ARE THE MAJOR COMPONENTS OF THIS INITIATIVE TODAY?

EXECUTIVE ORDER 13287

The same way any good neighbor would encourage compatible land uses, Preserve America encourages Federal agencies and partners, including State and local governments, to work cooperatively to protect priceless resources; provide for visitor enjoyment; and address mutual interests in the quality of life for residents to ensure compatible economic development and resource protection.

Through the National Historic Preservation Act of 1966, Congress recognized the importance of our heritage and directed the Federal government to “administer federally owned, administered, or controlled prehistoric and historic resources in a spirit of stewardship for the inspiration and benefit of present and future generations.” Executive Order 13287, signed by President George W. Bush on March 3, 2003, reaffirms and strengthens this directive.

The Preserve America Executive Order challenges Federal agencies to inventory, maintain, and protect their historic properties; use them to support agency missions; and to spread the benefits of preservation through intergovernmental cooperation and public/private partnerships.

The Federal government plays a significant role in protecting our cultural heritage and all that it holds in trust for the American people. It fosters public appreciation of values associated with the country’s history. Through programs and assistance, it can encourage other appropriate public and private preservation efforts.

As manager of parks, forests, refuges, recreation areas, marine sanctuaries, military installations, research laboratories, office complexes, and other public holdings, the Federal government is the caretaker of thousands of America’s historic assets. Whether they are historic buildings or structures, archeological sites, or cultural places of traditional importance to Indian tribes, Native Alaskans or Hawaiians, or other groups, these historic places embody our heritage.



White House Photo: Eric Draper

President and Mrs. Bush in the Rose Garden for the Preserve America Presidential Awards Ceremony

Section 1. 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.

Executive Order 13287
“Preserve America”



PRESIDENTIAL AWARD WINNERS

Heritage Tourism:

- Restoration of The Mount, in Lenox, Massachusetts

The country estate of renowned author Edith Wharton nearly fell into disrepair. With restoration made possible through a creative partnership, the meticulously restored villa opened in 2002 and has increased visitation to the area by more than three fold.

- Texas Heritage Trails Program, in Texas

The program markets 10 heritage-themed automobile tours as corridors and destinations for focusing regional tourism. It also provides training and financial assistance to local communities for historic site development and conservation.

Private Preservation:

- Bolduc Historic Properties-Operational Enhancement, in Sainte Genevieve, Missouri

With the care of the Colonial Dames of America, this restored site includes three structures, including vegetable and decorative gardens. After a 10-year effort, this project was completed in 2004.

- Isaiah Davenport House Museum, in Savannah, Georgia

The restoration of the 1820s-era house museum has been cited as the initial project that spurred Savannah's preservation ethic, saving the 1733 city plan and hundreds of structures now encompassed in the National Historic Landmark District. Today, tourism produces \$1 billion annually for the city.

PRESERVE AMERICA PRESIDENTIAL AWARDS

The Preserve America Presidential Awards, the highest Federal award honoring historic preservation achievement, is an important program through which the President and Mrs. Bush highlight efforts nationwide to preserve our heritage.

Each year, two awards are given for activities advancing heritage tourism and two are given for privately funded historic preservation projects or programs. These four annual awards are given to organizations, businesses, government entities, or individuals for achievements in the preservation and appropriate use of either cultural and/or natural heritage assets.



The Mount
Lenox, Massachusetts



Fort McKavett,
Texas Heritage Trails

PRESIDENTIAL AWARD WINNERS

Heritage Tourism:

- Blue Ridge Heritage Initiative, in North Carolina, Tennessee, Virginia, and Georgia

Promotes four groups of heritage tourism trails: Blue Ridge Music; Cherokee Heritage; Craft Heritage; and Farms, Gardens, and Countryside. The initiative includes detailed guidebooks for driving tours to help visitors explore cultural stories, places, and traditions of the southern mountains.

- Lackawanna Heritage Valley, in northeast Pennsylvania

Tells the story of the men and women attracted by the valley's wealth of coal. During the process of supplying energy to the nation and world, the area built lives, families, communities, and a rich heritage.

Private Preservation:

- Historic Beaumont Hotel, in Ouray, Colorado

Abandoned for 34 years and with demolition a strong possibility, the deteriorated structure was purchased in 1998 and reopened for business in 2003. Originally built in the 1880s when Ouray was one of the richest silver and gold mining areas, the hotel once again serves as a showplace and centerpiece of community life.

- Historic Raven Natural Resources Learning Center, Kootenai National Forest, Montana

Began its history in 1906 as the Raven Ranger Station. Nearly 30 partners, including the Forest Service, local communities, foundations, schools, and businesses collaborated to create an educational program that currently brings students from across the nation to learn about natural and cultural resources.

PRESERVE AMERICA PRESIDENTIAL AWARDS

The honored projects demonstrate commitment to protecting and interpreting heritage assets, integrating them into community life, and taking innovative and responsible approaches to showcasing historic resources for public benefit. The awarded projects serve as national models of innovative techniques and use of resources that others can learn from and replicate. For more information and to access a nomination form, please visit:

www.PreserveAmerica.gov/presidentialaward.html



Mabry Mill
Blue Ridge Parkway, Virginia



Beaumont Hotel
Ouray, Colorado

“Laura and I want every American to have a chance to learn about our country’s history, and to enjoy our national treasures.... Establishing the Presidential Awards is a small way of encouraging acts of preservation around our country.”

— President George W. Bush
2005 Presidential Award Ceremony





PRESERVE AMERICA COMMUNITY AND NEIGHBORHOOD DESIGNATIONS

“Heritage tourism, the commercial revitalization of forgotten downtowns, the economically viable rehabilitation and reuse of historic properties as affordable housing are only a few of the ways that history is coming alive in communities like ours. I am looking forward to continuing to be a part of the successes brought about by historic preservation in Dayton and beyond, and to watching new ideas continue to come alive in old buildings.”

— Congressman Michael R. Turner, Ohio-3
Co-Chair, Congressional Historic Preservation Caucus
(Former Mayor of Dayton Ohio)



A representative from Burlington, Vermont, Deputy Secretary of the Interior Lynn Scarlett, and Congressmen Mike Turner (R-Ohio) and Brad Miller (D-North Carolina), co-chairs of the Congressional Historic Preservation Caucus

Preserve America Community designation recognizes and designates communities that protect and celebrate their local heritage. Preserve America communities use their historic assets for economic development and community revitalization and encourage people to explore and enjoy local historic resources through education and heritage tourism programs. Since Preserve America announced its first eight communities in January 2004, Mrs. Bush has designated hundreds of communities in nearly all fifty states as Preserve America Communities.

Announced in Nashville, Tennessee in July 2005 as an extension to the Communities program, Preserve America Neighborhood designations can be granted to municipalities, counties, federally recognized Indian tribes, and neighborhoods that lie within cities with a population larger than 200,000 people. There are approximately 90 such metropolitan areas within the United States encompassing countless potential neighborhood efforts.



Eureka Springs, Arkansas, a Preserve America Community

Such designation is granted to a neighborhood that, in partnership with the city government, has recently supported a historic or cultural preservation project that promotes heritage tourism or fosters economic vitality, and involves a public-private partnership between government entities and at least one civic association, nonprofit, or business enterprise. The neighborhood must indicate its commitment to the preservation or heritage assets and meet criteria within three broad categories that work to discover heritage through historic places, protect historic resources, and promote historic assets.

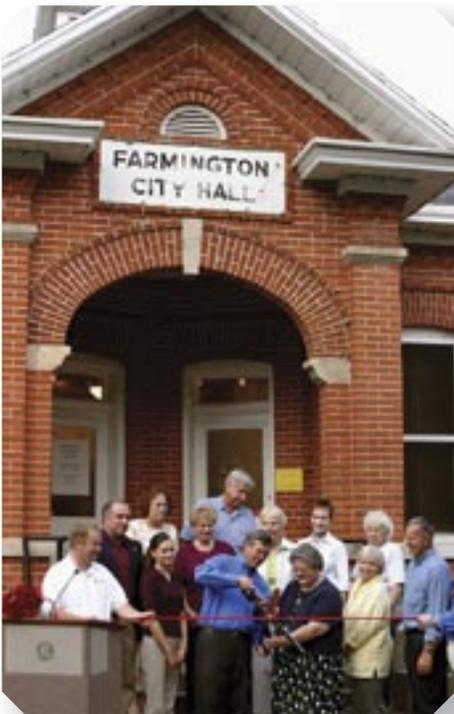
PRESERVE AMERICA COMMUNITY AND NEIGHBORHOOD DESIGNATIONS



Representatives from Versailles, Kentucky, Mrs. Laura Bush, and ACHP Chairman John Nau at a designation event in Louisville, Kentucky

Benefits of designation for Communities and Neighborhoods include White House recognition; a certificate of recognition; a Preserve America Community or Neighborhood road sign; authorization to use the Preserve America logo on signs, flags, banners, and promotional materials; inclusion in national and regional press releases; official notification of designation to State tourism offices and visitor bureaus; and enhanced community visibility and pride. In addition, listing in a Web-based Preserve America Community directory will showcase preservation efforts and highlight appropriate heritage tourism destinations.

Four Preserve America Communities application and designation cycles occur each year, with application deadlines falling on March 1, June 1, September 1, and December 1. For further information and to access an application, please visit: www.PreserveAmerica.gov/communities.html



Farmington, Utah, a Preserve America Community



Oberlin, Ohio, a Preserve America Community

“The County believes the resources available through the Preserve America program will also prove useful to us in our efforts to revitalize our local economy. Our economic development efforts involve three aspects: (1) expand and diversify our year-round economy; (2) protect and improve our heritage tourism industry; and (3) protect our mineral resources for any potential renewal of the mining industry. The Preserve America program complements these efforts.”

— Chairman Ernie Kuhlman, San Juan County Commissioners, Silverton, Colorado



PRESERVE AMERICA GRANTS PROGRAM

WHAT IS FUNDED?

- **Research and Documentation**
Survey of community's historic resources and tourism assets, essential to know and understand what can be promoted to the public. Includes National Register nominations, background research for interpretive programs, and documentation for historical markers.
- **Interpretation & Education**
Supports heritage education through curriculum development, living history programs, and authentic interpretation.
- **Planning**
Used to advance economic development using heritage tourism and historic preservation.
- **Marketing**
Promote and enhance the visitor experience to a community, making accessible the interpretation and documentation that tells the story.
- **Training**
Professional development in areas that will aid a community in promoting their historic resources.

WHO MAY APPLY

- Designated Preserve America Communities: including officially designated Preserve America Neighborhoods
- Certified Local Governments (CLG) applying for Preserve America Community designation.
- State Historic Preservation Offices (SHPO)
- Tribal Historic Preservation Offices (THPO)

Preserve America grants offer a new type of competitive historic preservation funding from the Federal government. Grants are awarded through a competitive process and each grant requires 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 award ranges from a minimum of \$20,000 to a maximum of \$150,000. Five million dollars is available in FY 2006 and ten million has been requested in the President's 2007 budget request to Congress.

The program focuses on encouraging States, Indian tribes, and communities to realize the potential of their outstanding heritage assets as both educational and economic assets of benefit to the American public. The grants are administered by the Department of the Interior's National Park Service in partnership with the Advisory Council on Historic Preservation.

Preserve America matching grants will support projects that preserve and promote America's heritage and cultural assets, including historic resources and associated landscapes and natural features, to foster public appreciation for American history and values. The grants will emphasize significant and creative public-private partnerships that can serve as models to other communities and advance national goals of historic preservation, heritage tourism and education, and related economic development. The grants will encourage sustainable resource management strategies and sound business practices to ensure the long-term success of projects and the continued preservation of the heritage assets.

The program does not fund "bricks and mortar" rehabilitation or restoration of historic resources. Rather, it supports planning, development, implementation, or enhancement of innovative activities and programs in heritage tourism, adaptive re-use, and "living history" programs that may be usefully replicated across the country. Heritage tourism initiatives, promotion and marketing programs, and interpretive and educational initiatives are the types of activities encouraged by these grants.

"I think it's real prestigious, when you look at it from a tourism perspective. It opens up grant opportunities that we may not have otherwise, and helps us be competitive with other cities that have this designation."

— Pegg Gustafson, Chairwoman of the
St. Cloud Heritage Preservation Commission in Minnesota

HERITAGE EDUCATION PARTNERSHIPS

Preserving our heritage not only includes protecting such evidence of the distant past, but also the preservation of recent history and all that it holds for future generations. Through the efforts of great teachers, particularly through “living history” programs, young people can learn that history is not a time apart, but a vital part of who we are today. Preserve America encourages teachers to share their love of history with our children so that they will in turn teach a new generation the story of our Nation.

The Preserve America History Teacher of the Year Award is designed to promote, celebrate, encourage, and honor the teaching of U.S. History in America’s classrooms. The award is administered and funded by the Gilder Lehrman Institute of American History, which works with Preserve America. A national winner is chosen from the more than 50 finalists representing each state, U.S. territories and the District of Columbia. Each of the finalists chosen from an outstanding pool of K-12 history teachers receives \$1,000 and a core archive of history materials for his or her school library. The national winner is acknowledged at an event in New York City each Fall.

Preserve America works with The History Channel® Save Our History initiative, a national history education and preservation program designed to raise awareness and support for community preservation. Save Our History provides teachers with free resources including the Save Our History Educator’s Manual filled with lesson plans, “how to” project guides, and expert articles from our nation’s leading preservation organizations. The annual Save Our History grant program funds collaborations between schools and history organizations on projects that encourage students to learn about, appreciate, and preserve their local heritage. First Lady and Preserve America Honorary Chair, Mrs. Laura Bush has filmed three public service announcements on the importance of historic preservation that air on The History Channel.

For more information:

**PRESERVE AMERICA HISTORY TEACHER OF THE YEAR AWARD
GILDER LEHRMAN INSTITUTE
[HTTP://WWW.GILDERLEHRMAN.ORG/TEACHERS/STUDENT8.HTML](http://www.gilderlehrman.org/teachers/student8.html)**

**“SAVE OUR HISTORY” NATIONAL HISTORY EDUCATION INITIATIVE
THE HISTORY CHANNEL
[WWW.SAVEOURHISTORY.COM](http://www.saveourhistory.com)**

White House Photo: Joyce Naltchayan



Mrs. Laura Bush congratulates Kathleen Kean of Wisconsin, the first National “Preserve American History Teacher of the Year”



Recipients of The History Channel’s Save Our History grants, 11th graders from Liberty Highschool in Bethlehem, Pennsylvania are shown restoring the exterior stonework at Illick’s Mill.



PRESERVE AMERICA AS A FOCUS FOR ACTION



Leicester, Massachusetts, a Preserve America Community



Greeley, Colorado, a Preserve America Community

Preserve America emphasizes partnership and a cooperative spirit to promote appreciation and use of the past in order to help shape our future. A key to the success of the initiative is the cooperation among Preserve America partners throughout the Federal government. Each partner has used its own resources and programs in innovative ways for the common goal of the initiative. Examples of how Preserve America is being used by Federal agencies as a way to organize and strengthen the Nation's historic preservation, heritage tourism, community revitalization, and heritage education efforts can be found in the next section.

Working with the White House, the Advisory Council on Historic Preservation principally administers several major components of Preserve America, including the awards, community recognition, and Executive Order oversight. The Department of the Interior's National Park Service oversees the Preserve America grants, and the Department of Agriculture's Forest Service assists with Preserve America Community signs. In addition to their own unique missions, all Federal partners provide assistance through a Steering Committee and participate in award and grant selection as well as outreach activities. Current partners include the White House Council on Environmental Quality, the Departments of the Interior, Commerce, Education, Housing and Urban Development, Agriculture, Transportation, and Defense, the Advisory Council on Historic Preservation, the National Endowment for the Humanities, and the President's Committee on the Arts and Humanities.

Preserve America, in partnership with the tourism industry and other private partnerships, also emphasizes delivery of the initiative's goals, missions, and educational benefits. Better visitor information, awareness, responsibility, sustainable practices, ecosystem management, greater respect for natural and cultural resources, and avoidance of conflicts will account for a greater shared knowledge and understanding as this initiative matures.

CONCLUSION

Preserve America benefits our Nation and its communities in many diverse ways. It works to motivate public interest and action to better preserve our historic and natural legacy. This initiative serves to educate our Nation's youth by encouraging them to personally participate in preservation and experience our past. Finally, it calls all Americans to explore and enjoy our heritage, discover our special places, and share and cherish all of our national treasures and stories waiting to be told.

HIGHLIGHTS FROM FEDERAL PRESERVE AMERICA PARTNERS



HIGHLIGHTS FROM FEDERAL AGENCIES

NOAA'S INTERNAL EFFORTS

As the nation's oldest scientific agency, NOAA has in its care a wealth of heritage resources that recall the agency's proud history and dedicated service to the nation. Resources include maps, charts, photographs, books, scientific instruments, and other artifact—some centuries old.

In response to the Executive Order, NOAA has initiated a number of activities including "NOAA and the Preserve America Initiative", a brochure, and companion web site (preserveamerica.noaa.gov) designed to highlight NOAA's dedication to preserve heritage resources in its care and make them accessible to the public and through innovative programs and partnerships.

Using the unique setting of a 1930's warehouse, over 200 NOAA assets that recall the agency's proud heritage are on display in the NOAA Science Center in Silver Spring, Maryland during their Heritage Week each February.

Internally, a mini-grant program called "NOAA Preserve America Initiative Grant Program" was announced to stimulate efforts within the agency to preserve, protect, and promote NOAA's heritage resources. A total of \$100,000 was available for awards in 2005. In its first year, the mini grant program awarded funding to 6 of the 24 proposals. Projects vary in scope from interpreting historic and cultural resources in NOAA's care to capturing oral histories of NOAA stakeholder groups, including fishermen and Native Americans.

NOAA AND ALPENA, MICHIGAN A PUBLIC-PRIVATE ACCOMPLISHMENT

As part of the Preserve America initiative, Federal agencies are engaging communities they typically work with on agency-specific topics to explore their local history. One such example includes Alpena, Michigan, founded in 1856 and located along the shores of Lake Huron's Thunder Bay. The community prospered during the 19th century as a center for fishing and lumbering. In the early 20th century, the focus of Alpena's economy shifted to paper making and cement manufacturing, making it at one point the world's largest producer of cement.

Now in the 21st century, Alpena is evolving from an industrial city to a heritage tourism destination, focusing particularly on the community's maritime heritage. In 2000, the 448-square mile Thunder Bay National Marine Sanctuary was created by the National Oceanic and Atmospheric Administration (NOAA). Only the second National Marine Sanctuary to be dedicated to the preservation of cultural resources, it was established to preserve and protect an estimated 200 historically significant shipwrecks off the coast of Alpena. The sanctuary's shipwrecks will be interpreted at NOAA's new Great Lakes Maritime Heritage Center, which includes live video feeds from selected shipwrecks.

The Heritage Center is a cornerstone of a larger public-private redevelopment of the historic Fletcher Paper Mill Complex, which is being adapted for use as a conference center, paper-making museum, and waterfront housing. Across the Thunder Bay River from the paper mill complex is Alpena's historic downtown and many of its historic residences. The Alpena Downtown Development Authority has established a façade improvement grant program for the downtown and the city is studying the creation of a historic district to further promote preservation of Alpena's historic properties.



Congressman Bart Stupak looks up at the Great Lakes Maritime Heritage Center in Alpena Michigan, a Preserve America Community

HIGHLIGHTS FROM FEDERAL AGENCIES

U.S. FOREST SERVICE

Volunteers and historic preservation specialists from the Department of Agriculture's U.S. Forest Service have restored Dexter cabin, a picturesque two-story structure that is one of the main features of a 19th century resort nestled among some of Colorado's most spectacular scenery. The property was listed on the National Register of Historic Places in 1974 based on its unique architecture and its historically significant association with the growth of developed recreation in the national forests at the turn of the 20th century. It was placed on Colorado's Most Endangered Places List in 2001.

This project is a partnership between the Forest Service, the Rocky Mountain Nature Association, Colorado Preservation Inc., and the community of Twin Lakes. Two volunteer groups, the Michigan Volunteers, recent winner of a National Honor Award from the National Trust for Historic Preservation, and the Wisconsin-based "Teacher's Restoration Corps," are the backbone of the effort. Additional volunteers recruited through the Forest Service's "Passport in Time" program also participated in the restoration. The restored Dexter Cabin at Interlaken Lodge is the centerpiece of the historic cabin rental program in the Rocky Mountain Region.

The Dexter Cabin Restoration is by far the most ambitious; however it is only one of many historic preservation projects underway in the Rocky Mountain Region. The goal is to convert underutilized historic buildings into public assets through planning, restoration, and management services.



Chimney work on Dexter Cabin



Dexter Cabin, Interlaken Resort Restoration, Leadville, Colorado



HIGHLIGHTS FROM FEDERAL AGENCIES

DEPARTMENT OF DEFENSE



Sailors on the USS Constitution



Old Ironsides is a national icon and a symbol of the Navy and Marine Corp's spirit and dedication for over 200 years

The USS Constitution, located at the Charlestown Navy Yard along Boston's 3-mile Freedom Trail, is an example of how the Department of Defense is preserving American heritage. As part of their Legacy Resources Management Program, the ship is one of 16 sites and structures of historic importance to the trail.

The oldest commissioned warship afloat, the USS Constitution is one of six ships ordered by President George Washington to protect America's growing maritime interests in the 1790s. The USS Constitution soon earned widespread renown for her ability to punish French privateers in the Caribbean and thwart the Barbary pirates in the Mediterranean. The ship's greatest glory came during the War of 1812 when she defeated four British frigates. During the battle against the HMS Guerriere, seamen watched British cannon balls bounce off her 21-inch thick oak sides, earning the vessel her famous nickname "Old Ironsides."

After Oliver Wendell Holmes's poem saved the USS Constitution from scrapping in the 1830s, Constitution was restored in 1927 with contributions from the nation's schoolchildren. After being towed coast-to-coast, the USS Constitution was moored at the Charlestown Navy Yard in Massachusetts in 1934. Her basic lines have not been altered nor symbolic value reduced as she exemplifies an 1812 appearance.

Manned by an active duty U.S. Navy crew, the USS Constitution is open year round for free public tours. Over 400,000 people visited the ship in 2005—a number that couldn't be obtained in today's Anti-Terrorism/Force Protection environment without the help and team-like approach that the National Park Service and the U.S. Navy display each day. The active duty U.S. Navy crew is also involved in the local community. In 2005, members of the crew visited over 25 schools in and around Boston to be a part of the Reading is Fundamental program.

"Old Ironsides Across the Nation" is an educational outreach program to bring the remarkable stories of Old Ironsides to people who might not be able to visit Boston and see the Navy's Flagship in person. While on these trips, USS Constitution Museum personnel and our own active duty sailors go into local elementary schools and do classroom presentations during the week. The weekend activities include setting up a replica of the gun deck and demonstrating gun drills at a local museum where all of the public is invited to attend.

HIGHLIGHTS FROM FEDERAL AGENCIES

NATIONAL ENDOWMENT FOR THE HUMANITIES

“WE THE PEOPLE”

Historic places are the focus of two new programs launched by the National Endowment for the Humanities (NEH) under its “We the People” initiative. For over three years, NEH has supported more than 60 Landmarks of American History and Culture workshops, which bring groups of K-12 and community college educators together at sites ranging from George Washington’s Mount Vernon, to the Cherokee Heritage Center in Talequah, Oklahoma to the silver mining community of Wallace, Idaho for intensive study and discussion of important topics in American history. Through collaboration with experts and scholars, participants in these workshops gain a sense of the importance of historical places and learn to use them more effectively as sources of evidence and as resources for teaching. The teacher participants and hundreds of students they teach are beneficiaries of these programs.

NEH also supports projects that enrich the experience of the general public who visit historic sites. “Interpreting America’s Historic Places” projects exploit the evocative power of historic places to bring the stories and the lessons of history to life in the hearts and minds of their visitors. Among the twenty places in which NEH has invested funds for interpretation are the Ellis Island Hospital in New Jersey, the Kona Historic Ranch and Store in Hawaii, and the Washington, D.C. cottage used by Abraham Lincoln as a retreat during his presidency.

Local places and their heritage are also the focus of many programs supported by state humanities councils. Thanks to funding from Washington Humanities, for example, visitors to the Puget Sound can explore the history, archaeology, and folklore of Vashon and Maury Islands at an exhibition in the Vashon’s New Heritage Museum. The Maryland Humanities Council supported installation of interpretive signage at the Frederick Douglass-Isaac Myers Maritime Park, a site that showcases African-American maritime history in Baltimore and beyond. State humanities councils, the state-based affiliates of NEH, can be found in all fifty states, as well as Washington, D.C., American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.



The Lincoln cottage in Washington DC, used as a retreat while Abraham Lincoln was President. It was here that he did most of his thinking about the Emancipation Proclamation.



Union Tavern, Milton, North Carolina, was the workshop of Thomas Day (1801-1861), a free African American cabinet maker and businessman.



HIGHLIGHTS FROM FEDERAL AGENCIES

BUREAU OF LAND MANAGEMENT



Jack Wade dredge, Alaska



“Ute panel” at the Segoe Canyon rock art site, Utah

The Department of the Interior’s Bureau of Land Management (BLM) is broadening Preserve America by taking it West and embracing archeological as well as historic resources in its care. BLM has declared 2006 “A Year to Celebrate Heritage Resources.” The BLM manages the Federal government’s largest, most diverse and scientifically important body of heritage resources – all of which have traditional, research, social, economic, and recreational values. Resources found on BLM lands represent the tangible remains of 13,000 or more years of human adaptation to the land, spanning the entire spectrum of human experiences since people first set foot on the North American continent.

The BLM’s Heritage Education Program strives to capture, sustain, and enhance public interest in cultural and paleontological resources on America’s public lands. BLM’s various heritage education initiatives, including Project Archeology, History Mysteries, and web-based applications, stress site stewardship and the role of teachers, children, and the recreating public in protecting cultural resources.

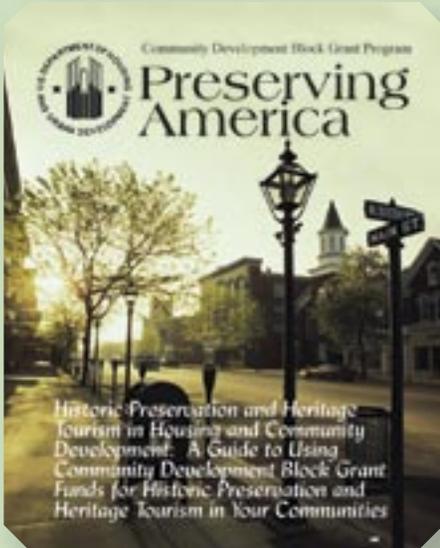
To mark the 100th anniversary of the Antiquities Act of 1906 and the 40th anniversary of the National Historic Preservation Act of 1966, the BLM has expanded its overarching program, “Adventures in the Past” website (www.blm.gov/heritage/adventures). This website brings together many of the educational, archaeological, recreational, and public outreach activities and programs that BLM offers that both fulfill the intent of historic preservation statutes and demonstrate careful stewardship of the heritage resources under its care.

HIGHLIGHTS FROM FEDERAL AGENCIES

HOUSING AND URBAN DEVELOPMENT

As the Preserve America initiative was underway, the U.S. Department of Housing and Urban Development developed *A Guide to Using Community Development Block Grant Funds for Historic Preservation and Heritage Tourism*. This guide helps state and local officials understand how historic preservation and heritage tourism projects can be accomplished through various eligible activities under the Community Development Block Grant program.

Community officials who wish to use their Community Development Block Grants will find a number of ways by which historic preservation can be linked to their community development and revitalization objectives. This program, under the Housing and Community Development Act of 1974, provides resources and flexibility to local officials for determining development in their communities. Within this document (located at: <http://www.hud.gov/offices/cpd/energyenviron/environment/subjects/preservation/index.cfm>) local communities and the general public can find a description of eligible activities that can be used as well as useful contact information. Also included are several real-life examples of successful historic preservation, revitalization, and heritage tourism projects.



HUD's Guide to Historic Preservation and Heritage Tourism



In Ohio, this historic hotel will be converted into a senior citizen residence, which will further increase the population in the historic area.



HIGHLIGHTS FROM FEDERAL AGENCIES

FEDERAL HIGHWAY ADMINISTRATION

NATIONAL SCENIC BYWAYS PROGRAM

The National Scenic Byways Program is part of the U.S. Department of Transportation's Federal Highway Administration. The program is a grass-roots collaborative effort that recognizes, preserves, and enhances selected roads throughout the United States. In its history, the National Scenic Byways Program has provided funding for almost 1,500 state and nationally designated byway projects in 48 states. The U.S. Secretary of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archeological, cultural, historic, natural, recreational, and scenic qualities.

This program is founded upon the strength of the leaders for individual Byways. One of the underlying principles for the program has been articulated best by a Byway leader who said, "The program is about recognition, not regulation." It is a voluntary, grassroots program that recognizes and supports outstanding roads. The Byways program provides resources to help manage the intrinsic qualities within the broader Byway corridor to be treasured and shared. There are currently over 100 Byways in nearly 40 states.

U.S. DEPARTMENT OF EDUCATION TEACHING AMERICAN HISTORY GRANT PROGRAM

The Teaching American History Grant program administered by the Department of Education supports competitive grants to local educational agencies. These grants promote the teaching of traditional American history in elementary and secondary schools as a separate academic subject. Grants are used to improve the quality of history instruction by supporting professional development for teachers of American history. In order to receive a grant, a local educational agency must agree to carry out the proposed activities in partnership with one or more of the following: institutions of higher education, nonprofit history or humanities organizations, libraries, or museums.

The Teaching American History Grants support programs that raise student achievement by improving teachers' knowledge, understanding, and appreciation of American history. By helping teachers to develop a deeper understanding and appreciation of American history as a separate subject matter within the core curriculum, funded programs will improve instruction and raise student achievement. The goal of this program is to demonstrate how school districts and institutions with expertise in American history can collaborate over a three-year period to ensure that teachers develop the knowledge and skills necessary to teach traditional American history in an exciting and engaging way. More information can be found at: <http://www.ed.gov/programs/teachinghistory/index.html>.



Mount Shasta Byway, California



Bridge on the Pacific Coast Scenic Byway, Oregon



Home of Franklin D. Roosevelt, New York

HISTORIC PRESERVATION TAX INCENTIVES

The Federal Historic Preservation Tax Incentive Program, jointly administered by the National Park Service and State Historic Preservation Officers, is the nation’s most effective Federal program to promote urban and rural revitalization and to encourage private investment in rehabilitating historic buildings.

The tax credit applies specifically to preserving income-producing historic properties. With a 5 to 1 ratio of private investment to federal tax credits, the program is an outstanding means of leveraging private investment in adaptive reuse and preservation of our nation’s historic buildings. Projects approved by the Historic Preservation Tax Incentive Program create an average of 42 new jobs (principally local).

In 2004 alone, the Federal tax program resulted in the rehabilitation of over 1,200 historic properties listed on the National Register, created over 50,400 jobs, over 15,000 new housing units, and generated \$3.8 million in leveraged private investment. Since its inception in 1976, the tax program has generated over \$33 billion in historic preservation activity.

In addition to the Federal tax program, many states now have state tax programs. Several of these programs cover owner-occupied residences as well as commercial structures, thereby providing a powerful incentive and tool for residential and neighborhood improvement.

HIGHLIGHTS FROM FEDERAL AGENCIES

NATIONAL PARK SERVICE

Heritage tourism attracts visitors to a place or area based on the unique or special aspects of that locale’s history, landscapes, and culture. For this reason, many communities look to the Department of the Interior’s National Park Service (NPS) to help provide tourism opportunities to sustain their economies and way of life. The NPS infuses its operations with partnerships in all areas of management and at all levels of the organization to leverage and provide additional resources and link with communities and educational institutions.

The NPS provides preservation expertise and support to other Federal agencies, States, Indian tribes, and the public. This objective is fulfilled through a variety of programs that help identify and protect historic properties, in addition to disseminating information and providing opportunities for heritage tourism and education. The following is a sample of what the NPS undertakes:

- **National Register of Historic Places and National Landmarks Program** – the National Register of Historic Places is the official inventory of the nation’s historic places worthy of preservation. With 79,000 properties containing over one million individual resources, it is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our history and archeological resources. With some 2,500 listings, the National Historic Landmarks program contains places where significant historical events occurred, where prominent Americans worked or lived, that represent those ideas that shaped the nation, that provide important information about our past, or that are outstanding examples of design or construction.
- **NPS Grant Programs** – The NPS administers approximately \$75 million annually in grants-in-aid to States, Territories, Indian Tribes, universities, and nonprofit organizations to assist their efforts to preserve properties listed in the National Register.
- **Teaching with Historic Places (TwHP)** – This program uses properties listed in the National Register to enliven history, social studies, geography, civics, and other subjects. Through a variety of materials and activities, TwHP enables teachers and students to learn from places without leaving the classroom.
- **National Register Travel Itineraries** – The National Register of Historic Places, in partnership with the National Conference of State Historic Preservation Officers and a number of public and private partners and communities throughout the country, has developed a series of print and web travel itineraries called “Discover Our Shared Heritage”. The itineraries help travelers plan trips that link a variety of registered historic places, from National Parks and Landmarks, to state and locally significant historic places.





Explore and Enjoy Our Heritage

“Historic preservation has been the cornerstone of a two-decade effort to revitalize our community. Because Dayton’s agricultural base has changed during the last century, our community has had to diversify in order to remain viable and healthy. Through the town meeting process, our community decided to capitalize on travel and tourism in an effort to bring additional revenue into our economy. At the same meeting, the community made a commitment to protect and promote our wonderful history as a part of this strategy. The results have been dramatic!”

— Jennie Dickinson
Executive Director
Dayton Chamber of Commerce
Dayton, Washington

“The unexpected gift to us is that the process of pulling this [Preserve America] application together has provided us with an organizational history of our efforts. It clearly demonstrates how many people and organizations not only within our community, but also throughout the nation have lent their individual time and talents to our village.”

—Mayor Jerry W. Latch
City of Corinth, Mississippi

RESOURCES FOR PRESERVE AMERICA

For basic information about the Preserve America initiatives, including the latest information on Preserve America grants, and links to some of the Federal support that may be available for related activities, programs, and projects, visit:

www.preserveamerica.gov

The Internet resources cited below can be used as a starting point for basic information. For additional assistance, or for more specific and detailed inquiries, please contact the Advisory Council on Historic Preservation at [202-606-8503](tel:202-606-8503)

The Advisory Council on Historic Preservation, an independent Federal agency, promotes the preservation, enhancement, and productive use of the nation’s historic resources and advises the President and Congress on national historic preservation policy. It also provides a forum for influencing Federal activities, programs, and policies that impact historic properties. For more information please visit: www.achp.gov

HISTORIC PRESERVATION, HERITAGE TOURISM, AND RELATED GRANT PROGRAMS

For an overview of information and links to sources of financial and other assistance for historic preservation projects and heritage tourism, go to:

www.achp.gov/funding.html
or www.achp.gov/heritagetourism-assist.html

For information and guidance on grants, tax credits, and other assistance from the National Park Service, U.S. Department of the Interior, including how to apply for “Save America’s Treasures” grants for historic preservation projects, go to: www.cr.nps.gov/helpyou.htm

For information and application details on grants for economic development planning, public works, and technical assistance from the Economic Development Administration, U.S. Department of Commerce, go to: www.eda.gov/InvestmentGrants/Pgmguide.xml

For information and application details on community assistance from the Natural Resources Conservation Service, U.S. Department of Agriculture, go to: www.nrcs.usda.gov/partners/for_communities.html

RESOURCES FOR PRESERVE AMERICA (CONTINUED)



Natchitoches, Louisiana, a Preserve America Community

“The residents of Natchitoches drive this effort. They understand the economic, educational, and quality of life benefits that accrue to a region that maintains its historic sense of self. Through well-conceived planning, substantial public input, good leadership, and above all a collaborative spirit, residents succeed in keeping Natchitoches a wonderful place to live and an enchanting place to visit.”

— Congressman Jim McCrery,
Louisiana-4

For information and application details on community assistance from the U.S. Department of Housing and Urban Development, see:

www.hud.gov/offices/cpd/about/cpd_programs.cfm

For information and eligibility criteria for Transportation Enhancements funding from the U.S. Department of Transportation through your State Transportation Office, see:

www.fhwa.dot.gov/environment/index.htm

For information on the “We the People” initiative from the National Endowment for the Humanities, including grants for history education, historic site interpretation, and related activities, see:

www.wethepeople.gov or www.neh.gov/grants/guidelines/historicplaces.html

For information on the “Teaching American History” initiative from the U.S. Department of Education, see:

www.ed.gov/programs/teachinghistory/awards/html?exp=0

For teaching lesson plans using sites listed in the National Register of Historic Places, including a number of highlighted sites located in designated Preserve America Communities, go to: www.cr.nps.gov/nr/twhp



• NOTES •





PRESERVE AMERICA FEDERAL PARTNERS

WHITE HOUSE
WWW.WHITEHOUSE.GOV

ADVISORY COUNCIL ON HISTORIC PRESERVATION
WWW.ACHP.GOV

U.S. DEPARTMENT OF THE INTERIOR
WWW.DOI.GOV

NATIONAL PARK SERVICE
WWW.NPS.GOV

BUREAU OF LAND MANAGEMENT
WWW.BLM.GOV/HERITAGE/ADVENTURES/INDEX.HTML

U.S. DEPARTMENT OF AGRICULTURE
WWW.USDA.GOV

RURAL DEVELOPMENT
WWW.RURDEV.USDA.GOV/RHS/CF/CP.HTM

U.S. FOREST SERVICE
WWW.FS.FED.US/RECREATION/PROGRAMS/HERITAGE

U.S. DEPARTMENT OF COMMERCE
WWW.DOC.GOV

ECONOMIC DEVELOPMENT ADMINISTRATION
WWW.EDA.DOC.GOV

**NATIONAL OCEANIC AND
ATMOSPHERIC ADMINISTRATION**
WWW.PRESERVEAMERICA.NOAA.GOV

U.S. DEPARTMENT OF DEFENSE
WWW.DENIX.OSD.MIL/HERITAGETOURISM

U.S. DEPARTMENT OF EDUCATION
WWW.ED.GOV

**U.S. DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT**
WWW.HUD.GOV

U.S. DEPARTMENT OF TRANSPORTATION
WWW.DOT.GOV

FEDERAL HIGHWAY ADMINISTRATION
WWW.FHWA.DOT.GOV

NATIONAL ENDOWMENT FOR THE HUMANITIES
WWW.NEH.GOV

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