



*Preserve America*  
**PRESIDENTIAL AWARD  
2007 NOMINATION**





## *Preserve America* PRESIDENTIAL AWARD 2007 NOMINATION

### INTRODUCTION

*Preserve America* is a White House initiative that highlights the efforts of the President and Mrs. Bush to celebrate and preserve our national heritage. Goals of the initiative include: a greater shared knowledge about the Nation's past; strengthened regional identities and local pride; increased local participation in preserving the country's cultural and natural heritage assets; and support for the economic vitality of our communities. First Lady Laura Bush is Honorary Chair of *Preserve America*.

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

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

The Presidential Award celebrates model achievements so that others can learn from them. Each year, two awards are given for activities advancing heritage tourism and two are given for privately funded historic preservation projects or programs.

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

Anyone can submit a nomination. Completed nomination forms and accompanying material must be postmarked no later than November 1, 2006. Awards will be announced during Preservation Month, May 2007.

Cover photos showing 2006 *Preserve America* Presidential Award winners and ceremony, clockwise from top: Budding archaeologists watch field crew, Mission San Luis in Tallahassee, Florida; Southern Maryland tobacco barn; President and Mrs. Bush present 2006 *Preserve America* Presidential Award in White House Rose Garden (photo by Kimberlee Hewitt); Volunteers repair the "oldest house" in the U.S., Santa Fe, New Mexico; Thomas Point Shoal Lighthouse, Annapolis, Maryland, from U.S. Lighthouse Society and Harry Fahl; L to R, Mrs. Bush, Hampton Hotels' Brand Performance and Support vice president Scott Douglas Schrank and Brand Management vice president Judy Christa-Cathey, and the President, in the Oval Office (photo by Eric Draper).

*Preserve America*  
**PRESIDENTIAL AWARD 2007**

---

*Guidelines*

**ELIGIBILITY**

Any organization, business, government entity, or individual is eligible to receive a *Preserve America* Presidential Award. It must be demonstrated that the nominated project, program, or activity was completed within the last five years, and in existence for at least one year, to prove viability. As individuals, ACHP members and staff, and U.S. Department of the Interior staff, are not eligible to receive this award during their employment with those agencies, or for three years thereafter.

**CRITERIA**

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

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

**DEFINITIONS**

A *nominee* is a project, program, activity, or individual.

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

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

*Privately funded historic preservation efforts* are those that are predominantly funded and implemented by private citizens or entities; i.e., more than 50% of the funding comes from non-governmental sources, and the majority of the work is carried out by private citizens and/or entities. This category may include historic preservation projects or programs on public property (owned or controlled by a federal, state, local, or tribal government agency) as long as they are predominantly implemented and financed by private entities and resources.

**NOMINATION PACKAGE**

**Required documentation.**

All nominations must be submitted in a single, one and one-half inch, three-ring binder. This binder must include the following:

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

---

---

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

1. Describe: a) the project, program, activity, or individual being nominated; b) how this nominee meets the award criteria; and c) how it resulted in significant outcomes. Be specific and give examples, facts, and figures to support your assertions—for instance, visitation figures, retail data, tax figures or percentages, demonstrated growth, demonstrated revitalization, specific preservation or conservation achievements, evidence of increased civic pride, etc. If the nominee is an individual, describe their accomplishments and contributions using the general criteria.
2. Explain the significance of the cultural or natural heritage asset involved, and note if it is listed in any national, tribal, state, or local registry or inventory.
3. Describe the role of the nominated organization, business, government entity, or individual and how it contributed to the success of the project, program, or activity. If partners, describe their roles and contributions.
4. Provide final cost figures for the nominated project, program, or activity. Specify each funding source and the amount of money or proportion of costs/resources provided by each source. Ongoing or cyclical programs may provide startup and annual costs to date.
5. If the nominee has previously won an award or been publicly recognized, please note and explain.
6. Note the completion date of the nominated activity. If cyclical or ongoing, please elaborate.

**Images.** Nine sets of 8-12 color images (4" x 6" or larger), with captions and photo credits, are also required. If your photos are printed from digital images, please include a CD containing the images at a resolution of 400 dpi or greater, as well as a text file with captions and credit information. The images should show, as appropriate, before and after results, types of resources affected, people carrying out the project, and people using, enjoying, and learning from the historic cultural or natural assets.

### **Optional documentation.**

Nominations may also include up to five clippings, brochures, reports, or other publications. They may also include no more than three letters of endorsement by preservation and civic organizations and professionals that demonstrate community support, significant outcomes, and high quality of preservation efforts. If you provide optional documentation, please provide nine copies of each item.

### **NOMINATION FILING**

Include one signed original and eight copies of the completed nomination form and summary description, plus the required images, in a single, one and one-half inch, three-ring binder. Optional documentation may be provided in a separate pocket-style or accordion-style folder. All nomination material must be sent in a single package that is postmarked no later than November 1, 2006.

Nominations will not be returned. All nomination materials, including photographs, become property of the ACHP and the *Preserve America* Presidential Award program, and may be reproduced by the ACHP and its partners without additional explicit permission.

#### **Submit nominations to:**

*Preserve America* Presidential Awards  
Advisory Council on Historic Preservation  
1100 Pennsylvania Avenue, NW, Suite 809  
Washington, DC 20004

#### **For additional information:**

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



## PRESIDENTIAL AWARD 2007

### Nomination Form

#### AWARD CATEGORIES

(One box must be checked indicating your award category. See "Guidelines" for details and definitions):

- Heritage tourism using cultural and/or natural heritage assets; or  
 Privately funded historic preservation efforts .

Nominee: \_\_\_\_\_

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

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

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

Project /program /activity manager (not necessary for nominated individual):

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

Nomination submitted by:

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

Key partners (list no more than three):

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

---

---

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

**RELEASE AUTHORIZATION**

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

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

Title \_\_\_\_\_

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