



TELL ME MORE ABOUT...PRESERVE AMERICA COMMUNITIES

Preserve America, a federal partnership program, recognizes communities, including neighborhoods within large cities, that:

- protect and celebrate their heritage
- use their historic and cultural assets for community revitalization and sustainable development
- encourage people to experience, appreciate, and support local heritage through tourism, education, recreation, and other cultural and social activities

Applying for recognition as a Preserve America Community can be a catalyst for:

- enhancing appreciation of the value of preservation and local history by public officials as well as citizens
- increasing communication and collaboration among a broad array of public and private sector groups, including federal, state, and various branches of local government; the business community; non-profit organizations; neighborhood associations; and educational institutions
- developing new partnerships and regional efforts, which can maximize benefits and minimize costs
- improving the community's historic preservation infrastructure by developing plans, commissions, ordinances, review processes
- making preservation part of a community's overall plan for its development; integrating preservation into other aspects of its planning (such as housing, taxation, zoning, open space)
- investment in cultural heritage resources so they can have a sustainable contemporary use
- expanding programs that encourage people to support, experience and appreciate local historic resources
- fostering a preservation ethic among youth, and encouraging both volunteerism and life-long learning

Designation as a Preserve America Community provides:

- national recognition;
- authorization to use the Preserve America logo on signs, flags, banners, and promotional materials;
- a Preserve America Community road sign and a certificate of designation signed by the First Lady;
- eligibility for Preserve America grants, when funded by Congress;
- a listing and profile in an on-line Preserve America Community directory;
- national and regional press releases;
- enhanced community visibility and marketability; and
- potential connections to other federal initiatives, such as the National Travel & Tourism Strategy

Preserve America Community designation is complementary to, but somewhat different from, Certified Local Government status, or establishment of a local Main Street business development program. Many communities use all three programs to help achieve their goals.

Nearly 900 communities in all 50 states, the District of Columbia, and several territories, as well as five tribal communities, have been recognized as Preserve America Communities. They are now part of a network for sharing best practices, funding strategies, and other useful ideas and information. For more information and application forms, visit www.preserveamerica.gov/communities.html.



Making the Case for Participating and Investing in Heritage Preservation and Interpretation

Preservation, public history, culture, and the arts help build and enhance communities in many ways.

- A community engaged in preserving and celebrating its distinctive heritage improves the quality of life for residents as well as the visitor experience for travelers.
- Whether or not a community wishes to develop tourism as a significant sector of its economy, it can benefit from preservation activity.
- Benefits for residents often include job creation and new business development, environmentally sound reuse of existing building stock, an increased tax base, and more vibrant cultural offerings.
- Protecting and sharing a community's stories and traditions through its built and natural environment strengthens community pride.

Travelers are more apt to visit places with a strong sense of place and distinctive stories to tell.

- Tourism creates jobs, new business opportunities, and strengthens local economies.
- Heritage tourists stay longer and spend more than other visitors.
- Heritage tourism that paints an inclusive picture of local history and culture also promotes community cohesion.

*Advisory Council on Historic Preservation
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