



Spring 2011

Calendar of Events

May 3
[Cultural Heritage Tourism Exchange](#)
Washington, DC

May 7-15
[National Travel and Tourism Week](#)

May 17 and 24
[Board Development 101 Webinar](#)
American Association for State and Local History
Join this live webinar and improve your board or develop a new board.

May 22-25
[National Main Streets Conference](#)
Des Moines, IA

May 22-25
[AAM Annual Meeting and MuseumExpo™](#)
Houston, TX

May 21-25
[U.S. Travel Association International Pow Wow](#)
San Francisco, CA

[Click here](#) for more events

Mission

[Partners in Tourism: Culture and Commerce](#)

is a coalition of cultural service organizations, the travel industry, and federal agencies that provide a forum for collaborative research, education, promotion and advocacy with the common goal of advancing the role of culture and heritage in the travel and tourism industry.

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[National Trust for Historic Preservation](#)

Editor: Carolyn Brackett
Assistant Editors: Amy Webb
Verna Romero

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Do you have news...
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Industry Leaders to Discuss the Future of Cultural Heritage Tourism in America at Exchange



Two hundred practitioners involved in cultural heritage tourism will gather at the first **Cultural Heritage Tourism Exchange** on May 3, 2011 at the U.S. Department of Commerce in Washington D.C. to discuss the growth and sustainability of the industry segment.

Partners in Tourism, the coalition of 22 federal agencies and national organizations, are hosting the inaugural

event to obtain information and identify needs for developing and marketing America's unique culture and heritage. Registration is \$99 per participant and limited to 200. Visit www.chtexchange.com for more information and a link to on-line registration.

"We are delighted to support this important gathering of cultural heritage tourism professionals from around the country and are grateful to the Office of Travel and Tourism Industries for hosting this event," says Kimber Craine, Partners in Tourism Chairman and Program Director for the President's Committee on Arts and Humanities. "This Exchange builds on previous reports and national forums - including the 2005 Cultural Heritage Tourism Summit - to identify and hopefully implement strategies that recognize the contribution of America's culture and heritage as a vital component of the tourism industry and our country's brand."

An **on-line survey**, available at www.chtexchange.com, will help outline specific questions, concerns and ideas for discussion at the Exchange. The survey is open to anyone involved in cultural heritage tourism or representing the various entities of the industry segment: museums, historic and cultural attractions, heritage areas, arts and humanities organizations, convention & visitor bureaus, Main Streets, cultural events, scenic byways, artisan trails and state tourism offices.

"We hope that everyone will complete the survey and share opinions to frame a national dialogue about cultural heritage tourism," says Helen Marano, Director, Office of Travel and Tourism Industries at the U.S. Department of Commerce. "Our goal with the Exchange is to identify ways to advance cultural heritage tourism in America, and promote our unique assets as a national export."

For more information about the Cultural Heritage Tourism Exchange, visit www.chtexchange.com or contact Cheryl Hargrove at 202-237-3777.

Share Your Thoughts on the Future of Cultural Heritage Tourism!

Organizers of the first-ever Cultural Heritage Tourism Exchange are seeking input from practitioners across the country on the future of cultural heritage tourism, and you are invited to participate!

The survey is open to anyone involved in cultural heritage tourism including museums, historic and cultural attractions, heritage areas, arts and humanities organizations, convention & visitor bureaus, Main Streets, cultural events, scenic byways, artisan trails and state tourism offices.

Responses will help shape discussions at the Cultural Heritage Tourism Exchange set for May 3 in Washington, DC.

Please visit www.chtexchange.com and take a few minutes to complete the survey.

Thank you!

Cultural Heritage Tourism Survival Toolkit Adds More Stories

The Cultural Heritage Tourism Survival Toolkit continues to grow with the recent addition of 14 new stories bringing the total to 98 stories. Since its unveiling in the fall of 2010, the toolkit has become a very popular resource for cultural and heritage tourism attractions and organizations struggling because of the downturn in the economy.

Supported in part by an award from the **National Endowment for the Arts**, the toolkit describes 11 key survival strategies and includes survival stories to show these strategies in action. The toolkit includes all aspects of cultural heritage tourism with survival stories from National Heritage Areas, tourism organizations, scenic byways, historic house museums, arts organizations, state parks, communities and others. The toolkit was developed by the National Trust for Historic Preservation's **Heritage Tourism Program** after hundreds of hours of outreach to national and state leaders in cultural and heritage tourism.

Ideas for additional stories are welcomed. To share a story idea, contact [Amy Webb](mailto:amy@preservationnation.org) at 303-413-1986, or [Carolyn Brackett](mailto:carolyn@preservationnation.org) at 615-226-4078. To read the complete version of the toolkit, visit www.preservationnation.org/survival-toolkit.

- LA INC.'s popular **Discover the Arts in LA** promotion provides discounts and special offers to encourage Angelenos to experience local cultural offerings. Exposing locals to LA's many cultural offerings turns Angelenos into better ambassadors for their own city, especially when friends and family come to visit. (Below) [Full Story](#)



- **Main Street managers in Washington** turned to Facebook to reach out to constituents when the state of Washington proposed eliminating the state's Main Street Program. [Full Story](#)
- **Baker County Oregon** found a way to create a high quality low cost photo library using Flickr™. [Full Story](#)

- The **Baltimore Museum of Art** reached out to the local community and new audiences by hosting a "Cezanne Fast Forward" late night closing party on the last weekend of the 2010 Cezanne exhibit, offering visual and musical performances by digital artists presented as responses to Cezanne's art. [Full Story](#)
- The **California State Parks Foundation** successfully launched an aggressive social media campaign that helped prevent the closing of 220 of the state's 278 state parks. [Full Story](#)
- The **State of Washington** requires businesses to pay a Business and Occupation Tax. Through state legislation, the **Main Street Tax Incentive Program** allows businesses submit a donation request for approval by the Washington State Department of Revenue. [Full Story](#)



- The **Balboa Park Online Collaborative** is working with museums in San Diego on shared technology services. (Above) [Full Story](#)
- A new company, **ArtBites**, offers classes that trace the history of food as seen through a museum's collection. Museum tours are topped off by a cooking class. (Below) [Full Story](#)



- The **Missouri History Museum's** successful **Time Travelers** program provides reciprocal benefits for members of the 208 participating historical institutions across the country. [Full Story](#)

(continued on Page 3)

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- Prior to the city's budget hearings, the **Lynchburg Museum System** in Virginia hosted a tour for City Council and provided a fact sheet detailing the museum's contributions to the city's economy through tourism as well as educational programs for schools. (Below) [Full Story](#)



- **Belle Meade Plantation** in Nashville, Tennessee boosted visitation and the historic house museum's budget by opening a winery, using social media and creating a new biscuit-making experience for visitors. (Below) [Full Story](#)

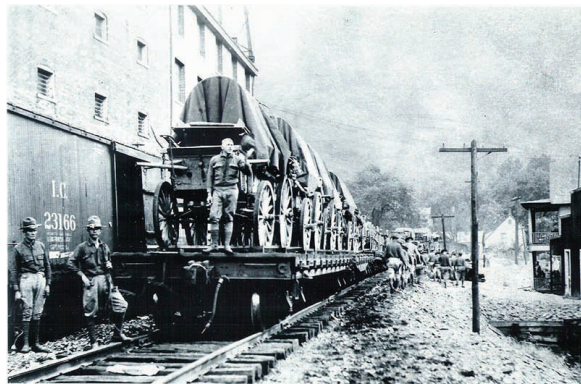


- **The Hermitage, home of President Andrew Jackson** in Nashville Tennessee bartered for free use of lawn and farming equipment when a local John Deere distributor needed land for an annual equipment show. (Below) The home also received extensive restoration to the mansion's exterior and to several other historic buildings. [Full Story](#)



Survival Toolkits Stories (continued)

- **Coal Country Tours** in West Virginia has started a new tour which tells the stories of the early 20th century mine wars. The tours use local guides and give visitors a chance to meet descendants of those involved in the mine wars. (Below) [Full Story](#)



New Webinar Will Help Nonprofit Boards with the Basics



AASLH

American Association
for State and Local History

The American Association for State and Local History is offering a new webinar, **Board Development 101**, on May 17 and 24 to help boards and staff understand the basics of management for museums, history, heritage tourism organizations and other nonprofits. The interactive workshop will provide participants with the knowledge to find good board members, to build strong boards and to successfully manage day-to-day and long-term operations.

The May 17 session is titled "**Finding Good Board Members and Building Strong Boards.**" The May 24 session is titled "**Day-to-Day and Long-term Board Operations to Ensure Success.**" The course will be taught by Carolyn Brackett, Senior Program Associate with the National Trust for Historic Preservation's Heritage Tourism Program.

Registration is \$50 per webinar for AASLH members/\$110 per webinar for nonmembers OR register for both webinars for \$85 for AASLH members/\$155 for nonmembers. Registration is **per connection** not per person making it very cost effective for nonprofits. The courses will take place from 2-3:30 p.m. Eastern time.

For more information and to register visit www.aaslh.org/BoardDevelopment.htm.

Rivers of Steel National Heritage Area Hosts Annual Hammer-In

An historic foundry and machine shop in southwestern Pennsylvania will be the site of an annual blacksmithing event – **The Hammer-In** – jointly sponsored by Rivers of Steel National Heritage Area and its partners in Greene County, Appalachia Blacksmiths Association and the Pittsburgh Area Artist-Blacksmiths Association. The event will be held at the:

W.A. Young & Sons Foundry and Machine Shop
Rices Landing, PA
9 a.m. to 4 p.m.
April 16, 2011



August R. Carlino, CEO & President of Steel Industry Heritage Corp, welcomes guests to a previous Hammer-In blacksmith event at W.A. Young & Son's Foundry and Machine Shop at Rices Landing, PA. This year's event will be held April 16.

"Each year, blacksmiths from western Pennsylvania, northwestern Maryland and West Virginia convene for the Hammer-In," said August R. Carlino, CEO & President of the Steel Industry Heritage Corporation, which manages Rivers of Steel National Heritage Area. "This event includes tours of the historic facility with the antique machinery in operation, plus blacksmithing demonstrations."

At noon, a ceremonial roof raising will be held to announce the beginning of Phase One of the historic restoration of the machine shop. This phase, which includes the removal of the old roof and its complete replacement as well as the completion of an Architectural Design and Restoration Plan, is funded in part with a Save America's Treasures grant in addition to support from the Commonwealth of Pennsylvania.

"This will provide considerable stabilization and protection to the machine shop while we work on raising funds for the remaining restoration," Carlino said.

The machine shop was described by an expert of the Smithsonian Institute as "one of the most rare and unique historic machine facilities in the United States."



Visitors at a previous Hammer-In watch a blacksmith demonstration.

For more information, visit www.riversofsteel.com or contact Sherris Moreira, Director of Marketing and Tourism Development, 412-423-8687, smoreira@riversofsteel.com.

Heritage Tourism Plans Underway in Nebraska

The Nebraska State Historical Society and the Nebraska Division of Travel and Tourism are collaborating on a two-part study of heritage tourism in the state. The study will analyze the economic impact of visitation to historic sites and museums. The second component will include marketing of heritage sites and a plan for developing heritage tourism in Nebraska. The study is being conducted by the University of Nebraska -Lincoln Bureau of Business Research and the Heritage Tourism Program of the National Trust for Historic Preservation.

For more information, contact Bob Puschendorf at bob.puschendorf@nebraska.gov.

GOT NEWS?

Send us your news or announcements for the *Cultural Heritage Tourism* website and for future e-newsletters at: cht@nthp.org

Alliance of National Heritage Areas Issues 2010 Annual Report

The Alliance of National Heritage Areas has released its 2010 Annual Report, detailing accomplishments in economic development, job creation, civic engagement and project leadership with case studies from National Heritage Areas. The report also reviews the successful awareness campaign “**Smart, Green and Working**” led by the Alliance in the summer of 2010 and the formation of a National Heritage Areas Congressional Caucus chaired by Rep. Paul Tonko of New York and Rep. Charles Dent of Pennsylvania. To read the report, visit the website: <http://www.nationalheritageareas.com/documents/AnnualReport2010.pdf>.

America’s Great Outdoors Report Released

In February 2011, President Obama released the report “**America’s Great Outdoors: A Promise to Future Generations.**” The report documents the results of the America’s Great Outdoors Initiative which the president launched in April 2010. The initiative charged the Secretaries of the Departments of Interior and Agriculture, the Administrator of the Environmental Protection Agency and the Chair of the White House Council on Environmental Quality to develop a 21st century agenda for conservation and recreation. Part of the planning process included 51 public listening sessions across the country which drew more than 10,000 participants. A website about the project also generated more than 100,000 comments. To read the report, visit the website <http://americasgreatoutdoors.gov/report/>.

Travel Rally Day is Part of Tourism Week Activities

Travel Rally Day, set for May 10, is part of activities being planned during National Travel and Tourism Week, May 7-15, 2011. It is a concerted effort to demonstrate travel’s impact on local workers, businesses and economies with events are staged in cities nationwide.

The goal of Rally Day is to unite a community’s travel workers and supporters and publicly represent the industry to media, elected officials and residents with a message that travel matters to this nation and to the local community.

For more information on Rally Day and assistance in planning an event, visit <http://www.ustravel.org/marketing/national-travel-and-tourism-week/us-travel-rally-day>.

America’s Dozen Distinctive Destinations for 2011 Announced

The National Trust for Historic Preservation has announced its 2011 list of America’s Dozen Distinctive Destinations. For 12 years the National Trust has annually selected communities across America that offer cultural and recreational experiences different from the typical vacation destination. From dynamic downtowns and stunning architecture to cultural diversity and lively entertainment, the selected destinations boast a richness of character and exude an authentic sense of place.

The 2011 list of **America’s Dozen Distinctive Destinations** includes:

1. Alexandria, Virginia
2. Chapel Hill, North Carolina
3. Colorado Springs, Colorado (*shown below*)
4. Dandridge, Tennessee
5. Eureka, California
6. Muskogee, Oklahoma
7. New Bedford, Massachusetts
8. Paducah, Kentucky
9. San Angelo, Texas
10. Saint Paul, Minnesota
11. Sheridan, Wyoming
12. Sonoma, California



Garden of the Gods Park is a National Natural Landmark.
Credit: Colorado Springs Convention & Visitors Bureau

To view the entire list of Destinations visit the website at <http://www.preservationnation.org/travel-and-sites/travel/dozen-distinctive-destinations/>.

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A Partners in Tourism Member
and CHT News Editor