



Spring 2008

Calendar of Events

April 27– May 1
Annual Meeting and Museum Expo
American Association of Museums
Denver, CO

May 12–20
National Tourism Week
TIA

May 28–31
11th Annual US/ICOMOS
International Symposium
Washington, DC

May 31 - June 4
International PowWow
TIA
Las Vegas, NV

[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.

National Partners and

Federal Corresponding Partners

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Theme Announced for 25th Annual National Tourism Week: “Discover Great American Traditions”

The **Travel Industry Association** (TIA) has selected the theme “Discover Great American Traditions” for the 25th annual National Tourism Week to be **held May 10-18, 2008**. The silver anniversary theme encourages travel to American locales and highlights the role that tourism plays in discovering the icons of a destination.



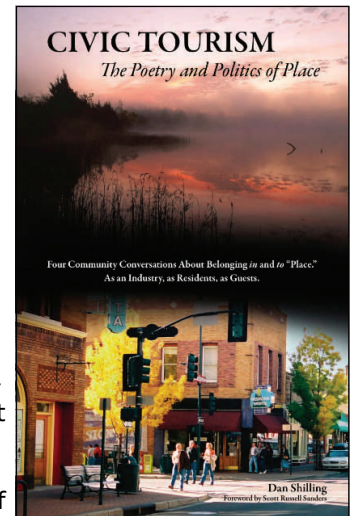
Tourism Week resource materials, including a National Tourism Week logo and a toolkit with sample press releases, industry facts and information on planning local campaigns, can be found at the [TIA website](http://www.tia.org/NTW). (www.tia.org/NTW)

New Civic Tourism Book Released, Second Civic Tourism Conference Planned

Dan Shilling, past director of the Arizona Humanities Council, has recently released a new book, ***Civic Tourism: The Poetry and Politics of Place***, the result of a three-year project in Prescott, Arizona.

Civic tourism is an extension of cultural heritage tourism, ecotourism, geotourism, and other “place-based” models. The mission is to “reframe” tourism’s purpose, from an end to a means – from a growth goal to a tool that helps citizens preserve and enhance what they love about their place. Shilling suggests three strategies: 1) “Reframe Economics” encourages communities to connect tourism planning to contemporary restorative economic policies; 2) “Connect to the Public” suggests engagement practices that foster support for a responsible tourism ethic; 3) “Invest in the Story” urges a robust financial and conceptual investment to place-making.

David Weaver, professor of tourism at the University of South Carolina, and author of ***Sustainable Tourism: Practice and Procedures***, writes, “In his groundbreaking book on civic tourism, Dan Shilling invites your community to engage in a conversation about tourism and place that it cannot afford *not* to have.” The 128-page book includes dozens of “conversation starters” and more than 80 best practices and suggestions. It is available from the [website](http://www.civictourism.org). The cost is \$12.00. (www.civictourism.org)



Conference Set for October

The 2008 civic tourism conference will be held **October 15-18, 2008**, in the Blackstone Valley of Rhode Island. The meeting will feature speakers who practice responsible, place-based tourism. The conference sponsor is the Blackstone Valley Tourism Council’s Sustainable Tourism Planning and Development Laboratory. The conference theme is **“Civic Tourism II: Defining and Animating Place.”** More information is available at the [website](http://www.civictourismconference2008.com) or call Dan Shilling at 602-300-6694.

(www.civictourismconference2008.com)

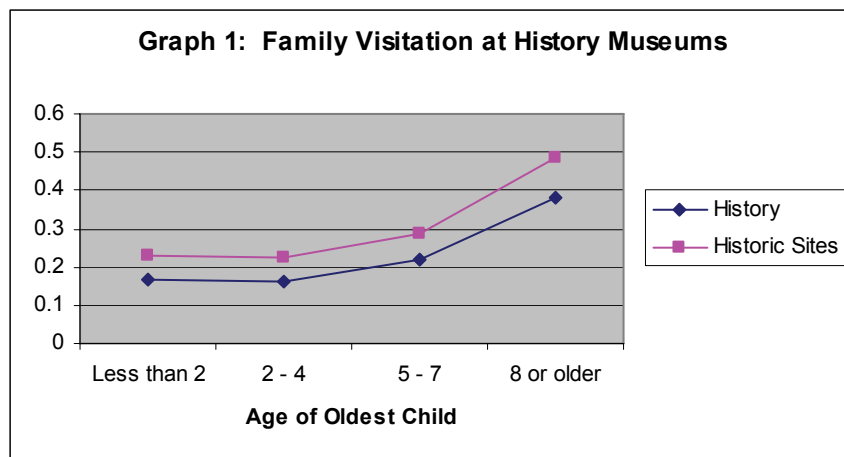
Research Yields Important Information on Visits to History Museums and Historic Sites

By Susie Wilkening, Reach Advisors

Last spring, as part of a national survey of 5,500 children’s museum visitors, Reach Advisors, a strategy and audience research firm serving community-driven enterprises, asked what other types of museums parents and grandparents like to visit with their families. The results gave us some insight on why they visit other museums, when they visit in the life stage of their family, and how museum-going behavior shifts among different racial and socio-economic groups. This article focuses on history museums and historic sites.

History Museums and Historic Sites: The Gap with Families

First, the bad news. History museums and historic sites showed the lowest popularity among the eight types of museums measured in this survey, with only 31% visiting historic sites and 23% visiting history museums. Simply put, families are choosing to visit other museum types over historic sites and history museums. But there are some silver linings and promising trends within the data.

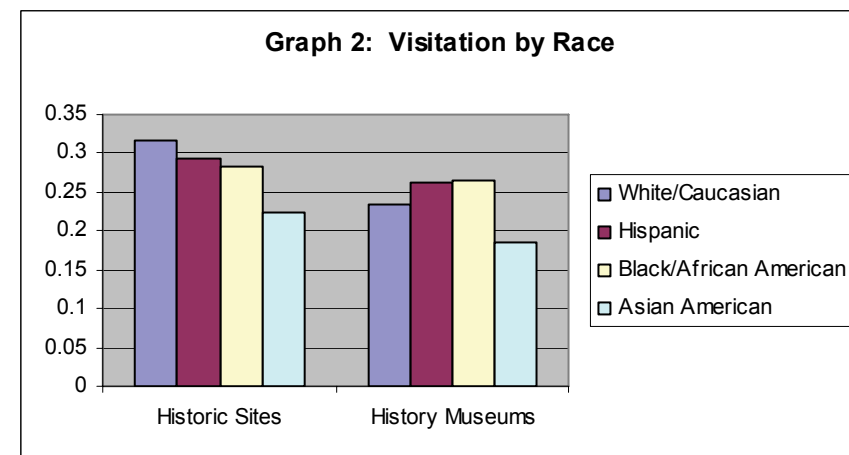


Family Life Cycle

Families love to visit museums, and the data quickly confirmed that the age of the oldest child was the principal factor in what types of museums families visit. But when children are very young, families are visiting other types of museums. Visitation at history-based museums remains stubbornly low . . . until the oldest child enters elementary school when visitation rises dramatically (*Graph 1*). History-based museums had the greatest rise in visitation during the family life cycle of all the museum types, doubling their attendance rate. While history museums remain the least popular in families where the oldest child is eight or older, it almost catches up to many of the other types of museums, and historic sites rise to fifth most popular for this age group.

Grandparents

Overall, grandparents were more likely than parents to take children to other types of museums, but they were far more likely to visit history-based museums than parents - by a margin of nearly 20 percentage points - making them a terrific target audience, and membership prospect, for these types of museums.



Race Matters

Although history-based museums were the least popular types of museums among families of all races, the likelihood of a visit varied quite a bit among racial groups responding. While 91% of the survey respondents were Caucasian, with 5,500 respondents we were able to obtain statistically significant data on African Americans, Asian Americans, and Hispanics.

Historic sites were most popular with Caucasians, with nearly a third visiting them. Additionally, over a quarter of Hispanics and African Americans visit historic sites. Asian Americans are the least likely to visit, with just over a fifth reporting attendance (*Graph 2*).

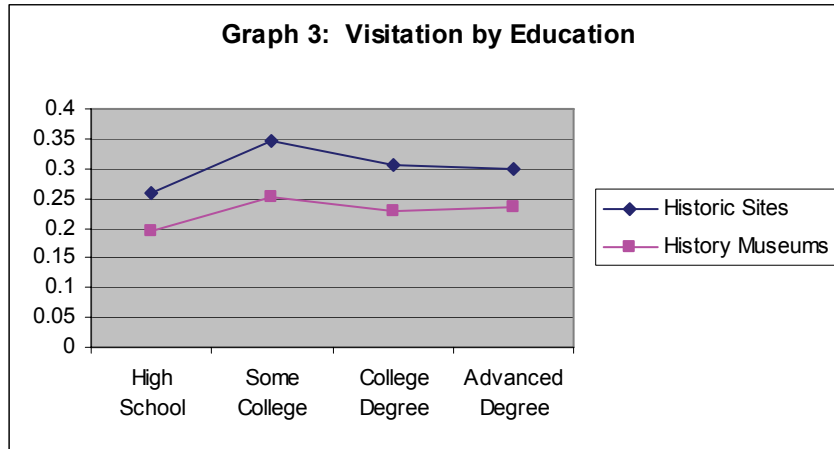
History museums had less attendance than historic sites, but African American and Hispanic museum-goers are the most likely to visit, with just over a quarter visiting. Nearly a quarter of Caucasians visit history museums, while not even a fifth of Asian Americans survey respondents visit.

The relatively low attendance of Asian Americans at history-based museums initially surprised us. But when considering the geographic distribution of Asian Americans, which is heavier in the West Coast than elsewhere in the country, the discrepancy became clearer as that region has a lower density of history-based museums. *(continued on page 3)*

Feature Articles

(continued from page 2)

Although we did not quite have statistically significant data on American Indians, their responses were intriguing and may begin to shed light on their visitation patterns. While still the least popular types of museums to visit, American Indians visited history-based museums in far greater numbers than other racial groups, with 46% visiting historic sites and 36% visiting history museums. Further research may confirm and extend these findings.



Education and Income

We typically find that museum visitation increases with education and income. But this was not true for history-based museums. Visitation actually peaked when parents only had some college education (*Graph 3*).

Similarly, visitation by those of lower income was higher than for those of higher income, roughly mirroring the visitation trend by education. It was a pleasant surprise that history-based museums have lower perceived barriers of entry for those with less education and income.

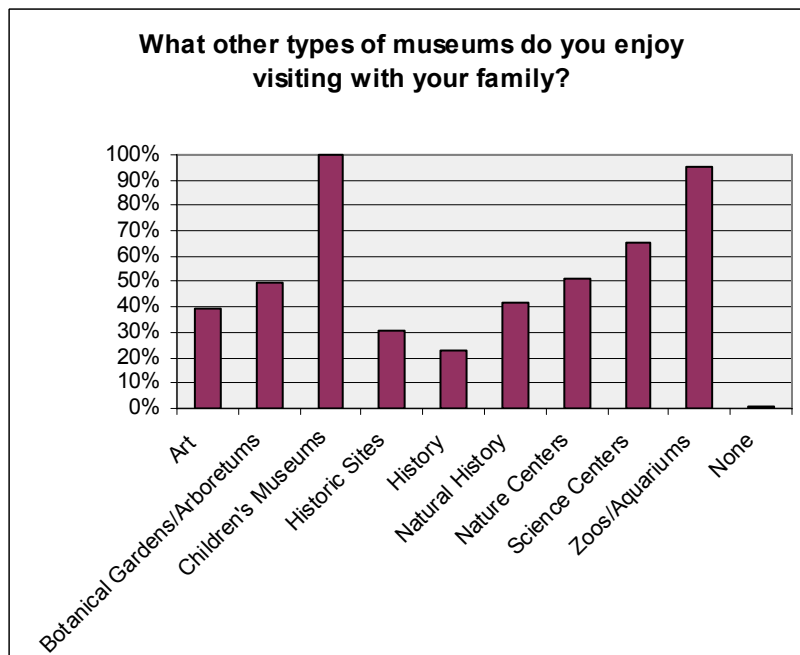
Other Findings

Overall, the gender of the respondent was not a significant factor in this survey. But when it came to visitation at history museums, it was significant. Males were much more likely to take their families to history museums than females, 34% vs. 22%. Additionally, males were slightly more likely to visit historic sites. Although history-based museums were still the least popular for both genders, it seems that history-based museums have more work to do in attracting women and their families.

Why Is This Relevant?

Clearly, history-based museums are struggling to reach young family audiences. Although written-in comments did not shed light on why they tend *not* to visit, some comments provided an indication that helps us determine what *is* appealing about history-based museums:

- "We especially enjoy live performances and demonstrations at many museums, especially living history sites."
- "It broadens their experiences and can bring history to life. It's one thing to read about it in a book but, another to see, touch, feel and experience it."



It seems to all go back to creating an authentic, hands-on, active experience for families. Historic sites, where history really happened, are uniquely positioned to create those authentic experiences in a way that many other types of museums simply cannot. Continued work to create and promote active experiences will help history-based museums better serve young family audiences.

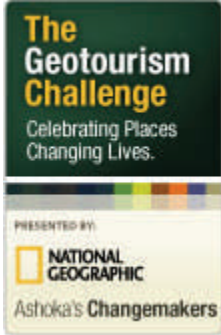
Finally, age appropriateness seems to be the primary factor in making decisions about visiting museums, and history-based museums will likely find that concentrating their efforts on attracting families with grade-school children will reap greater rewards than trying to attract families with younger children.

To learn more

This short article only scratches the surface of the research we conducted on this and related topics. You can also learn more about family visitation at other types of museums by visiting their museum audience research [blog](#) and click on "2007 E-newsletter Articles" or by contacting [Susie Wilkening](#) at (susie@reachadvisors.com) or 617.489.6180 x.4. (www.reachadvisors.typepad.com)

Feature Articles

The Geotourism Challenge



The National Geographic and Ashoka's Changemakers Geotourism Challenge: Celebrating Places | Changing Lives recently received over 100 incredible entries into its

competition to source innovations that use tourism to help sustain, enhance, or preserve local culture and environment. The entry period will close **April 16, 2008**, but the competition is not over yet!

Visit the [website](#) to join the discussion April 17-May 28th, when the most innovative strategies and solutions around geotourism will be debated, discussed, critiqued, and improved upon by members of the worldwide geotourism community.

(www.changemakers.net/geotourismchallenge)

Check back between May 28th and June 11th to view the expert judges' slate of finalists, and **vote** for the top three winners of the competition, who will have the opportunity to travel to Washington, DC and present their innovations at a National Geographic Change Summit next fall.

GOT NEWS? Or...

Program Updates
New Initiatives
Case Studies/Reports
Guide books
Toolkits
Workshop/event information
Funding/grant opportunities
Job opportunities
Books/Publications

Send to us for the
Cultural Heritage Tourism
website at: cht@nthp.org

ABA Seeks Nominations for Top 100 Events



The American Bus Association is seeking nominations for its annual Top 100 Events in North America. The official nominating process continues until early May. Nominations may come from three sources in the U.S. and Canada -- official state and provincial tourism offices in the U.S. and Canada, ABA-member convention and visitors bureaus, and private tourism organizations.

The Top 100 Selection Committee is composed of 12-15 judges chosen from ABA - member motorcoach and tour operators. Judging takes place in May and June each year.

For more information on the nomination and selection process, visit the [website](http://www.buses.org/node/640) (www.buses.org/node/640).



A 2008 Top 100 Events Winner
Albany Tulip Festival, Albany, New York
Photo courtesy of www.albany.org

Cultural and Heritage Tourism Alliance Conference Set for November 5-8, 2008

The Cultural and Heritage Tourism Alliance (C&HTA) Conference will be held November 5-8. For the first time in its 10 year history, the C&HTA Annual Conference will be held in Florida.

Palm Beach County, *Florida's Cultural Capital*, will host the conference in Delray Beach, a national model of economic revitalization through arts, culture and historic preservation. The Palm Beach County Cultural Council is the host organization. Supporting partners are Visit Florida and the Palm Beach County Convention and Visitors Bureau.

The conference offers a mix of educational seminars and "mobile workshops" that combine hands-on learning with an opportunity to showcase the highlights of Palm Beach County's, as well as South Florida's, cultural and heritage treasures.

The C&HTA is a group of leading tourism professionals in North America who share a common mission of promoting arts and culture, fostering economic development, and maximizing the positive relationship between the cultural and tourism sectors. The group consists of arts and culture marketers, heritage and historic preservationists, travel and tourism professionals, researchers, and consultants.

The C&HTA was a partner in the planning of the U.S. Cultural & Heritage Tourism Summit in Washington, DC in 2005 presented by the U.S. Dept. of Commerce and The President's Committee on Arts and Humanities.

For more information visit [the website](#). (www.chtalliance.com)

Feature Articles

Federal Formula Grant Initiative for Museums Underway

By: Terry Davis, President and CEO
American Association for State and Local History



(Editor's Note: AASLH is leading the charge to secure federal funding for museums through the Institute of Museum and Library Services. In this article, AASLH President and CEO Terry Davis explains the goals and strategies for obtaining this funding.)

By now hopefully most of you know about the Federal Formula Grant Initiative, a national effort to secure substantially more public funding for museums. What do we mean by substantial?

Well, at this point in time – and it's early in Congressional timing – we are asking for parity with the same program Congress authorizes through IMLS in support of libraries. In terms of current authorization that means an additional \$163.7 million for museums, but who's counting?

IMLS will be reauthorized by Congress in 2009, and a national coalition of over 50 (and growing) museum service organizations has banded together to secure new, additional funding for IMLS – federal formula grants authorized to IMLS and granted directly to the states for distribution to museums.

AASLH has been hard at work since 2003 when conversations with then IMLS director, Bob Martin, made it clear. Martin said in passing that Senator Susan Collins from Maine asked him during IMLS reauthorization hearings why libraries received federal formula grants, but museums didn't. Martin's reply, "Because the museum community has never asked."

Frankly, when members of Congress are approached about the initiative, they are a little amazed. They are used to seeing museum CEOs on the Hill asking for earmarks for specific museums, but never have museums shown *unity* in asking for public money. Well, members of Congress, we're asking now!

But we need your help. We need you to pull together as a community that works as a team to improve the state of your field. Libraries did, and through the efforts of the American Library Association and many years of work, today libraries are among the most technologically sophisticated and nationally linked cultural organizations in the country. And museums can be too!

Over the course of our work you will be asked – by AASLH, by AAM, by other national, state, and/or regional museum associations, – to help the cause by contacting your members of Congress to request their support. When you are called to action, you must respond; if you want more money that is.

It's also important to remember that although federal formula grants are the goal, the national community of museums assembled to work toward that goal will be a force to be reckoned with on many fronts. United, museums represent about 865 million visitors a year, and that's quite a force.

Find out more about the federal formula grant initiative at the [AASLH website](http://www.aaslh.org). (www.aaslh.org) There you will find a recommended letter for you to send to your members of Congress, along with a one page Case for Support. Remember that it's best to FAX your members of Congress, since snail mail in Washington, DC is still being irradiated. If you have questions, email me at davis@aaaslh.org.

And do your part of helping the Federal Formula Grant Coalition succeed in securing substantially more public funding for your work.
Contact your members of Congress today!!

Secretary Kempthorne Selects New U.S. World Heritage Tentative List

Fourteen U.S. sites have been selected for inclusion on a new U.S. World Heritage Tentative List, announced Secretary of the Interior Dirk Kempthorne. The properties will now be eligible to be considered for nomination by the United States to the UNESCO World Heritage List, which recognizes the most significant cultural and natural treasures on the planet.

World Heritage Sites are designated under the World Heritage Convention. The U.S. was the prime architect of the Convention, an international treaty for the preservation of natural and cultural heritage sites of global significance. There are 851 sites in 140 of the 184 signatory countries. Currently there are 20 World Heritage Sites in the U.S. already listed. The new sites announced on the United States World Heritage Tentative List can be considered over the next 10 years for formal nomination by the United States as World Heritage Sites.

The World Heritage [nomination criteria](#) can be found on the National Park Service Office of International Affairs website. (www.nps.gov/oia)

General information about the [Tentative List process](#) is posted on the Office of International Affairs website. (www.nps.gov/oia/topics/worldheritage/tentativelist.htm)

For further information, please contact Stephen Morris, Chief, Office of International Affairs at 202-354-1802 or Gerry Gaumer in the NPS's Office of Public Affairs at 202-208-6843.

NEW National Park Service *Discover Our Shared Heritage* Travel Itinerary for Richmond, Virginia

The National Park Service (NPS) just launched a new on-line Discover Our Shared Heritage Travel Itinerary for Richmond, Virginia, the 46th itinerary in the ongoing series on the [NPS website](http://www.nps.gov).

(www.nps.gov/history/nr/travel/richmond/)



National Battlefield Park, photo courtesy of NPS website.

The new itinerary explores Richmond and highlights 87 historic places listed in the National Register of Historic Places that together bring three centuries of history in Richmond to life.



Maggie L. Walker National Historic Site, photo courtesy of NPS website.

The Richmond itinerary was produced by the National Park Service's Heritage Education Services, the City of Richmond and Richmond National Battlefield Park and the Maggie L. Walker National Historic Site, and the Virginia Department of Historic Resources, in partnership with the National Conference of State Historic Preservation Officers.

Other NPS, *Discover Our Shared Heritage* itineraries on the [website](http://www.nps.gov).

(www.nps.gov/history/nr/travel/index.htm)



New Preserve America Communities Designated

On January 25, 2008, First Lady Laura Bush designated 14 new Preserve America Communities. This brings the total number of Preserve America Communities to 585. The new communities are located across the country from Alaska to Maine and reflect the diversity of America's historic resources.

The newest Preserve America Communities are:

- 1) Anchorage, Alaska
- 2) Fremont County, Colorado
- 3) New Britain, Connecticut
- 4) Hardin County, Iowa
- 5) Portland, Maine
- 6) Rockville, Maryland
- 7) Meridian, Mississippi
- 8) Cape Girardeau, Missouri
- 9) The Soulard Neighborhood in St. Louis, Missouri
- 10) Jefferson County, Montana
- 11) Lincoln County, North Carolina
- 12) Lincolnton, North Carolina
- 13) Enterprise, Oregon
- 14) Abbeville, South Carolina



Hells Canyon Mule Days Parade. Enterprise, OR. Photo courtesy of the Preserve America website.

For more information visit the Preserve America [website](http://www.preserveamerica.gov).
(www.preserveamerica.gov)

Dozen Distinctive Destinations®

NATIONAL TRUST FOR
HISTORIC PRESERVATION®

2008 Announcement

The National Trust for Historic Preservation has announced the communities selected for its 2008 Dozen Distinctive Destinations.

Destinations range from a French colonial village along the banks of the Mississippi River that captures the pioneer spirit of the early settlers, to a small Texas town that serves as a gateway to the unspoiled terrain of the 19th century western frontier, to a gorgeous Southern city with roots three centuries deep, and a coastal town renowned for its seafood and historic buildings.

This is the ninth time the National Trust for Historic Preservation has announced a list of *Dozen Distinctive Destinations*. To date, there are 108 *Distinctive Destinations* located in 42 states throughout the country.

(www2.preservationnation.org/dozen_distinctive_destinations/2008/)

For a complete list and information on 2008's designated communities, visit the [website](http://www2.preservationnation.org/dozen_distinctive_destinations/2008/).

National Endowment for the Arts Challenge America: Reaching Every Community Fast-Track Review Grants

This category offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations. Eligible projects include arts events with guest artists, professionally directed public art projects, civic design activities, and the unified promotion of community-wide arts activities and resources to enhance cultural tourism.

Challenge America offers \$10,000 matching grants. The application deadline is June 2, 2008, for projects beginning January 1, 2009, or later. For further information, visit the NEA's [website](http://www.arts.gov/grants/apply/). (www.arts.gov/grants/apply/)

Scanning the States



CALIFORNIA Develops Strategic Plan for Rural Tourism

Rural tourism in California accounts for \$27 billion in travel spending and supports 357,000 jobs. In March 2007, the California Travel and Tourism Commission (CTTC) hired Rural Tourism Development Manager Jonelle Tannahill to bolster rural tourism efforts. In January 2008, CTTC unveiled its new Rural Tourism Strategic Plan.

The plan, developed in partnership with The Strategic Marketing Group, a consulting group in South Lake Tahoe specializing in tourism marketing strategy, focuses on extending awareness to California's eight rural tourism marketing regions and increasing the partnerships among rural tourism stakeholders, the California Welcome Centers (CWCs) and the California Cultural and Heritage Tourism Council (CCHTC).

Marketing strategies include building the brand and repositioning rural tourism, research, product development, technology, partnership collaboration and funding.

Click [here](#) to download the Rural Tourism Strategic Plan.
www.visitcalifornia.com/media/uploads/files/00698CTTCRuralStrategicPlan_3.pdf

For more information on the CTTC Rural Tourism Program, contact: Rural Tourism Development Manager, [Jonelle Tannahill](mailto:Jonelle.Tannahill@visitcalifornia.com) or 916-319-5438.

ANOTHER REMINDER...

NATIONAL TOURISM WEEK APPROACHING

The silver anniversary theme encourages travel to American locales and highlights the role that tourism plays in discovering the icons of a destination.

Tourism Week resource materials can be found on the TIA [website](#).



Sustainable Tourism Lab Set for May 22

Sustainable Tourism Planning and Development Lab: An Introduction to Resilient Tourism is planned for May 22 at the Blackstone Valley Visitor Center. The event is designed for tourism practitioners, community policy makers and shapers, educators, students of tourism, elected officials and others interested in sustainable tourism.

A variety of speakers will address topics such as "Resilient Planning for Tourism," "Experiential Tourism: Making the Most of Existing Resources," and "Demystifying Tourism Satellite Accounting."

The workshop is hosted by the Blackstone Valley Tourism Council, Sustainable Tourism Planning and Development Laboratory. Registration is \$35 and includes lunch and workshop materials.

To register on-line visit the [website](#) or for more information call Natalie Carter at 401-724-2200.

(www.SustainableTourismLab.com)



Blackstone Valley Tourism Council Chosen as Finalist Tourism for Tomorrow Awards

The Blackstone Valley Tourism Council in Rhode Island was the only U.S. nominee among 12 finalists selected for the World Travel & Tourism Council's Tourism for Tomorrow Awards in 2008. Blackstone Valley was nominated in the Destination Award category.

An international committee of 12 experts led by Costas Christ, Chairman of Judges, Tourism for Tomorrow Awards and internationally recognized leader in sustainable tourism, selected 12 finalists from 150 applications from more than 40 countries representing travel and tourism on all seven continents.

Winners and finalists will be honored at a special ceremony at the Gala Dinner of the 8th Global Travel & Tourism Summit on April 21, 2008 in Dubai, United Arab Emirates.

For more information on [Blackstone Valley](#), visit the website.
(www.blackstonevalleytourismcouncil.com)

For more information on the [World Travel & Tourism Council](#), visit the website. (www.wttc.travel/)



Bike tours are one of the many visitor experiences available in the Blackstone Valley. Photo courtesy of www.Cycleblackstone.com

Scanning the States

SOUTH CAROLINA

Treasures of the Tidelands Showcases Georgetown



In 2006, the Cultural Council of Georgetown (South Carolina) and the

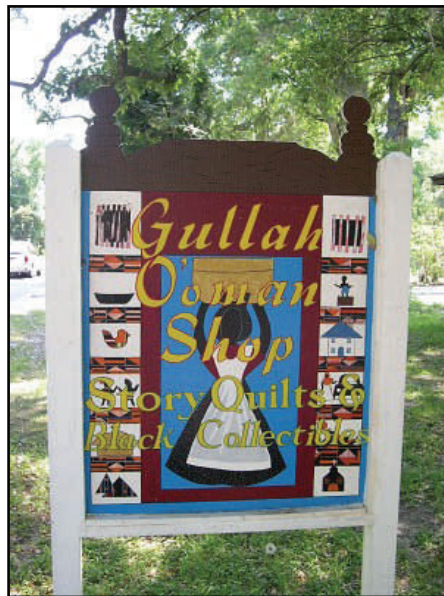
Georgetown County of Chamber of Commerce organized a multi-dimensional, 10-day, cultural tourism festival in May called the Treasures of the Tidelands. The festival includes the visual arts, performing arts, history and heritage, and the natural environment. The cultural council and festival falls on the shoulders of a small group of staff and volunteers. Luckily, the area's many retirees lend their time, talents, and resources to making the festival a success.

The theme is geographically focused and reinforces the diverse richness of arts and cultural resources found in Georgetown County. From a cultural tourism marketing perspective, Georgetown County has prominent attributes—the ocean, the arts and a thriving tourist community. In the past, most local tourism marketing had focused on the ocean and secondarily on historical elements. The festival offers the opportunity to generate awareness and positive word of mouth advertising about local visual and performing arts opportunities among a regional and national audience. Such awareness is intended to promote the perception that "Georgetown County has it all regarding cultural tourism."

The festival reinforces the county's recent designation as an "All-American County." Treasures of the Tidelands is designed as a cultural tourism festival with these goals: (1) generating revenue for tourism-related businesses such as hotels and restaurants; (2) generating revenue for arts and cultural institutions,

such as visual and performing arts; (3) creating audiences for artists and performing arts venues; and (4) creating events for tourists interested in arts and culture.

The multifaceted role of the cultural council is to: (1) prepare grant applications for funding the festival marketing, (2) create and produce an art tour map and brochure, (3) act as a liaison with the arts and cultural community, (4) undertake responsibilities for coordinating overall scheduling of events, (5) assist in executing the earned marketing (public relations) communications plan.



The festival's [website](http://www.tidelandsfestival.com) provides information about the event. Marketing includes a broad multimedia program, including Internet advertising, cable television, and radio and print. (www.tidelandsfestival.com)

Funding also reflects collaboration among county partners. In addition to South Carolina Arts Commission (SCAC) dollars, funds come from accommodations tax revenues in Georgetown city and county. Also, a grant application for \$50,000 was filed under the South Carolina Parks, Recreation, and Tourism Marketing Partnership program. A South Carolina Humanities council grant funded the

festival's "Stories of War" (Revolutionary and Civil) program. Finally, each local cultural and arts group participating in the festival assumes expenses of mounting and implementing its own event.

The Project

Events are showcased within a 10-day period. Cultural tourists use an arts map created for the festival to locate events. The festival counts nearly two dozen participating partners, all of whom are listed in the arts map. The council is the catalyst for and partner to all cultural groups in the county. Logically, the festival is one of the major undertakings of the council as it involves so many of its clients and constituents. One feature is a Treasures of the Tidelands Extravaganza, a three-hour musical event in downtown Georgetown.

Other elements of the cultural project include:

- Tidelands Art Map, indicating all the arts venues (galleries, museums, performances) in the county with contact and descriptive information for each. Some 50,000 copies are printed and distributed.
- Howard Auditorium Talent Showcase. Located in a primarily African-American neighborhood of Georgetown city, this former public school auditorium is now owned by the county. A wide range of artists—including musicians, dancers, humorists, and actors—agreed to perform in the free "showcase" to which neighborhood families were invited in an effort to expand the horizons and possibilities of the underserved youth.
- Kids Are Classical, a recital by the Pawley's Island Youth Arts Scholarship winners. This annual competition funded by the

(continued on page 9)

Scanning the States

(continued from page 8)

Cultural Council, targets talented high school music students with one-year scholarships for private study. The regional Long Bay Symphony Youth Orchestra members also perform as part of this concert.



- **Making Waves: The Power of Dance.** A new collaborative effort from Columbia College by Linda Sirmon Foundation and the Cultural Council of Georgetown County. Last year, this event featured a professional dance company (The Power Company) and New York-based dancer and choreographer Christian Von Howard for three weeks.
- Two concerts—one of African-American gospel and one of spiritual music—were scheduled.
- **Symphony on the Sampit (River).** This free performance by the Long Bay Symphony in downtown Georgetown provided the climax for the festival.
- **Stories of War.** Encampments of Revolutionary War and Civil War reenactors, plus authors and historians discussing the role of Georgetown County in these two conflicts.

- Gullah-Geechee art and culture discussions/demonstrations were held at Brookgreen Gardens in Murrells Inlet, Dreamkeepers Museum in Georgetown City and the Gullah O'oman Shop and Museum in Pawleys Island.

The overall benefits of the Treasures of the Tidelands include:

- (1) emphasizing the distinction of Georgetown County as cultural tourism destination;
- (2) increasing hotel occupancy during the shoulder season,
- (3) a single theme simplifies marketing while solidifying regional identity as a cultural tourism destination,
- (4) building on All-American County recognition,
- (5) leveraging funds and resources through integrated marketing, and
- (6) encouraging ethnic, geographic, and socio-economic communitywide collaboration.



Impacts

Over the past three years, accommodation tax collections in Georgetown County for May have averaged \$3,034 per day; this event sought to improve these collections by 20 percent.

The most successful elements of the program were to bring together diverse arts and tourism organizations that had never been at the table together before.

Nearly all of these organizations returned for the festival's second year. And events saw more promotion than they ever could have received as stand-alone events.

The council also measures success with a formula provided by the South Carolina Parks, Recreation, and Tourism Department: how many people attended the event. They also measured success by how much organization came back for the festival's second year. The council has exceeded its goals. At first, these goals were conservative—holding six good events in a week. This turned out to be a good cross section, with 2,000 to 2,500 people in attendance. Currently, attendance exceeds 6,000. Of this total, an estimated 45 percent were tourists. Survey data revealed that festival attendees came from North Carolina, Georgia, Florida, Tennessee, Michigan, Indiana, Illinois, New York, Missouri, Oklahoma, Texas, and Colorado. The total cash income from the event is \$53,275 while in-kind contributions are estimated at \$154,720. The total economic impact of Treasures of the Tidelands in 2006 was approximately \$592,000.

In 2007, the festival was bigger, staging more than 50 events with attendance at about 8,000 with about 3,500 of them being visitors (tourists). Hotels booked packages to the event. The council purchased 12 URLs and uses those to track which media drove people to the Web site.

For more information visit the Treasures of the Tidelands [website](http://www.tidelandsfestival.com). (www.tidelandsfestival.com)

(This report on arts-based cultural tourism product development was written jointly by Dr. Rich Harrill, Director International Tourism Research Institute, Alfred P. Sloan Travel and Tourism Industry Center University of South Carolina and Joy Young, South Carolina Arts Commission, Program Director for Cultural Tourism and Organizational Development.)

Scanning the States

OREGON



Cultural Tourism in Central Oregon

By: Robin Gyorgyfalvy
Landscape Architect & Scenic Byways
Program Leader
Deschutes National Forest

On March 14, 2008, Cate O'Hagan, Executive Director of Arts Central and the driving force behind the new Cultural Tourism Initiative for Central Oregon, announced that Arts Central was awarded a grant from the highly competitive Oregon Arts Commission's new cultural tourism grant program, designed to stimulate more cultural tourism in Oregon.
(www.artscentraloregon.org)



A young artist at the "wheel."

Travel Oregon, marketing partner and promoter of the National Scenic Byways Program, promotes cultural tourism as part of its economic development strategy in Oregon mainly because cultural tourists stay longer and spend considerably more than the average tourist. In the past, recreation was the main focus for tourism in central Oregon and now the sudden growth in central Oregon has created a climate for change. Doug LaPlaca, Executive Director



The Bend Festival in the historic Tower Theatre in downtown Bend, Oregon is one of many cultural activities that appeal to tourists and residents.

for Bend Visitors & Convention Bureau has agreed to a cash match to Arts Central's grant award with Arts Central gathering local arts and culture content and the BVCB creating a brand identity and marketing strategy. LaPlaca feels that cultural tourism can do a great deal to promote sustainability of our natural resources by bringing awareness to the incredible natural resources that surround Bend and by educating visitors and locals on ways to preserve these resources. Organizations like the National Scenic Byways Program and the Bend 2030 Community Vision are critical pieces to the visitor experience in our area.
(www.visitbend.com)

The Cascade Lakes National Scenic Byway has a partnership with the nearby Warm Springs Indian Reservation through its cultural gem, the Museum at Warm Springs and the Tribal Committee on Culture & Heritage. With its other scenic byway partners, Arts Central and the BVCB, an important piece of central Oregon heritage, history, and culture will be integrated with tourism leading to a sustainable future for central Oregon communities. Another great outcome of the cultural tourism initiative is that it could help create a better appreciation for the area's tribal communities.

A recent community visioning process called Bend 2030 has cultural tourism as one of its goals. The success of Arts Central receiving this grant and partnering with the BVCB

will do much to highlight culture and the arts and have a positive effect on the local economy in central Oregon. Together, these collaborative efforts will discover creative and artistic ways to interpret the area's culture and history with tribal involvement. It will also give deeper meaning to the intrinsic values perpetuated and protected by the National Scenic Byways Program on the Cascade Lakes Scenic Byway and help the Bend 2030 Community Vision accomplish its goals for the future."

(www.bend2030.org)
(www.bywaysresourcecenter.org)



Van Go (mobile art station) with young central Oregon artists.

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