



Spring 2009

Calendar of Events

MAY is:

[Asian Pacific American Heritage Month](#)

[National Preservation Month](#)

May 12-20

[National Tourism Week](#)

June 14-17

[National Extension Tourism Conference](#) - Park City, UT

June 18-20

[Americans for the Arts Annual Convention](#)—Seattle, WA

June 19

[Indian Cultural Tourism Conference](#) Indianapolis, IN

June 25-29

[Restoring to the Coast: Tourism, Heritage and Cultures of the Seaside](#) Blackpool, United Kingdom

[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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Preserve America Program Receives Congressional Authorization



On March 30, 2009, President Obama signed the Omnibus Public Lands Management Act of 2009. The new law includes permanent authorization for Preserve America along with the Save America’s Treasures program. Preserve America program funding is still being determined in the FY2010 federal budget pending a directive from Congress contained in the final 2009 budget to evaluate “the effectiveness of the program for meeting national heritage tourism needs.” This evaluation process is currently underway.



As one of the only federal funding sources specifically targeting heritage tourism, Preserve America funding has supported projects in interpretation and education, promotion, planning, research and documentation, and training. Since the first round of Preserve America grants was awarded in 2006, 160 Preserve America communities, and 29 State Historic Preservation Offices, and 3 Tribal Historic Preservation Offices have received one or more Preserve America grants. 228 projects in 47 states have been awarded \$17 million in matching grant funding through six grant rounds. With the required 1:1 grant match, Preserve America has leveraged more than \$34 million in direct local investment for heritage tourism, educational and economic development related projects. State Historic Preservation Offices have received \$4.95 million in Preserve America grants, a number of which have been subgranted to local jurisdictions. In the last 3 1/2 years, Preserve America has received 618 grant proposals requesting over \$58 million, more than three times the amount for which funding was available.



Preserve America matching grants are available only to communities that successfully apply to become a designated Preserve America community, CLGs in the process of applying, state historic preservation offices and tribal preservation offices. Currently 736 communities in all 50 states and the U.S. Virgin Islands have been designated as Preserve America Communities. The Advisory Council on Historic Preservation (ACHP) administers much of the program, and Preserve America grants are administered by the National Park Service in partnership with the ACHP. Grants range in size from \$20,000 to \$250,000.



A sampling of the projects funded to date include:

- The creation of a 3-D computer model of the Casa Malpais site in **Springerville, Arizona**, to help visitors understand life in this ancient Native American village dating to 1250 A.D.
- A plan to interpret the history of gospel music and develop a Delta Gospel Institute in the **Arkansas Delta**
- The development of an innovative “Denver Story Trek” trail in downtown **Denver** using website and cell phone technology.
- Funding to modify and revive heritage tourism in the **Gulf Coast region** and particularly in **Biloxi, Mississippi** in response to the damage caused by Hurricane Katrina.

We want to hear what you think about Preserve America. Click [here](#) to send your responses to the following evaluation questions:

1. Has Preserve America been an important source of heritage tourism funding for your community?
2. Has it provided a catalyst for local preservation action, public history education, or related partnerships?
3. Do you see a need for Preserve America funding for your community in the future?
4. What improvements might be useful?

Responses will be shared with ACHP and NPS Preserve America staff as part of the evaluation process.

Improvements and Enhancements to the Cultural Heritage Tourism Website

The home page of CulturalHeritageTourism.org includes a few new features:

➔ A **Cultural Heritage Tourism in the News** section with links to current news articles on cultural heritage tourism from across the country.



➔ An **Ask the Expert** section that lets you e-mail your cultural heritage tourism questions to national experts.



➔ **Show Me the Money!** section with a calendar of upcoming deadlines for federal grants that could assist with cultural heritage tourism efforts.



➔ New content to all sections of the website, including two **new success stories**:

- the *Kansas Sampler*
- *The Arts Council of Rock Hill and York County: Christmasville*
- updates on the results for a number of the other existing [success stories](#).

➔ We have also added **new handouts** to the "Getting Started — Five Principles" [section](#) as well as a number of new reports and links in the "Resources" section.

Please check out these new features and [tell us](#) what you think.

If you have research, stories, or other information that would be of interest to others working to develop, promote or manage cultural heritage tourism programs, send us an [e-mail](#) and let us know.

Missed an issue or two ?

[Click here](#) to find past issues of the newsletter.

Museums Allowed to Compete for Funds in Stimulus Bill

Thanks to quick action by museum advocates across the country, museums will be allowed to compete for funds available through the **American Recovery and Reinvestment Act of 2009**, better known as the **Stimulus Bill**.

Museums, zoos and aquariums had initially been barred from competing for funds in the Senate-passed bill. Zoos and aquariums were barred from funds in both versions. In reconciling the two pieces of legislation, Congress adopted the following language:

"None of the funds appropriated or otherwise made available in this Act may be used by any State or local government, or any private entity for any casino or other gambling establishment, aquarium, zoo, golf course, or swimming pool."

"Museum supporters should be very pleased that we were able to mobilize a massive field-wide effort to prevent a funding ban on museums in this bill," said AAM President **Ford W. Bell**. "However, the fact that Congress - and specifically the U.S. Senate in its February 6 vote - initially saw fit to exclude museums from funding shows that we have a lot of work to do in making the case for museums."

As many museums contemplate layoffs and hiring freezes, AAM has created a [website](#) to help museums navigate potential funding opportunities, including funds made available through the economic stimulus bill. State and local governments will also have a significant role in allocating economic stimulus funds.

Congress Authorizes Nine New Heritage Areas

Legislation passed by Congress in the **Public Lands Omnibus Bill of 2009** establishes nine new National Heritage Areas bringing the total to 49 heritage areas across the nation.

New National Heritage Areas are:

- Freedoms Way, Massachusetts and New Hampshire
- Baltimore, Maryland
- Mississippi Hills, Mississippi
- Mississippi Delta, Mississippi
- Muscle Shoals, Alabama
- Northern Plains, North Dakota
- Sangre de Cristo, Colorado
- South Park, Colorado; and
- Kenai Mountains Turnagain Arm, Alaska

For more information on National Heritage Areas, visit the [website](#).

Heritage Travel, Inc.
a subsidiary of the
**NATIONAL TRUST FOR
HISTORIC PRESERVATION**

**“Go With a Purpose”
with Heritage Travel, Inc.**

*Travelers invited to review favorite heritage
and cultural destinations for an opportunity
to win a Broadway theater tour*

Heritage Travel, Inc., a new subsidiary of the [National Trust for Historic Preservation](#), has taken the first step in connecting with consumers as it builds an online community devoted to heritage- and cultural-rich travel experiences. Travelers can submit reviews of their favorite U.S. historic, cultural and heritage destinations and sites at:

gowithapurpose.com,

Heritage Travel's pre-launch mini-site.



Town Square in Historic Downtown Franklin, Tennessee
Photo Credit: Williamson County CVB
Williamson County was the first destination to sign on with Heritage Travel, Inc.

Through May 1, 2009, Heritage Travel offered an incentive for consumers to submit travel reviews on the [mini-site](#). Judges will select the review that best embodies the spirit of heritage travel -- engaging, informative and inspiring. The winner and a guest will receive a **New York City theater tour** including some of the city's finest theatrical gems: a private performance of current Broadway entertainers; a behind-the-scenes tour at the legendary Apollo Theater; two Broadway shows of their choosing; an exclusive visit to two of Manhattan's private clubs and more. Hotel accommodations and select meals are also included in this experience valued at nearly \$6,000.

The [mini-site](#) is designed to share information and begin a dialogue with people passionate about cultural and heritage tourism. The pre-launch site enables interested travelers to start participating in this new community, even before the official launch. While not every destination is currently listed

on the mini-site, new destinations, sites and features will be added as the official launch approaches. Upcoming enhancements to the mini-site will allow people to submit photographs, participate in a blog, send e-cards to friends and family and read reviews posted by other community members.



Williams Grand Canyon Chamber of Commerce
Williams, AZ - *Photo Credit: Carol Highsmith*

When Heritage Travel's new online community is introduced later this spring, contest submissions will be posted on the new website allowing visitors to compare interests

and share experiences. The official site will be more comprehensive, provide travel planning and booking tools, and will enable people to connect with others who share their heritage - and culture-related interests.

Heritage Travel is signing up thousands of heritage destinations throughout the United States to participate in this exciting program. Participating destinations must meet standards in the areas of preservation, presentation and promotion to ensure a positive heritage experience for visitors. Destinations include cities and towns, downtowns and neighborhoods, historic sites and museums, bed and breakfasts, heritage events such as historic re-enactments, music festivals, ethnic celebrations, cultural events and more.

Destinations already participating range from the Greater Miami Convention and Visitor's Bureau in **Florida**, and the Silverton Area Chamber of Commerce in **Colorado**, to Monticello in Charlottesville, **Virginia**, and the Tracks Across Wyoming Heritage Area in **Wyoming**.



Monticello (at dusk), Charlottesville, Virginia
Photo Credit: Carol Highsmith

NEA Fast-Track Grant Available

Applications are now being accepted for the **National Endowment for the Arts (NEA) Challenge America Fast-Track Grants** and can include cultural tourism projects.

Eligible projects include “the unified promotion of community-wide arts activities and resources to enhance cultural tourism or activities in cultural districts. Unified promotion is defined as the professional assessment, design, and/or distribution of public relations tools (calendars, Web sites, brochures, rack cards, signage, etc.) designed to benefit several local organizations. Promotional projects for a single organization are not eligible.”

Fast-Track grants enable organizations, particularly those that are small or mid-sized, to extend the reach of the arts to underserved populations—those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.

Applications must be **submitted via grants.gov by May 28, 2009**. Grants are for \$10,000 and require a one-to-one match. Consult the NEA’s Challenge America guidelines at the NEA website.

New Series of Heritage Tourism Guides



Visitors to Seattle and King County in Washington State have a wonderful new resource available with the launch of **Destination Heritage – A Guide to Historic Places Around King County**.

These free guides invite visitors and residents to explore the vibrant character of King County, Washington’s largest county, by

highlighting historic landmarks, museums, festivals, and scenic drives in three themes -- Maritime, Agriculture and Industry. The guides include a mix of well-known tourist attractions, such as the Pike Place Market and Pioneer Square Historic District, alongside a variety of historically significant sites that are “off the beaten path,” such as Jubilee Farm or the Vashon-Maury Island’s Point Robinson Lighthouse. The guides allow travelers to be self-sufficient and choose their own destinations and itineraries to walk, bike or drive. Cell phone accessible audio clips provide additional context for some of the attractions.

Guides are available at the Seattle Convention and Visitors Bureau Visitor Center at 8th & Pike. To request printed guides or for more information, please visit destinationheritage.org. The guides were produced by **4Culture**, King County’s Cultural Services Agency, in partnership with the King County Historic Preservation Program. Support was provided by grants from the National Trust for Historic Preservation and the Preserve America program of the National Park Service, along with local support from 4Culture and the King County Landmarks Commission.

NEA to Distribute Stimulus Funds to Arts Organizations

The **American Recovery and Reinvestment Act (ARRA)** signed into law by President Obama on February 17, 2009, provided \$50 million to be distributed in direct grants to fund arts projects and activities that preserve jobs in the nonprofit arts sector threatened by declines in philanthropic and other support during the current economic downturn.

This successful addition of arts funding in the law, commonly known as the Stimulus Bill, was due to the efforts of Americans for the Arts which was able to provide conclusive data showing the substantial economic impact of the arts in communities across the country.

Forty percent of the funds will be distributed to state arts agencies and regional arts organizations, and 60 percent of the funds will be awarded competitively to nonprofit organizations that meet the eligibility criteria established for this program.

By May 2009, the National Endowment for the Arts (NEA) will have announced its ARRA grants to state and regional arts organizations and will be processing the applications for competitive direct grants which will be announced in July 2009.

To learn more about the availability of funding, the NEA recommends visiting the web sites of state arts agencies and regional arts organizations to review their guidelines for grants with ARRA funds.

Additionally, the NEA [website](http://www.arts.gov/recovery/index.html) will post information in July about local arts agencies that have received an NEA grant for subgranting.

**World Heritage Nominations
Announced for
Mount Vernon in Virginia
and
Papahānaumokuākea in Hawaii**

The United States has nominated Mount Vernon Estate and Gardens, the home of President George Washington in Virginia and the Papahānaumokuākea Marine National Monument in Hawaii for inclusion on the World Heritage List. The United Nations Educational, Scientific and Cultural Organization’s (UNESCO) World Heritage Committee will consider the nominated sites for inscription on the World Heritage List in the summer of 2010. There are currently 20 World Heritage Sites in the United States and 878 sites worldwide.

The UNESCO World Heritage sites are designated under the World Heritage Convention, of which the United States was the prime architect. The National Park Service is the principal technical agency for U.S. government’s participation.

For more information, visit unesco.org.



26th Annual National Tourism Week

is set for

May 9-17, 2009

This year's theme is:

"Discover Great American Traditions"

National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to enhance the country's economy, security and perception, and recognize the cultural and social benefits created by travel and tourism.

For more information, visit USTravel.org.

Job Opportunity...

Texas Seeks State Heritage Tourism Coordinator

The Texas Historical Commission is accepting applications for the position of State Heritage Tourism Coordinator. For information, visit texasedc.org.

Cherokee Nation Website Promotes Cultural Tourism in Oklahoma

The Cherokee Nation has developed a new website to showcase tribal cultural tourism in northeastern Oklahoma and make it easier for visitors to plan trips and book tours online.

Tours include the:

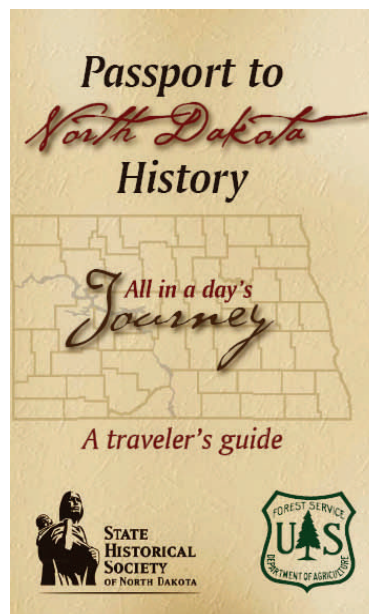
- Cherokee History Tour
- Cherokee Old Settler Tour
- Civil War History Tour and
- Will Rogers History Tour

Visit CherokeeTourismOK.com.

North Dakota Develops History on Call

Building on a base created by the **Passport to North Dakota History**, the Dakota Prairie Grasslands and State Historic Society Foundation have developed **History on Call** to make more historic site information available to travelers. **History on Call** offers cell phone delivered narratives on historic sites across the state, as well as options for video pod casting. The North Dakota Department of Commerce, Tourism Division and the Bismarck-Mandan Convention and Visitors Bureau have agreed to host the toll free number on their websites and also print the phone number in their 2009 Tourism Guides. This coverage will reach more than 600,000 visitors a year.

History on Call will begin on May 1, 2009.



Additionally, Tesoro Corporation has again donated \$25,000 to have 50,000 copies of the **Passport to North Dakota History** reprinted for 2009. The passport was developed through a USDA Forest Service and State Historical Society Foundation partnership.

The 50-page pocket size passport identifies historic sites and other developed recreation areas throughout the state. Tesoro Corporation initially provided \$25,000 to reprint the **Passport to North Dakota History** in 2008.

New Hire ...

Shenandoah Valley Battlefields Foundation Hires New Director

The Shenandoah Valley Battlefields Foundation has selected **W. Denman Zirkle** as its new executive director. Zirkle has held positions in the finance industry since 1983 and is a trustee of the Civil War Preservation Trust and a member of the board of directors of the Valley Conservation Council.

The Battlefields Foundation is the non-profit manager of the Shenandoah Valley Battlefields National Historic District, a National Heritage Area created by Congress in 1996 to protect, interpret, and promote the Valley's Civil War battlefields and related historic sites.

Gettysburg, Pennsylvania Joins National Civil War Trails Program

Two interpretive signs have been placed near Gettysburg as part of the National Civil War Trails program, which now includes six states. "This is great news for Gettysburg and Adams County to be included in a multi-state Civil War program," said **Norris Flowers**, President of the Gettysburg Convention & Visitors Bureau. "We can now complete the Gettysburg Campaign; a major portion of this program." The signs help complete the "Gettysburg: Invasion & Retreat Trail," as part of the Civil War Trails program.

Signs are currently in more than 900 locations throughout the United States – including North Carolina, Tennessee, Virginia, West Virginia, Maryland, and now, Pennsylvania. The Civil War Trails program includes maps, directional signs and wayside markers to orient travelers through Civil War sites, many of them not otherwise interpreted.

"These newly installed interpretive markers directly link sites in Adams County with 116 sites along the four-state, 'Gettysburg: Invasion & Retreat Trail' and to the more than 900 sites that comprise the Civil War Trails program," said **Mitch Bowman**, director of the Civil War Trails program.

For more information about the Civil War Trails program, visit civilwartrails.org.

Southern Literary Trail Showcases Authors' Towns

The Southern Literary Trail is a newly-developed collaboration of 18 southern towns from Natchez to Savannah that celebrate internationally renowned writers and playwrights of the 20th century who were inspired by their communities.

Homes and other buildings which provided inspiration to these writers are featured on the tours. Among the writers who are highlighted are **Eudora Welty, William Faulkner, Shelby Foote, Harper Lee** and **F. Scott Fitzgerald**.

For more information visit southernliterarytrail.org.

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your colleagues to
receive future E-news!

New Audio Tour Traces D.C. History from Civil War to Civil Rights

Cultural Tourism DC has unveiled a new audio tour to accompany its **Civil War to Civil Rights: Downtown Heritage Trail** and a revised, free version of the guidebook, available from participating museums, stores, restaurants and other venues along the trail route. The guidebook and the audio tours are also available for free download at CulturalTourismDC.org and as free podcasts on iTunes.

Civil War to Civil Rights: Downtown Heritage Trail is a self-guided walking tour of Downtown Washington, DC, historic sites. Featuring 21 poster-sized signs that combine text, historic photographs and maps, the trail offers visitors a chance to walk in the footsteps of historic figures such as President Lincoln, Clara Barton, Frederick Douglass, Walt Whitman and Dr. Martin Luther King Jr..

The *Civil War to Civil Rights* audio tour is the first in a series of audio tours called **Cultural Tourism DC's Audio Journeys** developed by Audissey Guides, a pioneer in the high-tech tourism industry.

Texas Commission on the Arts Announces Cultural District Pilot Program

The Texas Commission on the Arts (TCA) has begun development of a cultural and fine arts district program to designate districts that significantly contribute to the culture and fine arts of the state. A cultural district is a well-recognized, labeled, mixed-use area of a community in which a high concentration of cultural facilities serve as the anchor of attractions. TCA will conduct a pilot program in five selected locations to initiate development of a **Cultural Districts Designation program**.

For more information visit the arts.state.tx.us.

GOT NEWS? Or...

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

Yes?

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and for future e-newsletters at:
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