




CITY OF PALM SPRINGS

DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

Date: November 10, 2009
To: HSPB Board Members
From: Craig A. Ewing, AICP, Director of Planning Services 
Subject: Preserve America Community – Next Steps

Following receipt of the letter from First Lady Michele Obama, the City also received the attached information regarding our status as a Preserve American Community. The Board may wish to consider actions it may wish to undertake, including:

- Seeking related grant application opportunities,
- Identifying a potential location for the Preserve America Community sign,
- Organize a sign dedication ceremony with the Mayor's office
- Identifying other educational or outreach opportunities related to the Preserve America program.

No action is required for this item.



October 27, 2009

The Honorable Steve Pougnet
Mayor of Palm Springs
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

Dear Mayor Pougnet:

Congratulations on Palm Springs's designation as one of the nation's newest Preserve America Communities! By now you should have received a letter from First Lady Michelle Obama, dated 10/7/2009, recognizing your community's significant accomplishments in historic preservation, heritage tourism, community revitalization, and heritage education. A certificate of designation, also signed by the First Lady, will be sent or presented to you at a later date.

Today I've included an overview of the Preserve America initiative, a model press release, and a list of resources that can assist you and your community's organizations in achieving your goals.

Your community can begin to use the Preserve America logo on signs, flags, banners, and other promotional material, as long as it is not used for commercial purposes. Logo files are available in various formats at <http://216.3.143.83/PATOOLKIT/material.html>.

A 24" x 36" metal sign, welcoming visitors and announcing that Palm Springs is recognized as a Preserve America Community, is being fabricated by the U. S. Forest Service, one of our federal agency partners. When the sign is ready to ship from the manufacturer, we will send you a notification along with guidance on displaying the signs and information on how to order more. The sign itself will be shipped to the attention of whomever the application specified.

Many communities organize a local event in order to further publicize this exciting recognition to the public. An event planner page is available on the web at <http://www.achp.gov/PATOOLKIT/>. The certificate of designation, signed by the First Lady, is available for presentation, or you may want to unveil your new sign when it is in place. From time to time, a senior official from the Advisory Council on Historic Preservation or one of our federal agency partners is available to participate in a local or regional Preserve America event. If one of these officials is available to recognize your community's designation in conjunction with other travel, we will be in touch with you to see if an event can be coordinated. If no event with federal agency participation can be scheduled in the next few months, we will go ahead and mail the certificate of designation directly to you. If you prefer to get the certificate sooner, for presentation at a local event, just let us know.

Among the many benefits of Preserve America Community designation is eligibility to apply for Preserve America grants. These grants are administered by our partners at the National Park Service and support

ADVISORY COUNCIL ON HISTORIC PRESERVATION

1100 Pennsylvania Avenue NW, Suite 803 • Washington, DC 20004
Phone: 202-606-8503 • Fax: 202-606-8647 • www.PreserveAmerica.gov



For Immediate Release
[Relevant Date Here]

Contact: [Name]
[Phone Number; E-mail Address]

First Lady Michelle Obama Designates [Name of Community] a Preserve America Community

WASHINGTON, D.C.—[Name of Community] was honored recently when Mrs. Michelle Obama, First Lady of the United States, designated it as one of the nation's newest Preserve America Communities.

“President Obama and I want to congratulate all of the Preserve America Communities and thank them for their commitment to protecting and strengthening America’s cultural and natural heritage,” Mrs. Obama said.

[Fill in Name and Title of Official receiving letter of designation] received a letter [dated xxxxxxxxxxxx] and will receive a certificate of designation signed by Mrs. Obama announcing that [Name of Community] is now a Preserve America Community. Communities designated through the program receive national recognition for their accomplishments. Benefits include use of the Preserve America logo on educational and promotional materials; eligibility for Preserve America Grants; listing in a Web-based directory that showcases [Name of Community’s] preservation efforts and heritage tourism destinations. Many Preserve America Communities are featured in “Discover Our Shared Heritage” National Register Travel Itineraries, as well as in the “Teaching With Historic Places” curricular materials created by the National Park Service.

The Preserve America program became an authorized part of the national historic preservation program when President Barack Obama signed the Omnibus Public Land Management Act of 2009 on March 30, 2009. More than 750 Preserve America Communities have been designated in all 50 states and one U.S. territory, including historic neighborhoods within large cities and tribal communities.

[Name of Community] is now eligible to apply for Preserve America Grants, which help local communities develop sustainable resource management strategies, sound business practices for the continued preservation and use of heritage assets, and create related history-centered educational efforts. Further information on these grants is available at www.nps.gov/history/hps/hpg/preserveamerica.

The Preserve America program is a federal effort to encourage and support community efforts to preserve and enjoy America’s priceless cultural and natural heritage. The 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.

The Advisory Council on Historic Preservation administers the Preserve America program with the Department of the Interior, in cooperation with 10 other federal agencies. For more information visit www.achp.gov and www.preserveamerica.gov.

—end—

ADVISORY COUNCIL ON HISTORIC PRESERVATION

1100 Pennsylvania Avenue NW, Suite 803 • Washington, DC 20004
Phone: 202-606-8503 • Fax: 202-606-8647 • www.PreserveAmerica.gov

THE PRESERVE AMERICA PROGRAM

KETCHIKAN, AK (ALASKA STOCK LLC / ALAMY)

THE PRESERVE AMERICA PROGRAM

Preserve America is a federal program that encourages and supports community efforts to preserve and enjoy our priceless cultural and natural heritage. Goals of the program include a greater shared knowledge about the nation's past, strengthened regional identities and local pride, increased local participation in preserving our heritage assets, and support for the economic vitality of our communities. Since the program's inception in 2003, the First Lady of the United States has been involved in supporting and promoting Preserve America. Permanent authorizing legislation for the program was passed by Congress and signed by President Obama in March 2009. The program includes community and volunteer recognition, grants, and awards, as well as policy direction to federal agencies.

PRESERVE AMERICA COMMUNITIES

This program recognizes and designates communities, including municipalities, counties, neighborhoods in large cities, and tribal communities, which protect and celebrate their heritage. These communities use their historic assets for economic development and community revitalization, and encourage people to experience and appreciate local historic resources through education and heritage tourism programs.

More than 760 communities, including Indian tribes and urban neighborhoods, have been designated in 50 states and one U.S. territory. Along with promotional benefits and technical assistance, communities are eligible to apply for Preserve America matching grants. Preserve America Communities are featured in National Register Travel Itineraries and in "Teaching with Historic Places" curricular material created by the National Park Service. They are also given priority attention for some other related federal assistance programs and inter-governmental partnerships.

PRESERVE AMERICA GRANTS

More than \$17 million in matching grants has been awarded to more than 225 projects in 47 states since 2006 to support community efforts to demonstrate sustainable uses of historic and cultural sites. These grants focus on economic and educational opportunities related to heritage tourism. Grant amounts range from \$20,000 to \$250,000, and must be matched 1:1. A 2009 report to Congress assessed the effectiveness of the grants program in meeting national heritage tourism needs.

The Preserve America Grants program complements other federal funding, such as Save America's Treasures, by helping local communities develop resource management strategies

CONTINUED >>>



Explore and Enjoy Our Heritage

"The Preserve America initiative is an inspiring and proactive approach to preserving our nation's history. It would be a privilege for any city in this nation to achieve the title "Preserve America Community."

—Santa Monica, California

BUFFALO SOLDIERS, WICHITA, KS

ADVISORY COUNCIL ON HISTORIC PRESERVATION

PRESERVING AMERICA'S HERITAGE

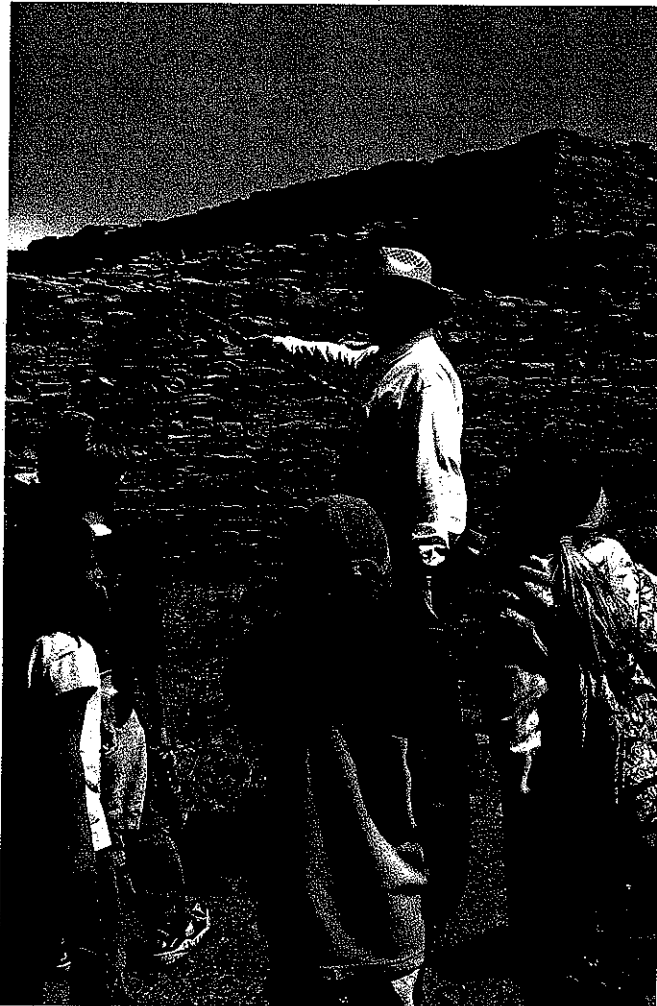


“Preserve America funding was incredibly helpful for moving forward heritage tourism projects. The scope of the funding allows small communities to think big—big partnerships, big leverage, big (complex) projects. There was no other funding available to our community aimed at this type of development for the wonderful sustainable industry of heritage tourism.”

—Natchitoches, Louisiana

and sound business practices for the continued preservation and use of heritage assets. Funding is available in five activity categories: research and documentation; planning; interpretation and education; promotion; and training. In addition to designated Preserve America Communities, eligible grant applicants include State Historic Preservation Offices, Tribal Historic Preservation Offices, and Certified Local Governments that have applied for Preserve America Community designation.

CHIMNEY ROCK INTERPRETIVE ASSOCIATION, CO



PRESERVE AMERICA PRESIDENTIAL AWARDS

Awards have been given annually to organizations, businesses, and government entities for exemplary accomplishments in the preservation of cultural or natural heritage assets; demonstrated commitment to the protection and interpretation of America's heritage assets; and integration of these assets into contemporary community life, combining innovative, creative, and responsible approaches to showcasing historic local resources. Awards have gone to two national initiatives as well as regional, statewide, and local programs in 19 states.

PRESERVE AMERICA STEWARDS

The Preserve America Stewards honor exemplary volunteer efforts at historic resources around the country. Honorees are recognized for stewardship programs that have demonstrated successful use of volunteer time and commitment in order to help care for our cultural heritage. The resources cared for include publicly and privately owned and managed resources. Stewards care for such diverse resources as individual archaeological sites to entire complexes of structures, as well as outstanding examples of the historic built environment. Government entities (federal, tribal, state, or local), non-profit organizations, and businesses are eligible to apply to have their programs recognized.

PRESERVE AMERICA HISTORY TEACHER OF THE YEAR AWARD

Since 2004, outstanding history teachers at the K-12 level have been recognized in each state, the District of Columbia, and U.S. territories, followed by selection of the Preserve America History Teacher of the Year from among the state winners. State winners each receive \$1,000 and a core archive of history materials for their school libraries. The Gilder Lehrman Institute of American History facilitates this award program and hosts its national recognition event each fall.



MIDLOTHIAN MINES, CHESTERFIELD, VA

EXECUTIVE ORDER 13287: "PRESERVE AMERICA"

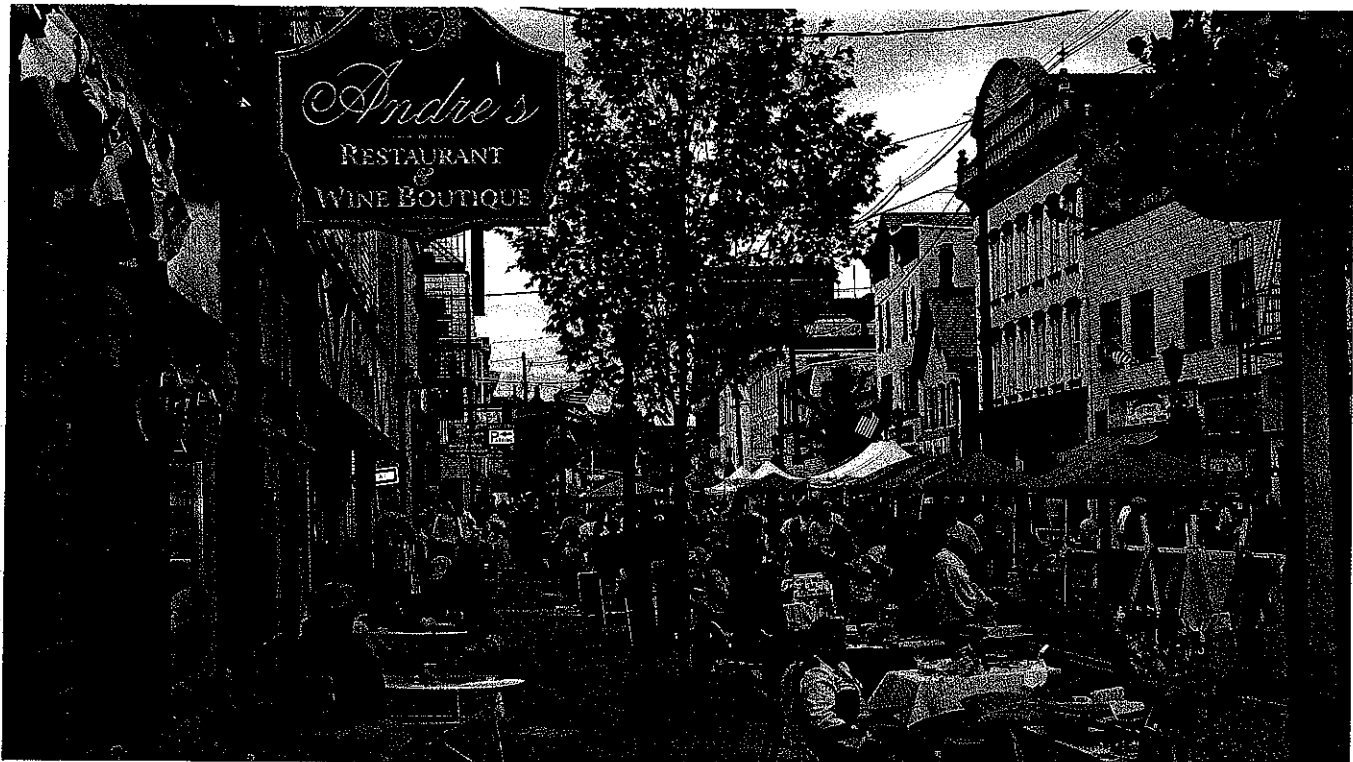
The Preserve America Executive Order (2003) emphasizes federal policy for the protection, enhancement, and contemporary use of historic properties owned by the federal government. The order encourages agencies to seek partnerships with state, tribal, and local governments and the private sector to make more informed use of these resources for local economic development and other recognized public benefits. It also directs agencies to support state, tribal, and local heritage tourism with existing authorities and resources. As required by the order, the Advisory Council on Historic Preservation reviews agency stewardship and partnership efforts and provides a status report to the President every three

years. The first two reports were compiled and issued in 2006 and 2009, based on reporting from individual federal agencies with land- and property-management responsibilities.

EDUCATIONAL OUTREACH

Preserve America has worked with The History Channel's "Save Our History" initiative, which has created a teacher's manual with lesson plans and volunteer ideas that involve students in preserving historic sites in their communities. Save Our History annual grants of \$10,000 are available to help local non-profit organizations and school districts work together on educational projects focusing on cultural heritage. The History Channel is also working on related educational programs, such as service-learning models, with the ACHP and other partners.

TASTE OF NEWTON, NEWTON, NJ



PRESERVE AMERICA SUMMIT AND THE FUTURE OF PRESERVATION

In recognition of the 40th anniversary of the National Historic Preservation Act, a Preserve America Summit was convened in 2006 with 450 participants to consider the future of the national preservation program. A Youth Summit met in conjunction with the larger conference and has provided a model for subsequent youth projects, including promotion of historic preservation service-learning as an educational tool. Key recommendations emerging from the Summit to improve the effectiveness of historic preservation efforts nationally through better resource identification, stewardship, community support, education, and leadership were adopted by the Advisory Council on Historic Preservation and are now being implemented by federal agencies and non-federal partners.

PROGRAM OPERATION

A Web site (www.preserveamerica.gov) provides details and updates on Preserve America, including information on how to get involved and other resources, with links to many other related programs. The program is administered jointly by the Advisory Council on Historic Preservation and the Department of the Interior, in cooperation with an interagency steering committee that also includes representatives from the White House and the Executive Office of the President; the Departments of Agriculture, Commerce, Defense, Education, Housing and Urban Development, and Transportation; the General Services Administration; the Institute of Museum and Library Services; the National Endowment for the Humanities; and the President's Committee on the Arts and the Humanities.

The Advisory Council on Historic Preservation, an independent federal agency, promotes the preservation, enhancement, and productive use of the nation's historic resources and advises the President and Congress on national historic preservation policy.



ADVISORY COUNCIL ON HISTORIC PRESERVATION

1100 Pennsylvania Avenue NW, Suite 803 Washington DC 20004

Phone: 202-606-8503 • Fax: 202-606-8647 • achp@achp.gov • www.achp.gov



CHINATOWN, LOS ANGELES, CA
(STEPHEN BAY / BAYIMAGES)

EXPLORE AND ENJOY OUR HERITAGE

FOR MORE INFORMATION
ABOUT PRESERVE AMERICA:

WWW.PRESERVEAMERICA.GOV

WWW.ACHP.GOV



Federal Programs that Can Support Heritage Tourism

The Advisory Council on Historic Preservation has compiled the following sampling of federal programs that can help promote and support local or regional heritage tourism initiatives.

Many historic preservation grants can be used to fund a relevant portion of a heritage tourism project or program. Among these are Historic Preservation Fund grants, Save America's Treasures grants, grants to Certified Local Governments and Indian tribes, and American Battlefield Protection grants. More information and links can be found at <http://www.achp.gov/funding.html>.

In addition to these and the specific programs listed below, many federal agencies have related tourism and/or recreation programs that can help support non-federal heritage tourism initiatives through partnerships and co-promotion.

Department of Agriculture

Agritourism and Alternative Enterprises

Natural Resources Conservation Service

This technical assistance program assists farmers and ranchers in exploring alternate economic enterprises, including heritage tourism.

(<http://www.economics.nrcs.usda.gov/altenterprise/index.html>)

Resource Conservation and Development Program

Natural Resources Conservation Service

This program provides technical and limited financial assistance to assist more than 300 local RC&D Councils with development projects, including heritage tourism and related business development. (www.nrcs.usda.gov/programs/rcd/)

Rural Development Grant Programs

Rural Development

These grant and loan programs promote rural community development projects and planning. Among the programs are Rural Business Enterprise Grants, Rural Business Opportunity Grants, and Rural Economic Development Grants and Loans. (www.rurdev.usda.gov/)

Department of Commerce

Market Developer Cooperator Program

International Trade Administration

This program is designed to build partnerships by providing federal assistance to organizations involved in export promotion. The program can support tourism initiatives (and potentially heritage tourism) as demonstrated by a grant to the Western States Tourism Policy Council to work with gateway communities outside of federal lands to increase international visitors.

(www.ita.doc.gov/td/mdcp/)

Public Works, Economic Adjustment, Planning, and Research and Technical Assistance Programs

Economic Development Administration

Grants from these programs assist communities in infrastructure development, local capacity building, and business development to help alleviate conditions of substantial and persistent unemployment in economically distressed areas and regions. Rehabilitation of historic properties is an eligible activity if there is significant job creation. (www.eda.gov)

Department of Housing and Urban Development

Community Development Block Grants

Community Development Block Grant funds help communities carry out a wide range of community development activities directed toward revitalizing neighborhoods, economic development, and providing improved community facilities and services. Because they are block grants, communities have discretion in how they spend funds and can use them to support heritage tourism initiatives or related infrastructure. HUD has published a booklet entitled *Preserving America, Historic Preservation and Heritage Tourism in Housing and Community Development: A Guide to Using Community Development Block Grant Funds for Historic Preservation and Heritage Tourism in Your Communities*. The publication explains how eligible CDBG activities can support heritage tourism.

(<http://www.hud.gov/offices/cpd/environment/library/subjects/preservation/index.cfm>)

(www.hud.gov/offices/cpd/communitydevelopment/index.cfm)

Rural Housing and Economic Development Grants

These grants assist in capacity building at the state and local level for rural housing and economic development and support innovative housing and economic development activities in rural areas. They can fund projects involving heritage tourism and economic development through use of historic properties.

(www.hud.gov/offices/cpd/economicdevelopment/programs/rhed/index.cfm)

Department of the Interior

Preserve America Grants

National Park Service

Preserve America Grants support planning, development, implementation, or enhancement of innovative activities and programs in heritage tourism, including interpretation/education, planning, promotion, training, and research/documentation of historical/cultural resources.

Successful projects will involve public-private partnerships and serve as models to communities nationwide for heritage tourism, historic preservation, education, and economic development.

(<http://www.nps.gov/history/hps/hpg/preserveamerica/application.htm>)

National Heritage Areas Program

National Park Service

National Heritage Areas are individually authorized by Congress and receive funding, technical assistance, and management support from the National Park Service. Heritage area designation provides a vehicle for promoting local economic and cultural vitality by capitalizing on an area's heritage assets, particularly through heritage tourism.

(<http://www.nps.gov/history/heritageareas/>)

National Register of Historic Places "Discover Our Shared Heritage" Travel Itineraries

National Park Service

Maps and travel itineraries (printed and online) have been developed linking National Register properties on a thematic or regional basis. These itineraries are developed in partnership with the National Conference of State Historic Preservation Officers and state and local organizations interested in increasing tourism and showcasing their historic properties. To date there are 46 itineraries online. (<http://www.nps.gov/history/nr/travel/index.htm>)

National Trails System

National Park Service and Bureau of Land Management [with USDA Forest Service]

Today, the National Trails System is comprised of eight national scenic trails, 18 national historic trails, and more than 1,050 national recreation trails. Although designated by Congress and administered by federal agencies, ownership may be public or private.

(www.nps.gov/ncrc/programs/nts/)

Rivers, Trails, and Conservation Assistance Program

National Park Service

This program provides assistance to local and state agencies and private organizations working on river and trail corridor projects. No grant funding is currently available, but the program assists partners in planning and finding appropriate project funding. Specific assistance is given for river, trail, and greenway planning, regional assessments of potential trail corridors, conservation workshops, and expert consultations on related issues. The program publishes success stories and "best practices." (www.nps.gov/rtca/)

Department of Transportation

National Scenic Byways Program

Federal Highway Administration

This program provides technical and financial assistance to help preserve America's scenic roads and promote tourism and economic development. Grants are available to assist states in implementing projects on National Scenic Byways and developing state scenic byways.

(www.byways.org)

Recreational Trails Program Grants

Federal Highway Administration

These grants can be used to maintain, restore, and rehabilitate trails, including National Historic Trails, and rehabilitate trailside facilities. They can also support acquisition of easements or titles to property for trails, including acquisition of old road or railroad bridges to be used as recreational trail bridges. (www.fhwa.dot.gov/environment/rectrails/index.htm)

Transportation and Transit Enhancements Programs

Federal Highway Administration and Federal Transit Administration

Ten percent of Federal Surface Transportation Program funds and 1 percent of federal urban mass transit funds are set aside to fund transportation enhancements. Such funding can be used for historic preservation projects and programs related to historic transportation routes, systems, facilities, etc. Heritage tourism trails may be funded at state discretion.

(www.fhwa.dot.gov/environment/te/index.htm)

Multi-Agency

American Heritage Rivers Initiative

This umbrella initiative is designed to help communities along 14 designated American Heritage Rivers receive improved access to technical and financial assistance from federal agencies. The overall goals of the program are to foster economic revitalization, natural resource and environmental protection, and historic and cultural preservation. Each river has a federal single point-of-contact to assist communities, and federal agencies make field staff available to each American Heritage River to help match community needs with available resources. (www.epa.gov/rivers/)

National Endowment for the Arts

Challenge America Fast-Track Review Grants

These grants offer support to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations. Eligible projects include those focusing on the development of cultural tourism and cultural districts, and assisting local economic development and cultural publicity efforts (<http://www.arts.gov/grants/apply/GAP10/Challenge.html>)

National Endowment for the Humanities

America's Historic Places Grants

Part of NEH's We the People Initiative, this program provides funding for public programs that use one or more historic sites to address issues central to American history. Projects eligible for funding may interpret a single historic site, a series of sites, whole neighborhoods, communities or towns, or larger geographical regions. Fundable activities include docent tours, publications (e.g., brochures, guidebooks, etc.), driving or walking trails or tours, annotated itineraries, exhibition labeling or trail signs, films, and digital media. (www.neh.gov/grants/guidelines/historicplaces.html)

Small Business Administration

Training Programs

The Small Business Administration does not provide direct loans or grants (although it guarantees loans), but it does provide entrepreneurs with training materials and opportunities that could support heritage tourism and business development using historic buildings. (www.sba.gov/training/)

September, 2009