



PRESERVE AMERICA

COMMUNITIES 2004 APPLICATION

BACKGROUND

PRESERVE AMERICA is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation and the U.S. Departments of the Interior, Commerce, Agriculture, and Housing and Urban Development. It highlights the efforts of the President and Mrs. Bush to preserve our national heritage. It has several components, one of which is the designation of **PRESERVE AMERICA** Communities.

PRESERVE AMERICA Community designation will be granted to communities that meet three general criteria:

- The community has recently supported a historic or cultural preservation project that promotes heritage tourism or otherwise fosters economic vitality, and involves a public-private partnership between government entities and at least one civic association, nonprofit, and/or business enterprise.
- The governing body of the community has adopted a resolution indicating its commitment to the preservation of its heritage assets.
- The community meets at least five criteria specified in three broad categories: discovering heritage through historic places, protecting historic resources, and promoting historic assets.

APPLICATION PROCESS

Copies of the application form, a list of deadlines, and links to information on some previously designated communities can be found at www.PreserveAmerica.gov/communities.html. Requests for information or forms can also be made by calling the Advisory Council on Historic Preservation at (202) 606-8503, or by e-mailing PAcommunities@achp.gov.

Applications are received and reviewed by ACHP staff for completeness. Complete applications are shared with the National Park Service (NPS), and sometimes other agencies, for their independent review. Communities with incomplete or unclear applications may be contacted by ACHP staff for additional information or clarification.

When an application is judged complete by the ACHP and the NPS, the name of the community is added to a list pending the next announcement of designated communities. Announcement of designated **PRESERVE AMERICA** Communities will take place several times a year and may be made at a public event or by press release. Designated communities will be informed in advance of the pending announcement so that they can arrange for appropriate publicity and local notification.

Attached to your application, please provide the name and title of the head of your local Convention & Visitors Bureau and of your State Tourism Office, as well as both mailing addresses. If your community is designated as a **PRESERVE AMERICA** Community, the Advisory Council on Historic Preservation will formally notify them of your designation.

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Guidelines

HELPFUL HINTS FOR PREPARING SUCCESSFUL APPLICATIONS

Communities should follow some simple guidelines in preparing their applications for **PRESERVE AMERICA** Community designation to ensure that their applications are complete and can be processed in a timely manner (item #s refer to sections of the application form):

Item 1: Be sure to consult with your State Historic Preservation Officer while developing your application.

Items 3 & 7: The application must be signed and submitted by the chief elected governing official of the jurisdiction. In most cases, this will mean a mayor, county executive, or tribal chairman. If someone else is designated to do this, there should be a clear authorization for this delegation included in the submission package.

Item 4A: The project you select to feature needs to be one that has been supported by the community within the last three years. Make sure the project description includes information on the public and private partners involved and their roles, and clearly documents how the specific project has promoted heritage tourism or economic vitality in the community. Any data you can share on the economic or other impacts of the project is desirable. Please note that a history of the community or a list of projects supported over the years does **not** meet this criterion. However, such information is welcome as supplementary material.

Item 4B: Resolutions of the local government should be recent and specific to the **PRESERVE AMERICA** initiative, or should be comprehensive and current enough (within the last five years) to show the community's present commitment to the preservation of its heritage assets and the goals of the program. Model resolution language is available at www.PreserveAmerica.gov/communities.html.

Item 4C: Communities should carefully read through the additional criteria for designation and ensure that they adequately document how they meet **at least** five of the criteria, including at least one from each of the three categories (discovering heritage through historic places, protecting historic resources, and promoting historic assets). If there is any question about how well the community meets one of the five selected criteria, then the community should provide information on more than five. Communities should feel free to contact ACHP staff if they have a question about how they fulfill and document specific criteria.

Item 4C(5): The "local governmental body, such as a board or commission, charged with leading historic preservation activities within the community" should be specifically authorized or established by the local government to carry out its duties. Non-profit or quasi-governmental organizations with ex-officio membership of a governmental representative do not meet this requirement unless they have a recognized role under governmental charter or ordinance.

Item 4D: Communities are asked to submit three to five color images, 4" x 6" or larger, or provide two digital color images on a CD with a resolution of 300 dpi or greater, that help illustrate their community's character and involvement with preservation. Please provide captions and credits for these images. The images may be used on the **PRESERVE AMERICA** Web site or for other publicity purposes, which will increase the visibility of the community.

Item 5: Additional materials are strongly encouraged, since applications will certainly be enhanced with a showing of community interest and involvement through letters of endorsement and illustrative materials. However, they are not required.

Items 6 & 7: Make sure to read the release authorization and sign and date the application.

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Application Form

1. GENERAL INSTRUCTIONS

Communities must consult with their State Historic Preservation Officer (SHPO) during development of this application and send a copy of the completed application to the SHPO when it is submitted. (Not required for tribal submissions.)

Check this box to signify that you have done so.

SHPO names and addresses can be found at www.ncshpo.org or by calling (202) 624-5465.

Applications must be submitted in hard copy and will not be returned. **Please provide two original copies of all materials and three to five related images as described on page 2.** Model application documents are available at www.PreserveAmerica.gov/communities.html. Submission well in advance of one of the quarterly **deadlines (March 1, June 1, September 1, December 1)** will facilitate timely review.

Submit applications to:

PRESERVE AMERICA Communities
Advisory Council on Historic Preservation
1100 Pennsylvania Avenue, NW, Suite 809
Washington, DC 20004

Sources of additional information:

Office of Preservation Initiatives
Advisory Council on Historic Preservation
(202) 606-8505
Web site: www.PreserveAmerica.gov

2. COMMUNITY INFORMATION

All communities, incorporated or unincorporated, and federally recognized Indian tribes are eligible to seek designation as **PRESERVE AMERICA** Communities.

City _____ County _____ Congressional District _____

State _____ Indian tribe _____ Zip _____ - _____

3. APPLICANT INFORMATION

Application for designation can only be submitted by one of the following:

- Mayor or equivalent elected governing official of an incorporated community;
- County executive or equivalent elected governing official of the appropriate jurisdiction of an unincorporated community; or
- Tribal governing official.

Applicant's Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

For more information, contact _____ Title _____

Phone _____ Fax _____ E-mail _____

4. DESIGNATION CRITERIA AND REQUIRED DOCUMENTATION

A community will qualify for designation as a **PRESERVE AMERICA** Community if:

A. The community has supported (within the last three years) a historic or cultural preservation project that promotes heritage tourism or otherwise fosters economic vitality. The project must have involved a public-private partnership between government entities and at least one civic association, non-profit organization, or business enterprise. *(Please provide a written description of a specific project, documenting how it fulfills these requirements. Do not exceed 500 words.)*

B. The governing body of the community has recently adopted a resolution indicating its commitment to the preservation of its heritage assets. *(Please include a signed and dated copy of the resolution.)*

C. The community meets at least five of the criteria outlined below (with at least one from each specified category). *(Please check the criteria below under which you are seeking PRESERVE AMERICA Community designation. For each criterion, please provide a written description of no more than 250 words explaining how your community meets the criterion.)*

Category 1: Discovering Heritage Through Historic Places

- An ongoing, publicly available inventory of historic properties.
- A community-supported museum, interpretive facility, archive, or local history records collection (private or public).
- Active citizen volunteer involvement, such as a docent or guide program for interpretation of local history and culture, or volunteer participation in improving the condition of heritage assets within the community.
- Opportunities for children to learn about local heritage in the schools, through either established curriculum or special outreach activities.

Category 2: Protecting Historic Resources

- A local governmental body, such as a board or a commission, charged with leading historic preservation activities within the community.
- An adopted community-wide historic preservation plan that is being implemented.
- A historic preservation review ordinance and volunteer or professional staff to implement it.

Category 3: Promoting Historic Assets

- A local heritage tourism program or active participation in a regional program, with such promotional material as a walking/driving trail or tour itinerary, map of historic resources, etc.
- A regularly scheduled heritage observance or event.
- A historic preservation awards or recognition program.

D. Submit three to five images that show people using and enjoying your historic cultural and natural resources (CD with digital images with a resolution of 300 dpi or greater, 4" x 6" color photographs, or slides) and provide caption and credit information for each.

5. ADDITIONAL SUPPORTING MATERIAL

Written endorsements by preservation organizations, civic organizations, members of Congress, and other elected officials are encouraged. *(Please provide copies of any letters of endorsement.)*

Documenting participation in other nationwide preservation programs is encouraged. *(Please let us know if your community is a Certified Local Government, a Main Street Community, a recipient of funds under the Save America’s Treasures program, a recipient of Transportation Enhancements funding for historic preservation, etc.)*

(Brochures, additional photos, reports, publications, etc. may be appended if desired.)

6. RELEASE AUTHORIZATION

The undersigned gives the ACHP and the **PRESERVE AMERICA** Communities program absolute right to use, in whole and in part, all material submitted in furtherance of this application. All submitted materials become the property of **PRESERVE AMERICA**. Materials may be used in program activities, including publications and Web sites. **PRESERVE AMERICA** is given permission to make any editorial changes and/or additions to the subject material. The undersigned guarantees to have on file all necessary individual agreements and signatures to ensure **PRESERVE AMERICA** unencumbered use of all associated material.

7. SIGNATURE OF APPLICANT

The elected governing official of the community must sign and date this form. Signatures must be original and in ink.

Signature _____ Date _____