COMMUNITIES PROGRAM: 2016 COMMUNITY APPLICATION

BACKGROUND
Preserve America is a national program developed in cooperation with the Advisory Council on Historic Preservation (ACHP) and the U.S. Departments of the Interior, Agriculture, and other agencies. It highlights the efforts of the President and First Lady to preserve our national heritage. It has several components, one of which is the designation of Preserve America Communities.

Preserve America Community designation is granted to eligible communities that meet three general criteria:

1) The community has recently supported a historic or cultural preservation project that has promoted and/or is currently promoting heritage tourism or otherwise fostering economic vitality, and also involved a public-private partnership between government entities and at least one civic association, non-profit, and/or business enterprise.
2) The governing body of the community has adopted a resolution indicating its commitment to the preservation of its heritage assets.
3) The community meets at least five criteria specified in three broad categories: discovering heritage through historic places, protecting historic resources, and promoting historic assets.

ELIGIBLE COMMUNITIES
Communities eligible to apply for designation as a Preserve America Community may be located in any U.S. state or territory, including the District of Columbia, and include:

- Municipalities of any size with a mayor, city council or board chair, or equivalent chief elected governing official;
- Counties with a county executive, board or commission chair, or equivalent chief elected governing official; and
- Clearly defined, populated, unincorporated communities that lack an elected governing official and that are located within a county or territory, provided the application for designation is submitted by the appropriate county or territorial government.

All of the above may use this application form, which is available in .pdf or Word formats at www.preserveamerica.gov/communities-form.pdf or www.preserveamerica.gov/communities-form.doc.

[Note: There are two other kinds of Preserve America Community application forms. One is for use by federally recognized Indian tribes or Alaska Native Village corporations with a tribal chairman, and for subdivisions of such tribes that are represented by elected officials within the greater tribal

government – districts, villages, chapters, and other equivalent communities. For details, see www.preserveamerica.gov/tribal-communities-form.pdf or www.preserveamerica.gov/tribal-communities-form.doc. The other is for clearly defined neighborhoods within large cities or consolidated city-counties (cities with a population of 200,000 or higher). For details, see www.preserveamerica.gov/neighborhoods-form.pdf or www.preserveamerica.gov/neighborhoods-form.doc.]

THE APPLICATION PROCESS

Copies of the application forms, sample resolution language, deadlines, and links to information on previously designated communities can be found at www.PreserveAmerica.gov/communities.html. Requests for information or forms can also be made by calling Judy Rodenstein at the ACHP at (202) 517-1488, or by e-mailing her at jrodenstein@achp.gov.

Applications are received and reviewed by ACHP staff for completeness. Complete applications are shared with the National Park Service (NPS) for their independent review and concurrence. Communities with incomplete or unclear applications will 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 by official letter or at a public event.

Attached to your application, please provide the name and title of the head of your local convention and 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 ACHP will notify them of your designation.

HELPFUL HINTS FOR PREPARING SUCCESSFUL APPLICATIONS

Communities should follow some simple guidelines in preparing their applications for Preserve America Community designation to ensure their applications are complete and can be processed in a timely manner (item numbers refer to sections of the application form):

Item 1: Be sure to consult with your State Historic Preservation Officer while developing your application and mail him or her a copy of the completed 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 chair of a Board of Supervisors. 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 and is complete and/or already having a positive economic impact. Make sure the project description includes information on the public and private partners involved and their roles, and clearly documents how the specific project is promoting heritage tourism or economic vitality in the community. Any data you can share on the economic or other impacts of the project is desirable. If the project is a program that has been ongoing for longer than three years, please specify what has been added or changed within that time frame. Please note that a history of the community, a list of projects supported over the years, or information about planned projects that are still prospective do **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. Make sure the resolution is signed and dated, and that the governing body that has adopted it is clearly identified. 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(1): An "ongoing, publicly available inventory of historic properties" means the product of a survey that identifies, describes, and evaluates the condition of historic properties in the community. Be sure to include information on when this was done, any subsequent updates, as well as how and where the public can access the results of this research.

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. Its members must be appointed by the local government and its duties spelled out in a governmental document. 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 a governmental charter or ordinance.

Item 4C(10): "A historic preservation awards or recognition program" means a program through which the community seeking designation gives awards recognizing outstanding efforts in historic preservation. It does not mean that the community has received awards for its preservation efforts.

Item 4D: Communities are asked to submit three to five color images that illustrate their community's character and show people using and enjoying local historic resources. Digital images on a CD with a minimum resolution of 300 dots per inch (dpi) are preferred; 4" x 6" or larger photographs are acceptable. Photocopies and images printed on paper are not acceptable. Please provide captions and credits for these images and identify the community on the CD or on the back of the photos. Do not superimpose captions, credits, or dates on the 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 logo use agreement, and to have the chief elected official sign and date the application. Since applications are reviewed by at least two reviewers, remember to submit an original and one copy set.

Application Form

1. GENERAL INSTRUCTIONS

Communities must consult with their State Historic Preservation Officer (SHPO) during the development of this application and send a copy of the completed application to the SHPO when it is submitted. SHPO names and addresses can be found at www.ncshpo.org or by calling (202) 624-5465.

❑ Check this box to signify that you have completed the above instructions.

Applications must be submitted in hard copy and will not be returned. **Please provide an original and one copy set of all materials and three to five related images as described on page 5.** Please do not use sheet protectors, binders, or tabbed dividers. 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
401 F Street NW, Suite 308
Washington, DC 20001-2637

Sources of additional information:
Office of Preservation Initiatives
Advisory Council on Historic Preservation
(202) 517-1488
Web site: www.PreserveAmerica.gov

2. COMMUNITY INFORMATION

All incorporated or unincorporated communities are eligible to seek designation as Preserve America Communities. Eligible tribal communities and neighborhoods within very large cities should use specialized application forms available at www.PreserveAmerica.gov/communities.html.

Name of community seeking designation _____Certified Local Government? ___

☐ City ☐ County ☐ Other _____ Population_____

This community is in _____ County, _____State or Territory.

Congressional District _____Name of Representative_____

3. APPLICANT INFORMATION

The applicant for designation can only be one of the following:

- A mayor or equivalent chief elected governing official of an incorporated community; or
- A county executive or equivalent chief elected governing official of a county or of the appropriate jurisdiction of an unincorporated community

Applicant's Name: _____Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Street/Delivery Address *(No Post Office Boxes)*: _____

City: _____ State: _____Zip: _____

Attn: _____ Phone: _____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 has promoted and/or is promoting heritage tourism or otherwise fostering 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 one 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 scanned at a resolution of 300 dots per inch (dpi) or greater or 4" x 6" color photographs) and provide caption and credit information for each.

E. Provide approximately 100-200 words on the history of your community, including founding date, key events, evolution of the economy, and information on local historic attractions not otherwise noted in the application. This information will be edited and incorporated into profiles of designated communities (for examples see www.preserveamerica.gov/PAcommunities.html).

5. ADDITIONAL SUPPORTING MATERIAL

Written endorsements by preservation organizations, civic organizations, members of Congress, and other elected officials are encouraged. These should be addressed to Mr. Ronald D. Anzalone, Director, Office of Preservation Initiatives, Advisory Council on Historic Preservation, 401 F Street NW, Suite 308, Washington DC 20001-2637. ***(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, or a recipient of Transportation Enhancements funding for historic preservation, etc.)***

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

6. RELEASE AUTHORIZATION/LOGO USE AGREEMENT

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.

I further acknowledge that, if designated a Preserve America Community, our community will be authorized to use the Preserve America logo or to refer to Preserve America solely for non-commercial purposes related to the promotion and public understanding of the Preserve America Community designation and the Preserve America initiative. I agree that the logo, or any reference to Preserve America, will not be used in for-profit commercial applications or ventures and acknowledge that the Preserve America logo is a registered trademark entitled to the legal protections attendant to such status. I further agree that any use of the Preserve America logo, or any reference to Preserve America, will be consistent with the stated purposes of the Preserve America Community designation and the Preserve America initiative. I further acknowledge that the authorizations described in this paragraph can be revoked at any time and for any reason by the ACHP.

7. SIGNATURE OF APPLICANT

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

Signature: _____ **Date:** _____

Name (please print): _____

Title: _____

Organization (if applicable): _____