

HDI Electronic Newsletter, April 29, 2004

Hello Colleagues,

The April 2004 Heritage Development Institute (HDI) Newsletter includes:

- *Preserve America* Community to Host HDI Workshop
- Inside Washington
- New Additions to Your Heritage Development Reading

***Preserve America* Community to Host HDI Workshop**

Virginia City, Montana, is one of the most recent towns to be named a *Preserve America* community, a national designation that enhances their visibility and promotes heritage tourism. Nearly 70,000 tourists visit Virginia City every year to get a taste of life during the Civil War and the Gold Rush in Montana. The *Preserve America* designation could also help the town compete for some of the \$10 million that President Bush has proposed spending next year to promote historic preservation as a means to economic development. In partnership with Butte, Montana, Virginia City will host HDI workshops about the basics of heritage development on September 23-24. Details will be available mid-summer. Contact the Montana Preservation Alliance at (406) 457-2822 with questions.

Inside Washington

The U.S. Senate Committee on Energy and Natural Resources held a meeting to conduct oversight on National Heritage Areas, which included the recent findings and recommendations of the General Accounting Office (GAO) and options for developing a National Heritage Areas Program within the National Park Service. Those who testified included Randy Jones, Deputy Director, National Park Service; Barry Hill, Director, Natural Resources and Environmental Issues, GAO; Augie Carlino, President and CEO, Rivers of Steel National Heritage Area; Lisa Benton-Short, Assistant Professor of Geography, George Washington University; Edward Sanderson, President, National Conference of State Historic Preservation Officers; Dennis Frenchman, Department of Urban Planning, MIT; and Carol LaGrasse, President, Property Rights Foundation of America, Inc.

Subcommittee Chairman Craig Thomas (R-WY), along with committee leadership, requested the GAO study out of concern that the National Heritage Area designation and oversight process was inadequate and that funding could get out of control. According to GAO director Barry Hill, the yearlong study found there is no systematic process for identifying qualified sites and designating them as National Heritage Areas.

Dennis Frenchman, who talked about the success of the heritage area movement in Europe, called heritage areas the "wave of the future." He noted two driving forces behind heritage areas: a "worldwide shift to an information economy [that] has left

behind many former industrial cities and regions" and a "reaction to the standardized environment and culture that the information economy is creating."

Augie Carlino testified in favor of continued federal funding and about the success of National Heritage Areas. Senator Thomas asked Carlino why the federal dollar is needed when the program is so successful at garnering outside support. He responded, "NHA's work very hard at guaranteeing the return of investment to the Congress, and to all of their funding partners in the heritage development projects they undertake...NHA funding ratios are the type that the Congress should be encouraging for all of its grants and appropriations, and not discouraging by saying that success in fundraising demonstrates that the project should not continue to be funded."

To view the GAO report and transcripts of testimony, visit the National Heritage Areas program website at www.cr.nps.gov/heritageareas/ .

New Additions to Your Heritage Development Reading

Alanen, Arnold R., et al. *Preserving Cultural Landscapes in America*. Baltimore: Johns Hopkins University Press, 2000.

Aplin, Graeme. *Heritage: Identification, Conservation, and Management*. New York: Oxford University Press, 2002.

Effective Communication for Preservation Nonprofit Organizations. National Trust for Historic Preservation, 2003.

Hanna, Stephen, et al. *Mapping Tourism*. Minneapolis: University of Minnesota Press, 2003.

Share Your Heritage: Cultural Heritage Tourism Success Stories. National Trust for Historic Preservation, 2001.

That's all for April! Thanks for checking in.

The Alliance of National Heritage Areas (ANHA) established the Heritage Development Institute (HDI) as a way of providing leadership to the heritage development field as well as creating training and analysis of the best practices in our heritage areas across the country. The HDI Newsletter is sponsored by the ANHA, Middle Tennessee State University's Center for Historic Preservation, and the Tennessee Civil War National Heritage Area. To submit information, and update email addresses, please email us at hdi@mtsu.edu.