



In this Issue

- ▶ Your Input Needed for American Latino Theme Study
- ▶ Latino Heritage Sites in Preserve America Communities
- ▶ Cultural Heritage Tourism Exchange Register Today!
- ▶ Economic Benefits of Historic Preservation
- ▶ Sign Up for Historic Preservation Training
- ▶ Section 3 Report to the President Showcases Stewardship on a National Level
- ▶ New Preservation Brief Now Available
- ▶ National Main Streets Conference in Baltimore
- ▶ National Alliance of Preservation Commissions Forum 2012
- ▶ Free National Wildlife Refuge App Highlights Historic Properties
- ▶ New Executive Order on Travel and Support for Tourism
- ▶ Update Your Contact Information Please

Links

About Preserve America Communities
Grants
PreserveAmerica.gov
ACHP.gov
Contact Us
Subscribe/Unsubscribe

Preserve America News | March 2012

Your Input Needed for American Latino Theme Study

The public is invited to suggest places and stories associated with American Latino history for a “study list” as part of a theme study being undertaken by the National Park Service (NPS). The goal is to increase opportunities for the public to learn about the role of American Latinos in the development of the



nation. Suggested places may recognize civil rights struggles; local culture; historic trails and migration routes; or be sites in national parks managed by the NPS or on lands managed by the federal government or state, tribal, and local governments.

The theme study is an outgrowth of the Department of the Interior’s American Latino Heritage Initiative that seeks to raise the profile of American Latino heritage through a range of projects and programs. The theme study will assist government agencies and the private sector with identifying and evaluating Latino-related places for their historical significance and the potential nomination of these places to the National Register of Historic Places and for National Historic Landmark designation.

To suggest American Latino historic places for the study list, send the name of the property, where it is located, and a few sentences about why it is important and why it tells an important story to American_Latino_Heritage@nps.gov. [More information](#) is available.

First cigar factory, Ybor City, Fla.

Latino Heritage Sites in Preserve America Communities

The Cine El Rey (“The King Cinema”) in downtown McAllen, Texas, opened in 1947 and served the city’s Hispanic community for 40 years. It was built in response to a demand for Spanish language entertainment following the influx of agricultural workers from Mexico. These workers were among millions recruited by the U.S. - Mexico Braceros program, established at the end of World War II to deal with a severe shortage of farm laborers. Today the rehabilitated theater serves as a performing arts venue and contributes to the revitalization of the

downtown area. [Read the profile.](#) [Learn more](#) about the community.

Another group of historic resources illuminating Latino heritage in the U.S. is in Tampa, Fla. In 1886, Vicente Martinez Ybor relocated his cigar manufacturing business to an area east of Tampa. Cuban tobacco leaf could be easily imported, and Ybor's hand rolled cigars freely exported. Immigrants provided the labor for his first cigar factory, and Ybor's factories attracted master cigar craftsmen from Spain, Cuba and Italy. The town soon became the "cigar capital of the world." Small cottages, called casitas, originally built for cigar workers' families in 1895, were some of the earliest structures built in Ybor City. A handful of the carefully restored cottages have been re-situated along 9th Avenue and 18th Street as part of the Ybor City Museum State Park.



Ybor City is today a National Historic Landmark District. Visitors can stop by the Gonzalez y Martinez Cigar Factory located on 7th Avenue and 21st Street to watch the work of professional rollers who demonstrate their trade daily. [More information](#) on the Preserve America Community is available as well as [information from the city](#).

Photo courtesy National Park Service

Cultural Heritage Tourism Exchange Register Today!

Sign up now for the 2012 Cultural Heritage Tourism Exchange May 3-4 at the U.S. Department of Commerce in Washington, D.C.



Anyone interested in advancing the promotion and profile of cultural heritage tourism and beneficial policies at the local, state, regional and national level should participate in this event. Hosted by Partners in Tourism, this forum will offer networking for cultural heritage tourism practitioners, foster partnerships among constituents and identify ways to collaborate and enhance growth in cultural heritage tourism in the U.S.

[More information and registration](#) is available. To help shape the agenda and the discussion, [complete the survey](#).

Benefits of attending the CHT Exchange include meeting with representatives from the 29 federal and national "Partners in Tourism;" learning about new initiatives, legislative updates and national branding activities; and sharing information and ideas with colleagues engaged in cultural heritage tourism. The program will include updates from Brand USA (the entity charged with increasing international visitation to the U.S.) and the U.S. Travel & Tourism Advisory Board (the entity advising on governmental policies and practices).

Medora, N.D.

Economic Benefits of Historic Preservation

The ACHP recently published an overview of the study by PlaceEconomics of the economic benefits of historic preservation. Preserve America Communities are the perfect example of how historic preservation and heritage tourism can be positive economic drivers for local economies. [Read the report.](#) [Read related facts and figures.](#)



Durango, Colo.

Sign Up for Historic Preservation Training

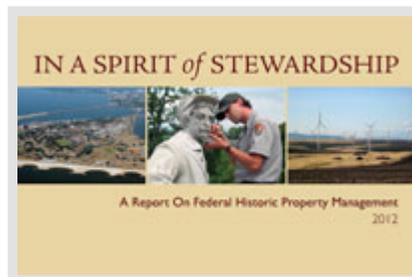
The ACHP offers comprehensive training for individuals and groups throughout the country. Read more about how to register for upcoming courses regarding Section 106 of the National Historic Preservation Act.



The ACHP is interested in your thoughts on potential topics for future webinars or other forms of e-training. Send your ideas to [Judy Rodenstein](#).

Section 3 Report to the President Showcases Stewardship on a National Level

The Preserve America Executive Order, E.O. 13287, calls for a comprehensive report every three years on the state of the federal government's stewardship of its historic properties. President Obama received the report on Feb. 15, and it is [available for downloading here](#).



New Preservation Brief Now Available

“Improving Energy Efficiency in Historic Buildings” (Preservation Brief #3, National Park Service Technical Preservation Services) is a newly updated publication incorporating input from leading experts in building science, engineering and historic preservation.

It offers guidance on how to make informed decisions about energy efficient improvements to historic buildings. [View the new brief.](#)

National Main Streets Conference in Baltimore

On April 1-4, 2012, the ACHP and the Preserve America program will be an exhibitor at the annual National Main Streets Conference. This year the conference will be in downtown Baltimore, Md., a Preserve America Community and a key location for this year's commencement of the War of 1812 Bicentennial. Among other important resources, Baltimore is the site of Fort McHenry National Monument and Historic Shrine, the bombardment of which in September 1814 inspired Francis Scott Key to write *The Star Spangled Banner*.



Please visit us in Baltimore if you **attend the National Main Streets Conference**. We will be in booth 210 in the Main Exhibit Hall in the Baltimore Hilton, 401 W. Pratt St.; we will also be presenting an introduction to Preserve America from 3:45-4:15 p.m. on April 2 in the Johnson Room.



Fort McHenry, photo courtesy National Park Service

National Alliance of Preservation Commissions Forum 2012

The National Alliance of Preservation Commissions (NAPC) Forum 2012 will be in Norfolk, Va., July 18-22, 2012, with the ACHP participating in the conference and presenting two sessions.



On July 19, the ACHP will present a session called *Section 106: What's In It for Your Community?* This will focus on how preservation commissions and citizens can effectively interact with federal

agencies and other consulting parties under Section 106 of the National Historic Preservation Act. An ACHP Section 106 expert will be available to explain the process, answer your questions and suggest strategies that might work for you, your organization and your community.

On July 21, the ACHP and two of its non-governmental partners will discuss, at the *Youth in Preservation* session, highly effective strategies to involve young people in historic preservation activities on the local level in partnership with federal agencies, schools and preservation organizations. This effort grew out of the 2006 Preserve America Summit recommendations and addresses the critical need to increase the constituency and widen public awareness of the importance of historic preservation in our communities and the nation.

Learn more about and register for the NAPC conference.

Free National Wildlife Refuge App Highlights Historic Properties

The National Wildlife Refuge System celebrated its birthday March 14 and is offering users of smartphones, iPads and the like a free application download until April 1. No fooling!



The MyRefuge application features searchable maps and instant information on bird watching, trails and historic sites. The app showcases 59 of the country's 556 national wildlife refuges, up from 42 at its December launch. The number of participating refuges is expected to continue to grow.

Through the MyRefuge application users can pick up highlights of a refuge's history, culture or wildlife setting. You can learn that the Lombard Ferry on [Seedskadee Refuge](#), Wy., ferried westward pioneers across the Green River in the mid-19th century. Or how [Ridgefield Refuge](#), Wash., honors its Chinookan heritage at its Cathlapotle Plankhouse and how [Malheur Refuge](#), Ore., preserves and interprets Civilian Conservation Corps structures on the refuge.

MyRefuge can be downloaded from iTunes: <http://bit.ly/v3diSJ> and appshopper: <http://bit.ly/uKh1jg>. After April 1, the app will cost 99 cents.

The National Wildlife Refuge system is operated by the U.S. Fish and Wildlife Service and is a partner in the Preserve America program. See www.fws.gov/refuges/.

Prickly pear in bloom, Seedskadee NWR, credit: K. Penner

New Executive Order on Travel and Support for Tourism

During the last year, the U.S. has been developing and testing its marketing effort to attract international visitors through a Travel Promotion Board and a new marketing arm known as Brand USA. On January 19, 2012, the President issued a new Executive Order on



“Establishing Visa and Foreign Visitor Processing Goals and the Task Force on Travel and Competitiveness.” The issuance of this order may provide an opportunity to highlight and promote heritage tourism opportunities, destinations and programs around the country. In particular, the Task Force on Travel and Competitiveness, which is co-chaired by the Secretaries of Commerce and the Interior, is charged with developing a national tourism strategy “to promote domestic and international travel opportunities throughout the United States,” as well as “strategies to promote visits to the United States' public lands, waters, shores, monuments, and other iconic American destinations.”

The Task Force is also considering recommendations “to promote and expand travel and tourism opportunities in rural communities.” These responsibilities echo and complement Section 5 of the Preserve America Executive Order, which directed the Secretary of Commerce, “working with the [Advisory] Council [on Historic Preservation] and other agencies, [to] assist States, Indian tribes, and local communities in promoting the use of historic properties for heritage tourism and related

economic development in a manner that contributes to the long-term preservation and productive use of those properties.”

The comments the ACHP submitted during the public comment period may be found [here](#). We have recommended that World Heritage Sites in the U.S. as well as Preserve America Communities, National Heritage Areas, National Park units and other prominent historic and cultural places be featured in international and domestic travel promotions. The ACHP has met several times with other federal agencies engaged in this effort, and we will provide periodic updates with news and further information about the national strategy, Brand USA activities and the economic potential of tourism at the local and regional level.

Update Your Contact Information Please

Have there been any changes in your contact information since you first applied for your Preserve America Community designation? If so, please e-mail updated information to [Judy Rodenstein](#). This includes new chief elected officials, an office move to a new address, new contact people, a change in e-mail addresses or phone numbers.

**Advisory Council on
Historic Preservation
1100 Pennsylvania Ave Suite 803
Washington, DC 20004**