

Heritage Preservation

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What is A Heritage/Cultural Resource?

- ❖ A Historic Building
- ❖ A Historic Structure
- ❖ A Historic Monument
- ❖ A Historic Site



Types of Heritage

❖ Architectural

❖ Cultural

❖ Industrial

❖ Agricultural

❖ Natural



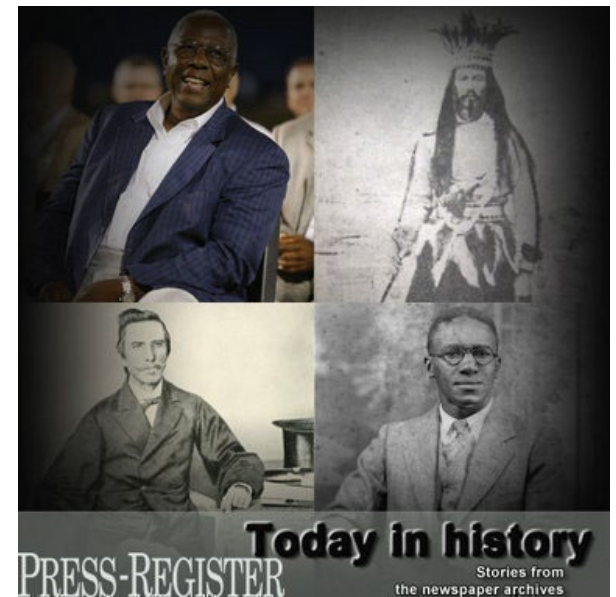
Objects of Heritage

- ❖ Heritage Trees, Gardens, Benches
- ❖ Miniatures or Replicas of Objects & Events from History



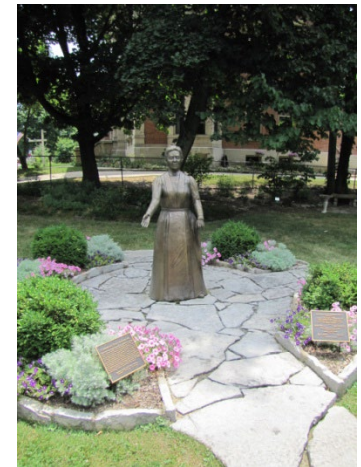
Ways to Celebrate & Explore Heritage

- ❖ Interpretive Kiosks
- ❖ Genealogical Research
- ❖ State & Regional Heritage Tourism
- ❖ Monthly Articles on Heritage in the Local Paper



How Does a Community Celebrate It's Heritage?

- ❖ Festivals
- ❖ Anniversary Celebrations
- ❖ Acknowledgement of Founding Fathers
- ❖ Monuments to Important Figures or Events



Does A Community Embrace It's Historic Resources and Celebrate It's Past?

- ❖ Cultural Diversity
- ❖ Traditions and Customs



Historic Districts

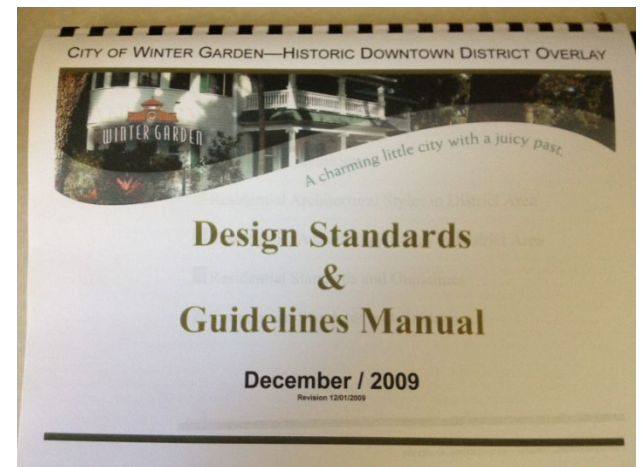
- ❖ Does the community have one?
- ❖ Is it Locally Designated or on the National Register?
- ❖ How old is the Nomination?
- ❖ Have there been any updates or expansions?
- ❖ Does the community embrace the recent past? (1950-1962)



Historic Districts

(Continued)

- ❖ Is there local legislation to protect historic resources?
- ❖ Architectural Review Board?
- ❖ Heritage Commissions?
- ❖ Design Review Guidelines?



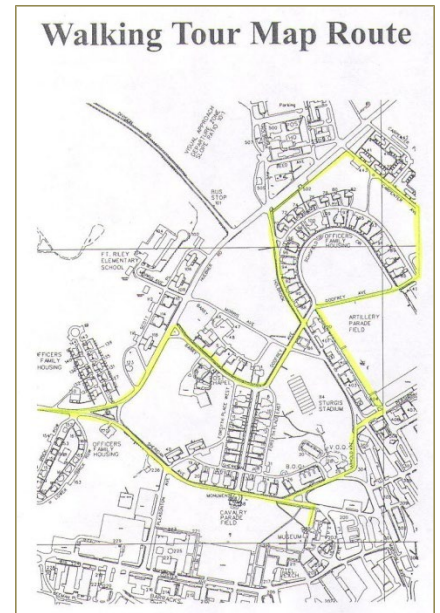
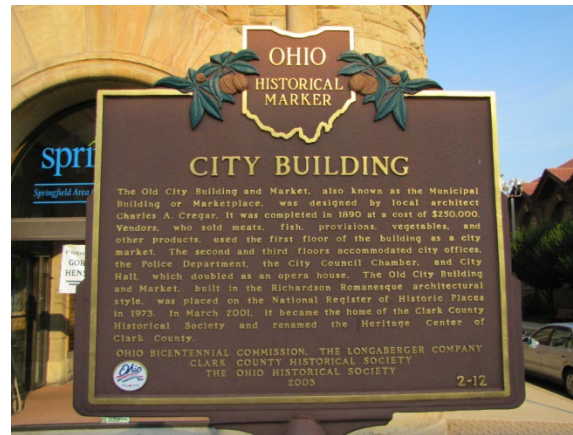
Historic Sites

- ❖ Interpretation
- ❖ House Museums
- ❖ History Museums
- ❖ Archaeology



How Does the Community Market its Heritage?

- ❖ Marker Program
- ❖ Driving or Walking Brochures
- ❖ Guided Tours
- ❖ Apps for Smart Phones



Preservation Partners

- ❖ Does the community have a relationship with the State Historic Preservation Office (SHPO)?
- ❖ Is the community a Certified Local Government (CLG)?
- ❖ Does the community leverage historic preservation tax credits to promote preservation?

National Park Service

National Park Service
U.S. Department of the Interior



National Trust *for*
Historic Preservation
Save the past. Enrich the future.™

NCSHPO



Questions? Comments?



TRAINING OUTLINE FOR CELEBRATING COMMUNITY HERITAGE

INTRODUCTION

Introduced just after WWII, the concept of “historic preservation” is relatively new in the United States. In general, it did not really get going until the 1960’s. Despite that, the volume of written material is enormous.

There is a lot of misunderstanding about the treatment of historic structures, with many thinking that it is just too expensive or just too limited. Generally, neither is true. In addition, under some circumstances grant money is available to help with the cost.

Big Idea: Why is it important for communities to celebrate community heritage?

- According to Section 7 of the [Community Tool Box](#) from the University of Kansas:
 - “Historic community buildings, neighborhoods, and landscapes embody the intentions, assumptions, and lives of those who built or lived or worked in them. They have stories to tell about what the community was and how it became what it is, and that help us understand who we are. Preserving those stories can be an important part of building a healthy community.”
 - “Historic preservation – of buildings and other structures, neighborhoods, archeological sites, landscapes, and other historic properties – can add to a community’s understanding of and pride in its history, and bring economic and other benefits as well. It therefore makes sense for communities to encourage the preservation, rehabilitation, or restoration of historic properties.”

What is historic preservation?

Historic Preservation – The safeguarding of the existence and appearance of historic elements in the community.

- Types of Historic Elements:
 - **Structures** – Any man-made structure that has some historical value or significance (i.e. houses, commercial and industrial buildings, barns, bridges, monuments). In most cases it is more appropriate to use the phrase “historic structure” rather than “historic building,” as structure is more inclusive than building.
 - **Neighborhoods** – May be historically important because of their architecture, or because they present a picture of a previous era.
 - **Landscapes** – May be either historically valuable or historically significant, because they can show a window to the past or represent a turning point in history (i.e. Gettysburg, PA represents the turning point of the American Civil War).
 - **Building or Landscape Features** – Man-made and natural features that are historically important (i.e. 18th or 19th Century wall plaques, pre-World War II gas pumps, 1,000-year-old trees, murals, etc.)
 - **Culture** – Although historic preservation most commonly refers to the preservation of physical places, it can also apply to aspects of cultural heritage.
- Elements of Historic Preservation:
 - **Preservation** – Preserving a place as it is in the present. It assumes that all historic features, materials, etc. will be kept where it’s humanly possible to restore or repair them, and will be maintained as they are in the future.
 - **Rehabilitation** – Fixes up a deteriorated historic property often for a use other than its original one. It places a premium on retaining and repairing historic features, but allows more leeway for repair and replacement of elements that have been severely damaged by time.
 - **Restoration** – Putting a building or landscape back the way it was originally, or at a historically significant time in its past. That means eliminating any repairs or alterations that came after that period, including additions to the building and other major features, and re-creating, with historic materials and techniques, missing features that are known or obvious.

- **Reconstruction** – The creation of a historically accurate copy of either a specific historic property that no longer exists or an example of one from a chosen historical period. The reconstruction may use traditional techniques and materials, but the materials will be new, and therefore different from the actual materials that would be found in an original structure.

MODULE 1: Preservation Terminology/Glossary

All definitions come from Archeology and Historic Preservation: Secretary of the Interior's Standards and Guidelines

Acquisition – The act or process of acquiring fee title or interest other than fee title of real property (including acquisition of development rights or remainder interest).

Comprehensive Historic Preservation Plans – The organization into a logical sequence of preservation information pertaining to identification, evaluation, registration and treatment of historic properties, and settling priorities for accomplishing preservation activities.

Historic Context – A unit created for planning purposes that groups information about historic properties based on a shared theme, specific time period and geographical area.

Historic Property – A district, site, building, structure or object significant in American history, architecture, engineering, archeology or culture at the national, State, or local level.

Integrity – The authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic or prehistoric period.

Intensive Survey – A systematic, detailed examination of an area designed to gather information about historic properties sufficient to evaluate them against predetermined criteria of significance within specific historic contexts.

Inventory – A list of historic properties determined to meet specified criteria of significance.

National Register Criteria – The established criteria for evaluating the eligibility of properties for inclusion in the National Register of Historic Places.

Preservation – The act or process of applying measures necessary to sustain the existing form, integrity, and materials of a historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project.

Reconnaissance Survey – An examination of all or part of an area accompanied in sufficient detail to make generalizations about the types and distributions of historic properties that may be present.

Reconstruction – The act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time in its historic location.

Rehabilitation – The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

Research Design – A statement of proposed identification, documentation, investigation, or other treatment of a historic property that identifies the project’s goals, methods and techniques, expected results, and the relationship of the expected results to other proposed activities or treatments.

Restoration – The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.

MODULE 2: LAYING THE GROUNDWORK

Historic preservation ordinances are an important cornerstone of a heritage preservation effort by providing commercial and residential designation. They protect structures and landmarks from demolition.

- What is an ordinance?
 - An ordinance is a law that is passed by a city, town, or county government, also known as a municipal government.
 - Ordinances may address a wide variety of local issues, from local government structure to speed limits to historic preservation.
 - Ordinances are unique to individual communities – there is not one set of rules for all historical structures and districts. Communities craft their ordinances to adhere to rules and regulations that are already implemented in the community. For instance, some communities may govern paint colors in their ordinances while other communities do not.
- What is a historic preservation ordinance?
 - A historic preservation ordinance provides protection for historic resources.
 - According to the National Trust for Historic Preservation, local historic preservation ordinances are the laws that communities implement to protect historic preservation resources. These laws protect individual sites and areas, and they offer the strongest form of legal protection for historic properties. Each ordinance is tailored to fit the needs that best suit the individual community.
 - An equally important purpose of the local preservation ordinance is to ensure due process and equal protection.
- How is an ordinance implemented?
 - The process for passing an ordinance is determined by the individual laws of each state, though there are several similarities between states.
 - The diagram below portrays how the ordinance process generally works (diagram from: <http://www.statescape.com/resources/local/ordinance-process/>)



- An effective preservation ordinance does the following:
 - States a public purpose
 - Creates a local preservation commission
 - Designates historic districts and landmarks
 - Sets out design criteria that govern commission design review
 - Establishes a process for enforcing design review
 - Establishes an appeal process for owners who are denied a “certificate of appropriateness”
 - Lays out a severability clause

Incentives encourage businesses, communities, and individuals to pursue efforts directed to restoration and conservation of structures. Types of incentives include: tax credits, waived permit fees, eased setbacks, rebates, etc.

- An incentive is a benefit given to someone in order to encourage them to do something specific. There are several kinds of incentives that can be used to encourage historic preservation (most of them related to its cost).
- Preservation incentives include:
 - **Tax Incentives** – The “ways of reducing taxes for businesses and individuals in exchange for specific desirable actions or investments.” These tax breaks can be provided by the federal, state, or local government. They can come in three forms:
 - Tax Credits
 - Tax Deductions

- Tax Abatement
- **Other Incentives** – Usually offered by local governments. Local governments can offer developers or businesses things like permit waivers, exceptions to particular regulations in return for certified preservation work, or density bonuses. Governments and organizations may also offer subsidies for bringing old buildings up to code in a historically appropriate manner. Areas that might be addressed here including wiring, plumbing, heating/air conditions, energy conservation, lead paint or asbestos removal, and compliance with ADA requirements.
- **Grants and loans** – Governments offices of all levels and private organizations and foundations offer grants for various preservation activities. Those activities include, but are not limited to:
 - Historically significant properties
 - Transportation enhancement grants
 - Scenic byways
 - Heritage areas
 - Tribal properties
 - Research into historic properties and historic preservation

A Historic Preservation and/or Architectural Review Board helps foster and enforce compliance with local ordinances.

- How are boards created?
 - A Historical Architectural Review Board (HARB) is a public body created by Historic District Ordinances, composed by members often appointed by the City Council.
- What is a Historical Preservation/Architectural Review Board?
 - A HPRB/HARB is the government body that designates the historic property in the area and often advises the mayor/city council on historic preservation matters. The board often helps implement historic preservation programs in the area.
- What are the responsibilities of the HARB?
 - The board reviews proposed construction, exterior alterations to structures in the historic district, and demolitions, and provides recommendations to the City Council based on the city's guidelines for historic districts. If the proposed work is accepted, many city councils will issue a certificate to ensure the appropriateness of the work, which is often required before work can begin.
 - The board is also responsible for the following:
 - Establishing procedures to preserve existing areas of cultural importance.
 - Assure that buildings, structures, signs or other developments contribute to the preservation of the city's reputation.
 - Prevent the construction of structures that are likely to have a depreciating effect on the local environment or surrounding area.
 - Eliminate conditions, structures, signs that tend to degrade the health, safety or general welfare of the community.
 - Provide a continuing source of programs and means of improving the City's overall appearance.
- When is a HARB Review necessary?
 - Major changes such as the removal of porches, construction or additions, demolitions, or any other fundamental alteration require review.
 - A review is required when any exterior changes are visible from a public street or alley in the historic district of a city. These changes include, but are not limited to:
 - **Changes in Design** – adding a dormer, enclosing a porch, replacing an existing door, installing a satellite dish
 - **Changes in Material** – installing aluminum siding, replacing wooden railings with iron railings, replacing wood windows with vinyl

- **Changes in Texture** – replacing scalloped shingles with square shingles, replacing decorative columns with straight columns
- **Changes in Arrangement** – blocking a window, changing a door location
- A review is **not** required for general repair or maintenance. Additionally, they are **not required** for the replacement of deteriorated features with materials of the identical appearance.

An active Historical Society helps promote and inspire historic preservation.

- What is a historical society?
 - A historical society is an organization dedicated to preserving, collecting, researching, and interpreting historical information or items. Originally, historical societies were created to help future generations understand their heritage. Historical societies vary in specialization, with focuses ranging from specific geographical areas such as countries or towns, universities railways, to genealogy and the preservation of antiques and historic buildings. Often, many of these organizations ensure the historic architecture is preserved or restored and period houses are maintained for tours open to the public.
 - Historical societies often engage a variety of different fields, such as architectural preservation, museum collections, research libraries and archives, publishing, tours and events, and genealogy.
- What is the role of a historical society?
 - The role of a historical society is simple – they are to preserve and promote local history. This can only be accomplished if they embrace all aspects of their local history, both good and bad.
- Why should a community have one?
 - Historical societies impact their community – they preserve the communities past and help communities deal with loss through their recognition of local stories and voices of past community members. Due to their smaller size, historical societies are often able to share stories and perspectives that often get lost in the larger narratives. As a result, historical societies help individuals find truth and meaning in their collective pasts which can aid in the process of reconciliation. In addition to preserving voices, they can also advocate for the preservation of buildings and artifacts.
- American Association for State and Local History (AASLH)
 - The AASLH is a national membership association dedicated to helping and preserving local and state histories. The association can be a valuable resource for historical societies and can be reached at aaslh.org.

Follow through requires effective communication of ordinances, policies, and restoration methods.

- Effective communication
 - Learn to listen
 - Effective leadership (and communication) requires good listening.
 - Improve active listening by practicing the following:
 - Suspend any biases.
 - Focus on what is being said rather than a response to what is being said.
 - Ask open-ended questions to encourage the speaker to continue sharing information.
 - Know your audience
 - Before crafting a message, learn about the audience being addressed. By doing this, the message can be shaped to the audience's needs – e.g. word choice and level of information shared.
 - Organize and structure your message
 - When crafting a message considering the following:
 - **Clarity** – choose concrete, familiar words that refer to tangible objects.
 - **Vivid language** – use descriptive language to create mental images of objects, actions, or ideas. Imagery is memorable.

- **Rhythm** – Be aware of repetition, alliteration, and onomatopoeia as they all contribute to the pattern of sound and flow of the message being shared.
 - Pay attention to nonverbal skills
 - Effective nonverbal communication includes:
 - Proper attire
 - Good posture
 - Natural gestures
 - Purposeful movement
 - Appropriate eye contact
 - Energy and enthusiasm
 - Communicating is connecting
 - Communication is fluid and natural, do not force a message onto the audience.

Local designations are reinforced by seeking National Register of Historic Places district and/or individual designations.

- National Register of Historic Places
 - The National Register of Historic Places is the official list of the Nation’s historic places worthy of preservation. The register was authorized in 1966 and is part of a national program that coordinates and supports both public and private efforts to identify, evaluate, and protect America’s historic and archaeological sites.
 - While the National Register can provide some protection to historic sites, they are not permanently protected. The amount of protection given to a site can change depending on a variety of factors which are discussed below.
- How to list a site/property
 - Where to start
 - The National Register nomination process usually starts with ones State Historic Preservation Office (SHPO). The states SHPO should have information on National Register information, research materials, and the required forms for the nomination of a site. If the site is located on either federal or tribal land, then the process begins with the Federal Preservation Office (FPO) or the Tribal Preservation Office (TPO), not the SHPO.
 - How are properties evaluated?
 - To be considered eligible for the register, the site has to meet the National Register Criteria for Evaluation. This criteria examines the property’s age, significance, and integrity. The criteria can be viewed at [Publications of the National Register of Historic Places](#).
 - National Register listing process
 - Nominations can be submitted to the appropriate office by property owners, historical societies, preservation organizations, governmental agencies, and other individuals and groups. The official nomination forms can be downloaded from [National Register Forms](#).
 - Results and owner information
 - Becoming listed in the National Register of Historic Places gives the site formal recognition of its historical, architectural, or archaeological significance based on state standards. Results of being listed include, but are not limited to:
 - Becoming part of the National Register Archives, a public, searchable database that provides research information.
 - Encouraging preservation of historic resources by documenting the historic significance of a site.
 - Providing opportunities for preservation incentives.
 - Possible State tax benefit and grant opportunities.

- Celebrate the sites listing by ordering a bronze plaque that distinguishes the property as listed in the National Register of Historic Places
 - Listing and ownership
 - Under Federal Law, the listing of a site in the Register places no restrictions on what a non-federal owner may do with their property up to and including destruction, unless the property is involved in a project that receives Federal assistance, usually funding or licensing or permitting.
 - A Register listing does not lead to public acquisition or require public access.
 - A property will not be listed in the Register if for individual properties, the owner objects, or for districts, a majority of property owners object.
 - A Register listing does not automatically invoke local historic district zoning or local landmark designation.
 - A listing on the National Register is not a permanent status. If the owner of a listed property no longer wishes to be a part of the National Register, they may delist their site.
- What are Historic Structure Reports?
 - A historic structure report provides documentary, graphic, and physical information about a property's history and existing condition. These reports are recognized as effective parts of preservation planning, as they report and address the goals for the use of the property, by providing an argument for selecting the appropriate approach to treatment of the property and the scope of work that will ensue at the site. The report essentially serves as a guide for all work that is to be done at the site. Additionally the report shares any research done that could be valuable for future researchers.
 - Historic structure reports may differ in format and the way in which information is shared, but the goal of the historic preservation shared within the report is the same regardless of the location of the site and the format used to share the information.
 - In most cases, the historic structure reports are commissioned by the property owner of a building that has been determined to be located within an area that is either historically or architecturally significant.
 - Historic structure reports are often generated for public buildings, like churches, libraries, hotels, house museums, and courthouses. It is less common, but still possible, for a historic structure report to be generated for a privately owned residence.
- How are historic districts established?
 - Historic districts can be established under Federal, State, and local law. Regardless of the level, the process of establishing a historic district should not be rushed, as information has to be compiled and analyzed in order to argue for the significance of the area. The proposal should also be made public so the community can hear all information being presented and have time to comment on the proposal if they choose.
 - A State's Historic Preservation Office (SHPO) can often provide insight and expertise in the establishment of historical districts at all levels. They can also provide a plethora of information about how to propose a historic district as well as listing the pros and cons of each level.
 - Depending on the details of the situation, a historic district can be proposed based on three general approaches:
 - Federal Law
 - This approach usually involves nominating the district for a listing on the National Register of Historic Places. Being listed in the Register often gives the district official recognition of its significance, which is often a prerequisite for receiving Federal benefits.
 - However, being listed in the Register may threaten the resources of the district. Federal protection of the district is only present when there is Federal involvement. Therefore, if there is no federal involvement, the district's resources

are not directly protected – they are simply labeled as a resource of an area that should be preserved.

- State Law
 - Many states have a state register process which allows for historic districts to be recognized as significant under state law. Like federal law, the state law recognition provides both benefits and limitations to the area.
- Local Law
 - In many cases, creating a historic district under local law can provide more protection to the area's historic resources than either state or federal law. The protection from local law is because most land-use decisions for the area are made under the authority of local law.
 - When creating a historic district at the local level, the local government will often depend upon the language of the State's constitution and legislation.
 - At the local level, the designation of historic districts is usually linked to a review process designed to protect the historic appearance of buildings in the district.

It is not just about structures but it is also important for natural and/or agricultural areas to be protected.

- What is preservation?
 - Preservation (and conservation) is a process that protects the environment. The main goal of preservation is to protect the environment from the effects of human activity.
 - Successful preservation efforts often rely on shared responsibility between communities, organizations, and governments.
- Why is it important to preserve natural and agricultural areas?
 - A landscape itself may be either historically valuable or significant. For example, the battlefield at Gettysburg, PA is historically significant as it was the scene for the turning point of the American Civil War.
 - The preservation of landscapes can also determine the look of a community, which may allow the community to become an attraction for tourists. For example, the Blackstone Valley in Massachusetts and Rhode Island restored an industrial canal and many of the old mills that stood along the Blackstone River. Other attractions that marked the valley and river as the birthplace of the industrial revolution in the United States were also restored. As a result, the valley replaced lost manufacturing with heritage tourism which generated jobs, revenue, businesses, and local pride.
- How can preservation of natural and agricultural areas be accomplished?
 - Community advocacy
 - In many cases community members are the advocates for the preservation of historically significant areas. The preservation of local history through the preservation of sites important to it can help a community embrace realize and embrace their past.
 - Historic preservation of sites contributes to a community's understanding of its history, as well as bringing in economic benefits to the community.

Archives, artifacts, cemetery records, and/or oral histories that have been collected should be properly stores and preserved.

- Why should objects, items, and records be stored appropriately?
 - The appropriate packaging and storage of objects and their corresponding records is crucial for their long-term preservation. Improper storage has been one of the biggest factors in the deterioration of both objects and records.
 - When storing objects and records, staff should strive to use stable and long-lived materials for the packing of their items. Additionally, when an item is stored in a box or container, they should

be labeled immediately with the appropriate materials. The appropriate materials for labeling include stable materials, often of archival quality.

- How do storage means differ for different materials?
 - The type of artifact or item determines the storage container, based on a number of criteria. These criteria include:
 - **Provenience** – the original location of material remains and the site where records were created is critical information to facilitate finding and returning objects to their correct storage locations, as well as using those items.
 - All containers should have a good labeling system to display the information about their contents and provenience.
 - **Material Class** – objects of like material should be placed either in the same artifact or storage container or in the same area.
 - For example heavy objects should not be stored with lightweight objects.
 - The exception to this rule is records – different types of records (e.g., paper and photographs) can be placed in the same file folder or box.
 - **Human remains and sacred objects** – when storing human remains and sacred objects they should be placed in individual storage containers to provide respect.
 - **Interaction between materials** – be aware of how the object or record interacts with the materials of the storage container and how the object or record may be damaged if stored incorrectly.
 - **Anticipated use of the item** – items that are going to be used more frequently should be packed and stored in a manner that facilitates access to those pieces.
 - **Size of object/record and fragility** – select containers or storage methods that are adequately sized for the object or record inside.
 - Do not bend or force an item into a smaller container.
 - Do not force an item or record into an overfull container.
 - Do not store fragile objects in non-rigid containers.
 - Do not store heavy objects in storage containers that cannot support their weight.
 - Do not bend or crease oversized materials when storing them – they should be stored flat.
 - Do not let different objects touch one another if stored together – there should be material serving as a buffer for each item in a storage container.
 - **Special packaging or support needs** – use custom containers to store odd-shaped objects that need complete support.
 - If creating custom storage containers, use archival quality materials.
 - The type of storage materials accessible might be dependent on both funding and space limitations. If one or both of the criteria is lacking, it is important to ensure that all materials in storage are fully supported, visible, and labeled.
 - Recommended packing materials for objects according to nps.gov:
 - Acid-free boxes
 - Polypropylene containers
 - Acid-free poster board
 - Polyethylene foam
 - Polyethylene bags with zip closure – minimum 4mm thickness
 - Polyethylene sheeting and chips
 - Acid-free tissue paper
 - Polyester batting
 - Tyvek – for labels
 - Aluminum foil – C14 samples only
 - Cotton or muslin fabric
 - Cotton or polyester batting

- Mylar
 - Ethafoam
- Packing Materials NOT recommended for objects according to nps.gov:
 - Cigar boxes or regular cardboard boxes
 - PVC or “plastic” containers
 - Acidic cardboard
 - Styrofoam
 - Sandwich baggies
 - Plastic wrap
 - Polyurethane chips
 - Toilet paper, facial tissue, or newspaper
 - Acidic paper
 - Brown paper bags
 - Cellophane tape
 - Cotton wool
 - Foam rubber, urethane foam
 - Masking tape
- How should records be stored?
 - Paper records
 - Paper records should only be stored in archival quality housing, particularly paper, folders, and boxes with a neutral pH. Items should be unfolded and most paper records should be stored vertically in folders within storage boxes. Oversized records should be stored flat to avoid sagging.
 - Temperature and relative humidity should be kept within proper ranges to prevent mold or the embrittlement of paper.
 - A good temperature range for paper records is between 60-75 degrees Fahrenheit.
 - A good relative humidity range for paper records is between 40-55%.
 - All metal fasteners (paper clips, brads, staples), rubber bands, and adhesives (post-it notes, tape, adhesive labels), should be removed from the individual records.
 - Different copying and printing materials
 - Blueprints and newsprint should be stored separately from other paper, as they are chemically unstable. Older copying processes, such as carbon copies or Photostats, deteriorate and fade rapidly – they should be copied onto archival quality materials.
 - Photographs, negatives, and slides
 - Photographs should be stored in individual sleeves that are non-buffered, have a neutral pH, and are made of archival quality paper or insert plastics, such as polyethylene. Vertical, supported storage containers should also be used to avoid the warping of the photograph.
 - Electronic and Digital media
 - Electronic or digital media should be stored in a dust free environment and away from any magnetic fields.
 - Storage in plastic containers and in a vertical position are usually the best.
 - These materials are sensitive to temperature and relative humidity fluctuations, especially excessive heat.
 - A range between 62-68 degrees Fahrenheit and 30-40% RH is acceptable.
 - Tapes should be rewound and refreshed periodically to ensure viability.
 - Magnetic media should be copied at least every five years. Digital media should be continuously updated to newer file formats to remain compatible with new software and hardware.
 - Any copies made should be placed onto longer-lived media than the original.
 - Recommended packing materials for records according to nps.gov:

- Acid-free boxes
 - Polypropylene containers
 - Acid-free poster board
 - Polyethylene sheeting and chips
 - Acid-free tissue paper
 - Tyvek – for labels
 - Mylar
 - Neutral pH, high alpha cellulose, lignin free paper
- Packing materials NOT recommended for records
 - Acidic cardboard boxes
 - PVC or “plastic” containers
 - Styrofoam
 - Plastic wrap
 - Toilet paper or facial tissue
 - Newspaper
 - Acidic paper
 - Brown paper bags
 - Cellophane tape
 - Masking tape
- What is a proper storage environment?
 - The storage environment is one of the most important variables in the long term preservation of objects and records. The storage environment includes both the physical storage area where the collections are being kept and the physical safety the area provides the items. Generally speaking, the storage environment is the spatial layout of the storage area(s), controls over the environment and disaster planning.
 - Oversight of the storage environment includes assessing and mitigating the risks the collections face at that location. These risks can include, but are not limited to: natural events (tornadoes, earthquakes, floods), fire, water leaks, theft, pests, light and radiation, incorrect temperature, and incorrect relative humidity. Risk management plans and policies should be in place to address controlling and minimizing these risks.
 - Layout and Equipment
 - The layout should minimize risks while maximizing the areas space and accessibility. The layout often depends on the type and amount of materials that need to be stored.
 - Long-term storage should be separate from other collection spaces, such as exhibition, research, object preparation, conservation, and administration. The separate location of long-term storage ensures the security of the items in storage. It also allows for the storage area to be more climate controlled.
 - All rooms in the storage area should have access to environmental controls to monitor and control the temperature, humidity, light levels, Ultraviolet rays, and pests that may harm the collection materials.
 - Temperature and Humidity
 - Temperature and humidity are two of the most important elements of the storage environment to control. Extreme fluctuations in temperature and relative humidity can be detrimental to many materials.
 - Acceptable ranges of temperature and humidity depend on the materials in the area. In general a good humidity range is 40-60% and a good temperature range is 68-72 degrees Fahrenheit – there are exceptions to this, however. It is always better to have a temperature and humidity level that are constant (within or slightly outside of the recommended range) than to have fluctuating levels.
 - Constant levels can be achieved in a variety of ways. One way is to establish buffering zones and microclimates for the objects and records. For instance, an artifact in a polyethylene bag, placed in a box, and stored in a cabinet is not as affected by outside

environmental fluctuations than an object sitting on a shelf without any storage container. Another method for buffering humidity is the use of silica gel. Silica gel is an inert material that is usually used to absorb excess humidity.

- Pests
 - Pests can wreak havoc on collections. Careful monitoring of pest activity in storage areas is essential for the health and longevity of the collection.
 - Preventive measures can include locating and eliminating pest attractors, using sticky traps, and locating and eliminating pest entrances.

To establish and maintain recognition and appreciation of community history, continuing educational efforts are an important element. Examples of outreach include historical publications, unique websites, interpretive signage, tours, and programs.

- Historic preservation outreach
 - It is important for historic preservation to create partnerships with local schools and offer service learning and community service opportunities to students using heritage resources. These resources can be found at [Youth Outreach](#) from the Advisory Council on Historic Preservation.
 - Some great resources for historic preservation education are:
 - [Historic Preservation Education Foundation](#)
 - [National Council for Preservation Education](#)
- Why encourage historic preservation?
 - It preserves the historic, architectural, and aesthetic character and heritage of a community or area, and helps to provide a sense of place and continuity.
 - It is an efficient use of resources.
 - It preserves old methods of workmanship.
 - It can add character and/or charm to a community, and emphasize its uniqueness.
 - It can attract investment and change the nature of a deteriorating neighborhood or area.
 - It can provide an opportunity for the imaginative or creative use of a building that has stood empty because it outlived its previous use, and at the same time solve a community problem.
 - It can be a good investment.
- When should historic preservation be encouraged?
 - When the community is engaged in creating a comprehensive plan for growth and development.
 - When there is a neighborhood planning effort.
 - When there is a neighborhood revitalization effort under way.
 - When affordable housing or another specific need is clear in an area and historic buildings are available to meet it.
 - When development is planned in an area that includes a historic structure or neighborhood.
 - When there is a celebration of community history.
 - When historic property is threatened.
 - When the community is engaged in a heritage tourism effort.
 - As part of a job training effort aimed at at-risk populations or individuals.
- Who should encourage historic preservation?
 - Public officials and planners.
 - Owners of historic properties, including developers, businesses and industries, and individual homeowners.
 - Community developers.
 - Those likely to benefit from tourism.
 - The business community.
 - Community activists, especially those concerned with the cultural heritage of the community.
 - History buffs and educators.

To establish continuity, programs should be in place to encourage youth involvement, including curriculum-designated tours available to multiple age levels.

- Heritage educators
 - Heritage educators teach the general public through walking tours around historic areas, field trips, community planning simulations, and historical reenactments, to list a few approaches.
 - Heritage educators are also called interpreters at museums, historic sites, and tourist attractions.
 - Heritage educators create activities that focus the learners' attention on the actual evidence of our history and culture. The evidence can include elements like our natural and built environment, material culture, practices, oral history, and music. This approach allows learners to engage in an interactive exploration of the evidence being presented to them. This approach also allows the learner to move from ideas to action, as they are able to engage with the material being presented to them. These programs often draw on many disciplines – history, natural and social sciences, the arts, geography, and literature – to decipher the meaning and significance of the materials presented.
- Engaging youth
 - Historic sites must look at youth as more of an asset rather than a prospective audience. Materials in a site are often geared towards older generations, so sites have to create and establish incentives for the youth. Some incentives can include volunteer hours, or partnerships with school groups in which the youth have to visit the site in order to complete a predetermined activity.
 - Furthermore, sites should have some content or material that youth can relate to. Content does not always have to be altered to the audience or age demographic of a group. Rather, include information that can keep all ages engaged in the material – instead of talking solely about the architecture, share a story about a dramatic event or relationship that correlates to the architecture.
 - Once youth have visited a site, they should do some sort of a hands-on activity to show and share the knowledge they have learned while at the site. Students have to take in content and then translate it into something tangible to fully grapple with the information presented. The tangible product the youth developed allows them to share information with the community as well.
- Educational Resources
 - National Park Service Historic Preservation Education
 - To preserve our nation's heritage and provide access to education benefits, the NPS provides a variety of educational materials and resources for the general public. These resources can be viewed at [National Park Service Historic Preservation Education](#).
 - Advisory Council on Historic Preservation Education Opportunities
 - A variety of learning resources and lesson plans can be viewed at [Education Opportunities](#) of the Advisory Council on Historic Preservation.
 - Resources pertaining to youth engagement can be viewed at [Youth Engagement](#) from the Advisory Council on Historic Preservation.

MODULE 3: ESTABLISHING AND MAINTAINING ONGOING ELEMENTS

Signage is an important tool in identifying the existence of historic structures for historic neighborhoods and/or structures.

- Signs refer to a great number of verbal, symbolic or figural makers. They are everywhere and play an important role in human activity. Signs have the ability to identify, direct, decorate, promote, inform, and advertise.
- Historic signs allow the past to speak to the present in ways that buildings do not or cannot. Historic signs provide concrete details about daily life in a former time. Multiple surviving historic signs on the same building can indicate several periods in its history or its use. Historic signs also give continuity to public spaces, allowing them to become part of the community memory.

- Historic signs now communicate new messages – they share names, addresses, prices, products, images and other fragments of daily life – which all help bring the past back to life.
- Signs can reflect changes and trends in architecture and technology – Art Deco and Depression Modern lettering of the 1920s and 1930s and neon in the 1940s and 1950s, for example.
- Signs or plaques on historic buildings or sites can tell passers-by about their age, history, architecture, and significance. If the signs are eye-catching – composed of interesting illustrations, maps, and other features – people will also stop to read them. Signs could also point out structures and sites undergoing preservation, so that passer-by could view that process.
- Sign control
 - Communities across the nation have enacted sign controls to reduce urban blight, especially in historic districts and where historic buildings are located.
 - Sign controls typically regulate the number, size, and type of sign that can be hung.
 - Sign controls may also regulate sign placement in certain areas and the lighting that can be used in signs.
- Historic sign types
 - Pre-nineteenth century
 - Flat signs
 - Nineteenth century
 - Fascia signs
 - Signs in the form of plaques, shields, and ovals
 - Hanging or projecting signs
 - Goldleaf signs
 - Porcelain enamel signs
 - Posters
 - Awnings
 - Rooftop signs
 - Twentieth century signs
 - Neon
- Preserving historic signs
 - Historic signs can contribute to the character of historic buildings or districts.
 - Some guidelines to follow when preserving historic signs include the following:
 - Retain historic signs
 - Retain historic signs whenever possible, particularly when they are:
 - Associated with historic figures, events or places
 - Significant as evidence of the history of the product, business or service advertised
 - Significant as reflecting the history of the building or the development of the historic district
 - Characteristic of a specific historic period
 - Integral to the building's design or physical fabric
 - Local landmarks
 - Maintaining and repairing historic signs
 - Maintenance of historic signs is essential for their long-term preservation.
 - Sign maintenance includes period inspections for evidence of sign damage or deterioration.
 - Reusing historic signs
 - If a building or business has changed hands, historic signs associated with former enterprises in the building should be reused if possible by:
 - Keeping the historic sign, unaltered
 - Relocating the sign to an interior location
 - Modifying the sign for use with the new business

- If none of the options listed above are possible, the sign could be donated to a local museum or preservation organization.
- Repairing historic sign materials
 - Porcelain enamel
 - Gold leaf or gilding
 - Neon

Historical museum(s) and/or interpretive displays should be maintained and updated.

- Effective museum displays
 - According to the NPS Museum Handbook, “a successful museum display tells a good story. The exhibition connects to viewers through objects, label copy, dioramas, exhibit props, and other resources. It ensures the display of collections according to a selected rationale. Effective display techniques transmit exhibit themes and ideas. Labels give meaning and context to the exhibit. Generally, exhibits are developed through study and research of the subject and related collections. Exhibit curators select and arrange objects, specimens, images, and documents to illustrate the exhibit themes. A museum exhibit should facilitate a productive encounter between the object and the visitor. It should encourage learning and inquiry. An effective exhibit gives reign to the visitor’s imagination. It should create a direct link to the authentic past, a sense of immediacy and intimacy. Exhibits should provide a deepened understanding and appreciation of a particular individual, people, places, structures, objects, processes or an event, or a habitat, including flora, fauna, and geology.”
 - Consider the object condition when determining the duration of the exhibit. Exhibit case lighting and relative humidity, case conditions, and the inherent value of the object should all be factors considered to determine the length of an exhibit. Most items should not be displayed for more than several months at a time, even if the organization is using conservation-safe exhibition cases. In the case of sensitive items, like historic photographs or blueprints, it is advisable to display reproductions rather than the original.
 - If possible, develop a school program, teaching kit, or lesson plans that correlate to the exhibit. By doing this, the organization will be able to make their collections and exhibits into interpretative, educational programs to engage in local and youth audiences. The creation of these programs also allows the organization to share their mission with new audiences.
 - Publicize the exhibit!
 - Promote the exhibit as widely as possible to ensure its success.
 - Advertise in local newspapers.
 - Write and distribute press releases.
 - Develop public programs, lectures, and events.
 - Develop an exhibit brochure and make it available to the public.
- Effective exhibit labels
 - Good, effective museum labels should be:
 - Brief
 - Clear
 - Simple (but not simplistic)
 - Accurate
 - Legible for all to read, including the visually impaired
 - Linked to other labels in the exhibit
 - Appropriately placed in the exhibit
 - Good exhibition label writing practices include:
 - Asking questions and providing the answers
 - Using colloquial expressions
 - Using apt quotations
 - Drawing comparisons

- Relating to the common visitor experience
 - Engaging the visitor to find, compare, or interact
 - Effect writing includes:
 - Telling a compelling story
 - Starting with visual observable interpretations and facts about objects
 - Using word pictures or verbal illustrations
 - Personal pronouns such as “you” and “we”
 - Using active verbs
 - Avoiding overly technical language
 - Keeping sentences short
- Types of exhibits
 - The type of exhibit selected for a park, historical site, museum, etc. depends on the needs of the organization. The organization should evaluate their resources – including staff and funding – as well as determine the time it will take to develop, produce, and install the exhibit.
 - Different types of exhibits include the following:
 - New long-term exhibits
 - Rehabilitated exhibits
 - Temporary exhibits
 - Off-site exhibits developed by the organization
 - Traveling exhibits
 - Single venue exhibits
 - School exhibits
 - Free-standing exhibits
 - Table-top exhibits
 - Recent acquisition exhibits
 - Featured collections case
- Exhibition materials
 - Traditional exhibits often include the some or all of the following items:
 - Collection materials
 - Cultural objects
 - Natural history specimens
 - Archival or manuscript materials
 - Individual captions
 - Label copy that conveys the intellectual content, themes and concepts of the exhibit
 - Graphics and artwork developed or reproduced for the exhibit
 - Reproductions
 - 2D reproductions, such as images and documents
 - 3D reproductions of specimens or objects
 - Multi-media
 - Audiovisual programs
 - Interactive devices
 - Computer programs
 - Dioramas
 - Mannequins
 - Exhibit furniture
 - Stands and brackets
 - Virtual or electronic exhibits may incorporate some of the elements listed above.

Cemeteries, monuments, and/or plaques are in place in the community and well-maintained.

- Cemetery Maintenance

- Cemeteries are not just places of burial, they also provide a record of community history, which make them important to a communities cultural landscape. The richness of expression found within a cemetery through form, decoration, and materials informs the public about the individuals buried in the cemetery, as well as their cultural significance.
- Grave markers, unlike cemeteries, are not perpetual. Grave markers weather and naturally decay. In some cases, grave markers are poorly maintained and repaired, and on occasion, are vandalized. Outside of their inscriptions, grave markers are often valued for their craftsmanship.
- Maintenance is essential to the long-term preservation of historic grave markers. Principal maintenance elements include:
 - Regular inspections
 - Cyclical and prioritized maintenance work
 - Annual reports and budgeting
- Weathering
 - All grave markers deteriorate when they are exposed to weathering elements. If a marker is composed of multiple materials, each may weather at a different rate.
 - Weathering elements can include sunlight, wind, rain, high and low temperatures, and pollutants.
 - Granite is considered resistant to weathering, as it is one of the most durable grave marker materials.
- Risk factors to historic cemeteries
 - Natural risk factors
 - Climate
 - Biological issues
 - Natural hazards
 - Fire
 - Floods
 - Human activities
 - Pollution
 - Lack of maintenance
 - Avoiding 10 common maintenance mistakes
 - Maintain records on conditions and treatments of historic markers.
 - Seek advice from persons experienced with preserving historic markers when initiating a major maintenance or repair program.
 - Discourage visitor use of chalk, shaving cream, and other materials to highlight carvings and letterings.
 - Train grounds crews in methods to avoid damage to historic markers, including flat grave markers which can be easily damaged by machinery, fertilizers and weed killers.
 - Remove graffiti as quickly as possible, using appropriate methods, so as not to encourage further marker disfiguration and vandalism.
 - Maintain ground cover around cemetery markers to avoid surrounding dirt from splashing back and staining grave markers. Never use rotary grinders to resurface or “clean” historic markers.
 - Avoid the use of coatings on masonry without proper investigation.
 - Avoid high pressure water washing to clean historic markers.
 - Repair rather than replace damaged and deteriorated grave markers. For markers encased in cement, leave any repair work to trained conservators.
 - Inappropriate repairs
 - Arson
 - Vandalism

- Markers with graffiti tend to be targets for further vandalism. Timely removal is integral to both deferring future vandalism and improving the marker's appearance.
- If the graffiti is water soluble, it can be removed using water and a soft cloth or towel.
- If the graffiti is not water soluble, organic solvents or commercial graffiti removal products suitable for the grave marker material are recommended.
- For deep-seated graffiti, poultice cleaning may be required to extract staining materials.

Community heritage should be promoted through tours (guided or self), brochures, Smartphone apps, etc.

- National Trust's four basic steps to heritage tourism
 - Step One: Assessing the Potential
 - Evaluate the area's assets in these five areas:
 - Attractions
 - Visitor services
 - Organizational capabilities
 - Protection of resources
 - Marketing
 - Step Two: Plan and Organize
 - For a sustainable heritage tourism program, make good use of human and financial resources.
 - Step Three: Prepare, Protect, and Manage
 - Preparing for visitors means readying the area's historic resources.
 - Step Four: Marketing for Success
 - A heritage tourism market will take time to develop and produce results.
 - Develop a market.
 - Publicize the heritage tourism.
- Community heritage tours can involve a variety of different activities and occur throughout the year, regardless of season. Some community heritage tours include, but are not limited to the following:
 - Walking tours
 - Building tours
 - Bike tours
 - Bus tours
- Community heritage tours are often created for a broad audience, which include educators, visitors, local resident, and students.
- Tours can be a great way to share the history of local buildings, areas, and neighborhoods to the general public.
- Tips for organizing a tour
 - Know the goals.
 - If planning a tour with an organization, make sure the planned activities relate to the organization's mission and have a clear focus – whether it is fundraising, awareness-building, or inspiring action.
 - Decide on a format.
 - Most communities have many options for historic tours: homes, neighborhoods, gardens, etc. Decide on the type of tour that best aligns with the identified goals.
 - Identify partners.
 - Tours can be a large undertaking for a single organization. Consider reaching out to the local government, civic organizations, schools, and cultural groups to help reduce that burden.

- Determine oversight.
 - Establish a committee with members of the sponsoring organization and partners with the authority to approve budgets, plan schedules, recruit volunteers, etc.
- Develop a marketing plan.
 - To ensure success, it is important to determine who the audience of the tour is, and how to let them know about the tour. Ways to reach out to the target audience include:
 - Contacting local media outlets
 - Preparing signage for participants and local businesses
 - Getting the word out on social media
- Select tour stops.
 - There are many ways to select tour stops, but having a theme makes it easier to choose places. Once the theme is known, it will be easier to determine stops based on appropriate criteria.
- Research the history of the places selected.
 - Find relevant and additional information on the places selected to create a richer experience for the tour-goers.
- Prepare the tour brochure.
 - Prepare a brochure that highlights the theme of the tour. Include a map and any other information that the tour-taker will need to successfully navigate the tour.
 - Include hashtags for the tour/organization to make it easy for tour-goers to share photos and tweet about the tour.
- Recruit and train volunteers.
 - Create job descriptions for each type of volunteer needed, including docents, greeters, ticket-sellers, etc.
 - Hold a training before the tour to ensure everyone is comfortable with their role.
- Manage logistics.
 - Have supplies on hand in a central location so they can be dispatched and accessed wherever needed on short notice.
 - Have a few extra staff members or volunteers on hand to cover any gaps in coverage.
- How to be a good tour guide
 - Face the crowd, now what you are talking about
 - Be personal
 - Tell a story – historical or contemporary
 - People are more likely to feel engaged when they are listening to a story rather than a list of dates and names.
 - Get moving right away
 - Do not worry about being perfect
 - Set the stage for human imperfection by acknowledging that people who may know more than you should speak up and share their knowledge with the group. The more interactive the tour is, the better.
 - Get help to get organized
 - Have a volunteer check in people so the tour guide can chat with the tour goers.
 - End on time – or try very hard too
 - Limit your number of speakers
- When presenting a tour try to state the following:
 - Who you are and who you work for
 - What is going to happen
 - Where you are going and where you will end up
 - How long it is going to take
 - Take care of the basic needs
 - What will be required of the visitors

- When it is appropriate to ask questions
- Theme statement
- Types of interpretation
 - **Guided** interpretation services are those in which staff are directly involved with the visitor.
 - Demonstrations
 - Guided tours
 - Information kiosks
 - Presentations
 - Puppet shows
 - Slideshows
 - Talks
 - **Self-guided** interpretation services do not involve personal communication between the visitor and staff and typically involve some sort of printed document.
 - Audio visual/podcasts
 - Brochures
 - Bulletin boards
 - Displays
 - Driving tours
 - Dvds/videos
- How to evaluate cultural heritage
 - To ensure continued success, periodic monitoring is essential. Program evaluation measures the level of visitor satisfaction and the program's effectiveness, as well as trends in the audience.
 - Some easy ways to measure/evaluate results include:
 - Sign-in guestbooks
 - Admission
 - Organizations
 - Economic development
 - Preservation
 - Visitor surveys/questionnaires
 - Economic impact statement

Parades, festivals, events, programs commemorating a community's heritage are held.

- Cultural / heritage tourism
 - This type of tourism occurs when participation in cultural or heritage activity is significant enough to warrant travel.
 - Cultural tourism includes performing arts, visual arts and crafts, festivals, museums and cultural centers, and historic sites and interpretive centers.
 - Heritage tourism must be locally driven. A heritage tourism plan should create an incentive for, and maintain, broad local involvement so that the end result accurately reflects your community's culture, heritage values, and goals. A community, whether a town, country, or region, should collectively decide which resources it wants to share with visitors and then develop a strategy.
 - Effective heritage tourism should incorporate the following principles:
 - Find the right fit – define your purpose
 - Tell your own story – focus on authenticity and quality
 - Identify your assets and resources
 - Identify possible themes
 - Preserve and protect your resources – foster a preservation ethic
 - Make tourism sites come alive – tell a story
 - Collaborate with partners – form alliances
- Experience

- No product can provide an experience, only an opportunity to have an experience. Only the visitor can create the experience based on certain factors. For instance, Mount Everest cannot provide an experience, no matter what kind, just like how a tour operator cannot provide an experience.
- Entertainment
 - Travellers have a variety of reasons to visit new places, including business, leisure, or visiting friends and relatives. While traveling, people may participate in the following activities:
 - Attending a fair or festival, or other cultural event
 - Visit a zoo, aquarium, botanical gardens, historic site, national park, museum, or art gallery
 - Watch a sport event or participate in gaming
 - The activities listed above all fall under the realm of entertainment as it relates to tourism.
- Events
 - An event is a happening at a given place and time, usually of some importance, celebrating or commemorating a special occasion.
 - The following categories outline the different scales events can be:
 - **Mega-event** – those that yield high levels of tourism, media coverage, prestige, or economic impact for the host community or destination
 - Characteristics:
 - So large it affects economies
 - Gains global media coverage
 - Highly prestigious
 - Usually developed with a bidding process
 - Has major positive and negative impacts
 - Over 1 million visitors
 - Capital costs in excess of \$500 million
 - Considered a “must see”
 - Examples:
 - Olympic Games
 - Paralympic Games
 - FIFA World Cup
 - World fairs and expositions
 - **Special event** – outside the normal activities of the sponsoring or organizing body.
 - Characteristics:
 - One-time or infrequent
 - Specific ritual, presentation, performance, or celebration
 - Planned and created to mark a special occasion
 - Examples:
 - National days and celebrations
 - Important civic occasions
 - Unique cultural performances
 - Royal weddings
 - Diamond jubilees
 - **Hallmark event** – possesses such significance in terms of tradition, attractiveness, quality of publicity, that it provides the host venue, community, or destination with a competitive advantage.
 - Characteristics:
 - Identified with the location or synonymous with place name
 - Gains widespread recognition and awareness
 - Creates a competitive tourism advantage
 - Examples:

- The Carnival of Brazil (Rio de Janeiro)
 - Mardi Gras (New Orleans)
 - Oktoberfest (Munich)
- **Festival** – public celebration that conveys, through a variety of different activities, certain meanings to both participants and spectators.
 - Characteristics:
 - Celebration and reaffirmation of community or culture
 - Artistic content
 - Religious or ritualistic
 - Music, dance, and drama are often featured
 - Examples:
 - Lollapalooza
 - Junkanoo (Nassau, Bahamas)
- **Local community event** – generated by and for locals, can appeal to visitors but tourists are not the target audience.
 - Characteristics:
 - Involves the local population
 - A shared experience to their mutual benefit
 - Examples:
 - Fundraisers
 - Picnics
 - Barbeques
- Attractions
 - Attractions are places whose main purpose is to allow public access to entertainment, interest, and education.
 - There are five major categories of attractions:
 - **Heritage attractions** – focus on preserving and exhibiting objects, sites, and natural wonders of historical, cultural, and educational value.
 - E.g., museums, art galleries, historic sites, botanical gardens, zoos, nature parks, conservation areas
 - **Amusement or entertainment attractions** – maintain and provide access to amusement or entertainment facilities
 - E.g., arcades, amusement, theme, and water parks
 - **Recreational attractions** – maintain and provide access to outdoor or indoor facilities where people can participate in sports and recreational activities.
 - E.g., golf course, skiing facilities, marinas, bowling centers
 - **Commercial attractions** – retail operations dealing in gifts, handcrafted goods, and souvenirs that actively market to tourists.
 - E.g., craft stores listed in a tourist guide
 - **Industrial attractions** – deal mainly in agriculture, forestry, and manufacturing products that actively market to tourists.
 - E.g., wineries, fish hatcheries, factories

Volunteers should participate in planning and implementing recognition of a community's heritage through historical tours, parades, festivals, etc. (Volunteers can bring expertise that would otherwise be out of the budgetary reach for a community. A volunteer labor pool can expand to handle non-recurring events and offers flexibility.)

- Recruiting volunteers means asking people to work for the organization without pay. They can be recruited both formally (applications, offering them a job title) or informally (asking a relative to help the organization's event).

- Recruiting does not have any set time limits. Volunteers might be needed for a specific event or for a certain block of time or for an indefinite amount of time.
- It is often helpful to recruit volunteers who reflect the diversity of the community they would be volunteering in, as well as those who have ties to other community groups and agencies.
- Recruiting is a sales job. Just because someone signed up to volunteer does not mean that they will follow through. When recruiting, the organization should outline the advantages of volunteering with the organization so that people will be eager to begin and stay enthusiastic about future volunteering opportunities.
- Reasons why people are willing to volunteer:
 - Someone asked them – people often respond when someone tells them they are needed.
 - They care about the issues/mission/goals/values of the organization, and/or about social change.
 - They have personal experience with the effects of the organization’s issues, and want to do something for them.
 - They are motivated by their view of the world to try to improve the quality of life in their communities.
 - They seek the recognition and internal feel good feeling that comes with volunteering.
 - They feel the need to pay back society for help that was extended to them.
 - They want experience and/or training in a certain field of work.
 - They enjoy the social situation, and value the contacts with the other volunteers, participants, and staff.
 - It makes them feel needed and useful.
- Why might an organization recruit volunteers?
 - To give the organization the power to do more work.
 - To reduce the burden on paid staff members.
 - To give the organization a larger, more diverse membership.
 - To increase awareness and understanding of the organization.
 - To get as much work done as possible while adhering to budgetary constraints.
 - To act together to achieve a shared purpose.
- When should an organization recruit volunteers?
 - An organization can recruit volunteers at any time, but they might want to increase their efforts when:
 - They have upcoming products, events, etc. that need special or additional assistance.
 - They are expanding their services.
 - Their current staff cannot handle the amount of work that is needed.
 - They are holding a volunteer drive.
- How to recruit volunteers
 - Research sources of potential volunteers in the community
 - Determine the makeup of the community, and its community sectors. Having an understanding of the sectors in the area will make it clear who is available to volunteer. It is also important to understand who your target audience is for an event when recruiting volunteers.
 - Plan and implement the organization’s recruitment strategy
 - View potential volunteers as consumers, decide when the organization can offer that would be special or draw in the volunteers.
 - Recruitment strategy can include:
 - Defining target groups to recruit
 - Defining particular people within each target group
 - Defining a specific strategy to recruit both the target groups and the individuals within the groups
 - Implementing the strategy
 - Evaluating the strategy

- Finding volunteers
 - When looking for potential volunteers, brainstorm different ways to reach the greatest number of people.
 - Some ways to find potential volunteers might include:
 - Setting up booths at local fairs, events, etc.
 - Asking for volunteers through the newspaper.
 - Broadcast on the local radio or tv station.
 - Use personal contacts with current volunteers and staff.
 - Ask for help from existing volunteer agencies, local groups, or other bodies whose mission is community service.
 - Research has suggested that the best way to recruit potential volunteers is through personal contact. Ideally the contact should be:
 - Face-to-face – a phone call is second best, personal letter third
 - With someone the volunteer knows, likes, and respects
- Convince potential volunteers to become active volunteers
 - Once contact has been made with the potential volunteer, and they have shown interest, the organization has to convince them that volunteering will be a good decision for them.

Volunteers participate in maintaining historical sites and structures.

- Volunteers can play an integral role in the preservation of historic sites. If the volunteers are docents, they can pick up litter when giving tours which may encourage the tour-goers to do the same. They can also note any areas that may need preservation and pass on the information. Volunteers can also help maintain the appearance of the site by keeping things tidy and assisting with any preservation or repair work that might have to be done.
- Finding volunteers with preservation skills/backgrounds
 - There are organizations that recruit volunteers to preserve historic sites. One such organization is [HistoriCorps](#).
 - HistoriCorps’ mission “is to save and sustain historic places for public benefit through partnerships that foster public involvement, engage volunteers and provide training and education.”
 - HistoriCorps is a non-profit organization that provides their volunteers with hands-on experience preserving historic sites and public lands in America. Volunteers work with the organization to learn preservation skills and put those skills to use saving historic places that have been to deteriorate. HistoriCorps works to ensure that America’s cultural and historical resources remain present for future generations.
 - The [National Preservation Institute](#) also has a running list of current volunteer opportunities in historic preservation, as well as the National Trust for Historic Preservation.
 - Sites like [volunteermatch.org](#) might also be a good resource when an organization is searching for volunteers with specific skillsets.

MODULE 4: PROVING RECOMMENDATIONS

What other funding sources are available to implement various aspects of this effort.

- Identify the visitor access time requirements that exist in order to qualify for grant funding.

Examples of common recommendations include:

- Historic Preservation Ordinances / Historic Preservation Review Boards
 - Develop and adopt an abandoned and dilapidated building ordinance.
 - Add historic ordinances to the body of community requirements.
 - Identify the historic sites and protect them through ordinances.

- Contact the National Association of Preservation Commissions to assist with the development of an appropriate ordinance and architectural review board.
- Create a page on the community website that provides information about historic preservation.
- Conduct an annual audit to determine if voluntary compliance with the historic preservation ordinance is working.
- Incentives
 - Consider becoming a Certified Local Government for grants and low interest loan possibilities to improve building facades.
- Historical Societies
 - Strengthen connection between town and neighboring historical society.
 - Encourage collaboration with the community and the local historical society to establish a historic district.
 - Engage the local historic society to recognize projects with an award for preservation and revitalization.
 - Identify building erected over 50 years ago that are typical of the towns character.
 - Explore ways to expand recognition and knowledge of Native Americans/First Nations.
- National Register of Historic Places / Signage
 - Create a package of information to educate owners of historic buildings about the benefits of state and national listing of their property.
 - Add to the National Register of Historic Places.
 - Provide historical markers for all qualified properties with the year built.
 - Add National Register signage to historic structures.
- Proper Storage and Preservation
 - Improve climate control and humidity levels in museum buildings to prevent artifact deterioration.
- Interpretive Displays
 - Add interpretive labels that explains the item and why it is on display.
- Tours / Educational Efforts / Youth Programing
 - Add twice a year tours of historic sites.
 - Develop a brochure for a self-guided walking tour of the historic buildings in town.
 - Create more diverse historic programming.
 - Publish a trifold brochure with a self-guided tour map of historic structures in the downtown.
 - Develop an oral history project.
- Parades, Festivals, Events
 - Recognize and celebrate immigrant roots (whatever foreign country was the main homeland) through festival, educational program, or cultural exchange.
 - Hold a free monthly concert at the historic site.

When a recommendation can be specific to the various unique aspects of a community's history preservation efforts this is best. Examples of more tailored or larger stage recommendations include:

- Ordinances
 - Form a designated historic district to save areas from being destroyed.
- Incentives
 - Encourage adaptive reuse of historic properties through incentive programs.
 - Pursue a grant to expand the structure inventory created in 1979.

- Historic Preservation Review Boards
 - Working with state level Historic Preservation office to conduct inventory of sites and structures.
- Historical Societies
 - Transcribe oral histories to searchable text.
- Protection of Natural Historic Sites
 - Erect a gazebo to provide shade at a historical site.
- Education Efforts / Youth Programing
 - Create a themed historical learning garden to support elementary school history curriculum at the site.
 - Consider a partnership with local related organizations to support a period appropriate garden.
- Signage
 - Give each neighborhood its unique identity and branding by creating logos and distinctive signage.
 - Locate and identify the remaining Sears catalog homes with special plaques.
- Interpretive Displays
 - Lacking a museum location in town, create historic displays in borough offices, libraries, and/or other public buildings.
- Cemetery Maintenance
 - Create a gravestone restoration project.
- Parades, Festivals, Events, Programs
 - Start an artist in residence program.
 - Join the Alliance of Artist Communities to attract artists and musicians.

Judges can give additional points under Preserving Heritage section in Judge’s Discretion heading of the evaluation for the following. These represent less widespread but never the less important efforts that deserve to be more common and should be acknowledged in an evaluation if they are occurring:

- Protection of Natural Historic Sites
 - Land trusts and or conservation easements to protect open spaces are available.
 - Initiate a project to clear underbrush from significant vantage points to open vistas to the river while being mindful of erosion generation.
- Education Efforts / Youth Programing
 - National Preservation Month (May) is celebrated.
- Parades, Festivals, Events, Programs
 - Partner with other local communities or the county to develop legacy branding to promote broader tourism.
- Volunteers
 - Efforts to encourage historic preservation of minority group contribution to the community.

What else should a community have to foster a celebration of the area’s unique heritage? QUESTIONS AND ANSWERS

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