

City Manager's Report
 September 10, 2013 City Council Meeting
 Prepared by: Andrew Painter, Staff Liaison, Historical Advisory Committee
 Item #: 3.1



Subject: Receive on behalf of the people of Placerville the proclamation by the Advisory Council on Historic Preservation, designating the City of Placerville a Preserve America Community.

Background: On February 12, 2013, City Council adopted Resolution No. 8074 that authorized Staff to submit an application to the Advisory Council on Historic Preservation (ACHP) for designation as a Preserve America Community. The application was prepared by Historical Advisory Committee Members JoAnne Rogers and Roger Klemm, and City staff.

The City was honored on July 20, 2013 when the Advisory Council on Historic Preservation (ACHP) announced that First Lady Michelle Obama, Honorary Chair of the Preserve America initiative, designated Placerville as one of the nation's newest Preserve America Communities.

Since the program began in 2003, nearly 900 communities from throughout the country have been designated as Preserve America Communities. In Northern California they include Tuolumne County, the Towns of Mendocino and Weaverville, and the cities of Sacramento, Monterey and Colusa. Cities and communities of note in other states include Plymouth and Salem, Massachusetts; Annapolis, Maryland; Vicksburg, Mississippi; Lancaster, Pennsylvania; and, Leesburg and Williamsburg, Virginia.

Preserve America is a federal initiative program that is administered by the Advisory Council on Historic Preservation (ACHP) and the U.S. Departments of Interior in cooperation with the White House and the Executive Office of the President, the Departments of Agriculture, Commerce and several other federal agencies. The program's purpose is to encourage and support local community efforts to preserve, promote and enjoy their cultural and natural heritage. The program recognizes and designates municipalities, neighborhoods and tribal communities with active historic preservation programs that use historic resources to promote heritage tourism and economic vitality.

Benefits of Preserve America designation include:

- White House recognition;
- A certificate of recognition;
- A Preserve America Community road sign;
- Eligibility for Preserve America grants;
- Authorization to use the Preserve America logo on signs, flags, banners, and promotional materials;
- Listing in a Web-based Preserve America Community directory;
- National and regional press releases; and
- Enhanced community visibility and pride.

The City's Preserve America Community designation application illustrated the vibrant community support for the promoting of the City's heritage and its historic and cultural resources, and fostering tourism. Examples included the locally supported and community sponsored activities such as Wagon Train and the Pony Express Re-Ride; and, citizen involvement in the operation of the local

El Dorado County History Museum, the Fountain & Tallman Museum, and the Gold Bug Mine and Museum.

The following individuals, civic groups, business associations and heritage organizations are recognized for their support and endorsements in this endeavor. Their letters of support were integral in supporting the City's Preserve America designation application:

- Bill Robinson and Steve Youel for photographic images;
- California-Nevada Chapter, Oregon-California Trails Association;
- Oregon-California Trails Association, National Office;
- El Dorado County Chamber of Commerce;
- Friends of Snowshoe Thompson;
- Heritage Association of El Dorado County;
- National Pony Express Association;
- Placerville Downtown Association;
- Placerville Drive Business Association;
- City of Placerville Economic Advisory Committee
- Office of Historic Preservation, Department of Parks and Recreation

JoAnne Rogers, Historical Advisory Committee Secretary, will be present to represent the Historical Advisory Committee at the announcement.

Budget Impact: No budget impacts have been identified as there is no cost to submit the Preserve America Communities program application. There are no annual costs to retain the designation.

Recommendation: Receive on behalf of the people of Placerville the proclamation by the Advisory Council on Historic Preservation, designating the City of Placerville a Preserve America Community.



M. Cleve Morris, City Manager



Pierre Rivas, Director of Development Services



PLACERVILLE, CALIFORNIA

IS DESIGNATED AS A

2013 PRESERVE AMERICA COMMUNITY



*In recognition of its continuing commitment
to preserving and using its
cultural and natural resources
for the benefit and enjoyment of the public.*

Michelle Obama

MICHELLE OBAMA
FIRST LADY OF THE UNITED STATES

THE WHITE HOUSE

July 11, 2013

Dear Citizens of Placerville:

Congratulations on your designation as a Preserve America Community, and thank you for all that you do to enhance our Nation's heritage. Your community holds a treasured place in the American story, and it is through your vision and dedication that our history will be upheld and our future will be renewed.

President Obama and I are proud of your community and we applaud your achievement. The Americans who came before us built this country on the strength of their hopes, hard work, and perseverance. Now you are using those same qualities to help share our history with today's Americans and those of tomorrow. By strengthening your community, you are strengthening our country. You are showing that each of us has a role to play in shaping a better future, and we can do it by honoring our past.

Thank you again for all that you do, for your continuing commitment to our Nation's heritage, and for your enthusiastic participation in the Preserve America program. I wish you all the best, and I have high hopes for your continued success.

Sincerely,

Michelle Obama



August 1, 2013

The Honorable Wendy Mattson
Mayor of Placerville
3101 Center Street,
Placerville, CA 95667

SUBJECT: Preserve America Community Certificate

Dear Mayor Mattson:

As the chairman of the Advisory Council on Historic Preservation, I want to add my congratulations on Placerville's designation as a Preserve America Community. Enclosed is your official designation certificate, which is suitable for framing and displaying in a public location within the community.

We appreciate your interest and participation in the Preserve America initiative, and encourage you to visit www.preserveamerica.gov to learn more about the program. Sign up for our e-newsletter at <http://www.preserveamerica.gov/newsletter.html> to keep up-to-date on Preserve America activities and news.

Between 2006 and 2010, Preserve America Communities in 49 states received over \$21 million in Preserve America matching grants, leveraging funding for over 280 regional and local projects designed to strengthen local economies. These grants were awarded on a competitive basis to support development of sustainable historic resource management strategies, heritage tourism, and educational initiatives involving historic cultural and natural resources. Further information, including descriptions of funded projects, is available at www.nps.gov/history/hps/hpg/PreserveAmerica. Though the Preserve America grants have been authorized by Congress, no funding was appropriated for these grants for the past two fiscal years. It remains to be seen if Preserve America grants will be funded in future budgets.

Your efforts to ensure that Placerville protects and celebrates its heritage, uses its historic assets for economic development and community revitalization, and encourages people to experience and appreciate local historic resources through education and heritage tourism programs are appreciated! Please let us know how the Preserve America Community designation is helping your community advance its goals as you continue your important work. If you have any questions or we can be of further assistance, feel free to contact Ronald Anzalone, director of the Office of Preservation Initiatives, ACHP, at (202) 606-8523 or at ranzalone@achp.gov.

Sincerely,

Milford Wayne Donaldson
Chairman