

Congratulations on your community's designation as one of the newest Preserve America Communities! Since you were listed as the contact person on your community's application form, we want to make sure you know that on July 29, 2009, First Lady Michelle Obama sent a letter of designation to the chief elected official of your community or the official applicant from your neighborhood.

In the near future, he or she will also receive follow-up resource material and a certificate signed by the First Lady. When the community's road sign is ready to ship, this same person will receive a letter with guidance on where the signs may be displayed and information on how to order more. We will e-mail you a copy of that letter at the time it is sent. The sign itself will be shipped to the attention of whomever the application specified.

You may want to organize a local event at which the certificate can be formally presented or the sign unveiled, in order to further publicize this exciting recognition to the public.

Your community can begin to use the Preserve America logo on signs, flags, banners, and other promotional material, as long as it is not used for commercial purposes. Logo files are available in various formats at <http://216.3.143.83/PATOOKIT/material.html>. An agreement specifying the conditions of logo use was signed by your elected official at the end of the application form. It reads:

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

I've attached a one-page overview handout about the Preserve America initiative, as well as a list of resources that can assist you and your community's organizations in achieving your historic preservation, heritage tourism, community revitalization, and heritage education goals.

Among the many benefits of Preserve America Community designation is eligibility to apply for Preserve America grants. These grants are administered by the National Park Service and support community efforts to demonstrate sustainable uses of their historic and cultural sites, focusing on economic and educational opportunities related to heritage tourism. Grant amounts range from \$20,000 to \$250,000. The next application round has not yet been announced, pending action by Congress on funding availability. For more information on these grants and the types of projects they can fund, see [www.nps.gov/history/hps/hpg/preserveamerica](http://www.nps.gov/history/hps/hpg/preserveamerica).

Your efforts to ensure that your community 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 helps your community advance its goals as you continue your important work.

Judy Rodenstein  
Preservation Program Specialist  
Advisory Council on Historic Preservation  
1100 Pennsylvania Avenue NW, Suite 803  
Washington, DC 20004  
Phone: 202-606-8584  
Fax: 202-606-0321  
[jrodenstein@achp.gov](mailto:jrodenstein@achp.gov)