



National Trust *for*
Historic Preservation



What we've been up to in the past year...

2012 Annual Historic Hotels of America Conference

TERRY RICHEY

CHIEF MARKETING OFFICER

THE NATIONAL TRUST FOR HISTORIC PRESERVATION



Who We Are

The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places.

Historic Sites



Acoma Sky City, Acoma, NM



Farnsworth House, Plano, IL



Lyndhurst, Tarrytown, NY

Today, the 27 National Trust Historic Sites represent a diverse portfolio both geographically and culturally. Together, they tell unforgettable stories about our national heritage.

Main Street



The National Main Street Center helps communities across the nation revitalize their downtowns and historic commercial districts. Since 1980, Main Street has generated \$53 billion in reinvestment, 104,961 new businesses, and 229,164 building rehabs.

National Trust Community Investment Corporation (NTCIC)



American Brewery, Baltimore, MD



Carpenter Theatre, Richmond, VA

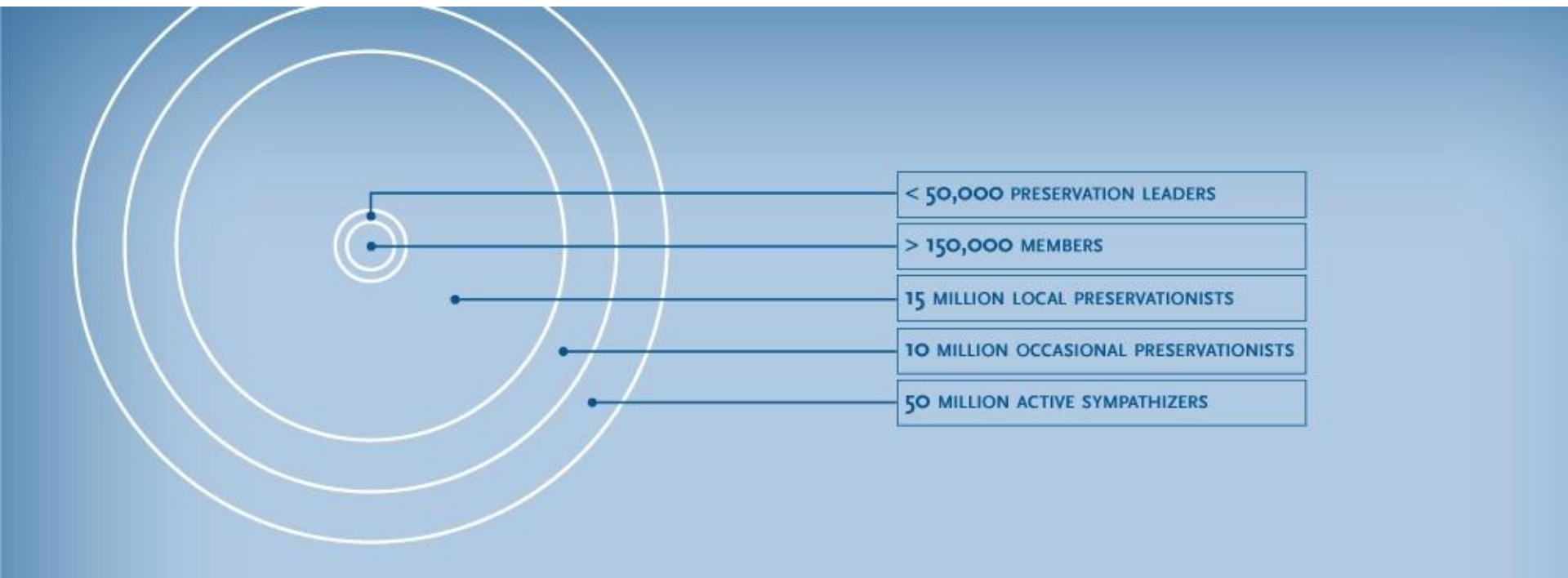


Town Hall Theater,
Middlebury, VT

Since 2000, our for-profit subsidiary NTCIC has invested more than \$480 million in over 76 historic rehabilitation projects.

Income from its projects contributes to the Trust's work.

Our Base of Support



One third of Americans support preservation work.
15 million are highly active in their support.

A year ago, we shared our plans to transform preservation into a more broadly based cause and engage

Local Preservationists.



GREEN GO-GETTERS
3.8 MILLION PEOPLE



ARCHITECTURE LOVERS
3 MILLION PEOPLE



HISTORY BUFFS
2.2 MILLION PEOPLE



COMMUNITY-CONSCIOUS PARENTS
2.2 MILLION PEOPLE



YOUNG ACTIVISTS
3.8 MILLION PEOPLE

It's been a busy year.....



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“Preservation” Magazine



Preservation Nation

THE TRUST AT WORK AROUND THE MAP



National Treasures

- Haas-Lillenthal house in San Francisco is named one of the Trust's National Treasures.
- Washington National Cathedral received a \$5 million gift from the Lilly Endowment, which it hopes will inspire additional philanthropy, p. 18.
- A study commissioned by the National Trust found that National Monument designation for Chimney Rock Archaeological Area in southern Colorado would be a boon for tourism.
- Antrak released its draft master plan for Washington, D.C.'s Union Station.

100% OF MAINE'S DELEGATION SUPPORT LEGISLATION TO ENHANCE FEDERAL HISTORIC TAX CREDITS



Historic Hotels of America

- A 1903 Georgian Revival structure at San Francisco's historic Presidio has reopened as the Inn at the Presidio, after a five-month green rehabilitation.
- The Portland Regency Hotel & Spa in Portland, Maine, recently renovated and celebrated its 25th anniversary as a hotel.
- 15 hotels and resorts join the Historic Hotels of America program. Eight are located in five National Parks:

- Amway Grand Plaza Hotel in Grand Rapids, Mich.

- Columbia Gorge Hotel in Hood River, Ore.
- Crater Lake Lodge in Crater Lake National Park, Ore.
- El Tovar Hotel, Bright Angel Lodge & Cabins, and Phantom Ranch in Grand Canyon National Park, Ariz.
- Green Park Inn in Blowing Rock, N.C.
- Inn at 202 Dover in Easton, Md.
- Mast Farm Inn in Valle Crucis, N.C.
- Old Faithful Inn and Lake Yellowstone Hotel and Cabins in Yellowstone National Park, Wyo.
- Safety Harbor Resort & Spa in Safety Harbor, Fla.
- The Nottoway Plantation & Resort in White Castle, La.
- The Inn at Furnace Creek in Death Valley National Park, Calif.
- Zion Lodge in Zion National Park, Utah

- Legislation with bipartisan support recommends Manhattan Project sites in Oak Ridge, Tenn.; Hanford, Wash.; and Los Alamos, N.M., for National Parks designation.



Main Street Programs

- Zuni Pueblo in New Mexico became the first Native American National Trust Main Street community.
- Mumford & Sons band performed in Bristol, Va., and Dixon, Ill., donating a portion of their proceeds to support revitalization efforts in each of those Main Street communities.



In This Issue

- St. Louis - Weekend travel, p. 68
- Boulder, Colo. - Salt bistro, p. 58
- Austin, Texas - Governor's Mansion restored, p. 10
- San Pedro, Calif. - Angels Gate Lighthouse, p. 11
- Detroit - Motown Museum piano restoration, p. 10
- New Germantown, N.J. - the Loyalist Vought House, p. 8



11 Most Endangered Sites

- Temple University students are working to list Joe Frazier's Gym on Philadelphia's Register of Historic Places and prevent exterior modifications.
- 55 of the world's leading architects signed a letter urging Chicago Mayor Rahm Emanuel to make Bertrand Goldberg's Prentice Women's Hospital a historic landmark.



Sustainability

- Preservation Green Lab is surveying four historic Miami neighborhoods to identify ways to improve energy performance in historic buildings.



General Trust News

- Preservationists gathered in Washington, D.C., to celebrate the Trust's new branding and the 25th anniversary of America's 11 Most Endangered Historic Places list.
- Reps. Russ Carnahan (D-Mo.) and Michael Turner (R-Ohio) introduced bipartisan legislation, the Rehabilitation of Historic Schools Act, on Capitol Hill.



Civil War Sites

- Antietam National Battlefield in Sharpsburg, Md., is a model for battlefield preservation, p. 32.



Rosenwald Schools

- More than 300 people from 22 states attended the Centennial Rosenwald Schools conference at Tuskegee University in Alabama, p. 26.
- The Virginia Department of Historic Resources approved a historical marker for the Rosenwald school at the East Suffolk complex.



National Trust Historic Sites

- A new exhibit at Cliveden in Germantown, Pa., weaves American stories of privilege, slavery, race, and the struggle for freedom with the tensions between democratic ideals and capitalist principles.
- In Cedar Rapids, Iowa, Bruce Moore's Historic Neighborhood Walk focuses on the social and architectural character of the neighborhood surrounding the 26-acre estate.
- Villa Finale in San Antonio will hold composting workshops illustrating techniques it uses in its gardens.
- At Cooper-Molera Adobe in Monterey, Calif., two scholars-in-residence are uncovering stories related to Latino history and culture.



Historic Tax Credit Projects

- Maine became the first state with 100 percent of its delegation signed on as cosponsors of the CAPP Act, which is designed to enhance the federal historic tax credits ability to create jobs through historic rehabilitation.
- Renovation of Detroit's historic Michigan Bell Telephone Co. as housing for the homeless was made possible with \$26 million in federal historic tax credits and low-income housing tax credits placed by NTCIC with a private investor.



For more information, visit PreservationNation.org/trust-map

11 Most Endangered List – 25th Anniversary



Over the last 25 years...



242 sites have been listed on the
America's 11 Most Endangered
Historic Places list.



Only a handful have been lost.

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↑ 233%



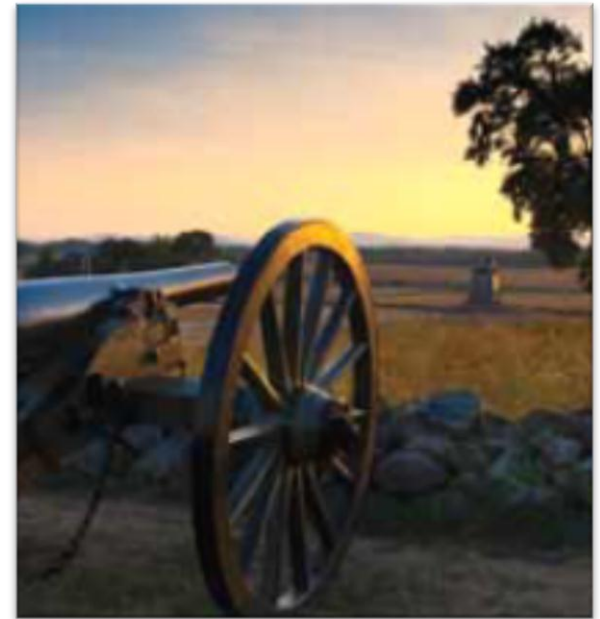
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National Trust *for* Historic Preservation

We are the cause that

inspires Americans
to save
the places
where history happened.

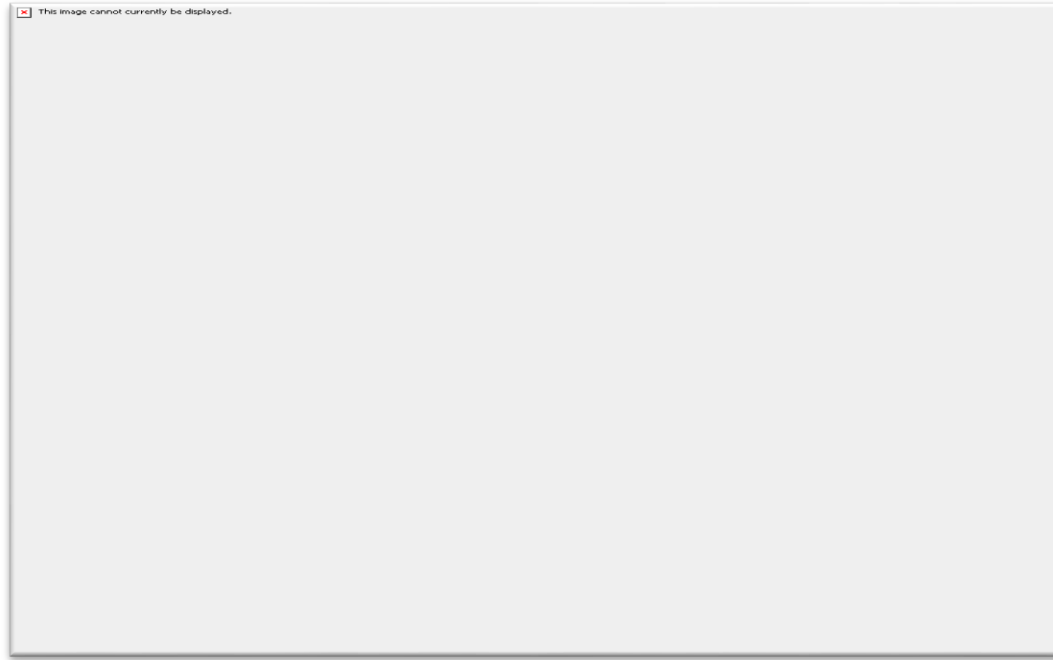


We are the cause that

connects us to our diverse pasts,
weaving a multicultural nation together.



We are the cause that



celebrates our country's architectural
heritage and beauty.

We are the cause that

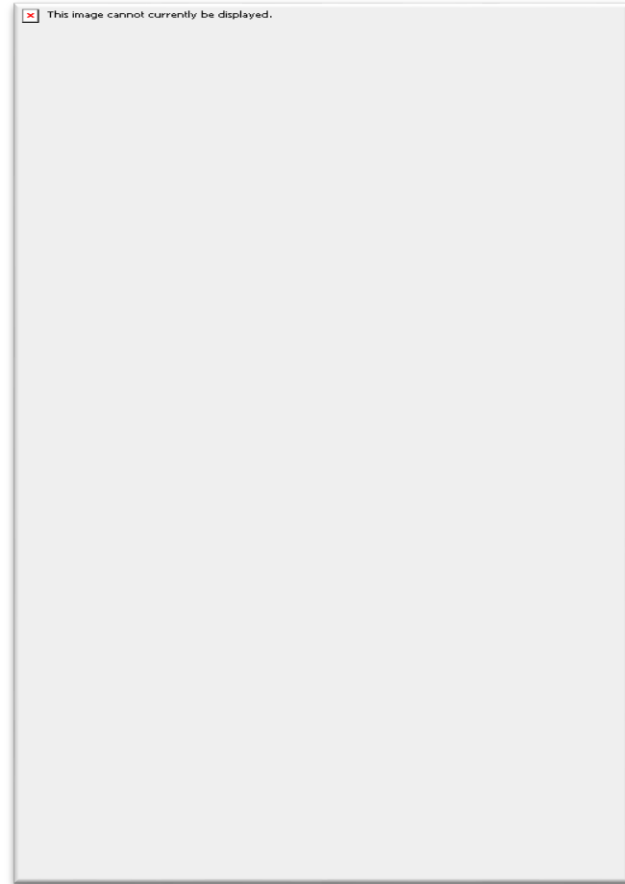
transforms

communities

from places

where we live into

places that we love.

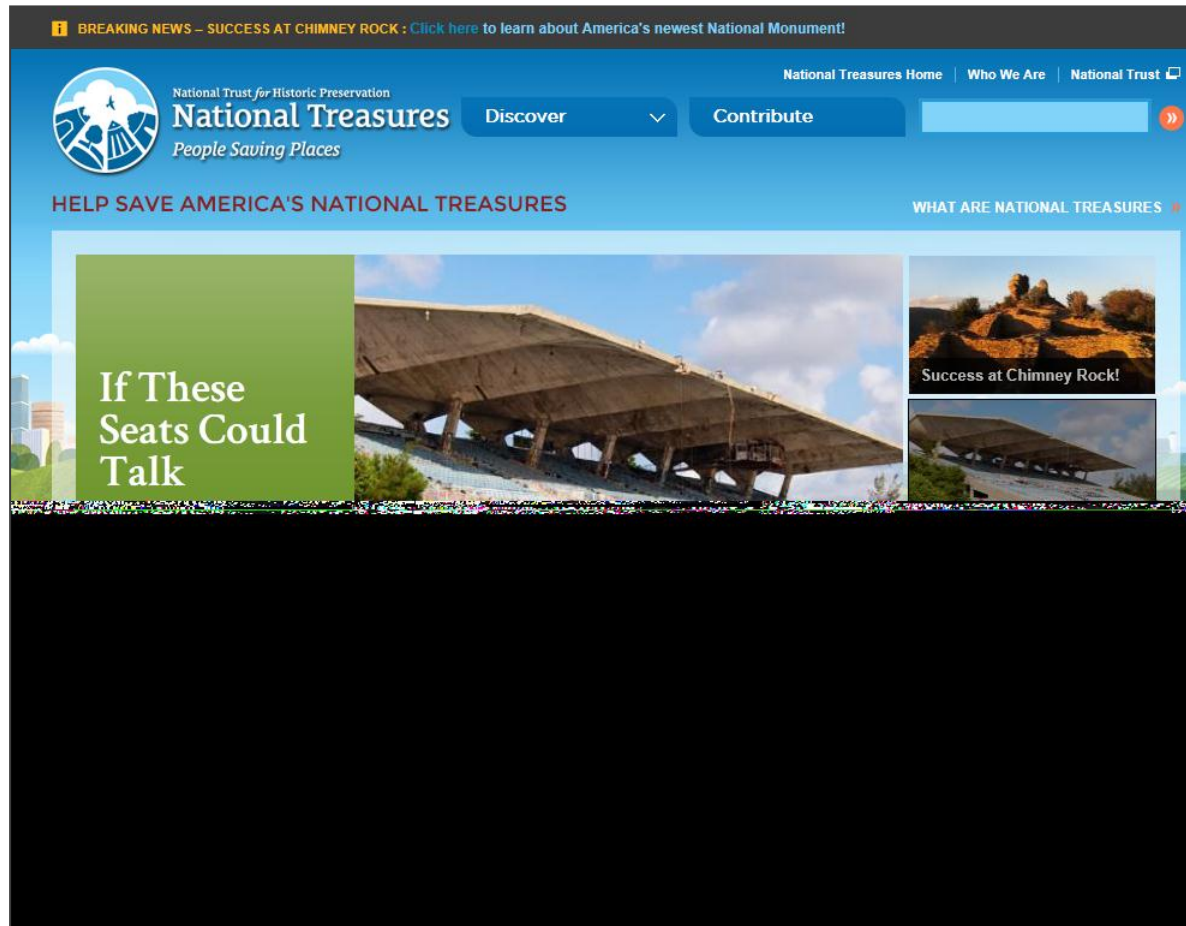


As the leading voice for preservation,

we are

the cause for people saving places.

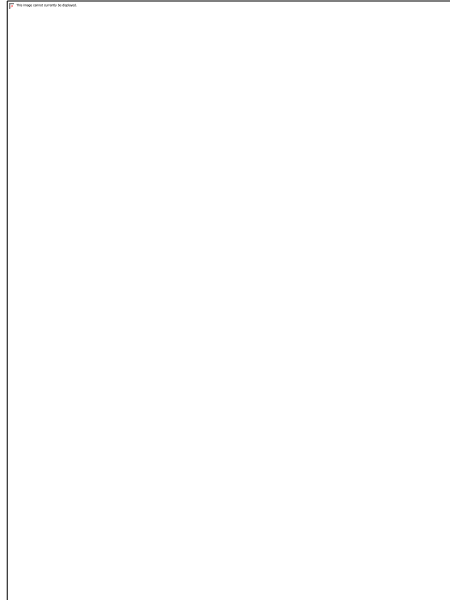
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National Treasures



Chimney Rock, CO



Prentice Women's Hospital,
Chicago, IL



Rosenwald Schools, South and Southwest U.S.

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DEALS & NEWS

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Offbeat Traveler: Chimney Rock National Monument in Colorado

Last Friday, President Obama signed a proclamation elevating Chimney Rock in southwestern Colorado to national monument status, raising its profile as a tourist destination.

The new monument, which sits on about 4,756 acres in the San Juan National Forest, encompasses two distinctive rock formations -- Chimney Rock, named for its resemblance to a stone chimney, and nearby Companion Rock. The site also houses several Ancestral Pueblo ruins dating back about 1,000 years.

◀ 1 2 3 4 ▶



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To view the list of participating hotels, visit:
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* A gift of \$24 or more entitles you to membership at the Family level.

** Become a member with a gift of \$100 or more and receive a \$50 rebate after you book your next two-night stay at www.HistoricHotels.org. (See enclosed insert for details.)

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Newport Beach Hotel, RI



Palace Hotel, San Francisco, CA



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Mission Inn Hotel & Spa, Riverside, CA

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GREEN GO-GETTERS
3.8 MILLION PEOPLE



ARCHITECTURE LOVERS
3 MILLION PEOPLE



HISTORY BUFFS
2.2 MILLION PEOPLE



COMMUNITY-CONSCIOUS PARENTS
2.2 MILLION PEOPLE



YOUNG ACTIVISTS
3.8 MILLION PEOPLE



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PEOPLE SAVING PLACES
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The magazine of the National Trust for Historic Preservation

Historic Hotels of America

In partnership with Historic Hotels of America, advertising section focused on member hotels in all 2013 issues.

More than 350,000 readers refer to the magazine for historic travel ideas. With an average age of 61, and income of \$184,000, they yearn for overnight trips and 21 hotel nights a year. 88% enjoyed visiting historic places last year and 86% read Preservation to discover historic sites and travel destinations.

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National Trust *for*
Historic Preservation

*94% believe that saving
places of architectural and
historic significance is our
greatest mission.*



Our website features all
affiliated National Trust
historic sites including
Historic Hotels of America
locations.



Attending events such as tours, lectures or happy hours at historic sites are Local Preservationists' favorite activities.

In early December, the National Hotel Miami Beach will help celebrate the cause of preservation with an exhibition of photographic art by Jay Koenigsberg at Miami Marine Stadium.



Looking Ahead

2014 is the
25th anniversary
of
Historic Hotels of America



National Trust *for*
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Questions ?



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