





MRS. LAURA BUSH

welcomes you to
THE WHITE HOUSE

on the occasion of
the presentation of the
PRESERVE AMERICA
PRESIDENTIAL AWARD



Monday, May 3, 2004

HERITAGE TOURISM

LACKAWANNA HERITAGE VALLEY: PENNSYLVANIA

The Lackawanna Heritage Valley project, begun in 1991 in northeastern Pennsylvania, tells the story of the men and women attracted by the valley's wealth of coal. In the process of supplying energy to the nation and world, they built lives, families, communities, and a rich heritage. The Lackawanna Heritage Valley Authority and its partners are bringing into sharper focus the significant cultural and natural resources of the Lackawanna Valley. Over \$42 million has already been invested in the region, resulting in tourism that has generated over \$400 million for the local economy. The project has stimulated environmental renewal, contributed greatly to education, and created a visitor center, greenways, trails, festivals, projects, volunteer programs, and museums.

BLUE RIDGE HERITAGE INITIATIVE: GEORGIA, NORTH CAROLINA, TENNESSEE, AND VIRGINIA

The Blue Ridge Heritage Initiative promotes four groups of heritage tourism trails: Blue Ridge Music; Cherokee Heritage; Craft Heritage; and Farms, Gardens and Countryside. Beautifully detailed guidebooks for driving tours help visitors explore important cultural stories, places, and traditions of the southern mountains. Increasing numbers of heritage tourists eager for authentic experiences are being attracted to the region. A collaborative effort of such diverse groups as the North Carolina Arts Council, the Eastern Band of Cherokee Indians, and Hand Made in America, this Initiative demonstrates how private, local, community, state, regional, and national organizations can build, revitalize, and redefine an area from the bluegrass roots up.

CRITERIA FOR AWARDS

The *Preserve America* Presidential Awards are annual awards given to organizations, businesses, government entities, and individuals for:

- exemplary accomplishments in the sustainable use and preservation of cultural or natural heritage assets;
- demonstrated commitment to the protection and interpretation of America's cultural or natural heritage assets; and
- integration of these assets into contemporary community life, combining innovative, creative, and responsible approaches to showcasing historic local resources.

The recipients are chosen through a national competition administered by the Advisory Council on Historic Preservation, the Department of Commerce and the Department of the Interior, in cooperation with the Executive Office of the President.

PROGRAM

Remarks by

MRS. LAURA BUSH

The Honorable
GALE NORTON
Secretary of the Interior

Recognition of the
PRESERVE AMERICA
PRESIDENTIAL AWARDEES

Citations read by
JOHN NAU III
Chairman
Advisory Council on Historic Preservation

Closing remarks by
MRS. LAURA BUSH



PRIVATE PRESERVATION

THE BEAUMONT HOTEL: OURAY, COLORADO

The Beaumont Hotel in Ouray, Colorado, sat abandoned for 34 years despite its 1973 listing on the National Register of Historic Places and its prominent place in the Ouray National Historic District. The Beaumont was built in the 1880s, when Ouray was one of the richest silver and gold mining areas in the western United States, and it served as a showplace and centerpiece of community life. Demolition of the Beaumont Hotel was a strong possibility until Dan and Mary King purchased the deteriorated structure in 1998. Mr. and Mrs. King recognized the value to their community of this irreplaceable economic and cultural resource, and after extensive study and planning they began a \$6 million restoration. The Beaumont reopened for business in December 2003, with two restaurants and six commercial spaces, in addition to guest rooms.

HISTORIC RAVEN NATURAL RESOURCE LEARNING CENTER: KOOTENAI NATIONAL FOREST, MONTANA

The Historic Raven Natural Resource Learning Center began its history in 1906 as the Raven Ranger Station. In the days of horse and mule transportation, it supported the newly created U.S. Forest Service as a supply station for the southern end of the 2.5 million acre Kootenai National Forest. Communities for a Great Northwest and Provider Pals teamed with almost 30 other partners, including the Forest Service, local communities, individuals, major foundations, schools, and businesses, to preserve this historic place. The partnership has created an educational program at the Historic Raven Natural Resource Learning Center that brings students and instructors from cities across the nation to learn about natural and cultural resources at the historic site.



