



THE PRESIDENT AND MRS. LAURA BUSH

*welcome you to*

THE WHITE HOUSE

*on the occasion of the presentation of the*

**2007 PRESERVE AMERICA  
PRESIDENTIAL AWARDS**



*Wednesday, May 9, 2007*

## HERITAGE TOURISM

### USS MIDWAY MUSEUM, CALIFORNIA

The USS Midway Museum opened in 2004, after more than a decade of preparatory effort, to preserve the USS *Midway* and transform it into a naval aviation history museum. With a volunteer and docent force exceeding 300 people, some of whom are Midway veterans, the Museum offers educational outreach to more than 25,000 elementary students annually. Already 2 million people have visited to see 40 exhibits and 21 restored aircrafts, and events are hosted aboard more than 200 evenings a year. Of the annual gross revenues of \$12 million, about \$3 million is dedicated to preservation and additional restoration each year. The USS Midway Museum lists among key partners the U.S. Navy, Unified Port of San Diego, and the San Diego Convention and Visitors Bureau. Many other community organizations are also involved.

### NATCHITOCHE-S-CANE RIVER REGION HERITAGE TOURISM INITIATIVE, LOUISIANA

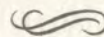
The Natchitoches Main Street program and Cane River National Heritage Area are implementing a comprehensive heritage tourism plan to provide visitors with authentic historical experiences and residents with a better quality of life. Natchitoches was the first permanent European settlement in the Louisiana Purchase territory. The Cane River National Heritage Area preserves the history and living traditions of French, Spanish, African American, American Indian, and Creole cultures. The tourism effort successfully incorporates many diverse elements and initiatives. Since 1999, in the Natchitoches National Historic Landmark District alone, more than \$47 million in private funds and \$1 million in public funds have been invested for historic preservation and infrastructure improvements, and almost 80 new businesses opened within the district during that period. Local economic development, preservation, and tourism interests are collaborating with state and federal entities in the overall effort.

## 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 2007 *Preserve America* Presidential Award recipients were chosen through a national competition administered by the Advisory Council on Historic Preservation in cooperation with the Executive Office of the President and in partnership with the U.S. Departments of Agriculture, Commerce, Defense, Education, Housing and Urban Development, Interior, and Transportation; National Endowment for the Humanities; President's Committee on the Arts and Humanities; and President's Council on Environmental Quality.

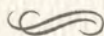


## PROGRAM

*Welcoming remarks by*  
MRS. LAURA BUSH

*Remarks by*  
THE PRESIDENT

*Recognition of the*  
PRESERVE AMERICA  
PRESIDENTIAL AWARDEES



*Reception immediately following the Ceremony*

## PRIVATE PRESERVATION

### THE HISTORY CHANNEL-SAVE OUR HISTORY, NATIONWIDE

The History Channel established Save Our History (SOH) in 2003 as a national strategic philanthropy initiative to support community historic preservation efforts, promote heritage tourism, and enhance history education. Through the SOH grant program, history organizations collaborate with public school students, teachers, and local officials to support local preservation and education. In its first three years, SOH received grant applications from every state and Washington, DC. Out of more than 1500 applications, 82 grants were awarded ranging from \$1,000 to \$10,000. SOH enhances history education and historic preservation instruction locally and nationwide by providing teachers with resources to encourage and engage students. These include an SOH educator's manual, teacher awards, student scholarships, and teacher training. The History Channel promotes heritage tourism through its programming and through an innovative partnership with the City of New York.

### DOWNTOWN ST. LOUIS REVITALIZATION, MISSOURI

Two private companies saw an opportunity and took a risk resulting in the preservation and revitalization of an irreplaceable historic part of downtown St. Louis that had fallen into decay. Loftworks, Inc. and Pyramid Properties invested in four structures listed on the National Register of Historic Places that had long been empty, under foreclosure, and/or threatened with demolition in what was considered a failed market. According to St. Louis city planners, the common wisdom was that the downtown needed to be torn down, so that new business could come in. Instead, the success of these privately led and funded projects spurred interest in developing historic industrial and commercial buildings in the city's core. The results are a new urban residential space, renewed civic pride, and assistance in creating tremendous economic vitality in a previously depressed downtown.

