



Staff Report

Agenda Item: GRANT APPLICATION – Discussion and consideration to apply for the “Preserve America Community” grant designation.

Sponsored By: Pat Williams, Councilmember

Staff Contact: Walt Good, Deputy Town Clerk

Meeting Date: October 23, 2007

Background: The *Preserve America* initiative is a White House effort to encourage and support community efforts for the preservation and enjoyment of America's priceless cultural and natural heritage. The goals of the initiative include a greater shared knowledge about the Nation's past; strengthened regional identities and local pride; increased local participation in preserving the country's cultural and natural heritage assets; and support for the economic vitality of communities. It has several components, the first step, is the designation of “Preserve America Communities”. Once designated, then grants are available to communities that have historical attributes. Preserve America Designation is designed to designate communities that meet three general criteria:

- The community has supported a heritage tourism product through a private/public partnership.
- The governing body of a community has adapted a resolution committed to the preservation of its heritage assets.
- The community meets criteria; discovering heritage and protecting and promoting historic resources.

Project Site and Area:

Clarkdale’s Historic District from the smelter site to grade school (entire Historic Townsite, including Governmental complex), possible Tuzigoot National Monument, Directional Road Signs, Town of Clarkdale Signs.

What will this project do for us:

- White House Recognition and various certificates of recognition
- Preserve America Road Sign logo (Town sign)
- Eligibility for future Preserve America Grants, 50/50 Match
- Authorization to use logos on signs, flags, banners and promotional materials
- Listing on an Internet Website “Preserve America”
- National and region press releases and community visibility and pride

Preserve America Designation will help recognize rural Arizona’s largest Historic District and that we are Arizona’s first master planned community. It will enhance the knowledge of our town and educate visitors and tourists about Clarkdale, giving them a sense of history as to how

and why Clarkdale was founded. Finally it will add economic vitality to the commercial district and surrounding businesses by promoting tourism directly into town.

What we have to offer:

We have early architectural styles, company town history coupled with ambiance and unity of design, capable infrastructure and parking, incredible one-of-a-kind railroad and copper history and Tuzigoot National Monument. Most of the buildings and residences of Clarkdale have remarkable integrity to their original design and are some of the best remaining unaltered structures in the state and so much more.

When must this application be completed:

Simple application form must be submitted well before 1 December 2007.

Who owns what:

At completion of the project, all signage and logos that are placed on or in the town's right of way will become the property of the Town of Clarkdale and/or the Clarkdale Heritage Conservancy Board.

General maintenance: None

Town requirements:

Approval of Application, minor in-kind services such as placing logos on signage, Website updating, "Talk of the Town" newsletter insertion, Email notification to all staff, businesses, public, newspaper articles, etc.

What are the benefits of this project for the town and businesses:

Preserve America Designation will make it possible for tourists and locals to experience our legacy, history and authenticity of the town thus having a tremendous quality of life impact on the entire region and statewide. Everyone will become more knowledgeable about the history of the town and its heritage. Businesses will gain economically because people will gather in our central historic district area, stop in our town and walk around to discover why we are a Preserve America Community.

Who is already a Preserve America Community in Arizona?

Williams, AZ.	Pop. 2842	Glendale, AZ	Pop. 240,000
Springerville, AZ	Pop. 1972	White Mountain Apache Tribe	
Prescott, AZ	Pop. 40,000	Yuma, AZ	Pop. 82,800

Partners:

Town of Clarkdale, Clarkdale Heritage Conservancy Board, Clarkdale Heritage Center.

Preserve America Logos, Signs, Certificates



Recommendation: Staff recommends approval of applying for the “Preserve America Community” designation as a first stage of possibly making funds available for preservation of the Town’s historical buildings and district.