PRESERVATION ALLIANCE OF WEST VIRGINIA
PRESERVATION NEWS
Volume XI Number 1
Fall 2004
PAWV

HERITAGE TOURISM

ESTABLISHING A STATE-FUNDED CULTURAL HERITAGE TOURISM PROGRAM IN WEST VIRGINIA

Since 1996, the Cultural Heritage Tourism market has been growing at twice the rate of other kinds of travel. It now represents 20% of the tourism market and a staggering 40% of tourist expenditures — Heritage Tourists typically spend more and stay longer than tourists of any other kind.

Competition for heritage tourism dollars is intense and growing. Over 30 states now have formal programs, including our neighboring states of Pennsylvania, Virginia and North Carolina (three of the top ten states for cultural heritage tourists). Maryland alone invests about a million dollars each year in developing its heritage tourism efforts. Clearly, cultural heritage tourism IS economic development. Cultural tourism is thriving around us, and West Virginia urgently needs to invest in a comprehensive approach to capture its share of this lucrative and burgeoning market.

Heritage Tourism Opportunity: The Sites Homestead in Pendleton County

Preservation Alliance and Main Street West Virginia have been working for several years to develop an active Cultural Heritage Tourism Program in West Virginia. With substantial support from the Benedum Foundation and a broad coalition of state agencies, non-profits, and regional heritage partners, we've been developing heritage tourism products and providing training and technical assistance to sites, communities, businesses, and heritage regions across the state.

Within the last two years, WV's CHT effort has:

- Conducted 15 Workshops on Destination Retail, Agri-Tourism and Cultural Heritage Tourism.
- Developed a pilot Heritage Tourism Sites Locator that connects small heritage tourism businesses to vacant commercial space in historic buildings.
- Assisting 5 heritage development regions with their planning and interpretation projects.
- Working with Department of Agriculture and Division of Tourism on Agri-tourism inventory.
- Currently conducting research on and developing a profile of the cultural heritage shopper for training purposes for small and agri-businesses.

In coordination with Main Street West Virginia, we're now seeking state support to establish and staff this program. PAWV will remain active as a non-profit partner bringing additional resources to the effort. We will seek a budget of around $400,000 to provide staff, technical assistance and direct services toward heritage tourism development. An advisory board including all interested state agencies and non-profits will continue to oversee the program. As a state agency program, the Cultural Heritage Tourism program can provide services like:

- Becoming the point of contact for communities and regions interested in heritage tourism.
- Information, training and technical assistance to small and agri-businesses on capturing more cultural heritage tourist dollars.
- Establishing a program to encourage regional cooperation, including recognition of regional heritage areas and thematic trails.
- Providing technical assistance and planning expertise for communities and regions interested in implementing a comprehensive approach.
- Facilitating the development and interpretation of attractions.
- Promoting the development of businesses and visitor services to serve heritage tourists.
- Coordinating the delivery of services from all appropriate agencies.
- Evaluating the impact of heritage tourism on local and state economies.

See HERITAGE TOURISM PROGRAM on Page 2

2004 Annual Conference:

Preservation = Community Revitalization: Tools for Effectiveness

By Phyllis Baxter

Braving the remnants of Hurricane Ivan, more than 60 Preservation Alliance members enjoyed the 2004 Annual Conference, **Preservation = Community Revitalization: Tools for Effectiveness.** While the wet weather diminished field trip attendance on Friday Sept 17, Parkersburg provided us with wonderful hospitality at the elegant historic Blennerhassett Hotel, with a bounteous

Keynote Speaker Dwight Young

evening reception at the Harnett House in the nicely preserved Julia-Ann Square historic district. Saturday's sunshine gave us the opportunity to visit several spectacular historic homes: the James McNeil Stephenson House – Oakland, still owned by the original family; the Van Winkle - Wix House undergoing rehabilitation; and the beautifully preserved Henderson Hall.

Dwight Young, Senior Communications Associate for the National Trust for Historic Preservation, gave a most inspirational keynote address at the Saturday luncheon / PAWV Annual Meeting. "Preservation, Economics, Common Sense and Pancakes" combined outstanding photographs of historic buildings across the country to remind us of why preservation is important.

Also at the luncheon, PAWV presented the Rodney Collins Award for lifelong preservation achievement to David L. McKain of Parkersburg for his outstanding work in preserving and presenting the oil and gas heritage of the region. *(next page)*

The educational sessions provided introductory and in-depth information for a variety of interests. Leading off on Friday were "Strengthening your non-profit organization" presented by Robert Nieweg of the National Trust, and "Observations on New Construction within a Historical Context" by James T. Kienle, FAIA, Institute for Preservation and Contemporary Design.

Friday workshop sessions concentrated on Preservation Projects from Start to Finish, Certified Local Government training, and the West Virginia Byways program. Saturday offered three sessions each on Community Planning, Sustainable Communities, and Preservation Toolkit. Highlighting the roster of distinguished presenters for Saturday's sessions were Richard Ostergaard, Forest Landscape Architect - San Juan National Forest; Scott Gerloff, Potomac Heritage Partnership; Jim Wood -- Director of Planning for the City of Morgantown; Judy Reckart, Reckart & Associates; Mark Sadd, Lewis Glasser Casey & Rollins PLLC; and Ron Eck, Director of the West Virginia Transportation Technology Transfer Center.

The conference was co-sponsored by West Virginia Historic Preservation Office, West Virginia Byways and Backways Program, National Trust for Historic Preservation, & Wood County Historical and Preservation Society. Success was assured by the assistance of many additional sponsors, donors, and volunteers. *(see page 3)*

Touring Parkersburg's Van Winkle–Wix House: "The Castle"

Conference Attendees Socializing in the Promenade of the Blennerhassett Hotel

(Continued from page 1)

HERITAGE TOURISM PROGRAM

Anticipated Outcomes of the Program:

- Improved quality and quantity of sites.
- Increased attendance at sites and communities, length of stay and expenditures.
- Increased revenues for communities and small and agri-businesses.
- Improved image of West Virginia communities.
- Organizational collaboration at the state and local levels between development, tourism and cultural preservation.
- Innovative strategies for financing business and site development.
- Stronger understanding and appreciation for our state's heritage.

A West Virginia Cultural Heritage Tourism Development Program will use the state's historic, cultural and natural resources to establish sustainable heritage tourism programs for regions and communities. The purpose of such programs will be stimulating economic opportunities for these communities, businesses, organizations and individuals and preserving and conserving these resources. We urge all PAWV members to let your state representatives know how important this program could be for West Virginia's economy and preservation efforts.

Cultural Improvement Plan For West Virginia

Plan Will Include State Historic Preservation Items

The Division of Culture and History is requesting funding for an Improvement Plan for FY2006 that will increase services and expand the agency's outreach efforts around the state. Please support this request with your legislators! Sections of the plan relevant to preservation concerns include:

Grants for Historic Preservation

Additional funding for the Historic Preservation Development Grant Program will allow the agency to address the steadily increasing need for grants to help West Virginia property owners rehabilitate buildings listed in the National Register of Historic Places. Over the past two years, only 18% of all requests have been funded. The current level of funding of $450,000 could be increased to $750,000 with passage of this Improvement Level Request.

State Museum Staffing

Funding is needed to ensure the Division can provide adequate staffing when the new West Virginia State Museum at the Cultural Center opens in 2005. The state-of-the-art design of the new museum will need funding to properly operate and maintain exhibits and provide progressive educational and outreach programs, including traveling exhibits.

State Archives Equipment

To allow the agency to fulfill its mandate to preserve the public and historical records of the State, supplies and equipment are needed to properly process archival collections and make them available to researchers both at the West Virginia State Archives and on the Internet.

Staffing at Historic Sites And Eastern Panhandle Office

At present, two of the Division's historic sites are open only a few days a week. Unless additional funding is received, operating hours at the Jenkins Plantation Museum in Green Bottom and the Logan Museum in the Park cannot be expanded, while hours at Camp Washington-Carver in Fayette County will have to be reduced. In addition we propose to open a Historic Preservation Regional Office in the Eastern Panhandle to address the ever increasing needs of our constituents in this area. Because of its growth and the rich cultural heritage of the region, there is a great need for our presence.

It's the Time for Giving!

As the holiday season (and tax time!) approaches, please consider PAWV in your giving plans. Your donation helps to preserve West Virginia's heritage for future generations.

Seasons Greetings

…And Thanks For Your Support!

Upgrading Grave Creek Mound Archaeology Complex Museum

At Grave Creek Mound Archaeology Complex in Moundsville, funds are needed to refurbish the facility's 26-year-old museum, including the outdated Native American pre-history exhibit area, a room for public use and special exhibits, and the theater. In addition, the museum needs to provide educational outreach programs. The renovations are needed to support the new archaeology collections facility planned for the museum.

2004 Collins Award

David L. McKain of Parkersburg, was awarded the 2004 Rodney Collins Award for lifelong preservation achievement for his outstanding work in preserving the oil and gas heritage of the region. Co-author of *Where it All Began,* a story of the people and places involved in the birth of the industry in West Virginia, Dave is the founder of the Oil and Gas Museum in Parkersburg. He was also the moving force behind the restoration and opening of the Burning Springs historic site. He has been a strong supporter of other preservation activities in the community, and is a member of the Wood Co. Landmarks Commission.

Photo Courtesy of Scott Hyde of Lewisburg, PA

Conference Supporters Recognized

Preservation Alliance of West Virginia – the statewide grassroots organization dedicated to the support and promotion of historic preservation for West Virginia – is pleased to thank the following sponsors and contributors our 2004 annual conference:

West Virginia Historic Preservation Office
West Virginia Byways and Backways Program

Co-Sponsors:

National Trust for Historic Preservation
Vandalia Heritage Foundation
Wood County Historical and Preservation Society
Wood County Historic Landmark Commission
Walkabout Company
Environmental Design Group
Camden-Clark Hospital

With Assistance From:

The Greenbrier Resort
Elite Limo Service of Parkersburg
West Virginia University
Chris Harnett, The Harnett House
Julia-Ann Square Association
Victorian Society of the Mid-Ohio Valley
The owners of the lovely historic homes that we enjoyed
And all of our speakers, tour guides and volunteers!

PRESERVATION ALLIANCE OF WEST VIRGINIA, INC.
PO Box 3371 Charleston, WV 25333-3371
Phone: 304-345-6005
Email: info@pawv.org
Web: www.pawv.org

NONPROFIT ORGANIZATION U.S. POSTAGE PAID PERMIT # 994 CHARLESTON, WV 25301

Working to save our past… for our future.

OLD AWARDS

History Heroes -- individuals working at the grassroots level who have displayed exceptional service in the preservation of their community's history -- will be honored in a ceremony in the Cultural Center during History Day. If your organization would like to nominate a History Hero, please watch for the mailing coming soon.

NEW AWARDS

In conjunction with the History Hero awards, the SHPO is initiating a new competitive recognition award program. Two categories - *Award of Excellence in Historic Preservation* and *Award of Excellence in Education and Awareness of Historic Preservation* -- will be chosen. Nomination deadline is January 15. For more information or application form, contact WVSHPO, 304-558-0240.

Come Celebrate! WEST VIRGINIA HISTORY DAY March 17, 2005

This year's event will be held at the West Virginia State Capitol during the West Virginia Legislative Session. History Day is officially designated by the West Virginia Archives and History Commission as a special day to recognize the state's rich and varied history. Historical organizations of all kinds are invited to tell the story of their locality or organization in a manned exhibit in the Capitol Rotunda between 9 am and 3 pm. Space reservations are required. Watch the PAWV web site this winter (*www.pawv.org)* for information and discussions of issues of preservation interest before the legislature. Groups are encouraged to take this opportunity to discuss historical issues with your legislators and show that we care about preserving our state's heritage.

The event is co-sponsored by the *Friends of WV Culture and History, Preservation Alliance of WV, WV Historical Society,* the *WV Historical Association, WV Association of Museums, Archives and History Commission, West Virginia Humanities Council,* and *Mining Your History Foundation.*

For more information or application forms for History Hero or History Day display space, contact: Fred Armstrong, WV Archives & History, 304-558-0230

West Virginia History Day 2005 Is Thursday, March 7th!

PAWV Officers

Phyllis Baxter
Elkins — President

Dan Gooding
Huntington — Vice President

Mike Gioulis
Sutton — Treasurer

Terri Cutright
Morgantown — Secretary

Board Members

Christy Bailey *Pineville*
Ruth Brinker *Elkins*
Bob Conte *White Sulphur Springs*
Bob Enoch *Parkersburg*
Deb Keddie *Wheeling*
Michael Mills *Fairmont*
Billy Joe Peyton *Charleston*
Susan Pierce *Charleston*
Susie Salisbury *Charleston*
Joy Stalnaker *Weston*
Kip Stowell *Harpers Ferry*