

# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
[www. CityofSacramento.org](http://www.CityofSacramento.org)



CONSENT  
 May 15, 2007

Honorable Mayor and  
 Members of the City Council

**Title:** Authorization to Apply for Preserve America Community Designation

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** authorizing the Departments of Convention, Culture & Leisure and Development Services, in collaboration with California State Parks and other organizations, to apply for designation as a Preserve America Community, through the Preserve America Communities program, on behalf of the City of Sacramento.

**Contacts:** Tamara Mitchell, Administrative Analyst CC&L, 808-7449; Roberta Deering, Senior Planner for Historic Preservation DSD, 808-8259

**Presenters:** Not Applicable

**Departments:** Convention, Culture & Leisure, and Development Services

**Divisions:** CC&L Office of the Director; Planning

**Organization No:** 4310 & 4881

### Description/Analysis

**Issue:** The City continues to seek various sources of funding for historic preservation projects and heritage tourism programs. The Preserve America Initiative has made available \$10 million in grant funds for municipalities that are designated as a Preserve America Community. The City of Sacramento would be eligible to receive available funds upon receiving designation as a Preserve America Community.

**Policy Considerations:** The recommendations are consistent with the City's General Plan and with the Preservation Element of the General Plan, as well as the City's Strategic Plan Focus Areas to:

- Improve and expand public safety
- Achieve sustainability and livability



- Increase opportunities for all Sacramento residents to live in safe and affordable housing
- Expand economic development throughout the City

**Committee/Commission Action:** Letters of support for the City's application as a Preserve America Community designation from the Preservation Commission and the Sacramento Metropolitan Arts Commission will be included in the application packet.

**Environmental Considerations:** This report concerns administrative activities that will not have a significant effect on the environment, and does not constitute a "project" as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b)(3)]; 15378(b)(2).

**Rationale for Recommendation:** The City of Sacramento's Convention, Culture and Leisure Department and Development Services Department, including the Old Sacramento Management and Preservation Offices respectively, along with the Sacramento Metropolitan Arts Commission, the Sacramento Convention and Visitors Bureau, State Parks & Recreation, the California Cultural Heritage Tourism Council, and a host of local non-profit organizations, see the City of Sacramento's Preserve America Community designation as an exciting new vehicle to work together on collaborative programming, events, projects and, especially, marketing to more fully realize Sacramento's rich potential in heritage tourism, historic preservation, cultural, arts, historic sites and museums development. The Preserve America Communities program is specifically designed for communities with strong historic preservation programs, especially with "Certified Local Government" programs (as is Sacramento's historic preservation program), and a history of collaborative tourism events and marketing that can serve as a strong basis for enhanced collaborative efforts involving heritage tourism marketing and development. Preserve America Communities designation provides eligibility for future heritage tourism grant funds for achievement in research and documentation, interpretation and education, planning, marketing, and training. Additionally, the City would be eligible for the Preserve America Presidential Award which recognizes projects that demonstrate a commitment to protecting and interpreting heritage assets, integrating them into community life, and taking innovative and responsible approaches to showcasing historic resources for public benefit.

**Financial Considerations:** This recommendation does not have a financial impact. If the application is approved, staff will return to City Council for approval to apply for and accept potential grant funding made available by The Preserve America Initiative.

**Emerging Small Business Development (ESBD):** No goods or services are being procured through this action.

Respectfully Submitted by:   
David Kwong  
Planning Manager

Approved by:   
William Thomas  
Development Services Director

Approved by:   
Barbara Bonebrake  
Convention Culture & Leisure Director

Recommendation Approved:

*for*   
RAY KERRIDGE  
City Manager

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## **Background**

The Preserve America Communities program recognizes and designates communities that protect and celebrate their heritage, use their historic assets for economic development and community revitalization, and encourage residents and visitors to experience and appreciate local historic resources through education and heritage tourism programs.

First Lady Laura Bush, with the federal Advisory Council on Historic Preservation, appointed by the President of the United States, U.S. Department of the Interior and U.S. Department of Commerce, has, through the Preserve America Communities program, designated 427 communities as Preserve America Communities.

Benefits of designation include White House recognition; eligibility to apply for Preserve America grants; a certificate of recognition; a Preserve America Community road sign; authorization to use the Preserve America logo on signs, flags, banners, and promotional materials; listing in a Web-based Preserve America Community directory; inclusion in national and regional press releases; official notification of designation to State tourism offices and visitor bureaus; and enhanced community visibility and pride.

Staff from the City of Sacramento, including the Convention, Culture & Leisure Department, the Development Services Department, along with the California Cultural Heritage Tourism Council and California State Parks, have been coordinating with the Sacramento Convention and Visitors Bureau and local non-profit organizations to develop the Preserve America Community application for the City of Sacramento. By collaborating in the application process, ideas for growing and enhancing Sacramento's heritage tourism programs and marketing opportunities have been blossoming. The designation helps to ensure these ideas are realized, and helps to realize heritage tourism as one of Sacramento's major economic development tools.

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**AUTHORIZATION TO APPLY FOR PRESERVE AMERICA COMMUNITY DESIGNATION**

**BACKGROUND**

- A. Preserve America is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation, the U.S. Department of Interior, and the U.S. Department of Commerce.
- B. The goals of this initiative include a greater shared knowledge about our Nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's irreplaceable cultural and natural heritage assets, and support for the economic vitality of communities.
- C. Benefits of designation include White House recognition; eligibility to apply for Preserve America grants; a certificate of recognition; a Preserve America Community road sign; authorization to use the Preserve America logo on signs, flags, banners, and promotional materials; listing in a Web-based Preserve America Community directory; inclusion in national and regional press releases; official notification of designation to State tourism offices and visitor bureaus; and enhanced community visibility and pride.
- D. The Preserve America initiative is compatible with City of Sacramento goals and policies related to historic preservation and its status as a Certified Local Government.
- E. The City of Sacramento protects and celebrates its heritage, uses historic assets for economic development and community revitalization, encourages people to experience and appreciate local historic resources through education and heritage tourism programs.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The City Manager is authorized to submit an application for designation as a Preserve America Community, through the Preserve America Communities program, for the City of Sacramento.
- Section 2. The Mayor of the City of Sacramento is authorized to sign the application for designation as a Preserve America Community, through the Preserve America Communities program, for the City of Sacramento.