When you plan your next vacation or weekend getaway, consider a visit to Pennsylvania’s Oil Region or discover the fine colonial homes and delightful small towns tucked away in southern Bucks County. If you’ve visited Lancaster County to see the Amish, come back and experience other stories the county has to tell about its past, or explore Philadelphia’s rich African American heritage. Each of these areas has been part of a three-year pilot project to study and develop heritage tourism potential and they’re ready to share what they’ve learned with visitors.

The Pennsylvania Heritage Tourism Program is a partnership of the Pennsylvania Historical and Museum Commission, the Pennsylvania Department of Community and Economic Development, the Center for Rural Pennsylvania, and the Pennsylvania Department of Conservation and Natural Resources. This consortium of state agencies contracted with the National Trust for Historic Preservation to provide technical assistance to four pilot projects beginning in July 1994 and ending in June 1997. In addition to the partners, the program has had participation from a statewide advisory committee, with Preservation Pennsylvania among its members, to provide ideas and perspectives on the program as it has developed.

The four pilot areas, representing a range of heritage and tourism issues, are:

- Oil Heritage Region
- Lancaster County
- Philadelphia’s African-American Heritage
- Canal’s End Reach of the Delaware & Lehigh Canal National Heritage Corridor

Guiding the program have been five goals: to increase local capacity to develop appropriate heritage tourism; to enhance the base of existing heritage resources; to create an economic impact in the pilot areas through the creation of quality heritage tourism products; to improve visitor services; and to create sustainable components to each area’s organizations and products. According to Donna Williams of the Pennsylvania Historical and Museum Commission both the history and tourism communities have much to gain from the kind of dialog and working relationships created by the pilots. “The benefit to the history community is in modeling new ways of building heritage partnerships between historic sites and the business side of the tourism industry”, said Williams. She stresses how much each needs the other to compete in the tourism marketplace.

Continued on page 5

Register Now!!
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The Heart of Tourism:
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LEGISLATIVE REPORT

NATIONAL

The federal legislative agenda for 1997 includes two major initiatives of importance to the preservation community.

Reauthorization of ISTEA and the related enhancements funding. Passed in 1991, the Intermodal Surface Transportation Efficiency Act (ISTEA) has provided substantial funding to preservation projects through money set aside for "enhancements". In Pennsylvania, historic buildings like the Greensburg Train Station have benefited from the program which has channeled more than $486 million nationally to historic buildings, archeology, and related initiatives.

The future of the federal transportation program - and whether or not enhancements will survive - will be the focus of debate over reauthorization of ISTEA during 1997. Opposition to reauthorization is being mounted by highway building advocates, truckers, alternative transportation supporters and larger states who pay more in federal gasoline tax than they recoup for highway projects. According to Preservation Action, the national historic preservation advocacy organization, preservationists will be stressing the success of ISTEA and the enhancements for projects that benefit local communities and their economies.

Homeownership Tax Credits. Legislation introduced in the last Congress will come up again in the 105th Congress. The Homeownership Assistance Act, as put forth in the 104th Congress, had the following provisions:

• 20% federal income tax credit limited to $50,000 for each principal residence (subject to recapture if the property is sold in less than five years).

MISSION STATEMENT

Preservation Pennsylvania, through creative partnerships, targeted educational and advocacy programs, advisory assistance, and special projects, assists Pennsylvania communities to protect and utilize the historic resources they want to preserve for the future.
STRATEGIC PLANNING PREPARES PRESERVATION PENNSYLVANIA FOR FOCUSED LEADERSHIP ROLE

With the completion of an exhaustive statewide needs assessment, the Board of Directors of Preservation Pennsylvania has undertaken a strategic planning process designed to move the organization into the 21st century in a position of statewide leadership on behalf of Pennsylvania’s communities and their historic resources.

The needs assessment, conducted with focus groups, a membership survey, and individual interviews around the Commonwealth during 1995-96, identified key areas for the programmatic agenda of the organization:

- advocacy for preservation at the state level
- raising awareness of preservation issues and benefits statewide, especially in rural areas
- need for state government to take its stewardship responsibilities more seriously
- more information and financial assistance for preservation efforts
- more partnerships between preservationists and other state and community groups interested in developing and preserving healthy communities in Pennsylvania.

Meeting in Philadelphia in January, the Board began mapping an agenda that includes focused advocacy on key statewide issues, more aggressive use of the recently recapitalized revolving fund, increasing membership and financial resources available to implement programs, developing new information materials and targeted educational programs, and using new technologies to create an effective statewide preservation network of individuals, organizations, and information.

“Preservation Pennsylvania has conducted a thorough, systematic analysis of where we are as an organization and what are the needs of the preservation community across the Commonwealth over the coming years”, said Caroline Boyce. “We have an extremely dedicated and creative Board of Directors, and they are crafting an agenda that will take Preservation Pennsylvania to new levels of leadership within the preservation movement and in partnerships with others.”

The Board meets again in April to continue the process of refining the plan, which is expected to be approved for implementation with the start of the new fiscal year in July 1997.

PRESERVATIONISTS CHALLENGE SCHOOL CONSTRUCTION POLICIES

Formulas for reimbursing school districts for construction projects clearly favor new construction over rehabilitation of existing buildings. These policies have already meant the loss of countless neighborhood schools and pose a threat to many others. Questioning these policies, Preservation Pennsylvania is leading an ad hoc group of concerned preservation organizations to open a dialog with the Ridge administration and the Pennsylvania Department of Education on this issue.

Participating in an initial meeting in Harrisburg in January were representatives of Pittsburgh History and Landmarks Foundation, the Preservation Alliance for Greater Philadelphia, the Historic Preservation Trust of Lancaster County, and Historic Harrisburg. The group is exploring strategies for approaching the administration to seek changes in the state’s way of dealing with historic school buildings that still have the capability of serving the community.

Local preservation organizations with concerns about the future of specific school buildings are encouraged to contact Preservation Pennsylvania to assist us in compiling case studies to present in our discussions with the administration. (Phone 717-234-2310; fax 717-234-2522).

KEYSTONE SOCIETY

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National Park Service
Pennsylvania Historical & Museum Commission
The Pew Charitable Trusts
The Richard King Mellon Foundation
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William Penn Foundation
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Keystone Society members contribute a minimum of $2,500 annually to Preservation Pennsylvania.

PENNSYLVANIA HERITAGE CLUB

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Pennsylvania Heritage Club members contribute $1,000 annually to Preservation Pennsylvania.

For information on becoming a member of the Pennsylvania Heritage Club or the Keystone Society, contact Preservation Pennsylvania.
PLACES

A new industrial history museum is planned for Bethlehem Steel's South Bethlehem property. A partnership between Bethlehem Steel and the Smithsonian Institution will permit the long-term loan of hundreds of Smithsonian artifacts for display in the museum. "This is the beginning of an opportunity to illustrate on an historic industrial site, in full scale, the genius of America's inventors and industrial leaders that led to the United States becoming the leader in the world economy," said Hank Barnette, chairman and CEO of Bethlehem Steel Corp., at the announcement of plans for the museum.Reuse of the Bethlehem Steel site is possible through recent legislation that created a Land Recycling Program to reclaim and reuse industrial or so-called "brownfields" sites.

Cross Keys Inn, located on the corner of Old Easton Road and Swamp Road in Buckingham Township, Bucks County, will be preserved by Amoco Oil Company. The mid-18th century stone building, which once served as an inn for travelers along the route between Quakertown and Newtown, will be retained as part of a new complex which includes a gas station and convenience store. Later additions to the building will be removed, and the approximately 3,000 square feet are being considered for a professional office or small retail business. Local supervisors, including Janet French who spoke at the 1995 Heritage Partnerships conference in Wilkes Barre, are pleased with plans for the site which include extensive landscaping in addition to preserving this landmark historic structure. "We were able to trade off the preservation of the building, which sits in the right-of-way, for the substantial cost of widening and improving the road if the building were to be demolished. We do not know if this represents the only such example of an inn preserved at a gas station, but we are extremely happy that the Cross Keys Inn will survive and are grateful to Amoco for its commitment to go beyond the minimum to preserve a landmark," said Supervisor French.

The Cathedral of Learning at the University of Pittsburgh is the subject of the cover article in the February 1997 issue of NCPTT Notes, the newsletter of the National Center for Preservation Technology and Training. Titled The Sooling of the Cathedral of Learning, the article deals with research to determine the effects of air pollution on this National Historic Landmark. Dr. Clifford Davidson at Carnegie Mellon University is developing a computer model to help understand the effects of pollution on stone buildings using the Cathedral of Learning as his test subject. Sooling of the 42-story Cathedral of Learning, built of Indiana limestone between 1929 and 1937, is most evident on only two sides of the building. The study will seek to explain this phenomenon and other aspects of damage to the stone from differing types of pollution over the years. For a copy of the article, contact NCPTT, NSU Box 3682, Natchitoches, LA 71497; phone 318-357-6464.

PEOPLE

Donna Ann Harris has left the Philadelphia firm of Kise, Franks & Straw to become executive director of the Landmarks Preservation Council of Illinois. Before joining KFS, Harris was president of the Lower Merion Preservation Trust. LPCI, Illinois' statewide nonprofit, was founded in 1971 and has its offices in the historic Monadnock Building in downtown Chicago.

Tony Hanna has been named executive director of the Historic Bethlehem Partnership, a consortium of Bethlehem museums and historic sites including Burnside Plantation, Historic Bethlehem, and the Kemner Museum of Decorative Arts. Most recently with Hackettstown Community Hospital as special projects manager, Hanna was founding executive vice president of the Allentown Economic Development Corporation and was involved in the creation of Allentown's designated historic districts. He succeeds Gerald Bastoni, who recently was appointed executive director of the Delaware and Lehigh Canal National Heritage Corridor.

Teri Foster, formerly with the Municipal Training Division of the Department of Community Affairs, died December 11. Teri worked closely with Preservation Pennsylvania for many years to plan and conduct training programs on preservation-related topics. Her involvement with the Pennsylvania Downtown Center and her commitment to community development initiatives across the Commonwealth led to the creation of the annual Foster Lifetime Achievement Award presented by the PDC in recognition of accomplishments in preserving Pennsylvania's downtowns.

PROGRAMS

Historic Pennsylvania: A Journey to America's Past is the title of a one-hour visual and musical journey to memorable historic sites throughout Pennsylvania produced by Harrisburg public television station WITF. The film premiered on March 5 at the State Museum of Pennsylvania and aired on WITF in mid-March. Underwritten by Bell of Pennsylvania, the film visits twenty sites including the Flagship Niagara, Drake Well Museum, Pioneer Tunnel Coal Mine, Fallingwater, Gettysburg, Valley Forge, and Independence National Historic Park. PBS will distribute the program nationally during 1997. The home video version and companion soundtrack on CD and cassette are available for purchase by calling 800-528-4PBS.

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Tourism...continued from page 1

The National Trust, as consultants to Pennsylvania to coordinate the pilots, uses an approach to heritage tourism based on five principles:

- Focus on authenticity and quality
- Preserve and protect resources
- Make sites come alive
- Find the fit between your community and tourism
- Collaborate

Putting these principles into practice has been the challenge to each of the pilot projects. Some have succeeded more than others. Each has, however, discovered new stories to tell about their communities and new ways to make these stories accessible to visitors.

Oil Heritage Region

Housed within the western Pennsylvania Oil Region's state heritage park, this pilot has focused its efforts on hospitality training and marketing of heritage resources. Through both written materials and training seminars, hospitality industry managers and employees have been exposed to heritage tourism and the heritage sites in the region. "We want our first time guests to become second, third, and fourth time guests," said Marilyn Black, director of both the heritage park and the region's tourist promotion agency. "We've stressed excellent customer service to all our guests - both local and travelers from outside the region." The project conducts monthly workshops to train personnel of local businesses. With a minimal charge for attendance and discounts for multiple registrations from a single business, the workshops are a successful component of the project that pays for itself and will continue beyond the end of the pilot.

Marketing has also been an important component of the Oil Region pilot in its final year. A four-day tour of the region for travel writers during the fall of 1996 has generated high levels of interest in calls to the region's tourist information telephone number. In particular, an article by Randy Kraft of the Allentown Morning Call was put on the wire service, and its appearance in over twenty-five major newspapers nationwide has produced significant interest. "We can trace an upswing in inquiries from an area after an article appears," said Marilyn Black. "And based on the questions people are asking, these are travelers seriously planning a trip to the Oil Region."

Lancaster County

An internationally known tourist destination for visitors interested in the Amish and other Plain Sect communities, Lancaster County's challenge was to tell the lesser known stories of the region's heritage and attract visitors to sites beyond the standard Route 30 interpretations of the Amish and the outlets malls that have proliferated in recent years.

The pilot, conducted under joint direction of the Lancaster County Planning Commission and the Pennsylvania Dutch Convention and Visitors Bureau, established criteria for identifying authentic heritage sites, heritage services, and heritage events. An exhaustive survey of the county resulted in a listing of sites, services and events meeting the criteria. Viewed as a working document rather than a definitive listing, the survey results have formed a valuable basis for creating model tour routes which are now in the final stages of development. "Lancaster County is fortunate in having a vast number of heritage resources and our survey brought out many hidden treasures that can now be more accessible to visitors," said Scott Standish, Chief Planner for the Lancaster County Planning Commission who has directed the project.

At each stage of the pilot, community meetings and input have been critical. Local residents have not only been involved in determining what sites will be included in any new tourism initiatives, they have also been consulted on what should not be included, i.e. those places that are too precious and too fragile to promote to a mass audience.

"To make a project like this work, there needs to be a strong balance between process and product," said Scott Standish in assessing the Lancaster initiative. "We've worked very hard to develop both so that we have products and the framework for continuing the initiative beyond the three years of the pilot."

Philadelphia's Multicultural Affairs Congress

Under the direction of the Multicultural Affairs Congress, a division of the Philadelphia Convention & Visitors Bureau, the Philadelphia African American Tourism Initiative began with a comprehensive survey of heritage sites and related resources. The survey results formed the basis for a program that combines tourism marketing and educational enrichment for students within the community. The pilot has focused on developing materials and training student tour guides who have not only learned about their city and their heritage, but have also learned how to convey this information to others. The initial training, which targeted high school youth and students in the Industrial Opportunities Center program, has been expanded to include other types of students and existing tour companies. Combin-

ing educational opportunities into this pilot illustrates the importance of both the fourth and fifth principles in the National Trust's formula: find the right fit for your community and collaborate.

Canal's End Reach, Delaware & Lehigh Canal National Heritage Corridor

This area of southern Bucks County is but a small section of the 160-mile long Delaware and Lehigh Canal National Heritage Corridor that links Wilkes-Barre, Luzerne County, in the north to Bristol, Bucks County, in the south. With important, nationally known sites like Washington's Crossing, the area also offers a number of fine colonial era historic houses and charming communities within easy access of major metropolitan areas. However, what may sound like a sure thing for a heritage tourism pilot has not as yet achieved the level of development of the other three projects. According to the National Trust consultant Mike Teskey, this area, as defined and described by the pilot, has had a number of issues working against it. Foremost is that the primary historic resources in the area predate the canal, so that identifying them under the canal linkage creates an artificial relationship that did not exist historically. Another difficult challenge, according to Teskey, is building tourism into a place that is on the edge of a major urban area. "The focus of tourism development in this area needs to concentrate on the linkages between the individual sites," according to Teskey. To this end, the project has produced a useful map with information on eight major sites.

Pilots Conclude

As the four pilots reach the end of their three years, each appears committed to continuation. According to Linda Post, who has coordinated the program for the Pennsylvania Historical and Museum Commission, the level of community involvement and pride generated by the pilots has been enormous and is clearly driving the momentum to continue the programs locally.

Although no further pilots are planned, the Pennsylvania Historical and Museum Commission is producing a summary brochure on the program (available in April) and a series of information briefs (available by late 1997) to fill the need for information and technical assistance to other regions of the state.

Presentations on the Pennsylvania pilot program and the individual pilot areas will be part of the Heart of Tourism conference, April 13-15, 1997 in Harrisburg. The Lancaster County mobile workshop will follow one of the model tour routes resulting from the project. For more information on the conference, contact Preservation Pennsylvania, 717-234-2310.
The Pennsylvania Historical and Museum Commission’s Keystone Historic Preservation Grant Program provides matching grants to non-profit organizations and local governments to preserve historic buildings or structures that are open to the public. Applications for 1997 funding will be available later this spring with a deadline for submissions in August.

In 1996 the Commission received more than one hundred applications and approved nearly $2.7 million in grants for forty-eight projects throughout the Commonwealth.

In announcing the recipients of 1996 funding, Governor Tom Ridge made the link between the preservation of historic sites and the Commonwealth’s interest in promoting heritage tourism. “With this funding, municipalities and non-profit groups will be able to improve our historic treasures and enhance visitors’ educational and cultural experiences at these sites,” Ridge said. “The aggressive promotion of Pennsylvania’s rich heritage as a travel attraction generates economic benefits and jobs for our communities.”

1996 grants were made to projects that include:

Phoenix Iron Company Foundry Building, Phoenixville. $100,000 to replace the roof of the 1881 building for future reuse as a visitor center for the Schuylkill Heritage Corridor. (Pennsylvania at Risk 1996)

Emmanuel Episcopal Church, Pittsburgh. $74,361 to restore the interior finishes of the 1885 church designed by H.H. Richardson.

Brotherhood of Railroad Trainmen’s Hall, Altoona. $100,000 to rehabilitate the circa 1914 building for use as meeting space, interpretive center and apartments.

Wilkes-Barre YMCA. $50,700 to construct an elevator tower addition to the 1933 building.

St. Mark’s Episcopal Church, Jim Thorpe. $53,600 to restore stonework, protect stained glass, and restore the historical integrity of the 1869 church.

Wagner-Ritter House, Johnstown. $78,500 to restore interior finishes and install electrical and mechanical systems in this house museum reflecting late 19th century working-class family life.

Bethel A.M.E. Church, Monongahela City. $15,000 to improve the drainage, make repairs, repoint brick, and upgrade the electrical system in their 1872 building.

Bucks County Audubon Society. $65,505 to rehabilitate the 1935 barn at Foxwood Farm near New Hope for reuse as an education and visitors center.

Carnegie Library, Homestead. $100,000 to assist the first phase of replacing the slate roof on the 1898 building which currently serves as a community center.

Eric County Courthouse. $100,000 to rehabilitate Courtroom H in the 1855 courthouse.

Mt. Pleasant Hispanic American Center, Harrisburg. $81,200 to repoint and repair brick, repair plaster, and abate lead paint in the late 19th century building historically known as the Webster School.

Historic Harrisburg Association. $27,876 to rehabilitate the skylight and roof of the 1893 Central Trust Bank, now used as the Historic Harrisburg Resource Center.

Beaver College, Glenside. $50,000 to repoint and restore exterior stone masonry at Grey Towers, an 1893 stone building now used for offices and student housing.

Morgan Log House, Kulpsville. $5,205 to install exterior lighting at this circa 1700 building open as a house museum.

Moland House, Hartsville. $100,000 to stabilize and restore the Revolutionary War-era house for use as an interpretive site. (Pennsylvania at Risk 1995)

Delaware and Hudson Gravity Railroad Depot, Waymart. $14,000 to stabilize the foundation and floor of the circa 1875 depot to be used for museum and meeting space.

Continued on page 7
In the Next Issue of Preserving Pennsylvania

PENNSYLVANIA AT RISK 1997

the annual listing of Pennsylvania’s most endangered historic properties

Around the Commonwealth

PUBLICATIONS

Smart States, Better Communities: How State Governments Can Help Citizens Preserve Their Communities is the latest publication from the National Trust for Historic Preservation on community preservation. Written by Constance Beaumont, author of How Superstore Sprawl Can Harm Communities and What Citizens Can Do About It (1994), this 400-page study analyzes state public policies and provides case studies showing how preservation can protect the character of communities and strengthen their economy. According to Richard Moe, president of the National Trust, “Smart States, Better Communities is about states giving communities the tools they need to determine their own futures.” The book explores a variety of avenues open to states and communities such as providing state tax incentives, removing regulatory barriers, encouraging state agency investments, finding alternatives to urban sprawl and devising “pedestrian-friendly” transportation policies. It also covers challenges specific to rural preservation, community revitalization and the property rights issue. Pennsylvania’s program for agricultural preservation, with special reference to Lancaster County, is highlighted in the book.

Smart States, Better Communities is available for $30, plus $5 for shipping and handling. To order, write or call the Information Series, National Trust for Historic Preservation, 1785 Massachusetts Ave., N.W., Washington, DC 20036; 202-588-6286/6000.

African-American History and Culture: A Remembering is the subject of the latest issue of CRM (Cultural Resources Management, Volume 20, No. 2, 1997), published by the National Park Service. The issue includes articles on African-American sites and interpretive programs across the nation. Pennsylvania is represented in an article by Joanne Blake, Anna Cox Toogood, and Sharon Brown on research and programs at Independence National Historic Park in Philadelphia. Among the events and people described in the article is the yellow fever epidemic of 1793 and the volunteer efforts of two African-American leaders, Absalom Jones and Richard Allen. To obtain a copy of the publication, contact Cultural Resources Management, National Park Service PO Box 37127, Washington, DC 20013-7127; 202-343-3395.


April 3-5  Education and Public Programming workshop, Holidaysburg. Contact: American Association for State and Local History, 615-255-2971.


April 13-15  Harrisburg
The Heart of Tourism: Heritage, Cultural & Natural Resources
for conference information contact: Preservation Pennsylvania, 717-234-2310

April 18-20  Restoration 97, Atlanta, Georgia. Trade event and conference. Contact: RAI/EGI Exhibitions, Inc., 508-664-6455.


May 7-10  National Genealogical Society Annual Conference, Valley Forge. Contact: 202-785-2123.


May 11-17  National Historic Preservation Week. 1997 Theme: Preservation Begins at Home. Look for events in your community.


May 31  Historic Harrisburg Association House & Garden Tour. 11 a.m.-5 p.m. Contact: HHA, 717-233-4646.


EMPLOYMENT OPPORTUNITY

PARTNERS FOR SACRED PLACES
Director of Special Projects

Partners for Sacred Places, the national center for the stewardship and active use of older and historic religious properties, is seeking a Director of Special Projects. This newly created position will assist and report to the Co-Directors, and will be responsible for coordinating two major programs during the initial year of the position. Extension of the position beyond one year will be dependent on funding. Qualifications include a graduate degree in historic preservation, urban planning or urban ministry. For a full position description contact: Diane Cohen, Co-Director, Partners for Sacred Places, 1616 Walnut Street, Suite 2310, Philadelphia, PA 19103, 215-546-1288.