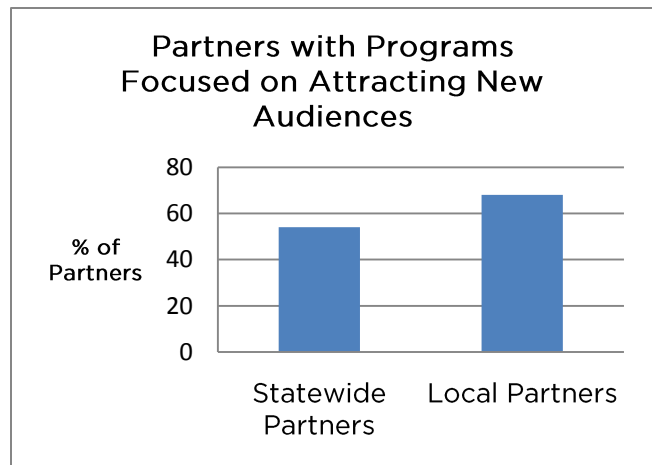




New Audiences, New Approaches: Programs to Build the Movement

A 2010 Statewide and Local Partners' Survey Spotlight

Successful preservation efforts require the cultivation of new, younger, and often more diverse audiences. Statewide and Local Partners recognize this necessity and many, 68% of Locals and 54% of Statewides, are piloting innovative programs to attract and sustain a broader constituency for their preservation initiatives. Specifically, 28% of Local Partners and 17% of Statewide Partners report offering programs designed to celebrate racial diversity. An even greater percentage, 57% of Locals and 46% of Statewides, tailor programming so as to appeal to young adults and early career professionals.



See the Sites

Preservationists celebrate the power of places to tell stories and commemorate our shared heritage. Walking, driving, guided, and self-guided tours of such places are wonderful ways to attract younger and more diverse audiences. Partners often organize the tours with deference to work hours and busy schedules. For example, Baltimore Heritage's [Behind the Scenes](#) tours for younger audiences generally begin after 5, lasting around an hour. These tours provide young professionals a chance to experience historic sites in a more informal way at time more convenient for them. Baltimore's *Baltimore on Foot* tours often focus on ethnic heritage, such as [Spring 2010's A Slice of Greece in East Baltimore](#) and *Civil Rights, Music and More*. In addition, Baltimore Heritage will host a special fall tour series, [Race and Place in Baltimore Neighborhoods](#), designed jointly by neighborhood organizations and area scholars. The series will discuss topics related to segregation, civil rights, racial transition, urban renewal, and gentrification, all with regard to community development and historic preservation in Baltimore.

The [Cleveland Restoration Society's SNOOP! Tour](#) series features locations and activities that appeal to young adults such as a behind-the-scenes tour of the Cleveland House of Blues and a hands-on workshop at Whitney Stained Glass Studios.

In October of 2010, [Historic Augusta, Inc.](#), and the Lucy Craft Laney Museum of African-American history are hosting *This Place Matters: Preserving Augusta's African American Communities*. Among other offerings, this two-day event will feature tours of heretofore under-recognized places significant in the story of Augusta's African-American heritage.

Join the Club!

The need to attract younger audiences has spurred many Partners to “think-outside-the-box” to create a greater affinity between themselves and younger, and more diverse audiences. Often they create clubs, groups, or invite younger members to join their boards to ensure that events and programs are appealing to a younger demographic.

For the past four years, the Heritage Foundation of Franklin and Williamson County's [Next Generation \(NGHF or Next Gen\)](#) has targeted at 21-40 year olds through its programs and events. NextGen has its own board of directors, which reports to the Heritage Foundation's Board. Recently, NextGen developed its own fundraising event *Three Blind Vines*. It also hosts monthly *Membership Mixers* and has created its cookbook, *A Taste of Historic Franklin*.



San Francisco Architectural Heritage's [Heritage YP](#) hosts its own blog aimed at preservationists

under 40. Heritage YP sponsors social, advocacy, and educational events around the San Francisco area. Those interested in Heritage YP can become members of the group, receive mailings, and join the group's Facebook page. Historic Seattle's [Young Preservationists Group \(YPG\)](#) provides similar services to young adult professionals in Seattle, as well as a bi-monthly newsletter. In addition, several Partners have worked with local universities and colleges to create young adult preservation clubs.



Landmarks Illinois Historic Pub Crawl.
Photo: www.landmarks.org

Raise a Glass – to Historic Preservation!

Events that offer social gatherings at an affordable price seem to have a way of attracting young adults.

Historic Denver, Inc.'s [One Past 5 Young Professionals Happy Hour](#) provides access to historic spaces that many participants have not been able to experience before, due to lack of opportunity or limited budget. The Historic Preservation Alliance of Arkansas' creatively-named [Preservation Libations](#) are happy hour events held at historic places where the Alliance provides information and offers lower membership rates for attendees. In the same vein, the [DC Preservation League](#) hosts *Historic Hot Spot Happy Hours* for young professionals in historic places throughout the city.

For the past two years, Landmarks Illinois has led a [Historic Pub Crawl](#), where attendees walk to various historic locations to share drinks and interest in historic places. Similarly, the [Cincinnati Preservation Alliance](#) recently hosted a successful beer-tasting event at the American Sign Museum.

Modern Age

Modern and Recent Past resources seem to be particularly appealing to young adults, and Partners are capitalizing on this trend to not only save historic places, but to win new fans to their organizations.

The Tulsa Foundation for Architecture's Modern Tulsa Committee hosts [events](#) as well as its own [blog](#) that celebrates Tulsa's 20th century modern design and pop culture heritage. The Utah Heritage Foundation's Salt Lake Modern partnered to offer the exhibition [Modernism at Risk: Modern Solutions for Saving Modern Landmarks](#) and it has its own Facebook page, where members can go to receive information and alerts. Indiana Landmarks' [Indiana Modern](#) committee advocates for and works to provide information about Indiana's modern architecture.



Photo: www.tulsamodern.net

Defending and Defining



William Johnson House, Natchez, Mississippi
Photo: [Mississippi Heritage Trust](#)

Working to inventory and protect places often captures the attention and involvement of new audiences. In 2009 the [Mississippi Heritage Trust](#) partnered with Natchez National Historical Park, a unit of the National Park Service, Mississippi Development Authority—Division of Tourism (MDA) and gathered various stakeholders to develop and create an [African American Heritage Tourism Sites Assessment](#). MHT facilitated public meetings, focus groups, and interviews, from which their consultant

created the sites assessment document. The National Park Service now uses it as an important tool in the interpretation of African-American history in Natchez, and will develop a tourism plan based on its findings. Read [more](#).

The Connecticut Trust for Historic Preservation created an [African-American settlement map](#). In early 2010, Galveston Historical Foundation's African-American Heritage Committee volunteered with other local organizations to repair the 300-foot fence surrounding Galveston's historic [African-American Rosewood Cemetery](#). The Foundation for Historical Louisiana has been involved in ongoing advocacy efforts for New Orleans' Charity Hospital, Baton Rouge's [Lincoln Theater](#), and Alexandria's [Rosalie Sugar Mill](#), all sites vital to the preservation of African-American history in Louisiana.



Photo: www.fhl.org

Tailor-Made

Fully recognizing racially diverse heritage and attracting new audiences often opens up new opportunities for various types of programming. From annual festivals to community outreach, to grants and scholarships, several Partners have created programs focused on ethnic and age diversity that are wholly unique to their organizations.

In 1997 the Preservation Resource Center of New Orleans and Dillard University founded the [Ethnic Heritage Preservation Program](#). The EHPP promotes the preservation of New Orleans' ethnic heritage through a wide variety of programming and advocacy, including site restoration, lectures, tours, and a sites database. The Preservation Resource Center also provides first time [homebuyer](#) training, specifically designed to attract young adult professionals.

As part of continuing community outreach efforts, [Park City Historical Society and Museum](#) has partnered with other local nonprofit organizations to provide educational activities to members of Park City's Latino community.

Through the Partners in the Field Program, the Los Angeles Conservancy hired [Karina Muniz](#) as its new community outreach coordinator. She seeks to expand the scope of preservation to include and celebrate Latino urban and social history in the city. She works with the local Latino community leaders in historic neighborhoods to increase public awareness and expand resources and opportunities available to residents.



Children participate in the Park City Museum's Education Outreach
Photo: www.parkcityhistory.org

Several Partners seek to promote racial diversity in their organizations by offering financial assistance. In addition to surveying and technical assistance, Indiana Landmarks' African American Landmarks Committee oversees the [African American Heritage Grants Fund](#). These grants assist nonprofit groups, including civic organizations, schools, libraries, and historical societies carry out important initiatives that promote the preservation of African-American places. [Preservation Kentucky](#) offers a diversity scholarship for interested community members to attend conferences and trainings. To entice younger adults to participate, the [Florida Trust for Historic Preservation](#) gives student discounts at all educational events.



Walk the Walk

Photo: www.landmarksociety.org

Featured in our previous Survey Spotlight, *Camps, Classrooms, & Field Trips: Teaching Preservation K-12*, the John Gilmore Riley Center/Museum for African American History & Culture Inc.'s [Blended Lives](#) program and the Landmarks Society of Western New York's [Walk the Walk](#) program are two long-running annual events that showcase African-American heritage through storytelling, drama, music, and art.