







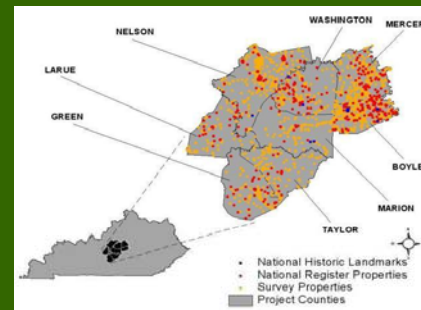


RHDI Pilot Basics

- National Trust received a grant from W.K. Kellogg Foundation, put out RFP for regions to manage this program
- Guidelines: Use historic preservation as an economic development tool
- Regional effort – not statewide, not local
- Two regions were chosen – central KY and AR Delta
- Preservation Kentucky served as lead partner in KY, other organizational partners were SHPO, Dry Stone Conservancy




- One staff statewide
- Great relationship with SHPO
- Minimal field services being provided
- Seen as our opportunity for consistent, prolonged field work



- 2 “hub” cities of just over 10,000 population
- 9 Main Street Communities
- 4 tourism commissions

Partnerships



How did it work?

- City & county governments provided bulk of the match
- Established a steering committee with representatives from all eight communities
 - Included economic development, elected officials, tourism, Main Street, extension agents (agriculture), youth, preservation organizations, farmers, general community volunteers
- **Volunteers were involved in the planning process from the beginning**
- First 1 ½ years primarily planning & assessment with some tangible products, last 1 ½ years primarily implementation from planning assessments

Five Focus Categories

- Preservation Education
- Local Business Development
- **Heritage Tourism**
- Farm and Outbuilding Preservation
- Image Branding and Marketing



Heritage Tourism

- Focused on 200th anniversary of Lincoln birth
- Completed survey of heritage tourism sites
- Completed Corridor Management Plan and Received National Scenic Byway Designation



Preservation Education

- 2 symposia & state preservation conference
- Workshops completed and still in works
- Partnership with state Arts Council to train “Community Scholars” in oral history techniques
- Economic impact study



Leveraged Resources



- \$715,425.00 in Additional Directly Leveraged Program Funds
- \$3,294,350 in Indirectly Leveraged Funds due to the RHDI program
- \$296,040.10 in In-kind Volunteer Assistance
 - 8839 volunteer hours logged between June 2006 and February 2009
 - Averaging over 275 hours per month

Programmatic Lessons

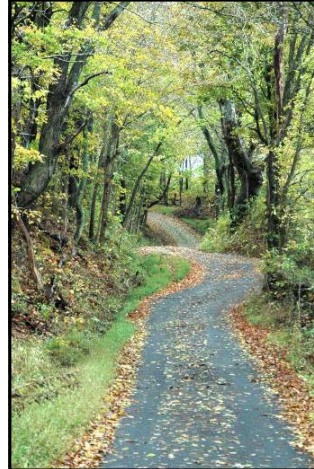
- Setting a bigger table of “preservation” partners
 - Agriculture, extension agents, tourism, existing barn groups, conservation groups
- Establishment of a new region seen as a mixed bag – good to bring new partners together around a central theme, difficult to bridge with some of the “powers that be”

Organizational lessons

- Fundraising – brought new, dedicated volunteers & grassroots support
- Board participation
- Never lean too much on one partner

Where Does the Road Lead Now?

- National Trust for Historic Preservation - Partners in the Field Grant to help staff Byway and other programs
- Hospitality Training
- Expanded Oral History Project
- Maintenance Plans for Historic Sites
- Design Guidelines for towns along the Byway
- K-12 Curriculum Development



Questions?

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