



Cheryl Oliver
Senior Program Advisor

NOAA *Preserve America* Initiative

January 21, 2009



The NOAA *Preserve America* Initiative – *Preserving, Protecting, and Promoting NOAA and the Nation’s Heritage*

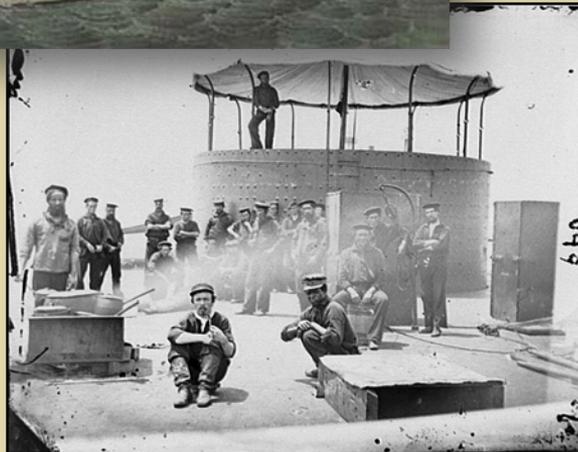
- Inspired by White House Preserve America Initiative
- Partnership with Advisory Council on Historic Preservation
- Multi-faceted effort to inventory, preserve, and showcase heritage resources in NOAA’s care and to foster tourism in partnership with local communities



NOAA AND THE PRESERVE

AMERICA

Initiative





Annual NOAA Heritage Week

Week-long event celebrating both NOAA and the nation's heritage, established in 2005

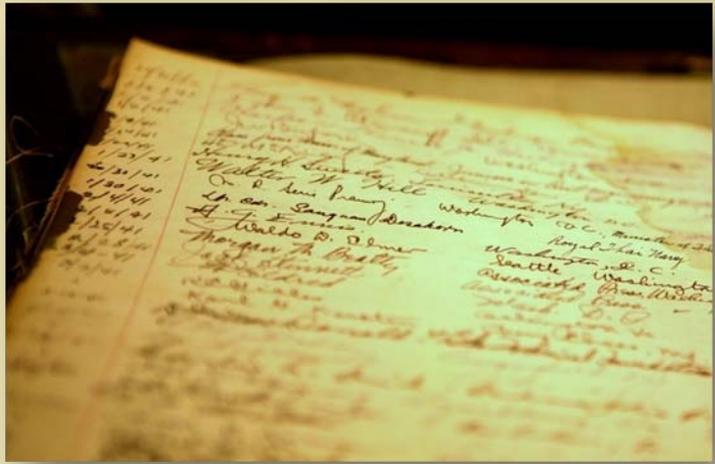
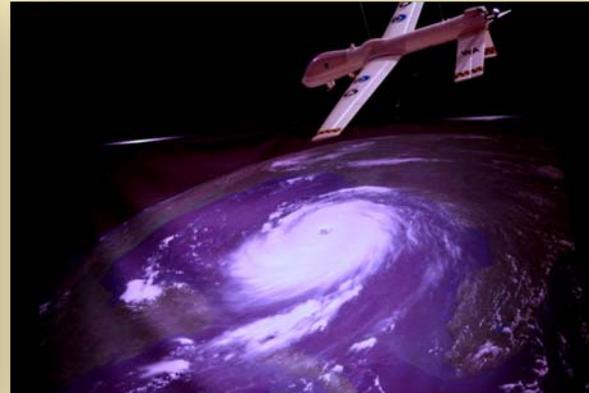
- *Treasures of NOAA's Ark* exhibition
- Speaker series
- *Ask the Conservator* partnership with Washington Conservation Guild and American Institute for Conservation
- Pilot education program



NOAA AND THE PRESERVE

AMERICA

Initiative

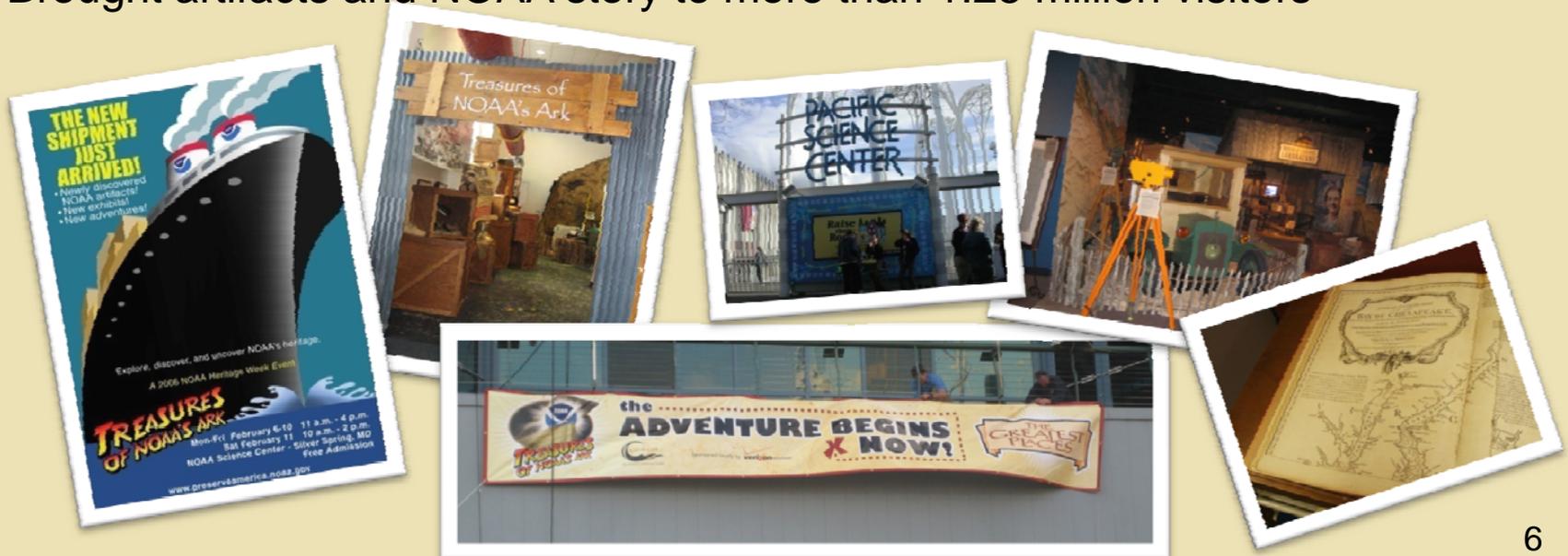




Traveling Treasures of NOAA's Ark Exhibition

- 2006 - Nauticus-The National Maritime Museum (Norfolk, VA)
- 2007 - Pacific Science Center (Seattle, WA)
- 2008 - St. Petersburg Museum of History (FL)

Brought artifacts and NOAA story to more than 1.25 million visitors



NOAA AND THE PRESERVE

AMERICA

Initiative





NOAA *Preserve America* Initiative Mini-grant Program

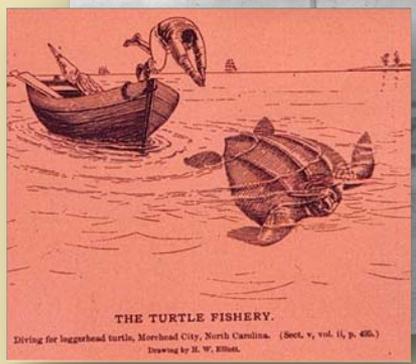
- *Preserve, protect, and promote* NOAA's heritage resources
- *Foster* heritage tourism in the communities
- *Boost and recharge* partnerships
- *Promote* research of heritage resources
- *Develop* educational programs and events
 - \$100K- \$175K available for the last 4 years
 - More than \$400K in requests each year
 - Projects have leveraged over \$500k in matching funds or in-kind services
 - More than 35 projects funded nationwide





Preserving and Sharing Traditional Fisheries Knowledge from Down East Communities in North Carolina

- Began in Sept. 2006 - matching funds from other sources
- 22 community oral historians trained
- 24 oral histories conducted
- Museum displays, color publication, oral history tapes, transcriptions
- Partnership with NOAA Fisheries Service, Core Sound Waterfowl Museum and Heritage Center, The Conservation Fund, N.C. Dept. of Cultural Resources.





Catching the Fishing History of Lake Michigan, 1871-2006

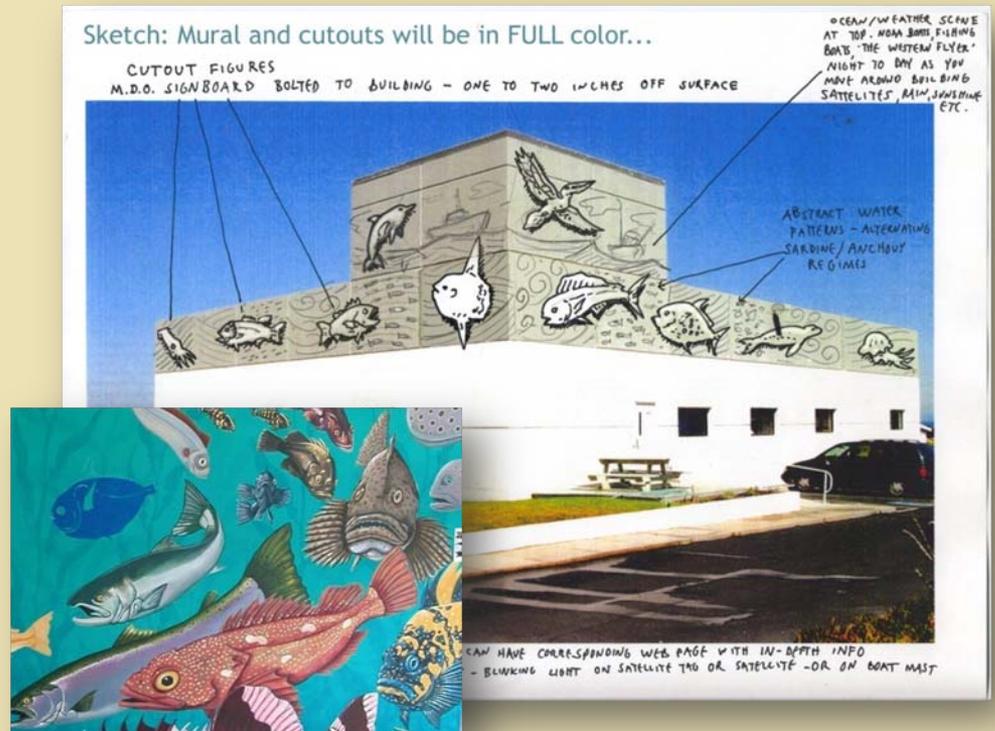
- Project began Aug. 2007
- Fieldwork is ongoing
- Oral histories of Leelanau County fishery underway
- Graphic displays for exhibits, PSAs, 8-12 grade curricula segments
- Partnership with NOAA Fisheries Service, Michigan Sea Grant, and Fishtown Preservation Society





The 100-Year Sardine Legacy: Preserving NOAA's Success, Promoting NOAA's Future

- Part of Pacific Grove, Calif. Historic Mural Project - murals honoring diversity of region and links to sea
- Partnership with Pacific Grove Arts Commission, City of Pacific Grove, Monterey Maritime Museum, Passion Fish restaurant
- Painting, launch, public festival event took place late 2008.





NOAA Heritage Preservation Partner Commemorative (Geodetic) Marker

Official NOAA geodetic survey marker placed at NOAA facilities and partnering institutions nationwide in recognition of significant efforts to preserve the nation's heritage.

- USS *Monitor* Center (Newport News, VA)
- Nauticus-The National Maritime Center (Norfolk, VA)
- Maritime Waterfront Trail (Alpena, MI)
- Calais Observatory (Calais, ME)
- NOAA Northeast Fisheries Science Center (Woods Hole, MA)
- Pacific Science Center (Seattle, WA)





Helping NOAA Communities Become *Preserve America* Communities

NOAA has supported efforts by a number of communities to seek *Preserve America* Community Designation, including:

- Gloucester, MA
- Hatteras, NC
- Ocracoke, NC
- Manteo, NC
- Scituate, MA
- Alpena, MI
- Beaufort, NC
- Galveston, TX
- Asheville, NC
- Maui, Hawaii
- Kauai, Hawaii
- St. George Island, AK
- Savannah, GA
- Falmouth, MA





NOAA: Beyond the Horizon

2009 NOAA Heritage Week – NOAA on Film

February 6-February 14, 2009

Treasures Theatre in the NOAA Science Center

Treasures exhibit in lobby of Department of Commerce

2009 NOAA PAIG – Full proposals due February 20, 2009

Oral History Forum – May 2009

Gateway to NOAA: Past, Present and Future

a permanent exhibit on the NOAA Silver Spring Campus

Retooling of traveling Treasures exhibit

