

“A Bright Future For A City’s Economy”

September 19, 2008 Monterey Maritime Museum 1:00 – 5:00 PM

One of the most effective ways to “boost” a community’s economy is to preserve and use its historic buildings to promote its unique character to visitors. This heritage tourism is the fastest growing segment of the tourism industry – visitors to historic sites and cultural attractions stay longer and spend more money than other kinds of tourists. And when cities recapture their past, “it typically pays off, as Tourism is a trillion dollar industry in the United States, employing millions of people, and resulting in a rush of visitors to a small community paying big dividends.” Programs that complement this basic concept are Travel & Tourism and their Geo-Tourism, Preserve America, Destination Cities, National Geographic, and the National Trust’s Dozen Distinctive Destinations.

1) Preservation Magazine, Krista Walton, NTHP, 8/2000

Historic Preservation And The Economics Of Tourism

The Forum’s keynote speaker, Donovan Rypkema, is a nationally-recognized expert in the economics of preserving historic structures. He is thoroughly knowledgeable in economic and preservation issues relating to rehabilitation, community development and commercial revitalization and has been proving their effectiveness for many years. He will discuss the benefits of re-use and how to effectively pair Historic Preservation with Tourism.

What Is Heritage Tourism?

Cheryl Hargrove is president of The HTC Group, specialists in heritage tourism planning, development and marketing. As the National Trust for Historic Preservation’s first Director of Heritage Tourism, she developed the key steps and principles for sustainable tourism focusing on history and culture. She will present the evolution of the concept and address new challenges, opportunities and issues impacting growth and sustainability of this fascinating industry.

Working Concepts For Preservation Tourism

A lively panel chaired by Alice Carey, Principal, Carey & Co. Inc., one of the most knowledgeable preservation firms in California.

Kim Bui-Burton, Library, Museums and Cultural Arts Director, City of Monterey

Kim Cole, Senior Planner, City of Monterey

Rick Johnson, Executive Director, Old Monterey Business Association

Bill Sugaya, Specialist in Tourism for Carey & Co. Inc.

Cost: \$50.00 per person; AMAP Members \$40

Noon Check In (Monterey Maritime Museum Auditorium, Custom House Plaza)

1:00pm Welcome by Michael Dawson-President of AMAP

Speakers: Donovan Rypkema & Cheryl Hargrove

Panel Discussion: Led by Alice Carey

TICKET RESERVATIONS:

Name: _____ Phone: _____

Address: _____ Email: _____

City, State, Zip: _____

Organization: _____

CC #: _____ Exp. Date: _____

CVV code: _____ (Amex/MC/Visa charge will appear as Carpe Diem Fine Books)

I would like _____ tickets (\$50.00 per ticket, \$40 AMAP member’s price) Total Enclosed: \$ _____

Please make checks payable to: AMAP, P.O. Box 2752, Monterey, CA 93942

For More Info Call: Anne Bell (831) 624-3942