



National Trust *for*
Historic Preservation®



Partners *in* Preservation

THE PROFOUND
IMPACT OF AN
UNPRECEDENTED
PARTNERSHIP

2006 THROUGH 2017

Prepared for
The National Trust for Historic Preservation
by Social Capital Partnerships

JUNE 2019

Purpose

Through the Partners in Preservation program (PiP), American Express and the National Trust for Historic Preservation have established a partnership that is unique among corporate-nonprofit relationships for its longevity, collaborative spirit and visibility. Since launching in 2006, PiP has grown in scope and aspiration. It also evolved alongside trends in digital marketing and engagement. This report endeavors to capture the cumulative impact of PiP and create a base of knowledge from which American Express and the National Trust can shape future collaborations.

Executive Summary

Each year, between 20 to 25 historic places are selected to vie for their share of preservation funding from American Express. Since its inception in 2006, Partners in Preservation (PiP) has awarded more than \$25 million in grants to more than 250 historic sites across the United States. As one of the largest privately funded preservation programs in the country, PiP is a critical source of funding for brick and mortar preservation projects.

PiP broke new ground by positioning historic preservation as a cause important to people and communities. By democratizing funding for preservation and—creating new relevancy and urgency for the cause—this longstanding partnership elevated historic preservation to newer, broader audiences.

For many organizations, participating in PiP was transformative. By opening up their doors and rallying their communities to vote for their sites, participating organizations experienced long-lasting impacts on their:

- **Mission and Programs.** The restoration projects funded by PiP enabled recipient organizations to better serve their communities.

- **Fundraising** PiP enabled participants to leverage additional funds and find new donors.
- **Marketing** PiP resulted in increased media attention and growth in social media communities.
- **Community Engagement** PiP raised the visibility of organizations in their communities, in particular through Open House events. Many organizations found new partners, and several “competing” organizations even continued to collaborate after the campaign was over.

PiP has also had an important impact on the National Trust for Historic Preservation. The initiative has grown the Trust’s audience, increased its visibility, and positioned the organization for other national grantmaking collaborations. These collaborations have grown in recent years to include the National Fund for Sacred Places and the African American Cultural Heritage Action Fund.

Going forward, the challenge for PiP will be to continue to keep the grant-making process innovative, connect more communities with preservation, and engage more people in saving the places that matter to them.

The Sixth & I Historic Synagogue in Mount Vernon Square, D.C., received a \$75,000 grant from Partners in Preservation in 2013. Photo courtesy of Pepper Watkins.



Table of Contents

Purpose and Executive Summary	p. 2
Background	p. 4
Impact: By the Numbers	p. 6
Impact on Participating Organizations	p. 8
Impact on the National Trust	p. 22
Conclusion	p. 23
Appendix: Grants	p. 24



BACKGROUND

With the company’s roots in the travel services industry, American Express has a long history of supporting the preservation of historic places around the world. One of its earliest acts as a young company in 1885 was raising money through its employees to help build the pedestal for the Statue of Liberty. In 1995, the company helped found the World Monuments Fund’s Watch list, which highlights the most endangered historic sites in the world. American Express’s support of the National Trust for Historic Preservation dates back to the 1970s.

In 2006, American Express approached the Trust with the idea to create a large-scale, national program to restore, revitalize and preserve historic sites. With a small, nimble team that included staff from both the Trust and American Express, the Partners in Preservation (PiP) program was born. The program had three main goals:

- 1. Raise the visibility of diverse historic places,
- 2. Mobilize public support for historic preservation, and
- 3. Deliver financial assistance to preservation projects in strategic cities across the United States.

The San Francisco Bay Area was selected for the inaugural campaign. A diverse group of 25 historic sites in the Bay Area selected by the Trust would vie for \$1 million in grants from American Express by asking community members to vote for their favorite sites online.

“It democratized how money was going out the door.”

David Brown, Former Chief Preservation Officer, National Trust for Historic Preservation

The Bay Area campaign was the Trust’s first attempt to invite the public’s participation on a mass scale. It also represented a new and unusual way of distributing preservation funds. When the program was announced in 2006, social media was nascent and the concept of voting for a charity to win funding was novel. In fact, the *Wall Street Journal* and several other media outlets described PiP as the “American Idol” of historic preservation, referencing the highest-rated television program at the time.

The public voting aspect of PiP was an important part of the initial program design, because engaging the public was a primary objective of American Express and the Trust from

the outset. “We’re trying to save places people care about,” said David Brown, former chief preservation officer at the Trust and one of PiP’s founding architects. “How do we know what people care about? Why not let them vote?” In addition, Brown said, public participation helps counter perceptions of elitism often associated with historic preservation. “We were essentially saying, ‘You can make a decision where the money goes,’” he said. “It democratized how money was going out the door.”

Selecting a diverse and even unconventional set of sites to participate in each PiP campaign also helped broaden the public’s perception of historic preservation. “A lot of people think about preservation in the context of Mount Vernon and Colonial Williamsburg—places where famous men lived,” said Brown. “We wanted to show that preservation was really about a range of places that come together to tell the story of America.”

Following eight years of city-based campaigns, PiP evolved into national, themed campaigns, beginning in 2016 with PiP: National Parks. People from across the U.S. were invited to “Vote Your Park” to celebrate the National Park Service Centennial. Most recently, PiP: Main Streets in 2017 and 2018 celebrated the importance of Main Street districts across the U.S.



CHICAGOLAND

AMERICAN EXPRESS ANNOUNCES \$10 MILLION, 5-YEAR COMMITMENT
PiP IN GREATER BOSTON



TWIN CITIES



WASHINGTON, D.C.

NATIONAL PARKS IS FIRST NATIONAL CAMPAIGN, MARKING THE NATIONAL PARK SERVICE CENTENNIAL



2006

FIRST CAMPAIGN LAUNCHES IN SAN FRANCISCO BAY

PasteFrame.com

2007



2008

FIVE SITES IN NEW ORLEANS SELECTED FOR RESTORATION FUNDING AFTER HURRICANE KATRINA

2009

2010

SEATTLE-PUGET SOUND

2011



2012

NEW YORK CITY HOSTS THE LARGEST PiP CAMPAIGN BY FUNDING AMOUNT

2013

2014/15

NATIONAL TREASURES GRANTS TO PROJECTS NATIONWIDE

2016



2017

MAIN STREETS



IMPACT BY THE NUMBERS

All numbers represent Partners in Preservation campaigns from 2006-2017.

PRESERVATION FUNDING

\$25 Million+
INVESTED IN
250
UNIQUE
SITES



20 NATIONAL
PARKS
14 CITIES
12 MAIN
STREET
COMMUNITIES

PUBLIC ENGAGEMENT

13 Million+
PAGE
VIEWS



3 Million+
VOTES
COLLECTED



570,000+
INDIVIDUALS
VOTED ONLINE

EARNED MEDIA

3 Billion+
IMPRESSIONS



4,000+
MEDIA
Placements

MEDIA OUTLETS

Partners in Preservation has generated coverage in nearly every major media outlet in the United States as well as heavy local coverage in cities where the campaigns took place. A sampling of outlets that have covered PiP over the years includes:

The
Boston
Globe

Chicago Tribune

The
New York
Times

San Francisco Chronicle

THE WALL STREET JOURNAL
WSJ

USA
TODAY

AP Associated Press

WGN
AMERICA

nola | The Times-Picayune

The Seattle Times

The Washington Post

BuzzFeed News

abc NEWS

Forbes

DAILY NEWS
NYDAILYNEWS.COM



IMPACT ON PARTICIPATING ORGANIZATIONS

Since Partners in Preservation launched in 2006, more than 250 nonprofit organizations and government agencies across the U.S. have participated in the program. Like the historic places they steward, the participating organizations are a diverse lot. While many are preservation-focused nonprofits, they also include arts organizations, daycares, houses of worship, museums and conservation groups. They are located across large cities, small towns and remote wilderness. All share a commitment to preserving and honoring the past in order to better serve the needs of their communities. When surveyed about the PiP experience in 2010 and again in 2019, past participants have consistently reported positive impacts on their mission and programs, fundraising, marketing, community engagement and growth.

Mission and Program Impacts

At its core, PiP is a preservation-based grant-making program. Grants provided by American Express enable nonprofit organizations that own or rent historic properties to complete strategic restoration projects on their facilities. In many cases, these physical improvements have enabled organizations located in the historic sites to better serve their communities.

For example, in the historic New Orleans community of Tremé, St. Augustine Church received a \$75,000 grant to restore its Parish Hall, which had been in desperate need of repair. Now that the restoration is final, St. Augustine reports that Parish Hall is better positioned to serve the community as a religious center and community meeting

place. “One of our goals is to continue the St. Augustine tradition of outreach programs to the poor and needy, and our building serves this purpose on a weekly basis,” the church wrote in a grant report.

In Chicago, a \$100,000 PiP grant enabled another church, Quinn Chapel AME Church, to remodel its kitchen—the floor of which had become dangerously unstable. With a safe and modern kitchen, the church is now physically equipped to serve its constituents and meet the needs of its programs, which include a Head Start early childhood program, the children’s ministry Sunday School, and hundreds of community meals prepared weekly at Quinn Chapel.

IN A 2010 SURVEY OF PiP PARTICIPANTS FROM 2006-2010:

23 sites reported that they had raised an average of **\$60,000** in individual funding

25 sites reported an average of **\$79,000** in additional public and foundation funding

10 sites reported that PiP enabled them to **hire 13** fulltime employees

St. Augustine Parish Hall, one of five grant recipients of the Partners in Preservation initiative in New Orleans. Photo courtesy National Trust for Historic Preservation.



Fundraising Impacts

Many participants report that they were able to leverage their participation in PiP to raise additional funds from public and private sources. These additional funds were often needed to complete the original restoration project or were part of a larger capital campaign. The additional visibility generated by PiP—as well as the prestige associated with the American Express and National Trust brands—helped these organizations attract new donors and make their case to potential funders.

ORGANIZATIONS THAT LEVERAGED
ADDITIONAL FUNDS THROUGH THEIR
PARTICIPATION IN PIP INCLUDE:

SAN FRANCISCO HERITAGE

The \$75,000 grant awarded during the inaugural PiP campaign in 2006 for the 1886 Haas-Lilienthal House laid the groundwork for a transformational **\$4.3 million campaign** to fully restore and rehabilitate the house in 2013-2017. The American Express Foundation continued to support Heritage with a \$250,000 campaign gift and a \$150,000 grant awarded in 2018 to transform the Doolan-Larson building at the corner of Haight and Ashbury.

TUBMAN

An \$84,000 PiP grant awarded to the social services agency during the 2011 Twin Cities campaign, for improving public restrooms at the Harriet Tubman Center East building, helped the agency make a case that the building is an architectural treasure designed to last. Tubman’s leadership credits PiP as becoming part of its “foundational story” that has since enabled the organization raise **\$2.8 million** from approximately 70 donors for capital improvements to the building.

BROOKLYN PUBLIC LIBRARY

The popular vote winner of the 2012 New York City campaign first received a \$250,000 grant to restore the entrance doors of the central branch. The New York State Department of Education granted an additional **\$209,740** to cover the remaining cost of the project.

MCKINNEY MAIN STREET

One of the winners of the 2017 PiP: Main Streets campaign in McKinney, Texas, received a \$150,000 grant to support a “facelift” to the McKinney Performing Arts Center, the heart of the town square. Public and private donors contributed **an additional \$193,500** to revive the multi-use and performing arts center.



Left: The Central Library of Brooklyn Public Library. Photo courtesy of Brooklyn Public Library. Below: The Schooner Adventuress in Port Townsend, Washington. Photo courtesy of the Sound Experience. Bottom: The Haas-Lilienthal House in San Francisco, California. Photo courtesy of Jeff Scott.



CASE STUDY

PiP a ‘Lifesaver’ for Nonprofit Childcare Center

Nihonmachi Little Friends (NLF) is a private nonprofit childcare center in San Francisco that provides Japanese-English bilingual education programs for preschool and elementary school-aged children. When NLF was selected to participate in Partners in Preservation in 2006, it had almost finished a \$2.2 million capital campaign to purchase and renovate the historic building, which it had been able to acquire through an out-of-court settlement with the YWCA. The \$62,000 PiP grant came at the “perfect time,” said executive director Cathy Inamasu. The funds were used to repair the roof, wood frame windows and exterior stucco of the building, originally designed as the Japanese YWCA by famed architect Julia Morgan.

In 2012, NLF launched a second capital campaign to build a new classroom that would adjoin the historic building and construct a rooftop playground. Although construction was completed in May 2017, funds had run out before the buildings could be painted the same color. A second grant from American Express for \$150,000 in November 2018 will provide funds to replace the wood casement windows, repair stucco and tie the old and new buildings together with a coat of fresh paint.

Inamasu said the PiP experience has been only positive. “It’s hard to get funds for this,” she said. “Only a very limited number of foundations support this type of work. We’re a small nonprofit, so this has been a lifesaver for us.”

The Nihonmachi Little Friends facility encompasses the historic former Japanese YWCA (building on right) and a newly constructed building (on left). Photo courtesy of Cathy Inamasu, Nihonmachi Little Friends.



Marketing Impacts

With public engagement a primary goal of PiP, American Express and the National Trust made strategic investments in marketing for each PiP campaign that helped to build capacity within participating organizations and mobilize the public to vote. Although marketing tactics range from year to year and reflect the evolving digital landscape, they generally include advertising, earned media, media partnerships and promotional events. Beginning with the National Parks campaign in 2016, participating organizations received \$10,000-\$20,000 grants to offset the costs of promotion.

Given these investments in marketing, and with the help of a dedicated PR firm for each PiP campaign, participating organizations reported increased media attention that helped to raise their profile in the community. In a 2019 survey of PiP participants from 2010 to 2017, albeit with a small sample size, 94 percent of respondents reported an increase in media coverage.

For PiP campaigns that took place before social media was widely used by nonprofits, PiP was an opportunity for participating organizations to experiment with a new way to communicate with their communities. Social media trainings for each cohort of PiP participants conducted in the beginning of the campaigns were especially valuable for smaller nonprofits with limited staff.

Surveys conducted in 2010 and 2019 reveal that past participants credit PiP for improving their social media marketing. In earlier years of PiP, participants were more likely to experience dramatic growth in Facebook followers. However, more recent participants also reported that PiP helped them grow their social media communities and increase engagement.

In a 2010 survey of PiP participants:

- 77 percent of respondents reported that PiP improved their social media presence.
- 18 respondents reported having no Facebook presence prior to PiP.
- Respondents with Facebook experienced an average growth of 277% more followers.

“Likely the best part of participating in the contest was the push it gave us to foray into the social networking world ... We had been dancing around getting started with these sites for a while now, but PiP was the spark we needed to get our presence out there. We are very proud of the positive responses generated, and plan to continue to build on this in the future!”

– Louisa May Alcott’s Orchard House, PiP: Greater Boston participant

“Overall, we benefited most from the training provided on our social media presence, which has ultimately helped draw more followers and visitors to our program.”

– Brooklyn Public Library, PiP: New York City popular vote winner

“Many people first learned about the schooner during the PiP campaign, which, through its strong social media campaign, brought an additional \$58,000 for the Sound Experience educational campaign ‘Getting Kids on the Boat.’”

– The Sound Experience, PiP: Seattle-Puget Sound popular vote winner for Schooner Adventuress



Left: Campers aboard the Tug Pegasus in New York Harbor, a PiP: New York City grantee. Photo courtesy of the Tug Pegasus Preservation Project. Below: Downtown McKinney, Texas, a winner of PiP: Main Streets in 2017. Bottom: Racers line up at Bike the Bricks in Historic Downtown McKinney, Texas. Photos courtesy of Laura Smetak.



PiP and Social Media

Past participants say PiP helped them:

GET STARTED WITH
SOCIAL MEDIA

GAIN
FOLLOWERS

INCREASE
ENGAGEMENT

INVEST IN
SOCIAL MEDIA



PasteFrame.com

CASE STUDY

PiP Helps Broaden a Cambridge Ballet Theatre’s Mission

When the José Mateo Ballet Theatre entered into a long-term lease at Old Cambridge Baptist Church in Harvard Square Historic District in 2001, the 1870 building was in a state of disrepair. After eight years in the space, José Mateo had completed restoration of the building’s major systems, but six etched glass windows in the Sanctuary Theatre were at the point of failure.

A \$100,000 Partners in Preservation grant in 2009 paid for restoration of five of the windows. However, the grant was just one benefit of participation and “maybe not the largest,” said managing director Scott Fraser. Much of the value of the PiP program, Fraser said, was how well it promoted visitation of historic sites.

“It broadened who we were,” he said. “Here’s this dance company creating new work, but also actively engaged in preservation and historic tourism. It allowed us to attract both individual and institutional funders who would otherwise never be interested in a dance organization,” he said.

Fraser credits PiP for retooling the theatre’s entire business model to include historic site management. “It changed our framework of who we thought we were,” he said. “It’s a great space in Harvard Square. We understood the real estate significance but didn’t understand its role in creative place-making and sense of belonging in the community.”

José Mateo Ballet Theatre students practice in one of the studios located in the historic Old Cambridge Baptist Church building. Photo courtesy of Tom Fitzsimmons.

Community Engagement Impacts

One of the most consistent impacts of PiP that participating organizations report is the ability to rally their communities around their historic buildings or landscape. This anecdotal evidence suggests that PiP was successful in achieving its initial objectives of raising the visibility of historic places and mobilizing support for historic preservation. Additionally, as one participant from a local preservation group commented, PiP offered an opportunity for their organization to be perceived as a “proactive entity, versus just a voice of opposition (reactive).”

“Participating in PiP energized our community and brought people together. The completed project brought a sense of pride to the school and the community, and allowed people to learn about (or remember) the history of the school.”

– Latin American Montessori Bilingual Public Charter School, PiP: Metro DC grantee

“Participation in Partners in Preservation has turned the Paragon Carousel around (pun intended). There is tremendous goodwill for the Carousel. People are delighted to be part of helping the Carousel win. Memories shared through the photos and stories posted on the PiP website have shown how the Carousel touches so many people.

– Friends of the Paragon Carousel, PiP: Boston popular vote winner

“It has instilled a renewed sense of pride in our community and across our region.”

– Casa Grande Main Street, PiP: Main Streets 2017 grantee



OPEN HOUSES

Since the first campaign in San Francisco, all PiP participants have held Open House events during which they open their doors to the public and invite them to experience the historic buildings and landscapes in that year’s program. Across the board, PiP participants report positive impacts from Open Houses, including greater visibility, new community partners, new volunteers and new donors.

Even years after taking part in PiP, several organizations have continued to incorporate Open Houses into their regular public programming. José Mateo Ballet Theatre, housed in a historic Gothic church in Cambridge, Mass., is one such organization. “We were shocked that we could attract hundreds of people to our facility just by opening the doors and have that be the link into dance and dance education,” said Scott Fraser, managing director. “Open Houses are a key part of the marketing of our ballet programs now. We’ve seen new students in classes, new audience members, and have seen people eventually convert to donors.”

The Pioneers and Soldiers Cemetery in Minneapolis held an indie rock concert as part of its Open House in 2011 that was staffed by young volunteers from a nearby high school.

“We would not have had the Open House that we did if it wasn’t for our involvement with Partners in Preservation. PiP helped energize us to make it happen ... Your effect will be everlasting,”

– Friends of the Pioneers and Soldiers Cemetery, PiP: Twin Cities grantee

NATIONAL PARTNERSHIPS

PiP represented an opportunity for community-based organizations to develop and deepen relationships to national partners, namely American Express and the National Trust. Several participants have leveraged these relationships and received additional funding for the continued preservation of their sites. For example,

- Union Station Redevelopment Corporation, credits a grant from American Express for initiating a partnership with the Trust that has since resulted in additional funding, media exposure and a sold-out tour program of Union Station in Washington, D.C. with Atlas Obscura.
- Participating in PiP: Chicago helped move Southside Community Art Center to prominence as a National Treasure, a program of the National Trust that elevates properties of national significance by providing opportunities for technical assistance and preservation funding.

A drum circle on Sunday afternoons is a weekly tradition in Meridian Hill/Malcolm X Park in Washington, D.C., which received a PiP grant in 2013. Photo courtesy of Pepper Watkins.



A young Zion National Park supporter at an Open House event held in 2016. Photo courtesy of Zion National Park.

LOCAL COLLABORATION

In addition to national partnerships, many PiP participants also report that they developed new community partnerships with local businesses, schools, nonprofits and other historic sites. For example, PiP helped McKinney Main Street develop partnerships with local museums that have resulted in the development of a new walking tour of the community.

One unexpected—yet positive—outcome of PiP during the city-focused campaigns was that the program convened a network of diverse historic sites that had not previously worked together. The strongest example of collaboration occurred in Greater Boston, where the PiP sites had such a positive experience that they continued to collaborate for years after the campaign. They formed a joint initiative, Doors to History, and worked together to promote public visitation of their sites. A cohort of nonprofit leaders from these sites was also invited to participate in the American Express Leadership Academy.

CASE STUDY

Woodward Theater Marquee Lights Up Main Street

Originally a silent movie house, the 1913 Woodward Theater in Over-the-Rhine, Ohio, reopened in 2013 as a concert and event venue. It soon became a hub for the community. But the façade was missing something critical: The original budget could not cover the reconstruction of the theater’s historic marquee.

With its sights set on a grant to restore the marquee, the Cincinnati Preservation Association (CPA) joined Partners in Preservation: Main Streets in 2017. With funds from a \$20,000 marketing grant, CPA launched a “get out the vote” campaign that included promotional spots on Cincinnati’s local NPR station, Facebook ads, events at the theater, and printed materials. The owners of the Woodward Theater and local nonprofits that use the space for events also took on the cause, helping to spread the word to their communities.

“People were coming up to me and saying, ‘I’m voting for the theater,’” said Paul Muller, CPA’s executive director. “It really extended our reach, and the theater’s reach.”

Thanks to CPA’s awareness-building efforts, the Woodward Theater came in #7 in the voting contest and received a \$150,000 grant. Because the historic site is now a music venue, Partners in Preservation helped CPA connect to a younger, more urban audience. “It connected us with people who are natural allies and supporters who weren’t as closely engaged with us before,” Muller said. “It added new people to the preservation community and we continue to engage with them.” In fact, Muller said that many of the same people involved in PIP are now working to save another historic site in Cincinnati, the historic King Records property.

On March 2, 2019, the theater turned on the restored marquee’s 300-plus light bulbs for the first time, celebrating the “Big Turn On” with live music and beer.

The Woodward Theater’s restored marquee lights up Main Street for the first time. Photo courtesy of Paul Muller, Cincinnati Preservation Association.



IV.

IMPACT ON THE NATIONAL TRUST FOR HISTORIC PRESERVATION

Partners in Preservation has had transformative effects on the National Trust, some of which can be quantified, and others measured anecdotally. One of the most direct impacts of PiP has been the growth of the Trust’s audience. Since 2006, hundreds of thousands of people have learned about the Trust and its mission, deepening their connection to the cause of historic preservation.

Alicia Leuba, a former Trust staff member who managed PiP: Greater Boston, said that the program created significant visibility for the Trust. “It provided a focus and rallying point that was very positive,” Leuba recalled. “A lot of preservation work is advocacy, and people have differing perspectives.”

Perhaps most significantly, PiP has helped position the Trust as a national leader in preservation funding. PiP was the first national million-dollar grantmaking program that the Trust developed with a corporate partner. The Trust has since expanded on this idea, creating the National Fund for Sacred Places with Partners for Sacred Places and the Lilly Endowment, as well as the African American Cultural Heritage Action Fund, supported by multiple funders including the Ford Foundation and the Andrew W. Mellon Foundation.

In the upcoming fiscal year, the Trust will make between \$5 and \$7 million in grant awards across the U.S. “PiP led the way for this evolution,” said David Brown.



“This was a very positive opportunity to talk about why preservation matters. Prior to PiP, we didn’t have anything like that on such a scale.”

– Alicia Leuba, former Trust staff member in Boston



1 AMR at Military Road School Partners in Preservation DC Metro Area 2013. PasteFrame.comtesy of Pepper Watkins.

CONCLUSION

Partners in Preservation has helped to transform the field of historic preservation by making it relevant to a new, digital-savvy generation. It has elevated preservation as an important goal for communities, broadened the public’s understanding of historic preservation, and democratized funding decisions.

The experience of administering PiP year after year helped grow the National Trust’s capacity to execute large-scale campaigns and manage the distribution of significant grant funds. PiP also helped lay the groundwork for future national partnerships at the Trust. American Express benefited from its longstanding support of PiP as well, in the form of brand exposure in key markets, positive press mentions, and relationships with new preservation-related organizations.

As American Express and the National Trust approach their 13th year of collaboration, the challenge will remain keeping PiP engaging and innovative. In particular, the public voting component will need to evolve to avoid fatiguing the public or placing an undue burden on participating organizations. This is an opportunity for the Trust and American Express to continue to implement innovative digital tactics for engaging people in preservation.

No matter how the collaboration evolves, the impact of PiP on the field of historic preservation is undeniable. For more than a decade, PiP has engaged the public in preservation funding decisions on a larger scale than had ever been attempted. Along the way, PiP has engaged hundreds of thousands of people, made indelible impacts on participating organizations, and restored places that help tell the story of our nation.



APPENDIX
PARTNERS IN PRESERVATION GRANTS

Listed below are the organizations and projects that received major funding through Partners in Preservation between 2006 and 2017. Those organizations that competed, but did not win major funding, each received a smaller unrestricted grant to support their operations and participation in the campaign. In total more than \$25 million has been granted to more than 250 organizations.

2006: Bay Area

Angel Island Immigration Station	\$84,000
<i>Angel Island Immigration Station Mess Hall roof structure repair</i>	
California State Parks Foundation	\$54,000
<i>Pigeon Point Lighthouse window and door restoration</i>	
City of Richmond	\$75,000
<i>Richmond Municipal Natatorium (The Plunge) seismic retrofitting</i>	

County of Santa Clara Parks and Recreation Department	\$75,000
<i>Casa Grande: interior and exterior restoration</i>	
Fox Oakland Theater, Inc	\$75,000
<i>Restoration of the art deco ticket booth – Fox Oakland Theater Rehabilitation Project</i>	
Friends of First Church, Berkeley	\$118,000
<i>First Church of Christ, Scientist seismic upgrade of the 250-seat Sunday School</i>	
Friends of Oakland Parks and Recreation	\$50,000
<i>Cleveland Cascade Park fountain reconstruction and restoration</i>	
Nihonmachi Little Friends	\$62,000
<i>Julia Morgan Japanese YWCA Building exterior repair and repainting</i>	
Regional Parks Foundation	\$97,000
<i>Tilden Park Carousel Band Organ restoration</i>	
San Francisco Architectural Heritage	\$75,000
<i>Seismic strengthening and roof repair of Haas-Lilienthal House:</i>	
San Francisco LGBT Community Center	\$50,000
<i>Fallon Building exterior renovation, repainting and illumination</i>	
San Francisco Recreation & Parks Department	\$75,000
<i>Spreckels Temple of Music (Golden Gate Bandsbell): exterior repair and waterproofing</i>	
Tomales Town Hall	\$50,000
<i>Tomales Town Hall: foundation and exterior repairs</i>	

2007: Chicagoland

Board of Education, City of Chicago	\$68,000
<i>Von Steuben High School Restoration</i>	
Bohemian National Cemetery Association	\$26,000
<i>Bohemian National Cemetery water tank restoration</i>	

City of Aurora Preservation Division	\$55,000
<i>Restoration of Grand Army of the Republic Memorial Hall</i>	
Forest Preserve District of DuPage County	\$80,000
<i>Peabody Estate at Mayslake: Restoration of the Solarium at Mayslake Hall</i>	
Frank Lloyd Wright Preservation Trust	\$55,000
<i>Restoration of the Robie House guest bedroom</i>	
Great Lakes Naval Museum Association	\$55,000
<i>Hostess House Restoration (Building 42 of the Great Lakes Naval Station)</i>	
Holy Trinity Orthodox Cathedral	\$75,000
<i>Roof restoration at Holy Trinity Russian Orthodox Cathedral</i>	
Homan Square Power House	\$31,000
<i>Homan Square Power House chimney project</i>	
Institute of Puerto Rican Arts and Culture	\$31,000
<i>Humboldt Park Stables and Receptory, restoration of building and grounds</i>	
Preservation Partners of the Fox Valley	\$52,000
<i>Viking Ship stabilization project</i>	
Pui Tak Center	\$110,000
<i>Restoration of On Leong Merchant Association Building/Pui-Tak Center</i>	
Quinn Chapel AME Church	\$100,000
<i>Repairs to kitchen and foundations of Quinn Chapel AME Church</i>	
South Side Community Art Center	\$67,000
<i>Collection and archive storage enhancement</i>	
Unity Temple Restoration Foundation	\$80,000
<i>Roof drainage system repairs at Frank Lloyd Wright designed Unity Temple</i>	
Village of Spring Grove	\$65,000
<i>Spring Grove Fish Hatchery restoration</i>	

2008: New Orleans

Friends of St. Alphonsus	\$80,000
<i>Front portico restoration and repair of other hurricane damage at St. Alphonsus Art & Cultural Center</i>	
Odyssey House Louisiana	\$75,000
<i>Rehabilitation of hurricane damaged windows and other repairs at Odyssey House Facility</i>	
Save Our Cemeteries	\$70,000
<i>Completion of Phase III restoration project at Lafayette Cemetery No. 1</i>	
St. Augustine Church	\$75,000
<i>Repair of wood work in gallery and shingle roof of St. Augustine Parish Hall</i>	
St. James AME Church	\$100,000
<i>Repairs to floors, alter and pews of St. James AME Church</i>	

2009: Greater Boston

Eliot Congregation Church of Roxbury	\$75,000
<i>Roof repairs at Eliot Congregational Church</i>	
Framingham Historical Society and Museum	\$100,000
<i>Window restoration at Edgell Memorial Library</i>	
Friends of the Paragon Carousel, Inc.	\$100,000
<i>Historically accurate windows and doors at Paragon Carousel</i>	
Gordon College Institute for Public History	\$75,000
<i>Upgrades at Salem Old Town Hall</i>	
Jose Mateo Ballet Theatre	\$100,000
<i>Old Cambridge Baptist Church, home of the Jose Mateo Ballet Theatre</i>	
Lowell's Maritime Foundation, Inc.	\$86,200
<i>Roof and window repairs at Lowell's Boat Shop</i>	
Museum of African American History	\$100,000
<i>Abiel Smith School, waterproofing of foundation</i>	
Old North Foundation of Boston, Inc.	\$18,000
<i>Repair and strengthening of steeple at Old North Church</i>	
Perkins School for the Blind	\$60,000
<i>Restoration of historic pond at Perkins School for the Blind</i>	
The Trustees of Reservations	\$50,000
<i>Restoration of the Bowling Green at Crane Estate</i>	
The Vilna Shul, Boston's Center for Jewish Culture, Inc.	\$90,800
<i>Mural of Rachel's Tomb and Tomb of the Patriarchs</i>	
United First Parish Church in Quincy	\$80,000
<i>Bell tower restoration at Church of the Presidents</i>	



Puget Sound – Crew and volunteers join in to raise the sails of the Adventress by hauling band over hand. Photo courtesy of Sound Experience

2010: Seattle - Puget Sound

City of Gig Harbor	\$100,000
<i>Stabilize the 1910 Skansie Net Shed</i>	
Historic Seattle Preservation Development Authority	\$90,000
<i>Washington Hall</i>	
Kent Arts Commission/City of Kent	\$70,000
<i>Restore the sculptural elements of the Herbert Bayer designed Mill Creek Canyon Earthworks</i>	
Metropolitan Development Council	\$70,000
<i>Garfield Hall, one of the first buildings on the Orting Soldiers Home campus</i>	
Nikkei Heritage Association of Washington	\$75,000
<i>Buildings 1 and 2 of the Japanese Language School – Nihon Go Gakko</i>	
Sound Experience	\$125,000
<i>Repair of counter sterns of The Schooner Adventress</i>	
The Northwest Railway Museum	\$50,000
<i>Rehabilitation of Chapel Car 5 "Messenger of Peace"</i>	
Town Hall Association dba Town Hall Seattle	\$125,000
<i>Restoration and sealing of Town Hall's white terra-cotta façade</i>	

Trust Board of Ebey's Landing National Historical Reserve	\$65,000
<i>The Ferry House at Ebey's Landing</i>	
United States Lighthouse Society	\$100,000
<i>Repairs to Point No Point Lighthouse</i>	
University Heights Center for the Community Association	\$60,000
<i>University Heights Community Center</i>	

2011: Twin Cities

American Swedish Institute	\$90,000
<i>"Heart of The Home": American Swedish Institute's Turnblad Castle renovations</i>	
Christ on Capitol Hill	\$50,000
<i>Christ Lutheran Church on Capitol Hill Column and historical exterior preservation</i>	
City of Mendota Heights	\$75,000
<i>Pilot Knob restoration</i>	
City of Minneapolis	\$20,000
<i>Pioneers and Soldiers fence restoration project</i>	
Czech and Slovak Sokol Minnesota	\$80,000
<i>Preserve the 19th Century CSPS Hall; Create a 21st Century Historic Theatre</i>	

Oakland – The Fox Theater reopens
Photo courtesy of Nathan Bennett



New York – The Father Bellini Center dancers perform traditional Dominican dances in Louis Armstrong’s garden. Photo courtesy of Michael Cogswell

Emerge Community Development <i>Library restorations at Emerge Career and Technology Center</i>	\$110,000	Bartow-Pell Conservancy <i>Garden restoration at Bartow-Pell Mansion Museum</i>	\$155,000
Harriet Tubman Center East <i>Healing & History Center: The Legacy of Strength and Simplicity</i>	\$84,000	Brooklyn Public Library <i>Central Library entrance renovation project</i>	\$250,000
Hennepin County <i>Restoration of Fort Snelling Building 67 tower clock</i>	\$40,000	Brown Memorial Baptist Church <i>Brown Memorial Baptist Church Tiffany stained glass window restoration</i>	\$200,000
Minnesota State Fair Foundation <i>Minnesota State Fair grandstand</i>	\$30,000	Caribbean Cultural Center <i>Redevelopment and renovation of 125th Street Firehouse</i>	\$70,000
Pilgrim Baptist Church <i>Preservation of Historic Pilgrim Baptist Church exterior façade, stained glass and landscaping</i>	\$86,000	Congregation Beth Elohim <i>Congregation Beth Elohim Exterior Restoration</i>	\$250,000
The Basilica Landmark <i>The Basilica of Saint Mary Sacristy and Narthex restoration</i>	\$110,000	Flushing Council on Culture and the Arts, Inc. <i>Flushing Town Hall exterior restoration</i>	\$100,000
The Soap Factory <i>Masonry work at The Soap Factory</i>	\$70,000	Friends of Alice Austen House <i>Restoration of the Alice Austen House</i>	\$120,000
Township of Waterford <i>Restoring The Iron Bridge – The Path Where the Past and the Future Meet</i>	\$95,000	Henry Street Settlement <i>Henry Street Settlement sustainability demonstration project</i>	\$175,000
		Louis Armstrong House Museum <i>Preservation of Louis Armstrong’s Patio</i>	\$150,000
		Lower East Side Tenement Museum <i>Preservation of “Instructive Ruin” Apartments at 97 Orchard Street</i>	\$170,000

2012: New York

Apollo Theater Foundation, Inc. <i>Apollo Theater interior restoration project</i>	\$150,000
---	-----------

National Parks of New York Harbor Conservancy <i>George Washington Statue & Federal Hall NM entrance improvement and protection</i>	\$75,000
New York Botanical Garden <i>The Rock Garden Cascade Restoration Project</i>	\$250,000
Queens County Farm Museum Winery <i>Restoration of Windows on the Farm</i>	\$80,000
St. Mark’s Church in the Bowery <i>St. Mark’s Restoration Project: Renovation of Portico and Entry Area</i>	\$135,000
Staten Island Institute of Arts & Sciences <i>Renovation of cast iron staircase and exterior granite entry steps, Building A, Snug Harbor</i>	\$100,000
Waterfront Museum <i>LV 7 Barge and Tug Pegasus Preservation</i>	\$140,000
Weeksville Heritage Center <i>At Historic Weeksville the Shed and Root Cellar Deepen the Story of Food Sustainability</i>	\$70,000
Woodlawn Cemetery <i>Restoration of the Belmont Memorial Chapel at The Woodlawn Cemetery</i>	\$150,000

2013: Washington DC

All Souls Church, Unitarian <i>Repair of historic bell tower, including stonework, clock and windows</i>	\$50,000
Association for the Preservation of Historic Congressional Cemetery <i>Replace mausoleum vault roofs at historic Congressional Cemetery’s Barney Circle</i>	\$50,000
City of Greenbelt, Maryland <i>Renovation of Greenbelt Theatre’s art deco lobby</i>	\$75,000
Dumbarton Oaks Park Conservancy <i>Repair of viewing platform and stone houses at Dumbarton Oaks Park</i>	\$50,000
Fairfax County Park Authority <i>Restoration of 18th century grain elevator at Colvin Run Mill</i>	\$75,000
Gala, Inc. Grupo De Artistas Latinoamericanos (AKA: GALA) <i>Restoration of interior domes of Tivoli Square/ GALA Hispanic Theatre</i>	\$35,000
Latin American Montessori Bilingual Public Charter School <i>Lamb at Military Road School – Repair of school’s exterior, columns and cupola</i>	\$80,000
Metropolitan African Methodist Episcopal Church <i>Restoration of stained glass windows on the church’s primary façade</i>	\$90,000
Mount Vernon Ladies’ Association of the Union <i>Plaster, paint and restoration of Washington’s Large Dining Room</i>	\$100,000

National Park Service <i>Rebuilding front and rear façade of Carter G. Woodson Home</i>	\$75,000
National Park Service-Rock Creek Park <i>Stabilize and repair grotto at Meridian Hill Park</i>	\$50,000
Protestant Episcopal Cathedral Foundation (dba Washington National Cathedral) <i>Restoration of vaulted ceiling in nave of Washington National Cathedral</i>	\$100,000
Sixth & I Synagogue Inc <i>Repair and preservation of stained glass windows at Sixth & I Historic Synagogue</i>	\$75,000

2014-15: National Treasures

City of Miami <i>Miami Marine Stadium piling study</i>	\$80,000
City of Paterson Historic Preservation Commission <i>Hinchliffe Stadium ticket booth restoration</i>	\$300,000
National Parks of New York Harbor Conservancy <i>Federal Hall exterior restoration project</i>	\$300,000
San Francisco Heritage <i>Haas-Lilienthal House façade repairs</i>	\$250,000
U.S. Lightship Museum <i>Nantucket Lightship LV-112</i>	\$250,000
Union Station Redevelopment <i>Re-gild the ceiling adornments of the station’s main ball</i>	\$350,000

2016: National Parks

Alaska Geographic Association, AK <i>Rehabilitate the Historic Superintendent’s Office at Denali National Park and Preserve</i>	\$89,000
Friends of Great Smoky Mountains National Park, TN <i>Preservation of Clingmans Dome Observation Tower</i>	\$260,000
Grand Canyon Association, AZ <i>Desert View Watchtower Mural Conservation</i>	\$260,000
Pacific Historic Parks, HI <i>Preserving Battleship Row: The Place Where World War II Began</i>	\$260,000
South Florida National Parks Trust, FL <i>Revitalize the Iconic Flamingo Visitor Center in Everglades National Park</i>	\$260,000
Washington’s National Park Fund, WA <i>Mount Rainier National Park Search and Rescue House</i>	\$193,596
Yellowstone Forever, WY <i>Brink of Upper Falls Overlook and Trails Historic Preservation and Rehabilitation</i>	\$260,000

Yosemite Conservancy, CA <i>Parsons Memorial Lodge Preservation</i>	\$107,000
Zion National Park Foundation, UT <i>Preserve Zion-Mt. Carmel Highway and Tunnel</i>	\$201,000

2017: Main Streets

Birmingham Landmarks, Inc., AL <i>The Sign of A New Birmingham: The Historic Alabama Theatre’s 18th Street vertical sign</i>	\$140,000
Casa Grande Mainstreet, AZ <i>Historic Downtown Casa Grande Neon Sign Park</i>	\$164,000
Cincinnati Preservation Association, OH <i>Woodward Theater marquee restoration</i>	\$180,000
Downtown Greensboro Inc, NC <i>Rejuvenating the Historic Carolina Theatre</i>	\$170,000
Germantown United Community Development Corporation, PA <i>Preserving 20th Century African American History in Colonial Germantown</i>	\$180,000
Historic Valley Junction Foundation, IA <i>Lyric Building (Theatrical Shop) façade and marquee restoration</i>	\$170,000
Los Angeles Conservancy, CA <i>Trolley car rehabilitation at Formosa Café</i>	\$170,000

MainStreet Las Vegas, Inc., NM <i>Restoration of the E. Romero Hose & Fire Building</i>	\$170,000
McKinney Downtown Business Re-Development, Inc, TX <i>McKinney Performing Arts Center at the Historic Collin County Courthouse</i>	\$170,000
Old Town Cape, Inc., MO <i>Ivers Square revitalization</i>	\$147,650
Salt Lake City Department of Economic Development, UT <i>Studio Eleven expansion</i>	\$70,000

2018 and Beyond

In 2018 Partners in Preservation returned to America’s Main Streets for a second year, generating more than one million votes and distributing a further \$2 million in grants.

2019 sees the third iteration of Partners in Preservation: Main Streets, with a special emphasis on places that celebrate and interpret women’s history.



Washington DC – The newly regilded ceiling of the main hall at Union Station. Photo courtesy of David Keith



**National Trust *for*
Historic Preservation®**
Save the past. Enrich the future.

The Watergate Office Building
2600 Virginia Avenue NW
Suite 1100
Washington, DC 20037