James & Nancy Pinion

From: "Wittenburg, Katie" <Katie_Wittenburg@lax.cohnwolfe.com>
To: <npinion@charter.net>
Sent: Thursday, March 24, 2005 4:53 PM
Attach: EHH Fact Sheet_FNL.doc; Press Kit Landmark Pix.doc
Subject: Hampton Inn's "Save-A-Landmark" program

Hi Mr. Pinion,
I've been in contact with Marlene Owens Rankin, who suggested I contact you. I am writing you on behalf of Hampton Inn Hotels' **"Save-A-Landmark"** program. The "Save-A-Landmark" program is a national campaign dedicated to refurbishing historical, fun and cultural landmarks residing along America's highways. Landmark refurbishments include painting, cleaning, replacing siding and doors and landscaping, as well as other preservation and beautification efforts Hampton hotel volunteers can support.

With more than 1,250 Hampton's spanning coast-to-coast, a cornerstone of the "Save-A-Landmark" program is landmark diversity. It is our goal to restore as many different types of landmarks, in as many different U.S. states, as possible. While conducting on-line research I came across the Jesse Owens' Memorial Park and was wondering if there may be an opportunity with your foundation for future refurbishments. Do you have any additional information, history or background on the landmark that you would be willing to forward me?

I've enclosed an information kit for you to review. If I may be of further assistance, please don't hesitate to contact me at (310) 967-2955 or katie_wittenburg@cohnwolfe.com.

I look forward to hearing from you.
<<EHH Fact Sheet_FNL.doc>> <<Press Kit Landmark Pix.doc>>

Katie Wittenburg
Cohn & Wolfe/ Los Angeles
8730 Sunset Blvd., 5th Floor
Los Angeles, CA 90069
310-967-2955
310-967-2910 fax

EXPLORE THE HIGHWAY WITH HAMPTON SAVE-A-LANDMARK™

Landmark Details

OVERVIEW
In April 2000, Hampton® hotels launched "Explore the Highway with Hampton Save-A-Landmark," a national campaign dedicated to refurbishing historical, fun and cultural landmarks residing along America's highways. Landmark refurbishments include painting, cleaning, replacing siding and doors and landscaping, as well as other preservation and beautification efforts Hampton hotel volunteers can support. The program has provided hundreds of hours and more than one million dollars toward the research, attention and preservation of America's roadside landmarks for future generations. According to a 2003 Travel Industry Association of America (TIA) study, there is growing interest in "travelers' desire to experience cultural, arts, historic and heritage activities." More than 80 percent of U.S. adults who traveled in the past year, or 118 million, are considered historic/cultural travelers.

AWARD WINNING PROGRAM
The *Save-A-Landmark*™ program was the winner of the prestigious 2004 *SMITHSONIAN* Magazine/Travelers Conservation Foundation Sustainable Tourism Award in the preservation category. The award, which highlights a brand's commitment and ability to protect and restore cultural treasures with an innovative and effective approach, distinguishes Hampton hotels as the first hotel brand ever to be nationally recognized for its preservation efforts. As part of the distinction, Hampton received a cash prize of $20,000, which it plans to use toward renovating or refurbishing a future landmark project.

With 21 landmarks saved and several more on the horizon, the program continues to generate support and excitement from tourists all over the United States.

SELECTION CRITERIA
Roadside attraction projects are selected after conducting extensive research. Selection criteria for landmarks include: overall refurbishment costs, community interest and accessibility to local Hampton hotels for volunteer support.

REFURBISHMENT PROJECTS TO DATE

- **THE GINGERBREAD CASTLE *(Hamburg, New Jersey)***
  History:
  Recognized as Hamburg's most famous landmark – and one of America's first theme parks – the Gingerbread Castle is a larger than life fairy-tale shrine inspired by the Brothers Grimm's classic story "Hansel and Gretel." It was built in 1930 by F.H. Bennett in conjunction with the famous set designer and architect Joe Urban, who created the whimsical gingerbread walls, candy cane towers, cake icing turrets and frosted sugar roof. Back then, 25 cents was all visitors needed to take a guided tour through the Gingerbread Castle and its character statues. New owner Frank Hinger bought the Castle in 2003 with the dream of restoring the building to its original glory and re-opening it to travelers worldwide.

Refurbishment Information:
On Monday, July 19 and Tuesday, July 20, 2004, more than 40 Hampton Inn volunteers joined forces to help bring back the mythical retreat for children by refurbishing this one-of-a-kind site. With a little help from the imagination, Hampton employee volunteers cut, sawed and raked away the vines and brush that had overtaken the site, power washed the grime from its frosted walls, and repainted its side towers and fairytale characters in a two day project to kick off its full-restoration. In addition, the Save-A-Landmark program contributed more than $25,000 toward helping put the Gingerbread Castle and characters like "Humpty Dumpty," back together again.

Refurbishment Update:
Since the refurbishment of Hamburg's well-known Gingerbread Castle in July 2004, the whimsical landmark was the victim of more than $10,000 in damage from vandals likely unaware of its heritage and the recent efforts to preserve it. On October 27, 2004 Hampton Inn came to Humpty Dumpty's rescue and donated an additional $5,000 to restore their hard work and preserve the site from any future vandalism. As a result of Hampton's generosity, an alarm system and secure fence were installed to ensure Humpty Dumpty and his Gingerbread Castle live happily ever after.

- **Harsson-Goyer-Lee House** ***(Memphis, Tennessee)***
History:
The original structure of the Harsson-Goyer-Lee House was built in 1843, growing grander through the years in the Memphis downtown area once known as "Millionaire's Row." A rare surviving example of add-on architecture, the House is one of the few in the U.S. whose original drawings are displayed at the national Library of Congress. For more than 80 years it served as home to three different prominent families – each having an important role in the commerce and culture of early Memphis. The home served as city's first free art school, established by Rosa Lee. It has been closed to the public since the school's relocation in 1959. The Memphis Chapter of Association for the Preservation of Tennessee Antiquities (APTA) has been working to save the Harsson-Goyer-Lee House from destruction for more than 40 years, and with the help of Hampton's Save-A-Landmark program the House will be able to open its doors once again.

Refurbishment Information:
On Wednesday, June 23, 2004 more than 60 Hampton Inn volunteers (the largest number of volunteers to date in a single project) from across the Mid-South area banded together to prepare the Harsson-Goyer-Lee House for reopening. The project celebrated both Hampton Hotels 20th Anniversary in its hometown Memphis and the Save-A-Landmark program's 20th restoration effort. In preparation for the re-opening of the house as a museum, community members worked to refurbish the interior and exterior of the House, including painting and cleaning wrought iron molding, antique fireplaces, staircases, and newly installed doors ready to welcome in the public once again. More than $25,000 was contributed toward adding new landscaping and a security system to protect the historic landmark.

- **Tybee Island Lighthouse** ***(Tybee Island, Georgia)***
History:
Originally built in 1773, three years before the Revolutionary War, the 231-year-old Tybee Island Lighthouse was crucial in enabling Savannah to blossom into the port city that is recognized today. In June 2003, Tybee Island's historical significance was highlighted when the lighthouse was selected by the U.S. Postal Service to be the subject of a commemorative stamp. However, the lighthouse needed financial help from the community. Its exterior had been darkened by years of weather damage and exposure to corrosive sea salt, most notably damaging the lighthouse's distinctive exterior black and white paint pattern that guides mariners. Beyond aesthetics, this color scheme or "day mark," helps ships distinguish one port from another in the daylight. Unable to cover the costly price tag for re-

painting, Hampton's Save-A-Landmark program partnered with the Tybee Island Historical Society to make the lighthouse the recipient of the program's next outreach effort.

Refurbishment Information:
On Tuesday, March 9, more than 15 Hampton Inn volunteers from the Savannah area partnered with local preservationists and contractors to make the Tybee Light shine a little brighter. Armed with paintbrushes and specialized black & white paint, volunteers from Hampton Hotel's "Save-A-Landmark" program spent their day refurbishing one of the most famous tourist landmarks on the U.S. Eastern Coast.

- **National Monument to the Forefathers** ***(Plymouth, Massachusetts)***
History:
The idea for a National Monument to the Forefathers was first conceived in 1820 with the establishment of the Pilgrim Society, but did not solidify until 1850 when they resolved to have it built. In May of 1855, the Pilgrim Society hired Hammatt Billings (1818-1874), a Boston architect, illustrator and sculptor, to design the National Monument to the Forefathers. The finished monument was dedicated on August 1, 1889, 30 years after its groundbreaking, and has stood in its present location for more than 100 years. The monument was placed on the National Register of Historic Places in 1974, in recognition of its historical and cultural significance. The Pilgrim Society gifted the monument to the Commonwealth of Massachusetts in 2001 when they decided the organization could no longer afford to repair and maintain the statue. The site is now managed by the Massachusetts Department of Conservation and Recreation, Division of State Parks and Recreation.

Refurbishment Information:
On Tuesday, Oct. 14, the day following Columbus Day, Hampton volunteers from Boston and Providence traveled back to where the first Americans arrived to refurbish a symbolic piece of U.S. history. Since its dedication more than 100 years ago, the 81-foot tall National Monument to the Forefathers in Plymouth, Mass – one of the nation's largest solid granite statues – has seen its image of the lady "Faith," her pedestal and walkway of historic pavers deteriorate from time and weather. In an event to mark its public-private partnership with the Massachusetts Department of Conservation and Recreation, Hampton Inn Hotels utilized its "Save-A-Landmark" program and hotel volunteers to refurbish the site's 107-foot walkway in the Monument's first step toward restoration.

- **Streetcar #30, The "Clover Belle"** ***(Surrey, B.C.)***
History:
Streetcar #30, also known as the "Clover Belle," is a 1912 heritage J.G. Brill streetcar originally built in Philadelphia, Pa. It was then shipped overseas and spent most of its life transporting residents of Oporto, Portugal, before returning to British Columbia for the past ten years. During this time the streetcar spent a number of years in an outdoor heritage museum in Saanich, B.C., subjected to the harsh environmental conditions of the Pacific Northwest. The town of Cloverdale, a rail and road transportation hub for more than 120 years, committed to bringing Clover Belle back to its original glory since its arrival last year. Based on its historical significance and future impact on long-term cultural benefits to Surrey, Hampton identified the Clover Belle streetcar as a landmark worth refurbishing through its "Save-A-Landmark" campaign.

Refurbishment Information:
On October 2, 2003, volunteers from nearby Hampton Hotels in the Surrey and Vancouver area joined with members of the Cloverdale District to sand, strip, refinish, polish and repair the historic streetcar. This was the first international extension of the Save-A-Landmark program since its inception four years ago.

- **The Eat-Rite Diner of Route 66** ***(St. Louis, Missouri)***

  History:
  The Eat-Rite Diner has been well known for 50 years as a Route 66 icon in St. Louis for comfort-food seekers. Weather and age have taken its toll on this small downtown vintage establishment, with no tables but only a long bar where guests sit on stools to chat and smell the giant grease griddle, where aproned servers prepare you six hamburgers for under $5. Signs hang inside stating "Eat Rite or Don't Eat at All."

  Refurbishment Information:
  In June 2003, nearby Hampton Hotels in St. Louis spent the day providing the diner a new fresh coat of paint and re-lettering its giant weathered sign. The site was the last Route 66 refurbishment of the year for Hampton hotels, and received the last of more than 60 "Route 66 Roadside Attraction" signs Hampton had placed at landmarks along Route 66 during the summer, commemorating its history and honoring it as a Route 66 vintage establishment.

- **The "Oldest House" in the U.S.** ***(Santa Fe, New Mexico)***

  History:
  The Oldest House is reputed to be a remnant of the Indian Pueblo of Analco, which occupied much of the area on the south side of the Santa Fe River. Once inhabited by original settlers to Santa Fe, its history includes serving as living quarters for famous periods and people in pre-American history. It provided housing for a top officer in the army of Governor Don Diego DeVargas after the famous 1680 pueblo revolt and later for Governor Marquez de Peñuela during the completion of repairs to the San Miguel Mission circa 1710.

  Over the many years the Oldest House has undergone numerous usage, from a livable dwelling, to storage area to office space. All in this time, its mudded walls becoming cracked and worn, with residents and tourists not really aware of its age and that it could actually be one of the oldest living domiciles in the U.S., hand built with mud, straw and wooden beams before the 16th century.

  Refurbishment Information:
  On May 15, 2003 Hampton Inn hotel volunteers converged at the Oldest House under the guidance of Cornerstones, a local non-profit organization dedicated to restoring rural Hispanic villages and Indian Pueblos, to rehabilitate this historic structure. The refurbishment involved recreating its original mud bricks and plaster substance to re-plaster the interior walls; re-roofing the structure; repairing its entry door; removing street concrete pavement that was retaining moisture and damaging its walls; creating a bed of creek stone that would draw moisture away from the building, and creating landscaping outside the building. This and other work in excess of $48,000 funded entirely by Hampton was done to allow St. Michael's College, owners of the house, to turn the structure into a museum for tourist to safely walk through and walk back in history.

- **La Plaza Park** ***(San Bernardino, Calif.)***

  History:
  As a favorite gathering place for community dances, musical concerts and Mexican festivals, La Plaza Park was at one time a hub of local activities. The park provided the area a center for activities reminiscent of early Mexican heritage.

  Refurbishment Information:
  On April 30, 2003—just five days before Cinco De Mayo—Hampton Inn hotel volunteers converged at La Plaza Park equipped with paint, brushes, clippers and flowers bringing the park back to full color. The refurbishment involved replacing park benches and trash barrels on-site, as well as creating a

commemorative mural celebrating Mexican heritage and recognizing the park as a "Site Worth Seeing" on Route 66.

- **Meteor City Trading Post** ***(Meteor City, Ariz. near Flagstaff)***

  History:
  A Route 66 icon for over 60 years, Meteor City Trading Post has some of the finest Indian Jewelry to be found anywhere along the Mother Road, hand-crafted by local Native American artisans. Recently re-opened, Meteor City experienced a refurbishment by Hampton Inn volunteers on Wednesday, October 23, 2002. It was also known to Route 66 Roadies as once containing a line drawing of the entire Route 66, known as one of the largest "maps" of Route 66, but was painted over by advertising.

  Refurbishment Information:
  On October 23, 2002 local Hampton volunteers from across Arizona converged outside Winslow to bring the Meteor City Trading Post, into full color. Volunteers from seven hotels in the state worked with a local artist to re-create a new, larger 100-foot Route 66 mural against its wall, and restore and repaint the site's six tee pees with Native American artwork. The site also received signage explaining its history and proclaiming it a "Site Worth Seeing" along Route 66.

- **The Blue Whale** ***(Catoosa, Okla., near Tulsa)***

  History:
  Built in the early 1970s, the Blue Whale of Catoosa, Okla., was originally a wedding anniversary gift to Hugh Davis' wife, Zelta. For years, travelers along Route 66 found the Blue Whale – and 80-foot structure that stretched over a swimming pond – a welcome play area and rest stop. As traffic slowed on the Route with America's new interstate system, the Blue Whale and surrounding picnic area deteriorated, yet continued to be a highly photographed structure for tourists and Route 66 fans.

  Refurbishment Information:
  On August 15, 2002 the grinning whale on Route 66 gained a brighter smile as it became part of Hampton's national refurbishment effort to revive landmarks along Route 66. The site was given a "Route 66 Roadside Attraction" sign to mark its historical significance. Its surrounding picnic area and facilities received new plumbing, painting and landscaping; and finally, the giant Blue Whale received a much-needed bath from Hampton Inn volunteers.

- **Monument of States Statue** ***(Kissimmee, Fla.)***

  History:
  Following the attack on Pearl Harbor in December 1941, the Monument of States was erected to stand tall as a symbol of America's unity. Over the years, the monument has taken shape as governors, president's, prime ministers and dozens of countries from around the world have donated stones from their homelands for display on the monument. Today, this pyramid-shaped landmark stands 50-feet tall and, at its stoic peak, displays two symbols of national pride: the Bald Eagle and American flag.

  Refurbishment Information:
  On November 7, 2001, Hampton and AAA (American Automobile Association) volunteers cleaned, repainted, provided landscaping and erected a new American flag on the Monument of States. The landmark was selected shortly after the September 11 attacks, when the nation - just as after 1941– united in patriotism to celebrate our diversity.

Landmark Refurbishment Details – 6-6-6-6

- **One-Room Schoolhouse** *(Northville, Mich.)*
  History:
  Built in 1873, the one-room schoolhouse in Northville, Mich. was closed in 1966 after falling victim to vandals and a brushfire. In 1974, the tiny school was donated to the Mill Race Historical Village for ongoing preservation efforts.

  Refurbishment Information:
  On August 30, 2001, Hampton hotel team members scrubbed, re-painted and restored the historic one-room schoolhouse to its original charm. The volunteers also raised the U.S. flag on a brand-new flagpole in the spirit of the daily early-American school tradition.

- **Uncle Sam Statue** *(Ottowa Lake, Mich.)*
  History:
  The 42-foot-tall Uncle Sam landmark was constructed in California in the 60s and moved to Ohio to invite customers into a fast food restaurant in Toledo. The tall and lean Fiberglas Uncle Sam now greets passersby traveling on U.S. 223 in Ottawa Lake, Michigan – 10 miles from his original home.

  Refurbishment Information:
  On July 2, 2001, just two days before the first Independence Day of the new millennium, several Hampton volunteers paid tribute to Uncle Sam by restoring his huge twin statue to its original towering glory. Suffice to say, volunteers gave the patriotic icon an extra, extra, extra large coat – of paint – and the rejuvenation he needed after 40 years of deterioration.

- **Odell Standard Oil Gas Station** *(Odell, Illinois)*
  History:
  This 70-year-old Standard Oil Gas Station in Odell, Ill. was once a stop for travelers on the world-renowned Route 66. The vintage station is rumored to have been visited by famous Americans, such as President Harry Truman in its golden day and is listed on the National Register of Historic Places.

  Refurbishment Information:
  In May 2001, during the 75th Anniversary of Route 66, more than 25 Hampton volunteers equipped with hammers, nails, paint and shovels (for landscaping), helped renovate the notable landmark back to its 1932 glory. The company also donated nearly $8,000 to the Odell Tourism and Community Development program – the amount needed to complete exterior refurbishments, pay off Station debts and become eligible for a government-matching fund for interior overhauls.

- **World's Largest Santa Claus** *(North Pole, Alaska)*
  History:
  This larger-than-life Santa (a jolly statue standing 48-feet-tall and 33-feet-wide) was originally built for the 1962 Seattle World's Fair and has since found a new home next to the world famous Santa Claus House in North Pole, Alaska.

  Refurbishment Information:
  Giving Santa a makeover in the St. Nick of Time – December 2000 – was no small feat. Restoring the statue required building a nearly 60-foot-high tent around the figure, heating it to nearly 50 degrees in below zero temperatures (paint doesn't stick in cold weather conditions) and using 10 gallons of red, 5 of white and 3 gallons of black paint.

Landmark Refurbishment Details – 8-8-8-8

Refurbishment Information:
Hampton Inn traveled to Mancos, Colorado in May 2000 to paint the arrows and recreate Native American artwork on the teepees. This landmark rejuvenation was a team effort. Hampton enlisted help from the local mayor, community organizations and area hotel employees to get the job done in time for the summer tourist season. It was the program's very first landmark refurbishment project.