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WORLD MONUMENTS FUND

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MEMORANDUM

The World Monuments Fund is seeking the establishment of a congressional allocation to make the United States a contributor in worldwide efforts to preserve, protect and utilize for economic benefit and human well-being the architectural, artistic and cultural resources of mankind.

Cultural Heritage: Its Importance to International Political Relations

A Tool for Development

Throughout the world, developing nations and those now emerging from decades of communist rule are recognizing that their cultural heritage is one of their principal assets, because of its potential to attract tourism. The utilization of historic properties as tourist attractions creates jobs, both in the tourism industry and in preservation-related crafts. It also strengthens the existing social fabric, nourishes the development of new cultural institutions (museums, cultural centers and other facilities that are established in reused buildings) and encourages a high standard of living.

A Fundamental Element of Identity

The same nations, as they begin to develop democratic institutions, inevitably return to symbols of their cultural identity as evidence of a glorious past to convey to future generations as they begin to rebuild their societies.

A Political Priority in Emerging Nations

Countries as diverse as Mexico, Cambodia, Czechoslovakia, Egypt, El Salvador, Russia and Vietnam have a common interest in promoting and restoring their cultural heritage as a primary element of the national political agenda. An increasing number of countries are making direct appeals for international support in the preservation of cultural heritage as a prominent element of foreign assistance.

Preservation of Cultural Heritage and U.S. Foreign Policy

The United States has no established mechanism to respond to requests of this nature. In the past we have responded to campaigns for the preservation of major monuments, such as the Nubian Monuments in Egypt, the Buddhist temples of Borobodur, and other such international appeals, through generous support to Unesco. Since the United States withdrew from Unesco, its only vehicle for response to cultural heritage appeals has been through the World Heritage Convention, which is administered by the US committee of the International Council on Monuments and Sites. Unfortunately, the campaigns organized under the World Heritage Convention have addressed only a few sites. Moreover, Unesco has declared a moratorium on future World Heritage campaigns because of its administrative and funding limitations.

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The United States Information Agency provides another avenue for providing support for programs addressing international preservation. Funding available through this agency is generally limited to bringing visiting scholars and experts to the United States and has little impact on emergency situations that may arise in the countries themselves, for which immediate allocation of funds and technical assistance are needed.

With a modest allocation of funds, the United States could both participate in and lead international efforts in this field. U.S. technological, planning and management capabilities in historic preservation set standards for the entire world. The transfer of these capabilities to needy countries would represent a major contribution, and an important means to cement good will and long-term relationships, not only among professionals, but on the highest political and social levels as well.

The World Monuments Fund: A Program Manager

The World Monuments Fund can organize an effort to demonstrate American concern for historic preservation abroad through a series of urgently needed programs whose goals would be the following:

- to showcase American technology and management know-how in organizing major planning efforts to incorporate preservation goals into other development programs;
- to prepare new territory for fruitful private investment through developing tourism-related programs revolving around architectural and artistic resources;
- to foster exchange between U.S. professionals in historic preservation and their international counterparts, thus building long-lasting institutional alliances for mutual enrichment.

WMF encourages the establishment of a \$5 million line item to provide funds for programs in the following areas:

Regional Planning. The importance of integrated planning for future development has been demonstrated in the revival of many urban areas throughout the United States. WMF would propose the development of a series of regional plans addressing areas where environmental and cultural resources are a significant component in the development process, such as: Central America; Southeast Asia; the Middle East; Central Europe. A model program, focused on one country or major urban area, would be developed for each region and expanded in cooperation with other neighboring countries in the region.

On-Site Training. Craft traditions are important to the life of the societies in the areas to be addressed through a tourism-based development program. However, these skills must be encouraged and placed within a context of well organized planning in order to be utilized effectively. WMF proposes the establishment of a series of regional resource centers that would provide retraining for unemployed workers, reinforce the integrity of preservation-related skills, and bring together qualified workers with the most important opportunities for the use of these skills. The superior management skills of U.S. supervisors will help to support traditional craftsmen and develop opportunities for trained workers to establish a solid business basis for their skills.

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Emergency Intervention. Catastrophes such as the Persian Gulf crisis, the Yugoslavian civil war, and the recent earthquakes in Georgia and Armenia have led to worldwide concern about the survival of cultural heritage in these areas. The participation of American preservation specialists in emergency recovery efforts after human and natural catastrophes would be not only a token of good will but also a means to reduce the long-term damage caused by these catastrophes by addressing urgent situations on a timely basis.

Funding Leverage: Public and Private Matching Support

The World Monuments Fund is recognized as a catalyst capable of identifying the most important priorities in the field of preservation, assembling funding coalitions, and organizing viable and high-quality interventions. With the support and endorsement of the U.S. government, WMF can better market and promote the experience, expertise, and public spirit of Americans as it creates partnerships with both public institutions and private sponsors abroad, which will generate counterpart funding and a broad consensus of political and moral support for an activity that most countries rank as a primary civic and public responsibility.

The World Monuments Fund

The World Monuments Fund is a private non-profit organization based in New York City that has had more than 25 years of experience in organizing, managing and funding the preservation of cultural heritage. It is unique as the only privately chartered organization dedicated to historic preservation worldwide. To better fulfill its mandate, WMF is in the process of establishing affiliated organizations to carry on its goals on a local scale. To date, WMF has three affiliates in existence (Italy, France, Mexico) with four more partner organizations in formation (Portugal, United Kingdom, Spain, and Czechoslovakia). This network can be called upon to support WMF's U.S.-based leadership and to leverage a local response.

SUGGESTED ALLOCATIONS

Regional Planning	\$2,000,000
On-site Training	1,000,000
Emergency Intervention	1,000,000
Administration	<u>1,000,000</u>
	\$5,000,000
Projected Matching Funds	7,000,000
Program Total	12,000,000

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DETAILED BUDGET

Regional Planning

Central Mexico. Mexico City, Guanajuato, Puebla, Guadalajara

<u>U.S. seed funding</u>	\$500,000
<u>Matching:</u> Local governments (in kind)	500,000
Central government	500,000
Private sources, Mexico	<u>500,000</u>
	\$2,000,000

Central Europe. Czechoslovakia, Poland, Hungary

<u>U.S. seed funding</u>	\$500,000
<u>Matching:</u> Local governments (in kind)	500,000
Development Agencies	500,000
Private sources, Europe	<u>500,000</u>
	\$2,000,000

Southeast Asia. Laos Cambodia, Vietnam, Thailand

<u>U.S. seed funding</u>	\$500,000
<u>Matching:</u> Local governments	500,000
International Development Agencies	500,000
Private support	<u>500,000</u>
	\$2,000,000

Egypt. Cairo, Philae, Luxor

<u>U.S. seed funding</u>	500,000
<u>Matching:</u> Government	500,000
Development Agencies	500,000
Private sources	<u>500,000</u>
	\$2,000,000

Total U.S. support for regional planning	2,000,000
Funds leveraged (3/1)	<u>6,000,000</u>
	8,000,000

On-Site Training

Establishment of four regional facilities

Czechoslovakia: Prague	\$250,000
Mexico: Puebla	250,000
Cambodia: Angkor	250,000
Egypt: Cairo	<u>250,000</u>
U.S. Support	1,000,000

Matching support: local (1/1)	<u>1,000,000</u>
Total program funding	2,000,000

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Emergency Intervention

One-time support

Croatia	250,000
Georgia	250,000
Armenia	250,000
Reserve fund	<u>250,000</u>

U.S. Support (unilateral) 1,000,000

Administration

WMF U.S.-based professional and support staff \$1,000,000

TOTAL REQUESTED U.S. SUPPORT \$5,000,000

MATCHING FUNDS LEVERAGED \$7,000,000

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