

TRUE WEST'S TOP TEN TRUE WESTERN TOWNS OF THE YEAR

True West Magazine, published since 1953, announces its fifth annual award honoring America's most Western town, with an overall ranking of the Top 10

True Western Towns.

We will also honor other towns that may deserve special recognition based on the requested criteria.

True West asks each town to involve the Chamber of Commerce, Convention and Visitor's Bureau, Town Census, local colleges, National Park Service and other sources in compiling the data that will help prove that YOUR town should be the winner. *True West's* winners will be featured in the magazine's Jan/Feb. 2010 issue.

True West invites Western towns to participate in this annual award each year. For this award, we ask for data that reflects the town's past contributions to preserving its Western history, as well as contributions made in 2009. These responses about the town's past contributions will be kept on file, and every upcoming nomination need only reflect the next year's information. Those towns that have not participated in this nomination process will be asked to

contribute a more complete history of their contributions in the year they do participate.

The following two pages contain questions about statistical data and other criteria that will help us determine the winners. We ask that your responses include all the information we request. You may also send further information that you deem appropriate for our consideration of your town as the winner. For instance, a timeline sharing the origins of local events, museums, historic renovation projects, etc. could be very helpful in understanding your town's tourism history. All materials may be sent in the same packet, but if you decide to include extra information, please separate it from the required materials.

Please send materials to:

Top Ten True Western Towns of 2010

True West Magazine

6702 East Cave Creek Road, Suite 5

Cave Creek, Arizona 85331

Deadline: September 1, 2009

*Any questions please contact:
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MOST WESTERN TOWN CRITERIA

Please answer all that apply to your town and be sure to give in-depth answers. Please also provide any statistical data or other materials as backup for your responses.

All information should be based on plans for the 2009 year.

1. What aspect of your town's history does your chamber/visitor's bureau work hard to promote? List examples of promotion efforts.

2. What programs/special exhibits at local museums enhanced the popular culture's understanding of Western history?

3. What local businesses have historical ties, i.e. have been based in town since the early 20th century or earlier; practice historical trades; sell Western-related items; etc.

4. What local events does the town celebrate to promote its history?

5. What special visitors in the Western field have the town or local businesses brought in? And for what reasons?

6. What are the town's historical structures? And historical sites? And what upkeep is involved in maintaining their condition?

All information should include 2009 plans, but can include earlier years. If the project is linked to an earlier year, please include the project status as of 2009.

1. What historical structures/sites have been restored this year, and which ones are under current restoration or are in the planning stages for restoration? Source of the funds? Total project cost?

2. What, if any, archaeological finds have there been in the area? How has the find affected the promotion of your town?

3. Are there any local citizens/groups who have made notable contributions to preserving the town's history? If so, who are they and what contributions have they made?



ART REQUEST

Please include a CD with hi-res photos (300 DPI or higher optimal resolution scan) of both modern-day and historical photos of your town. We appreciate it if you also include a caption sheet that identifies the images on the CD.



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MOST WESTERN TOWN STATISTICAL DATA

No. of Visitors for Town

1980

1990

2000

2009 (or earliest year of data)

2009 Operating Budget:

Population of Town

Current Pop.

Peak Pop./Year

Peak Year in Tourism for Town

Peak Year?

What factors do you feel contributed to this high point?

No. of Visitors for Western-related Museum(s)/Exhibits

1980

1990

2000

2009 (or earliest
year of data)

2009 Operating Budget:

**Please list data for each Western-related
Museum/Exhibit that applies to your town.**

No. of Visitors for Western-related National Historic Site(s)

1980

1990

2000

2009 (or earliest year of data)

2009 Operating Budget:

**Please list data for each Western-related
National Historic Site that applies to your
town.**

No. of Visitors for other Western-related Attractions

1980

1990

2000

2009 (or earliest year of data)

2009 Operating Budget:

**Please list data for each Western-related
attraction that applies to your town.**

