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COMMUNITY IMPROVEMENT

Program Support Suggestions  
for  
Bicentennial Activities

"The goal of the Bicentennial is to forge a new national commitment, a new spirit for '76, a spirit which vitalizes the ideals for which the Revolution was fought; a spirit which will unite the nation in purpose and in dedication for the advancement of human welfare as it moves into the Third Century."

Three general emphasis areas for Bicentennial have emerged from the deliberations coming from many conferences and committee meetings on National and State levels. They are: Heritage '76, Festival U.S.A., and Horizons '76.

Some suggested activities are:

1. HERITAGE '76 - a nationwide summons to recall our heritage and to place it in its historical perspective. All groups within our society are urged to re-examine our origin, our values, and the meaning of America-- to take pride in our accomplishments and to dramatize our development.

a. Some suggested activities:

- (1) Identify, preserve, protect, and focus attention on local significant landmarks (buildings, places, monuments, etc.)
- (2) Prepare a history of the community or focus attention on such materials already prepared.
- (3) Prepare historic exhibits and display in public places.
- (4) Encourage essays, illustrated talks, and other forms of involvement for school and organized youth groups.
- (5) Prepare displays of old photographs, documents, arts and crafts, etc.
- (6) Organize formal and encourage informal tours and/or visitations to local places or areas of significant historic or general interest.
- (7) Other activities based on local initiative and interest areas.

NOTE: All local areas have specific or can improvise display areas for exhibits. Some possibilities are: bulletin boards and display areas of public buildings; commercial establishments; community centers; vacant stores, etc.

2. FESTIVAL U.S.A. - to share with American citizens and the world the traditions, culture, hospitality, and character of the United States and its people; to provide the broadest possible programs in travel, hospitality and the arts.

a. Some suggested activities:

- (1) Encourage the improvement of local facilities and services such places as for lodging, food, service stations, and similar typical services. Equip employees with information, brochures, maps, etc., and encourage extra hospitality efforts.
- (2) Encourage "Remove Ugliness" program activities to improve general appearance and to promote local individual and community pride.
- (3) Encourage the observance of the Bicentennial theme during special local events such as athletics, achievement days, graduation ceremonies, and others.
- (4) Consider special dramas, concerts, costume balls, etc., to recognize the general theme.
- (5) Sponsorship of such events as displays or contests for photography, art, posters, crafts, etc.
- (6) Encourage the involvement of the Bicentennial concepts in Extension-type meetings, churches, schools, etc.
- (7) Other local initiative programs.

3. HORIZON '76 - to allow Americans to commemorate their past by looking to the future and improving the quality in America's future.

a. Some suggested activities:

- (1) Encourage groups to become involved in recognizing their respective local problems and needs and also to contribute to the solutions.
- (2) From the determined listing of problems or needs, encourage the focusing of effort on a priority project for active correction or completion.
- (3) Continue or initiate Community Improvement programming for environmental betterment.
- (4) Encourage local groups to utilize all possible resources and profit from the experience of other communities in program implementation and maintenance.
- (5) Some specific program activity suggestions: programs to improve old and new residential areas; improve public areas; harmony of design and development of specific areas; implement an improved trash and waste disposal program, etc.
- (6) Slide sets of community improvement needs and accomplishments should be promoted along with using materials from other sources.
- (7) Soundness of program activities should be stressed. Examples: tree planting programs should have a planned need; re-cycling programs (paper, cans, glass, etc.) should have outlets, mechanics of handling, etc., developed before launching programs.
- (8) Other locally initiated programs.

BICENTENNIAL AND EXTENSION COMMUNITY IMPROVEMENT PROGRAMS

The objectives of Bicentennial and Community Improvement are basically synonymous. Within the state, there are increasing numbers of communities, towns, cities, and counties with varying degrees of established program activities in one or both of the areas.

Local groups should be encouraged to plan the program observances and activities on a sound, continuing program basis. Frequently, the time, effort, expense and other contributing factors are as great for a temporary program as for a broader program concept. Also, with the involvement of people and action-oriented organization, such resources should continue to be utilized to the fullest advantage after a program is set in motion.

Related Resources:

Publications:

Extension:	MH 108	Community Improvement
	MH 107	Environmental Impact Statements
	Pub. 87	How Does Your Community Rate?
	Pub. 295	Community Landscape Improvement Projects, Guide Sheet
	Pub. 238	Design of the Home Grounds
	Pub. 296	An Introduction to Landscape Planning
	Pub. 362	Attractive Driveway Entrances
	Pub. 79	Virginia 4-H Community Beautification - Unit I
	Pub. 80	Virginia 4-H Community Beautification - Unit II
	R.B. 22	Virginia 4-H Community Beautification - Unit III

Note: For additional listings, refer to:

COMMUNITY DEVELOPMENT NOTEBOOK - VPI & SU EXTENSION DIVISION

HOUSING RESOURCE NOTEBOOK - VPI & SU EXTENSION DIVISION

Other Sources of Adaptable Publications and Program Materials:

- Virginia Independence Bicentennial Commission  
Drawer JF  
Williamsburg, Virginia 23185
- Virginia Historic Landmarks Commission  
Marson's Row  
221 Governor Street  
Richmond, Virginia 23219
- Keep Virginia Beautiful, Inc.  
205 W. Franklin Street  
Richmond, Virginia 23220
- Keep America Beautiful, Inc.  
99 Park Avenue  
New York, New York 10016
- Local Chambers of Commerce and Information Centers

Visuals:

- Slide sets with narrative (contact J C Garrett)  
(Local groups encouraged to supplement with locally related photographs.)
- Film: "Time to Begin" - Learning Resources Center, VPI & SU

Specific Program Guidance:

- Refer to: State Staff Resources, VPI & SU Extension Division  
Community Development Notebook, VPI & SU Extension Division

NOTE: The information contained in this outline is not intended as being representative of the total VPI & SU Cooperative Extension Division effort. The purpose is to help relate the local Bicentennial and specific Community Improvement program concepts for more effective, continuous programming.

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