

2014 City of Topeka Heritage Tourism Improvement Grants Application Guidelines

BACKGROUND – Section 3.25.100 of the Topeka Municipal Code establishes the Topeka Historic Preservation Fund. Subsection (b)(1) reserves a minimum 85% of this Fund for projects that facilitate tourism resulting from the preservation and promotion of the City’s historical assets. **Heritage Tourism Improvement Grants** are intended to implement this funding source as required by code for “restoring and preserving sites listed on the local, State, or National Register of Historic Places that are not private or primarily commercial in nature, unless open or intended to be open to the public on a regularly scheduled basis.” The total amount estimated to be reserved for these purposes in 2014 is \$225,000.

OBJECTIVES – The *City of Topeka Historic Preservation Plan* (approved January 7, 2014 as an element of the City’s Comprehensive Plan) adopts a broad-based preservation approach. “Making sure that historic preservation is incorporated into Topeka’s long term economic development strategy is central to the idea of a broad-based preservation plan. Historic assets contribute directly to economic development through heritage tourism.” (page 2-6) Furthermore, “Heritage tourism supports the convention and event businesses... and enriches the experiences of those staying in the city’s hotels, encouraging them to stay longer and to return. Interpretive sites are only one part of heritage tourism’s draw. Visitors who appreciate historic sites also appreciate communities that value their historic character. Heritage visitors want to experience authentic places. (They) want a complete experience, expect high quality, and are willing to spend more than other types of visitors. In addition to direct spending, heritage tourism enhances and promotes the city’s image and identity.” (pages 4-1 and 4-2)

ELIGIBLE PROPERTIES/ACTIVITIES – The grants should advance heritage tourism objectives as defined above for those properties that are registered on the National Register of Historic Places, the Register of Historic Kansas Places, or are listed as a local Historic Landmark. Properties that are located within State, National, or local historic districts must be identified as “contributing structures” to their respective district. Additional qualifications include a demonstrated ability to contribute to the heritage tourism industry within the City of Topeka, Kansas.

Interior and exterior building/site improvements are eligible for funding. All improvements must be designated in the applicant’s proposed work program and approved by the Heritage Tourism Grant Review Committee. Greatest consideration will be given to those improvements that stabilize the building, or restore the building to its nearest original condition. All processes and materials used in association with a Heritage Tourism Improvement Grant must meet the US Secretary of Interior’s design standards. Improvements not compliant with City codes, design guidelines, original building character, or not pre-approved by the Heritage Tourism Grant Review Committee will not be eligible for funding.

Matching funds from the applicant are not required to receive funds through this program. However, greatest consideration will be given to those applicants who can demonstrate financial contributions to the project through other revenue sources. The value of each grant award will be recommended by the Heritage Tourism Grant Review Committee, and approved by the Transient Guest Tax Committee of the Topeka City Council. Grant recipients can choose to be reimbursed for grant expenditures, or to have the value of the grant funds distributed upon completion of the Grant Agreement. Grants are awarded on a competitive basis and application does not guarantee funding.

ELIGIBLE APPLICANTS – Eligible applicants include any non-profit organization, governmental entity, or private organization that seeks to contribute to the heritage tourism industry within the City of Topeka, or implement an adopted policy or recommendation listed within the *City of Topeka Historic Preservation Plan*.

APPLICATION DEADLINE – April 7, 2014.

AWARD RECOMMENDATION/ANNOUNCEMENT - May, 2014.

APPLICATION PROCESS –

1. Property owner prepares an application, including:
 - a detailed history of the property's national, regional, or local historical significance; and its contribution to the settlement or development of the City of Topeka.
 - a detailed plan for the incorporation and management of the completed project for the promotion of heritage tourism within the city of Topeka. The plan should provide an estimated economic benefit of the project to the city-wide tourism industry;
 - a detailed proposed work program for the project, including architectural drawings, phasing schedule and detailed budget, including proposed funding sources. The work program should identify those areas of the project in greatest need, or urgency of repair. The work program should also contain an itemized budget of expected revenues and expenses for each listed component;
 - presentation of a marketing plan that demonstrates the long-term incorporation of the project site within the overall heritage tourism industry in the city of Topeka.
 - documentation entailing the history of the applicant organization, and if applicable, the membership of its Board of Directors. This documentation should include demonstration of the organizational and financial ability to complete the project, and to ensure its continued operation for a period of 10 years, post completion;
 - documentation of all financial revenues of the organization during the previous three years, and a statement of financial need for funding through the Heritage Tourism Grant Program.
 - documentation of community support for the project. This documentation can be in the form of letters of recommendation from members of the public, a history of public involvement in raising funds or awareness of the project, or other suitable means at the applicant's discretion.
2. Submit the completed application to the Planning Department for processing.
3. Planning Staff shall review the application to determine eligibility of property and proposed work program.
4. Application is forwarded to the Heritage Tourism Grant Review Committee for review and recommendation to the Transient Guest Tax Committee. The Committee may work with the property owner to establish or modify a recommended work program.
5. Based on the recommendation of the Review Committee, the Transient Guest Tax Committee may approve or disapprove the application, and determine the final grant award. The Heritage Tourism Grant Review Committee and the Transient Guest Tax Committee may recommend individual awards in any amount relative to annual funding available, the total number of applications approved for award, and the demonstrated need for funding for any individual project.
6. If the application is approved, the applicant will sign a grant agreement with the City of Topeka.
7. As needed, the applicant will contract with a licensed architect/engineer for final plans, obtain necessary permits, and contracts with a bonded/insured contractor for construction work. Further information regarding these requirements can be obtained through the City of Topeka's Development Services Office.

OPERATION PROCEDURES - Each approved project shall be granted a period of two years for completion from the date of the signed Grant Agreement. Necessary extensions to this time period may be granted by the Heritage Tourism Grant Review Committee upon request by the grant recipient. For all work completed, the applicant shall submit paid receipts to the City upon completion of the project for final audit according to the work agreement. All work contained within an approved work program must be completed prior to a renewed application for subsequent funding through this program.

Quarterly progress reports must be submitted to the Topeka Planning Department, and must demonstrate progress toward completion of the project within 6-months of the date of signing of the grant agreement.

Project Management Plan: Describe how the completed project will be incorporated within, and support heritage tourism in the City of Topeka. The Management Plan should also include an estimated economic impact benefit analysis. *(Attach additional sheets if necessary)* _____

Project Work Program: Indicate the total and itemized project budget, including requested grant funds and level of personal match commitment. There is no minimum matching requirement. However, those projects demonstrating greater voluntary match will receive favorable consideration. Please indicate the anticipated sources of funding for each phase of the proposed work program. *(Attach additional sheets if necessary.)* _____

Tourism Marketing Strategy: Please summarize the strategy for marketing this property to the public and to visitors to the Topeka area. The marketing plan may include components such as public relations, advertising, graphic materials and their distribution, or promotional events. *(Attach additional sheets if necessary.)* _____

Organizational Structure: If applicable, please summarize the structure of the organization seeking grant assistance. This information should include the date of incorporation, organization mission statement, membership of the Board of Directors, financial balance sheets for the previous three years, including all revenues by source, and organizational expenditures. Also include a statement of financial need through the Heritage Tourism Improvement Grant for the specified work program. *(Attach additional sheets if necessary.)*

Documentation of Community Support: Please provide evidence of community and public support for the completion of the project, and its utilization as a heritage tourism destination within the city of Topeka. (Attach additional sheets of necessary.) _____

**APPLICANTS MAY BE ASKED TO APPEAR BEFORE THE
HERITAGE TOURISM GRANT REVIEW COMMITTEE
FOR PROJECT PRESENTATION PRIOR TO GRANT AWARD.**

DRAFT

Authorization:

Property Owner(s):

I/We the undersigned owner(s) of record hereby authorize the filing of this application and declare that all required materials are submitted along with this application and that the information and material is complete and accurate. I/We hereby acknowledge that all appropriate procedures, policies, and regulations have been reviewed and also understood that this application will be processed in sequence with respect to other submittals.

Printed Name of Owner(s): _____

Signature(s) of Owner(s): _____

Authorized Agent:

If the owner(s) of record is to be represented by legal counsel or an authorized agent, please complete the following information so that communications and correspondence pertaining to this application may be forwarded to such individual.

Printed Name of Agent: _____

Signature of Agent: _____

Mailing Address: _____
(Street) (City) (State) (Zip)

Phone Number: _____ **E-mail:** _____

For more information, contact: Timothy Paris, Topeka Planning Department, 620 SE Madison St. 3rd Floor,
Topeka, Kansas 66607
Tel. (785) 368-3728
e-mail: tparis@topeka.org.