

2014 City of Topeka Heritage Tourism Planning and Marketing Grants Application Guidelines

BACKGROUND – Section 3.25.100 of the Topeka Municipal Code establishes the Topeka Historic Preservation Fund. Subsections (b)(2) and (3) reserve up to 15% of this Fund for projects that facilitate tourism resulting from the preservation and promotion of the City's historical assets. **Heritage Tourism Planning and Marketing Grants** are intended to implement this funding source as required by code, that include, but are not limited to 1) marketing the City's historical assets, and 2) providing financial commitments associated with securing grant funding from government or private sources. The total amount estimated to be reserved for these purposes in 2014 is \$40,000.

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 ACTIVITIES - The grants should advance heritage tourism objectives as defined above for:

1. Conducting **historical reconnaissance surveys** of neighborhoods, or other identified geographical areas, that have been identified in the City's Historic Preservation Plan as known contributors to the patterns of development within the City's history;
2. Funding the **nominations of properties or districts** to the Register of Historic Kansas Places and the National Register of Historic Places; or
3. Development of **design guidelines** for alterations to existing improvements, or new development to be used in conjunction with local, State, or nationally listed historic districts.
4. Assisting existing or recognized potential historical attractions develop and implement effective **marketing and planning strategies** to Topeka residents and visitors.

Heritage Tourism Planning and Marketing Grants must be used to leverage additional funding through State, Federal, or other external grant programs to accomplish one or more of the above objectives. Receipt of a Heritage Tourism Planning and Marketing Grant is contingent upon successful award of a grant from a government or private source. Documentation of the successful award should be presented to staff for verification. Applicants will be reimbursed for completed work. Greatest consideration will be given to those applicants who can leverage greater contributions through other funding sources.

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*. The Planning Department will partner with agencies and organizations to prepare an itinerary of proposed projects that could benefit from the use of these funds.

APPLICATION DEADLINE – Applications can be submitted at any time as funding allows.

APPLICATION RECOMMENDATION/AWARD – Within 60 days of application submittal.

APPLICATION PROCESS –

1. Property owner prepares an application, including:
 - a detailed history of the property's or geographical area's national, regional, or local historical significance; and its contribution to the settlement or development of the City of Topeka.
 - a detailed proposed work program for the project, including phasing schedule and detailed budget, including proposed funding sources.
 - when applicable, a description of the purpose of the marketing plan that demonstrates the long-term contribution of the project site or project area within the overall heritage tourism industry in the city of Topeka.
 - when applicable, a description of the projected long-term benefit of a reconnaissance survey to that specific geographical area, and to the City of Topeka as a whole, in terms of the identification of historical assets, and their contributions to the City's historical development.
 - when applicable, a description of the projected long-term benefit of the nomination of a property or geographical area to the Register of Historic Kansas Places or the National Register of Historic Places to the property or geographical, and to the City of Topeka as a whole.
 - 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 financial ability of the organization to complete the project, and where applicable, to ensure its continued contribution to the heritage tourism industry within the City of Topeka.
 - 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 Marketing and Survey 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, consistency with any element of the Comprehensive Metropolitan Plan, or other suitable means at the applicant's discretion.
2. Submit the completed application to Planning staff for processing. Planning Staff shall review the application to determine eligibility of property and proposed work program.
3. 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.
4. 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.
5. If the application is approved, the applicant will sign a grant agreement with the City of Topeka.

**2014 City of Topeka
Historic Tourism Planning and Marketing Grant
Application Form**

(For Office Use Only.)	Date Received _____
Application No. _____	Date Approved: _____

Applicant Organization _____

Applicant Contact: _____ **Phone:** _____

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

E-Mail: _____ **Phone:** _____

Project Address: _____

Legal Description: *(use additional sheets if necessary)* _____

Check the appropriate box describing the nature of the project for which funding through this program is being sought.

- Performance of a neighborhood historical reconnaissance survey
- Nomination of a property or geographical area to the Register of Historic Kansas Places or the National Register of Historic Places
- Development of a Design Guidelines for use with an established or nominated historic district
- Development of a Historic Tourism Marketing Plan

**Using the criteria listed in the “Application Process” as a guide,
please provide the following information.**

Historical Significance: Describe the historical significance and value of the property or area, its historical and current uses, proposed use, architectural style(s), architect or builder (if known), date of construction, etc..... *(Attach additional sheets if necessary)*

Project Work Program: Indicate the total and itemized project budget, including requested grant funds, and level of leveraged funding anticipated from other sources. Please indicate the dedicated purpose of the funds being sought, i.e. marketing strategy, survey, or nomination, and the anticipated sources of additional funding for each phase of the proposed work program. *(Attach additional sheets if necessary.)*

Project Management Plan: Describe how the completed marketing plan will support and contribute to the heritage tourism industry in the City of Topeka. Alternatively, when applicable, describe how the survey or register nomination will contribute to the overall knowledge and understanding of the property’s contributions to the historical development within the City of Topeka. *(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, and a statement of financial need through a Heritage Tourism Planning and Marketing Grant for the specified work program. *(Attach additional sheets if necessary.)*

Documentation of Public Support: Please indicate how the project implements the *City of Topeka Historic Preservation Plan* OR provide evidence of community support of the project for heritage tourism purposes. (Attach additional sheets of necessary.)

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

DRAFT

Authorization:

I/We the undersigned applicants 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 Authorized Applicant Representative(s): _____

Signature(s) of Authorized Applicant Representative(s): _____

Authorized Agent:

If the applicant(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 or 3013
e-mail: tparis@topeka.org.