

# Central Iowa Tourism Region Heritage Tourism Grant Program 2007-2008 Application

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Application Deadline:  
Received in CITR office by Noon on October 5, 2007

## Applicant Information

Organization/Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone Number (include area code): \_\_\_\_\_

Fax (if available): \_\_\_\_\_ E-mail (if available): \_\_\_\_\_

County Name(s): \_\_\_\_\_

Total Project Cost: \_\_\_\_\_

Amount Requesting from CITR Heritage Tourism Grant Program: \_\_\_\_\_

Project (check only one):  acquisition  restoration  signage (on-site)  
 labeling  bring site alive (demonstrations, step-on guides, etc.)

Name of Your Project: \_\_\_\_\_

Applicant Information (check **all** that apply):

Private member of CITR  Non-profit organization

County appointed representative  County government

Participation in the Region during the past 15 months (circle yes or no):

Someone from our organization has attended a CITR meeting(s): **yes** **no**

Someone from our organization has served on a CITR committee: **yes** **no**

### For office use only:

Application Number: \_\_\_\_\_

Date Received: \_\_\_\_\_

Eligible: \_\_\_\_\_

## Instruction Sheet • CITR Heritage Tourism Grant Program

### Deadline:

- \* Applications and all supporting materials must be received in the CITR office by 12 noon on October 5, 2007. Note this is a received in the office date, **not a postmark date**.
- \* Applications are not accepted by fax or e-mail.

### Format Requirements:

- \* Applications must be typed and completed applications must follow the original format (i.e. questions must remain on the same pages in approximately the same space).
- \* A total of 5 copies of the application and 5 copies of all supporting materials are required.
- \* Attachments (i.e. quotes, letters of intent, mock-up, etc.) should be stapled or attached with binder clips at the end of each application form.
- \* Do not use plastic covers, 3-ring binders, folders, spiral binding, etc. Applications are forwarded to grant reviewers and these items are unnecessary and increase our postage costs.

### Eligible Applicants:

- \* Registered non-profit organizations from a CITR county in good standing.
- \* County governmental organizations from a CITR county in good standing.
- \* CITR Business/Organization members in good standing (for-profit organizations must be a CITR Business member in good standing to be eligible for the grant programs).

### Eligible Projects & Expenses, Maximum Grant Amount & Local Match Requirements:

- \* Eligible projects include acquisition, restoration, on-site signage (billboards are not eligible projects), labeling, or activities that make heritage tourism sites come alive such as demonstrations, step-on guide services, etc. Your project must relate to or impact tourism.
- \* Eligible expenses include direct costs associated with the above projects.
- \* Quoted estimates must be included with the application materials.
- \* Grants are set up on a reimbursement basis and are payable upon completion of the project.
- \* Grants are limited to no more than 50% of eligible project costs or \$2,000 (whichever is lowest).
- \* The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- \* A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- \* Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.
- \* A summary of the *Principles and Steps of Heritage Tourism* as defined by the National Trust for Historic Preservation is included with these application materials. Projects should utilize these principles and steps as appropriate.

### Logo/Tagline Requirements:

- \* Due to the nature of some heritage tourism projects, the CITR logo and tagline requirements have been suspended for this grant program. However, applicants are encouraged to consider how CITR can be recognized for supporting the project and are asked to provide this information with the application.

### Evaluation Criteria:

- \* Incomplete applications will automatically be disqualified.
- \* In addition to the stated application requirements, the following are key criteria grant committee members will consider when reviewing and selecting heritage tourism projects for funding:
  - Has the ability to draw the most tourists or to increase the number of tourists.
  - The project provides a distinctive experience.
  - Has the potential to appeal to various age groups or to educate/develop appreciation by future generations.
  - Demonstrates a clear tie to existing or clearly envisioned tourism plan.
  - Community support demonstrated.
- Participation in the region: when reviewing equally rated applications, private members or active county representatives of the region will receive priority for funding.
- \* It is strongly recommended applicants provide diagrams, photographs, etc. to help grant reviewers better understand the nature and scope of the project.

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**Instructions • CTR Heritage Tourism Grant Program**

**Notification:**

\* Applicants will be notified by November 30, 2007 regarding their funding status.

**For More Information/Questions:**

\* A downloadable "Ways to Improve Your Application -- Helpful Hints and Overview" sheet is available on the CTR web site. Go to the CTR web site at [www.iowatourism.com](http://www.iowatourism.com) and click on the membership button. From here, click on the CTR Grant Applications Link, scroll down the page, and this is where you can download the PDF of this document.

\* Contact the Region office at 515.832.4808 or 800.285.5842.

## ***Heritage Tourism Principles and Steps as Developed by the National Trust for Historic Preservation***

### **Principles:**

- 1. Focus on authenticity and quality.** The true story of your area is one worth telling! The story of the authentic contributions previous generations have made to the history and culture of where you live is one that will interest visitors, because that story is what distinguishes your area from every place on earth.
- 2. Preserve and protect resources.** When your historic and cultural assets are at the heart of your plans to develop tourism, it's essential to protect them for the long term. By preserving and protecting the buildings or special places and qualities that attract visitors, you safeguard the future.
- 3. Make sites come alive.** The human drama of history is what visitors want to discover, not just names and dates. Interpreting sites is important, and so is making the message creative and exciting.
- 4. Find the fit between your community and tourism.** One of the reasons heritage tourism is on the rise in the United States is that travelers are seeking out experiences that are distinctive, not homogenized. They want to get the feel of a very particular place or time. You can supply that experience, and benefit in the process, but only if your heritage tourism program is firmly grounded in local circumstances.
- 5. Collaborate.** Building partnerships is essential, not just because they help develop local support but also because tourism demands resources that no single organization can supply. Its success depends on the active participation of political leaders, business leaders, operators or tour sites, hotel/motel operators and many other people and groups.

### **Steps:**

- 1. Assess the potential.** Assessing your area's potential for heritage tourism is an essential first step. Evaluate your assets in the areas of attractions, visitor services, organizational capabilities, protection, and marketing.
- 2. Plan and organize.** Make good use of human and financial resources. They are the keys that open the doors to sustainable heritage tourism.
- 3. Prepare, protect, and manage.** As you take this step, look to the future as well as the present. When you prepare for visitors, be sure that the choices you make also improve your community for the long term. Plan to win the war, not just the battle.
- 4. Market for success.** To draw new people and money into your community, develop a multi-year, many tiered marketing plan. Your goal is to reach your target market.

**For more detailed information about heritage tourism, visit  
[www.nationaltrust.org](http://www.nationaltrust.org)**

## **Project Identification**

1. The heritage tourism grant can be used for a variety of projects including acquisition, restoration, on-site signage (billboards are not eligible projects), labeling, or activities that make heritage tourism sites come alive such as demonstrations, step-on guide services, etc. Describe below the project you are applying to CITR to receive grant funds for. It is strongly recommended applicants provide diagrams, photographs, etc. to help grant reviewers better understand the nature and scope of your project. These items should be placed at the end of your application as an attachment.

2. Describe how your project has historical, ethnic, or cultural value, and how it relates to or impacts tourism in your area?

**Project Budget**

1. List eligible costs below and reference to the attached estimates (quoted estimates for **all** eligible costs must be included with application materials):

2. List the source(s) of local match funds below. A signed letter of intent from **EACH** funding source **specifying the dollar amount committed to the project** must be submitted with this application. Even if you are matching the grant from your own budget, a letter from your organization or business must still be attached.

Source

Amount

Attachment #

3. Have you applied to, or plan to apply to, any other grant programs to fund this project? If yes, specify which programs?

\_\_\_\_\_ No

\_\_\_\_\_ Yes (please list grant program[s] and amount[s] below)

## **Project Administration**

1. Describe how the effectiveness of the project will be evaluated (i.e. how will you determine if the project is successful, or if the goals of the project are achieved)?

2. How will the project be maintained or continued in the future?

3. Because of the nature of some heritage tourism projects, the CITR logo and tagline requirements have been suspended for the heritage tourism grant program. However, applicants are encouraged to consider how CITR can be recognized for its support of the project. Please describe how you would propose recognizing CITR for financially supporting the project?

**Acknowledgement and Certification**

I agree to complete and pay for the project between July 1, 2007 and June 1, 2008. I understand all grant provisions, including submission of reimbursement forms and the required documentation, must be met no later than June 1, 2008.

I understand the grant is set up on a reimbursement basis and is payable only upon completion of the project within the timeframe outlined in this application.

I understand 5 sets (1 original and 4 copies) of my application materials must be submitted and that each set must include:

- \_\_\_\_\_ Completed application form.
- \_\_\_\_\_ Quoted estimate(s).
- \_\_\_\_\_ Signed letter(s) of intent from funding source(s) specify the dollar amount committed to the project.
- \_\_\_\_\_ Other attachments such as photographs, diagrams, etc.

I acknowledge that I have read and understand the application materials and instructions. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements listed above.

\_\_\_\_\_  
*signature*

\_\_\_\_\_  
*date*

Completed applications can be submitted by mail, delivery service or in person to:

**Mailing Address:**

Central Iowa Tourism Region  
PO Box 454  
Webster City, IA 50595-0454

**Delivery Service Address** (such as UPS or Federal Express):

Central Iowa Tourism Region  
1527 Superior Street  
Webster City, Iowa 50595

**In Person:**

Contact the region if you need directions or a map to the CITR office.

**Questions, please contact:**

Ann Vogelbacher, CITR Executive Director at 515/832-4808