



# HERITAGE PRESERVATION GRANT GUIDELINES

**APPLICATION DEADLINE: June 10, 2011**

## **I. ELIGIBILITY**

All agencies submitting an application must meet the following criteria:

- A. Projects or programs receiving funding must be based in the city of Plano and shall generate tourism within Plano. Projects or programs must also be for the citizens of Plano as well as for those audiences and participants attracted through the agency's broad marketing and promotion practices;
- B. Projects or programs must consist of historical programming, historic preservation advocacy and/or historic preservation/restoration projects, and applications must demonstrate relationship to these areas as well as to promoting heritage tourism within Plano;
- C. Must provide current proof of status as a nonprofit, federally tax-exempt under section 501(c)(3) of the Internal Revenue Code;
- D. Must provide current proof of insurance;
- E. Must have a history of continuous, stable programming prior to the grant application due date; twelve (12) months will be required. Any exceptions must be approved by a two-thirds vote of the commission;
- F. Must have an active Board of Directors that meets regularly and sets the policy of the agency;
- G. Must have programming, administrative practices and board membership which do not discriminate on the basis of race, color, national origin, sex or handicap; and
- H. If previously funded, applicant must have successfully fulfilled all prior contract obligations.
- I. Complete the Grant application on the form provided. An electronic template is available, yet no changes can be made to the format. All information requested must be provided in the order and format of the original template.

## **II. GRANT YEAR**

Grants are for expenses incurred no earlier than October 1 and not later than September 30 of the grant year.



### III. REVIEW CRITERIA

Consideration of applications for financial support in all categories will be cumulatively weighted using all three (3) criteria below:

Heritage Tourism/Public Education	50%
Heritage/Historic Preservation Merit	25%
Administrative & Fiscal Responsibility	25%

#### Heritage Tourism/Public Education (50%)

1. Projects or programs that promote heritage tourism within Plano and support Plano's hospitality industry.
2. System to track and quantify visitors from outside of Plano that come to view/participate in the organizations heritage projects or programs;
3. Efforts to reach and attract new audiences through programming, services and education that promote heritage education;
4. Promotion of Plano as a historic center within the community, throughout the State of Texas and beyond;
5. Organized plan or methodology for education of the community;
6. Measurable, ongoing efforts to involve individuals of different ethnic heritages.

#### Heritage/Historic Preservation Merit (25%)

1. Activities that promote creativity, quality and excellence in historic preservation/restoration;
2. Innovation and creativity in programming, services, exhibits, capital projects;
3. Activities that further the Heritage Commission's goals and objectives.

#### Administrative & Fiscal Responsibility (25%)

1. Evidence of growth, fiscal responsibility and vision (as shown by such things as increasing private sector sponsorships and/or memberships, new sources of funding, on-time submission of quarterly reports to City of Plano for past grants, etc.);
2. Ability to deliver programs, projects or services;
3. Realistic budget proposal, as evidenced by a funding request proportionate to the service/usage levels;
4. Evidence of financial support from both private and other public sources;
5. Leadership of staff, which can be measured by continual growth and a corresponding growth of audiences, participants and constituents.



#### IV. LIMITATIONS AND RESTRICTIONS

The City of Plano **will not generally** fund the following:

- A. Grants to individuals;
- B. Reduction of deficits from or expenditures related to activities of previous fiscal years, unless specifically approved by the City;
- C. Activities in which academic credit is given;
- D. Mortgage interest and depreciation on real property;
- E. Capital improvements, construction with the exception of historic preservation projects which must be improved/repaired in accordance with the Heritage Preservation Ordinance and Heritage District Design Guidelines, and the purchase of related equipment;
- F. Scholarships and fellowships for employees/volunteers however, scholarships for programming are acceptable;
- G. Social functions, parties, receptions, openings, fundraising benefits, refreshments or beverages, unless specifically approved by the City;
- H. Fines, penalties or costs of litigation;
- I. Operating expenses (including maintenance expenses and salaries) for first time grant applicants or for returning applicants who did not receive heritage grant funding for operations for the 2009-2010 fiscal year;
- J. Any increase in operating expenses (including maintenance expenses and salaries) above the 2009-2010 funding level, for those recipients who received grant funds for operating expenses from the 2009-2010 Heritage Grant Program; and
- K. Underwriting or subscriptions, investments, stocks, bonds or any financial obligation.

NOTE: Grants to an agency will generally not increase by more than **25%** of the agency's previous fiscal year's expenditures less the above-restricted expenses. Under unusual circumstances and needs, supported by very detailed and complete documentation, exceptions to the 25% limit may be requested by an applicant agency. Exceptions will only be recommended by a 2/3 favorable majority vote of the Heritage Commission.

#### V. HOW TO APPLY

Use the electronic templates provided to complete the application. Submit **ten (10)** copies of the **typed, completed** grant application cover sheet, heritage preservation project description worksheet(s), income summary worksheet, expenses summary worksheet and proposed project budget worksheet(s); **one (1)** copy of the required



documentation, and optional supporting materials to the Heritage Commission by 5:00 p.m. on the due date, **June 10, 2011**.

If hand delivering package, deliver to:  
Heritage Commission  
c/o Liz Casso  
City of Plano  
1520 K Avenue, Ste. 250  
Plano, TX 75074

If mailing package, mail to:  
Heritage Commission  
c/o Liz Casso  
City of Plano  
P. O. Box 860358  
Plano, Texas 75086-0358

## VI. REVIEW PROCESS

- A. On the Interview Day indicated on the attached calendar, the Heritage Commission will interview each applicant. The interview will consist of a fifteen (15) minute applicant presentation and a ten (10) minute question-and-answer period. Returning grant recipients must include in their presentations a summary of ongoing grant projects and grant projects completed from the past year and a half. New grant applicants will be expected to include in their presentations the objectives of their organization and a brief summary of past projects and preservation efforts. Also, representatives of applicant organizations should be prepared to answer any and all questions based upon its application. **The interview is MANDATORY and representatives of applicant organizations must be present.**
- B. The Heritage Commission will present its recommendations for grants funding to the Plano City Council for final review and approval.
- C. Once the Plano City Council has approved the funding of a grant, the applicant will be advised by a letter/contract, which will include the terms of the contract.

## VII. ANNOUNCEMENT

Announcement of the funding decisions will be made no later than September 30 of the grant year. **The estimated timing for the disbursement of funds will be announced at that time. The City reserves the right to establish certain requirements for awarding grant funding including.**

## VIII. FUNDING AVAILABILITY

Funds will be made available after the applicant has accepted, signed and returned the contract to the City of Plano. No funds will be available before October 1 of the grant year. Funds may be partially distributed in increments throughout the year. Account status from the State Comptroller's Office establishing that the applicant organization is "in good standing" must be verified by staff prior to each dispersal of funds. If the organization is found "not in good standing" the funds will be withheld.

## IX. OTHER REQUIREMENTS

The applicant **must**:



1. Include the following acknowledgment in all publications (including programs, flyers, brochures, handbills, press releases, advertisements, annual reports and all other mailing pieces) for projects funded by the City:  
**“(Agency or project) is funded in part by the City of Plano.”**
2. Maintain grant funds in a separate bank account established for that purpose and may not commingle grant funds with any other money or maintain it in any other bank account.
3. Provide free admission to its programs/events for two Commissioner liaisons through the Heritage Preservation Officer, City of Plano Planning Department, P.O. Box 860358, Plano, TX, 75086. Commissioner liaison assignments shall change on a regularly rotating basis.
4. Provide the Commission with two weeks advance notice of events and meetings through the Heritage Preservation Officer and/or place the City’s Heritage Preservation Officer on your organization’s mailing list for newsletters, invitations, or other communications that detail a schedule of activities and programs.
5. Provide an Employee Dishonesty Bond at the time the Heritage Grant contracts are signed **if** the agency is receiving \$75,000 or greater in funding.

## **X. EVALUATION PRIORITIES**

### **1. Plano Heritage Commission Mission Statement**

To preserve and promote the City of Plano’s heritage thereby supporting and stimulating local business and strengthening the culture, prosperity and welfare of Plano’s citizens and visitors.

### **2. Plano Heritage Commission Goals**

**Goal #1** - Recognize, protect and utilize historic landmarks, icons and cultures

**Goal #2** - Increase public awareness/civic pride about Plano’s historic past

**Goal #3** - Enhance commission members’ knowledge and understanding of heritage preservation

### **3. Collaborative Fundraising**

In recognition of the notable differences between available Hotel/Motel Tax funds and amounts of recent grant requests, the Heritage Commission respectfully requests that some or all of the prospective applicants work together to develop a joint grant writing and fundraising program. The commission recognizes that most preservation organizations do not have the resources to devote to an active ongoing fund raising effort.