

**CERTIFIED LOCAL GOVERNMENT FY16 GRANT
APPLICATION**
DUE IN OFFICE THURSDAY, APRIL 24, 2015 BY 4:00 PM

I. APPLICANT

(Please carefully review the "Application Instructions" before beginning work)

A. Name of Local Government

City of Bellingham

B. Address

210 Lottie Street

City	State	Zip code
Bellingham	WA	98225

C. Contact Person for Grant

Katie Franks

D. Telephone Number for Contact Person

(360) 778-8388

E. Email Address for Contact Person

kfranks@cob.org

F. Grant Amount Requested

\$15,000.00

H. Total Project Cost

\$27,893.00

II. PROJECT SUMMARY *(Use only the space provided – description section follows)*

Although Bellingham has a wealth of historic sites, buildings and districts, as well as a growing number of cultural venues and events, until recently the concept of Cultural Heritage Tourism has been relatively uncultivated. Lately, however, the City, Downtown Bellingham Partnership, Historic Fairhaven Association, Bellingham/Whatcom County Tourism Bureau and other key partners have begun to gain understanding of how having a coordinated Cultural Heritage Tourism Strategic Plan would benefit the economic health, promotion and preservation of the community.

The proposed project would provide funding for staff to hire and work with a cultural and heritage tourism planning consultant, who would complete an assessment of market trends, an analysis of Bellingham's cultural heritage tourism attractions, and conduct stakeholder outreach and public engagement. The project would result in a Cultural Heritage Tourism Strategic Plan that would provide a road map with short and long-term actions to guide the city and its partners into the future.

III. GRANT CATEGORY *(check those that are appropriate)*

A. Survey & Inventory

- Reconnaissance Level
 Intensive Level

of new or updated forms: _____

B. National Register Nominations

C. Preservation Planning

D. Educational and Interpretive Programs

E. Special Projects

IV. PROJECT DESCRIPTION *(Use only the space provided)*

Organize your description in the following order (see instructions for more info):

- a. Introduction (includes local government goals & objectives)**
- b. Project Description**
- c. Statement of Need**
- d. Project Objectives**

a. Introduction (includes local government goals & objectives)

The project will advance the City's historic preservation goals and objectives, specifically:

- **Bellingham Municipal Code 17.90.020 B:** *Foster civic and neighborhood pride in the beauty and accomplishments of the past, and instill a sense of identity based on the City of Bellingham's history;*
- **City Council Legacy Commitments** *to support a Vibrant Sustainable Economy by fostering a vibrant downtown; provide Access to Quality of Life Amenities by fostering arts, culture and lifelong learning; and maintain Bellingham's Sense of Place by encouraging the preservation of historic and cultural resources;*
- **Downtown Bellingham Plan Policy 5.15:** *Promote Downtown as a historic destination*
- **City Center Implementation Strategy - Downtown, Old Town & Waterfront:**
D.29 - Develop a heritage tourism program

b. Project Description

The City will use grant funds to hire a cultural heritage tourism strategic planning consultant to research and analyze Bellingham's cultural heritage tourism assets and its potential target market segments, and determine which distinct segments among cultural heritage tourism travelers could be met.

The primary purpose of the resulting Cultural Heritage Tourism Strategic Plan would be to serve as a guide to help the City of Bellingham and its key partners to promote, support and preserve its cultural heritage assets through increased visitation to the City's cultural heritage attractions, both by visitors as well as local residents. The strategy would strengthen connections between Bellingham's cultural heritage partners, enabling them to provide more compelling visitor experiences and increasing the visibility of these assets to the target market segments.

IV. PROJECT DESCRIPTION *(Continued)*

Activities to be completed within the grant time frame:

1. Publish an RFP to solicit proposals from Cultural Heritage Tourism Strategy Consultants
2. Work with Consultant to identify sources of information and all cultural heritage partners
3. Public meeting involving key partners to introduce the project and identify resources
4. Project staff, key partners and DAHP review and comment on 1st and 2nd drafts of the Strategic Plan
5. Strategic Plan results presented at 2nd public meeting
6. Post final report on City's and respective partners' websites
7. All products sent to DAHP to be shared with other CLG's for future reference

c. Statement of Need

Funding for a Cultural Heritage Tourism Strategic Plan for the City of Bellingham is crucial at this point in time.

The Downtown Bellingham Partnership became an official Main Street Organization this year and will be promoting cultural tourism and historic preservation as part of its core mission, and the long-standing Historic Fairhaven Association is also considering becoming a Main Street Organization.

The City's hosting of the RevitalizeWA conference in May has spurred enhanced coordination with the Bellingham/Whatcom County Tourism Bureau and other key partners, highlighting the benefit of coordinated and strategic inter-agency efforts and actions.

Since 2007, the City's ongoing preservation efforts have resulted in an additional five additional National Historic Districts (there are now eight, the most recent being the Downtown Bellingham Historic District). Through CLG grant funding, the City has also begun to create heritage tourism materials and tours to highlight the city's historic districts and promote walking and wellness.

However, without funding for a Strategic Plan, we will continue to address our cultural heritage tourism opportunities piece-meal, losing valuable opportunities that would be strengthened by enhanced coordination, inventory of resources, and analysis of market segments.

d. Project Objectives

1. Provide coordination, guidance, and help direct the work of key cultural heritage tourism partners
2. Promote Bellingham as a cultural and historic destination
3. Build on previous CLG-funded survey & inventory, historic district nomination and historic walking tour projects
4. Increase awareness of historic preservation's value to the community
5. Help the Downtown Bellingham Partnership's role as a Main Street organization to revitalize the economy, appearance, and image of the downtown district using the Main Street 4-Point Approach®.

V. SCHEDULE FOR PROJECT COMPLETION

List each proposed grant activity separately estimating the start and completion dates. This should be a complete listing of all potential activities associated with the grant including the **two** draft submittal dates of Friday May 2, 2016 for the first draft and Friday July 15, 2016 for the second draft. Final projects must be turned in by Wednesday, August 31, 2016. A start date and completion date are not sufficient for the Schedule of Project Completion.

WORK TO BE ACCOMPLISHED	Estimated Starting Date	Estimated Completion Date
City staff prepares scope of work and publishes an RFP to solicit proposals from Cultural Heritage Tourism Strategy Consultants.	Oct 1, 2015	Dec 31, 2015
City staff works with Consultant to identify sources of existing information and all potential cultural heritage partners.	Jan 1, 2016	Jan 31, 2016
First public meeting held with involvement of key partners to introduce the project and help the Consultant identify resources.	Feb 1, 2016	Feb 28, 2016
First Draft of the Cultural Heritage Tourism Strategic Plan presented to project staff and partners for review.	April 15, 2016	May 2, 2016
Second Draft of the Cultural Heritage Tourism Strategic Plan presented to project staff and partners for review.	July 1, 2016	July 15, 2016
Second public meeting held with involvement of key partners to present results.	Aug 1, 2016	Aug 15, 2016
The final report be posted on the City's and respective partners' websites, as appropriate. All products sent to DAHP.	Aug 15, 2016	Aug 31, 2016
Reimbursement requests submitted to DAHP.	Sept 1, 2016	Sept 30, 2016

VI. PROJECT BUDGET

ELEMENT/OBJECT

Salaries <i>(include each position- volunteer or staff – and attach hourly wage justification if needed)</i>	Federal Dollars <i>(CLG grant requested)</i>	Hard Match* <i>(Local government cash match = Staff Hours)</i>	Soft Match* <i>(Donated goods and services = volunteer hours)</i>	Total
Dev Spec II - Project Manager		200 hrs/ \$44.02/ hr \$8,804.00		\$8,804.00
GIS Analyst		100 hrs/ \$40.89/ hr \$4,089		\$4,089.00

Indirect % <i>(*Include justification for indirect %)</i>				
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Total Element/Object:		\$12,893.00		\$12,893.00
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GOODS & SERVICES

Contract Services	Federal Dollars	Hard Match	Soft Match	Total
Heritage Tourism Consultant	\$14,500.00			\$14,500.00

Materials/Supplies/Equipment	Federal Dollars	Hard Match	Soft Match	Total
Printing Costs	\$500.00			\$500.00

Travel	Federal Dollars	Hard Match	Soft Match	Total

Other	Federal Dollars	Hard Match	Soft Match	Total

Total Goods & Services:	\$15,000.00			\$15,000.00
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	Federal Dollars	Hard Match	Soft Match	Total Project Cost
Total Funding Request	\$15,000.00	\$12,893.00		\$27,893.00