

West Michigan Cultural Trails

WMCT mission...to cultivate, promote and preserve the region's cultural economy.

Grant Application

Eligibility Criteria:

To apply for a WMCT grant, the following conditions must be met:

- A lead organization must be identified and be one of the following: a county, city, township, village, DDA, or a tax-exempt non-profit. This lead organization will act as the fiduciary.
- In addition to the lead organization, there must be at least 2 (two) additional businesses/organizations working in collaboration.
- WMCT Project Criteria conditions must be met. (See WMCT Project Criteria.)

Examples of Fundable Projects

- Collaborative Marketing: billboards, promotional brochures, etc.
- Collaborative Events: show/festival/event coordination and/or marketing
- Collaborative Cultural/Artistic preservation, interpretation and/or promotion
- Accessibility and/or interpretive efforts

Grant Instructions:

The following must be adhered to for applications to be considered complete and eligible for review.

- Handwritten applications will not be accepted.
- 3-hole punch all applications
- Number each page of application
- Applications must be in the Foundation office by December 1st; late applications will not be considered.
- Submit 6 (six) completed applications; one original and five copies
- Submit to: WMCT c/o ACCF 524 Marshall St. Allegan, MI 49010
- Faxed or emailed applications will not be considered.



West Michigan Cultural Trails Grant Application

Lead Business/Organization Contact information

Business/Organization Name:

Mailing Address:

Phone:

Fax:

Email:

Website:

Primary Contact:

Contact Phone:

- I attest that the information contained in this application is true and accurate to the best of my knowledge. Furthermore, our organization is current with all federal and state requirements.*
- I understand and agree to act as the fiduciary for the project and as such will be responsible for overseeing any payments that are to be made out of grant funds and providing final reports that include but are not limited to, detailed records of how the grant funds were used.*

Signature and Title of Lead Business/Organization
Authorized Representative

Print Name of Representative

Additional Partner - #1

Business Name

Contact Name

Address

Phone & Email

- I attest that the information contained in this application is true and accurate to the best of my knowledge. Furthermore, our organization is current with all federal and state requirements.*

Authorized Representative Signature

Additional Partner - #2

Business Name

Contact Name

Address

Phone & Email

I attest that the information contained in this application is true and accurate to the best of my knowledge. Furthermore, our organization is current with all federal and state requirements.

Authorized Representative Signature

Additional Partner - #3

Business Name

Contact Name

Address

Phone & Email

I attest that the information contained in this application is true and accurate to the best of my knowledge. Furthermore, our organization is current with all federal and state requirements.

Authorized Representative Signature

Additional Partner - #4

Business Name

Contact Name

Address

Phone & Email

I attest that the information contained in this application is true and accurate to the best of my knowledge. Furthermore, our organization is current with all federal and state requirements.

Authorized Representative Signature



West Michigan Cultural Trails Grant Application

PROJECT BUDGET:

GRANT REQUEST:

(Grant Request is limited to a maximum of \$1,000; not to exceed 50% of project budget)

Narrative

Please do not delete the text below. Your responses should follow the question or statement.

1. Please describe the program/project for which you are requesting funds. Please include the following:
 - Identify which area(s) the project is addressing: cultural tourism, heritage tourism, eco-tourism or agri-tourism
 - Discuss the role of each collaborative member as it relates to the project.
 - Discuss the value that is expected for each of the collaborative members, the local community and those targeted by your efforts.
 - Discuss what evaluation method you will employ to ascertain the effectiveness of your project.
2. The goal of WMCT is to promote what makes living in West Michigan a unique experience. As such, projects should reflect the values of homegrown, handmade and possess a flavor that is unique and authentic to the region.
 - Please describe how your project reflects this goal.
3. Please identify all expenses related to the budget for this request. Identify which expense(s) is/are being requested from WMCT.

(Maximum length: 3 pages)

A final report will be due July 1, 2011. Report format will be provided with grant award.



West Michigan Cultural Trails (WMCT) is organized to
“cultivate, promote and preserve the region’s cultural economy.”

Definition of Cultural Heritage Tourism as defined by the National Historic Trust: “Traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.”

WMCT Project Criteria

Projects are to be evaluated based on criteria created to assure *quality* and *authenticity*. Partners of the WMCT must celebrate the cultural diversity of the region and reflect positively on the heritage of West Michigan. The following are the guiding principles for project inclusion within WMCT and were developed through a team of residents including; farmers, artists, tourism and cultural leaders, merchants and government officials.

All projects for consideration must have an element of high quality and a sense of high cultural heritage appeal. The goal of WMCT is to promote what makes living in West Michigan a unique experience. WMCT consists of people, businesses and projects that embrace and enhance life within the region. As such, projects reflect the values of homegrown, handmade and possess a flavor that is unique and authentic to the region. Projects can also include attractions of natural wonders. (For example: Saugatuck Dunes State Park)

- **All projects must fall within the following Geographic Boundary Policy for inclusion:**
Business, cultural or heritage projects shall be located within the political jurisdiction boundary of Allegan County and the adjoining township and city jurisdictions. This policy of geographic boundary inclusion shall be reviewed for change periodically.
- **All projects must have a relationship to West Michigan craft, agriculture, history, culture or natural resources:**
 - Cultural Tourism
 - Heritage Tourism
 - Eco-Tourism
 - Agri-Tourism
- **All projects must offer the visitor something “experiential”, by providing interpretation through demonstrations, exhibits, written materials, or other means.**

Projects must feature appropriate and interpretative, easy to understand signage, brochures, recorded presentations, and/or other instructional aides to enhance the visitor's experience. Projects may be staffed or not.

- **All project locations must be easy to access, as well as be safe, clean and tidy; with appropriate signage and regular hours of business.**

If the project location is a residence, it must have a separate, well marked business entrance. We encourage business owners to carry adequate liability insurance.

Project locations need to be available to the traveling public for a minimum of 20 hours a week and a minimum of two consecutive days each week (preferably including one weekend day).

EXCEPTIONS

- A business may be open seasonally and must have regular specified hours of operation during the open season.
- An exception for the above requirement is for cultural or heritage special events with very short time spans, such as; festivals, annual events, tours, etc. These events may be considered on an individual basis and must take place annually for at least the last three years. Events must be "*experiential*" and authentic to this region.
- Another exception to be considered on an individual basis is for project locations, such as an artist's or craftsperson's home studio/gallery, that may be available by appointment or reservation only.

Authenticity and Unique Content

All projects must reflect features that are authentic and unique to West Michigan. WMCT's goal is to highlight those that feature agriculture, arts, natural wonders or the heritage of the region.

Farm markets, nurseries, farms and farm stands: sale of primarily local produce or locally-made, West Michigan products. No more than 15% of product on display can be commercially-made. The farm should include characteristics attractive to tourists (i.e. "learn-how-to-grow program", horse-riding lessons, on-project restaurant featuring locally grown products, "pick-your-own" that features hayrides, corn mazes, crafts or other value-added features).

Each Project Must:

- Celebrate the horticultural and agricultural diversity of the region.
- Include an interpretive/educational element with the interpretation provided
- Be garden or countryside related, even when historic designations are present

Retail nurseries and specialty growers should have display gardens on site, a knowledgeable staff about plants of the region, and a variety of specialty products such as native and indigenous plants (propagated only), heirloom and wildflowers. The "garden shops" are encouraged to sell garden-related hand-made craft, products made of plant material, such as; medicinal herbs, aroma therapy oils, natural soaps or dried arrangements. Some items must be made in West Michigan. Shops that primarily focus on imports will not be considered.

Farms, orchards, vineyards and pick-your-own operations should have a scenic quality and offer some unique services.

Produce markets and roadside stands should regularly carry produce grown in West Michigan, and offer the visitor an authentic and quality experience focusing on the agricultural heritage of the region.

The Arts (Visual or Performing) Feature galleries, studios and other locations that regularly display the original works of West Michigan artists and/or produce exciting, interesting, exhibits and/or events that are authentic to this region of West Michigan.

Shops, studios and galleries must focus on American-made crafts, with an emphasis on West Michigan products. No more than 10% of product on display can be commercially-made and must be directly related to the art. Projects that feature imports or mass-produced reproductions will not be included.

- Interpretation must be provided through exhibits, written materials, demonstrations, etc.
- Projects must feature original artwork and must be hand-made. Projects featuring art or craft made from commercially-made kits or molds may not be considered.
- Projects should offer something unique and the artwork should be authentic and of quality.

Restaurants must be of above-average quality. A restaurant should not be franchised and must meet four or more of the following:

- Shows local art on the walls/display cases and/or uses hand-crafted items as tableware
- Has interpretive materials that describes the art on display and/or the history of the establishment
- Regularly has live music
- Features locally grown produce
- Has offerings authentic to the establishment
- Is located in an architecturally significant building
- Has a unique, authentic claim to fame such as “Michigan’s oldest restaurant”.

WMCT reserves the right to use the project criteria to make final determination of the businesses and projects to be included. Final funding authority rests with the Allegan County Community Foundation Board of Trustees.