



**FY 2009 *Preserve America*
Historic Preservation Fund Grants to Preserve and
Promote America's Heritage and Cultural Assets**

APPLICATION FORM

Please follow the Guidelines and Application Instructions to complete this application. Please complete the SF424 Application for Federal Assistance, and note that some fields have been pre-filled and should not be changed. Applicants must submit one (1) signed original and seven (7) copies – a total of 8 – complete application packages, plus one (1) additional photocopy of this page. See additional mailing instructions on the last page of the application form.

1. GENERAL INFORMATION

Project Title (10 words or less) _____ **Historic Stoughton "Light Up Stoughton" Marketing Campaign** _____
 Applicant Organization _____ **City Of Stoughton** _____
 Contact Person _____ **Gary Walker** _____ Title _____ **Chair, Stoughton PA Committee** _____
 Address _____ **381 E. Main Street** _____
 City _____ **Stoughton** _____ State _____ **WI** _____ Zip Code _____ **53589** _____
 Telephone _____ **(608) 873-6677** _____ FAX Number _____ **(608) 873-5519** _____ E-mail _____ **gww.07@woodland-studios.com** _____
 EIN Number: _____ **39-6005622** _____ DUNS Number: _____ _____
 Applicant's Congressional District(s) _____ **District 2** _____ U.S. Representative(s) _____ **Tammy Baldwin** _____

Type of Applicant (Select all that apply)

- | | |
|---|---|
| <input checked="" type="checkbox"/> <i>Preserve America</i> Community | <input type="checkbox"/> THPO |
| <input type="checkbox"/> <i>Preserve America</i> Neighborhood | <input type="checkbox"/> CLG (must be in the process of applying for <i>Preserve America</i> designation or already designated) |
| <input type="checkbox"/> SHPO | |

Project Category: (Select only one)

- | | | |
|---|---|-----------------------------------|
| <input type="checkbox"/> Research/Documentation | <input checked="" type="checkbox"/> Marketing | <input type="checkbox"/> Training |
| <input type="checkbox"/> Interpretation/Education | <input type="checkbox"/> Planning | |

Amount Requested

Federal Share	\$	<u>242,700</u>
Matching Share	\$	<u>244,300</u>
Total Costs	\$	<u>487,000</u>

Is your community in a designated National Heritage Area?

No **Yes** If so, which NHA _____

Does your community have an active grant or financial assistance through the NHA? **No** **Yes**

Has your community received a Preserve America grant before?

No **Yes** If so, what is the status? _____

SIGNATURE OF AUTHORIZING OFFICIAL (Original copy must have an original signature and be in ink.)

Signature _____ Date _____ **November 14, 2008** _____

Print Name and Title _____ **Helen Johnson, Mayor** _____

2. PROJECT SUMMARY

A. Briefly summarize your project emphasizing the primary objectives and results.

(Your summary must fit in the space provided. Use at least a 10-point font.)

Description: The “Light Up Stoughton” marketing project will deliver a common “Historic Stoughton” branded image to be integrated with all major community events, and will extend media reach to increase tourism, and build local pride and support for its cultural assets. The project will begin with a Marketing Conference inviting all community stakeholders to help develop an ‘umbrella’ brand image and to be integrated with the marketing message for all heritage festivals and cultural event communications. A Marketing Director will be hired as the project leader to ensure message continuity, strategic direction, media effectiveness, and project evaluations.

Unique Assets: Stoughton features a beautifully restored historic business district, four historic neighborhoods, the Stoughton Historical Museum and 29 local landmarks most of which are listed on the National Register of Historic Places. It’s rich in the arts, with a beautifully restored Historic Opera House, the Stoughton Village Players Theatre and features 18+ art galleries and studios. The Chamber of Commerce has initiated an ArtSpace Project, and the city is now restoring a historic downtown building into the Stoughton Area Youth Center.

Primary Objective:- Increase visitors by marketing a compelling image for “Historic Stoughton” - The project will promote Stoughton’s historical assets and leverage the arts for economic development. The extended media campaign will build local pride and encourage heritage tourism by reaching regional target audiences including Chicago, Milwaukee, Fox River Valley and more. Results will be measured and evaluated on a period by period basis.

Secondary Objective: - Build unity for ongoing marketing relationships - The Landmarks Commission, the Economic Development Committee, the Chamber Of Commerce, the Historic Stoughton Business Alliance, the Stoughton Historical Society, the School District and businesses will participate in the branding process and jointly take ownership of a message that will sustain cooperative marketing partnerships long after the grant period is over.

3. PROJECT DESCRIPTION AND BUDGET

Applicants are strongly encouraged to provide answers in the spaces provided.

A. Describe the historic resources affected by the project, including whether they are listed in the National Register of Historic Places and/or designated at the State or local level. Please explain how this project will aid in the preservation of the resources listed.

The “Light Up Stoughton” marketing project will promote every historic district, landmark and cultural event.

Stoughton has a total of five historic districts listed in the National Register of Historic Places and features a remarkable collection of well-preserved historic buildings that date from the middle of the nineteenth century. The largest residential neighborhood is the **Northwest Side Historic District** with over 270 historic homes that are primarily distinguished by the many examples of Queen Anne Style homes built during Stoughton’s golden age from 1885 – 1915. The **Southwest Side Historic District** was listed on the National Register in 1996. The district features Queen Anne style, and Italianate and Greek Revival styles. Luke Stoughton’s second home, built in 1854, is in this district, as well as the First Universalist Church, built in 1858, which now serves as the Stoughton Historical Museum. The **East Side Historic District**, is comprised of nearly eighty houses, most of which were built between 1890 and 1915, with many in the Queen Anne and Italianate styles. Most residents were from Norway and employed in the major industries of wagon building and tobacco harvesting. The **East Park Historic District** was listed in the National Register in 2002. Nineteen houses abut East Side Park and are located on a small hill just above the Chicago, Milwaukee and St. Paul Railroad Depot. Most were built between 1913 and 1935 and are good examples of either bungalow or period revival styles. With over eighty buildings, the **Main Street Historic District** is remarkably well preserved and contains many buildings that were built before 1900. Most exhibit Italianate, Queen Anne or early NeoClassical detailing. City Hall and its second floor Opera House are the crown jewels of the district, and also are good examples of Romanesque Revival style. Also, Stoughton possesses **twenty-nine local landmarks**, most of which are also listed in the National Register of Historic Places as part of the Main Street Historic District.

The “Light Up Stoughton” project will help make these historic areas much more of a focal point for both residents and visitors, thereby raising awareness of their importance to the community and the need to preserve them.

B. Project Objectives

- **How will the proposed project promote heritage tourism in the community and lead to the preservation of its historic resources?**

Integrating the “Light Up Stoughton” marketing message with historic downtown Stoughton and its cultural events will promote heritage and cultural tourism by expanding the promotional reach of all events. **Stoughton will be able to implement a marketing campaign with enough buying power to ‘break the clutter’ and establish a strong, compelling image Stoughton can build on for many years to come.**

The City Of Stoughton is one of the finest examples of historic preservation in our region. Unfortunately, it is also one of the best kept secrets. It has spawned specialty shops and attracted artists to locate in historic buildings. However, awareness is low due to a lack of financial resources to adequately promote Stoughton’s unique historical assets. For Stoughton to succeed as a historical community, it must leverage its historical and cultural assets, promote its message, and raise awareness and interest on both a local and regional level.

This marketing project will increase regional awareness and local community pride for Historic Stoughton. As residents realize the value of their historical assets, the community will make it a priority to cherish and preserve its historic resources. This retains residents, attracts new people, builds businesses and stimulates heritage tourism.

The campaign will serve as a catalyst to get the entire community working together around a single vision... *Historic Stoughton, the best of yesterday, even better today.* It will generate news, spur economic development, festivals and cultural events will get more visitors, and the community will become stronger. This shared vision will unite the community around working together to preserve and promote its cultural treasures long after the grant is over.

- **Describe how the project meets the goals of the local or statewide preservation plan, heritage tourism plan, or other plan(s) that address heritage tourism, cultural resources, and preservation. Identify the specific goal(s) and plan(s) and state when they were developed and adopted by the community.**

The “Light Up Stoughton” marketing campaign fits perfectly with state and local strategies for historic preservation goals because it promotes heritage tourism, community pride and preservation of historic assets, and leverages the arts for economic development.

In Chapter 44, Subchapter II, Wisconsin’s “Historic Preservation Program” states “historic... cultural heritage of the state is among the most important assets of the state” and further recognizes how “social, economic and physical development of contemporary society threatens to destroy the remaining vestiges of this heritage”.

Additionally, subchapter III, “Arts Board” establishes provisions to support cultural arts initiatives including the establishment of the Wisconsin Arts Board, chaired by Lt. Governor Barbara Lawton, as well as other initiatives including the funding assistance to stimulate arts incubator programs and support for local arts organizations.

The **Stoughton Landmarks Commission** was established in 1981 to promote preservation of Stoughton’s historic assets. In 1988 Stoughton became Wisconsin’s 12th (CLG) Certified Local Government. Today, the commission designates local landmarks, provides design expertise to the façade grant programs, and promotes walking tours of its historic neighborhoods. In 2005, the **Stoughton City Council** established the **Stoughton Arts Council** for the purpose of promoting arts development in the community. Also in 2005, the **Historic Stoughton Business Alliance** formed to promote ‘Historic Stoughton’ and also launched the ‘hARTS Project’ (acronym for ‘Historic ARTS’ district) to leverage its rich arts scene, and encourage art incubators to attract tourism and economic development. In 2007, the **Stoughton Chamber Of Commerce** initiated an ‘ArtSpace Project’ to restore of one of its historic warehouses into live / work studio spaces for artists.

In April 2008, over 100 businesses, residents and the Stoughton Landmarks Commission signed support petitions, and on April 22, the Stoughton City Council, in a unanimous vote, adopted a resolution to support the “Light Up Stoughton” Preserve America campaign to unite all community stakeholders in a unified effort to promote Historic Stoughton.

- **Describe the public-private partnerships involved in the project and how these partnerships will sustain and support the resource(s) after the grant project is complete?** Describe/list all entities that are involved with, or affected by, the project. Attach evidence of involvement from partner organizations such as letters of support that specifically state confirmation of their contribution(s). See Supplemental Information in the guidelines for more information regarding partnership documentation.

PARTNER	CONTRIBUTION
• City Of Stoughton	Marketing / Brand ID Package for stakeholders / economic development presentations. Finance Adm.
• Stoughton Chamber Of Commerce	Ongoing integration of marketing message with Heritage Festival communications.
• Stoughton Visitor Services	Promotion of historical walking / bus tours.
• Historic Stoughton Business Alliance	Ongoing integration of marketing message with all hARTS (Historic Arts District) related events.
• Stoughton Landmarks Commission	Ongoing integration of marketing message with Historical Preservation Materials.
• Stoughton Historical Society	Historical Advisory Consultation

- **Explain how the project will engage public involvement?**

A major goal of the “Light Up Stoughton” marketing campaign is to engage the entire community. Stoughton is fortunate to have a large number of experienced marketing professionals ready to volunteer time towards strategic development and execution of a marketing project. Also, hundreds of volunteers are involved throughout the year with heritage festivals, art events and more.

Project execution will engage all major community stakeholders including leaders from the Landmarks Commission, the Economic Development Committee, the Chamber Of Commerce, the Historic Stoughton Business Alliance, the Stoughton Historical Society, the School District, businesses, service organizations and resident volunteers All will participate in the branding process and jointly take ownership of a message that will sustain cooperative marketing partnerships long after the grant period is over.

Members of the City of Stoughton Preserve America Committee represent all parts of the community. It provides common ground for all groups to pool their marketing strengths and resources. The committee also serves as the central clearinghouse, and is responsible for all approvals and execution of the “Light Up Stoughton” project.

- C. Project Activities --** Describe the project activities necessary to achieve the Project Objectives? List and describe all tasks and products. All activities must be accomplished within the grant period (generally 1-2 years).

The project begins with a **marketing conference** inviting all community stakeholders to participate in the branding, objectives and strategy process. The Preserve America Committee will **appoint a marketing team** from a group of marketing experts to lead the project. **Once the brand / image is established**, logos, themes and other creative materials will be developed and distributed to all event committees, business groups and community organizations so they can incorporate them with the materials they produce on their projects. An **expanded media campaign** featuring a common message that is re-enforced throughout all community events will attract more visitors and unify the community around support for preservation of its heritage and cultural assets.

- **Branding / Marketing Package** – The *Marketing Conference* and subsequent *Marketing Team* meetings will result in a brand message and identity. These will be developed into a ‘Brand ID Package’ that can be distributed to stakeholders to incorporate with all media communications.
- **Collateral Materials** – All print materials traditionally used for community events will carry the “Historic Stoughton” brand image to re-enforce message continuity across all events and support the expanded media campaign.
- **Public Relations** – Implement a professional public relations campaign that will include statewide publications, internet, event calendar postings, travel guides, trade shows and more.
- **Expand Media Coverage** – Regional TV, print and outdoor advertising will extend the “Historic Stoughton” campaign to attract more visitors during key heritage and cultural community events.
- **Direct Marketing** – Target heritage tourists using state Department Of Tourism mailing lists. Also, target local residents to encourage increased support of events and patronage of downtown businesses.
- **Internet** – Better leverage website efficiencies and utilize targeted newsletter campaigns to expand reach to a global audience. Linkages can be created by partnering with state and local websites.

D. **Timeline** -- Show a timeline for all of the above listed activities. The timeline may be attached as a separate page.

(Detailed Timeline available on request)

A two year media campaign firmly establishes the “Historic Stoughton” umbrella message as an integrated theme to be used by all community events to increase tourism and encourage preservation of our cultural assets.

YEAR I – 2009 – (Incorporate / umbrella marketing message across all existing events)

- Q1’09 – Jan-Mar Designate Marketing Team / Marketing Conference / Establish Brand Marketing Strategy
- Q2’09 – Apr-Jun..... Incorporate message - Syttende Mai Festival / Fine Artsy Fair / Historical Tour events
- Q3’09 – Jul-Sep..... Incorporate message - Coffee Break Festival / Fall Art Tour / Historical Tour events
- Q4’09 – Oct-Dec..... Incorporate message - Spooktacular Artfest / Victorian Holiday / Holiday Art Show events

YEAR II – 2010 – (Refine / umbrella marketing message across all existing events)

- Q1’10 – Jan-Mar Evaluate and refine message strategy / Create distribute materials to stakeholders
- Q2’10 – Apr-Jun..... Refine message - Syttende Mai Festival / Fine Artsy Fair / Historical Tour events
- Q3’10 – Jul-Sep..... Refine message - Coffee Break Festival / Fall Art Tour / Historical Tour events
- Q4’10 – Oct-Dec..... Refine message - Spooktacular Artfest / Victorian Holiday / Holiday Art Show events

E. **Personnel & Consultant Qualifications** -- List the project personnel that will administer and the types of consultants that will be hired to complete the project. Describe their responsibilities and the percentage of time each will dedicate to the project. Describe the criteria that will be used to competitively select consultants for their services. **All Federal grants require consultants to be competitively selected** (please see page 3 of the guidelines for more information).

PRIMARY PROJECT MANAGERS

Gary Walker – Project / Marketing Director (20%) – Gary is Chair, Stoughton Preserve America Committee, marketing chair of the Historic Stoughton Business Alliance (HSBA), and president of 14 South Artists. Also, as co-owner of Woodland Studios, formerly a marketing services agency, Gary has been account manager and creative director on marketing projects spanning consumer promotion, trade relations, sales communications and internet for brands including Kraft Foods, Oscar Mayer, Louis Rich, Claussen, Campbell Soup Company, NFL, US Olympics and many more. Gary was also owner, co-founder and president of BizDat, an internet startup company.

Laurie Sullivan – Finance Director, City Of Stoughton (15%) – Laurie Sullivan has encouraged city fundraising commitments, and will provide financial management support and reporting assistance throughout the grant period. She also serves the Stoughton Economic Development Committee and sees great social and economic benefits to the “Light Up Stoughton” marketing project in terms of its economic benefits. The City Of Stoughton has committed \$25,000 in cash plus \$20,000 in-kind administrative services (Laurie and support staff).

MARKETING TEAM MEMBERS

- Ross Scovotti – President, SMR Advertising (10%)**Marketing Strategy
- Dr. Carol Scovotti – Marketing Department Chair, UW Whitewater (5%)**Marketing Research
- Sharon Beckman – President, Archive Vintage Art (5%)**..... Creative Direction
- Ann Christianson – President, Radius Creative (20%)** Creative Production
- Cindy Hoesly – President, Woodland Studios (5%)** Creative Production
- Carl Povlick – Owner, Naeset Roe B&B (10%)**..... Web Site Management
- Merri Oxley – President, The Communication Team (5%)**..... Public Relations
- John Jaglowski – Co-owner, Robert Rae Gallery Of Fine Art (10%)** Retail Tie-In Events
- Erica Dial - Stoughton Visitors Services Manager (10%)**Historical Tours
- Randy McClauray – President, Stoughton Chamber Of Commerce (10%)** Heritage Festivals
- Alan Hedstrom – Chair, Stoughton Landmarks Commission (5%)** Historic Preservation

F. What are the sources of the non-federal match?

List the **secured** sources and other funds associated with the required dollar-for-dollar non-Federal match, which can be cash, donated services, or use of equipment. Federal appropriations or other Federal grants may **not** be used for match, except Community Development Block Grants (CDBG) grants from the Department of Housing and Urban Development. All non-Federal matching funds must be used during the grant period to execute the project. If the match is **not secured**, explain how it will be raised.

Secured Support

Stoughton Area Chamber of Commerce	In-Kind Commitment	\$75,000
Cash + Volunteer Services supporting Heritage Festivals (Syttende Mai, Victorian Holiday, Coffee Break)		
Historic Stoughton Business Alliance	In-Kind Commitment	\$50,000
Cash + Volunteer Services supporting “hARTS Project” Art Events (Fine Artsy Fair, Fall Tour, Holiday Art Show) Also, in-kind marketing services toward of “Light Up Stoughton” brand / marketing campaign		
City Of Stoughton	Cash + In-Kind Services	\$45,000
Cash investment from Stoughton’s Economic Development Fund plus in-kind service commitment for administration of grant proceeds and reporting purposes.		
Stoughton Opera House	In-Kind Commitment	\$20,000
Stoughton Opera House Arts & Culture Guide		
Stoughton Visitor Services	Cash + In-Kind Services	\$10,000
Cash plus in-kind services supporting bus / historical walking tours events		
14 South Artists	Cash / In-Kind Commitment	\$7,500
Committed to support expanded media for Holiday Art Show and Fall Art Tour events		
Stoughton Landmarks Commission	Cash	\$4,000
Cash investment towards bus / historical walking tours events		
Alliant Energy Foundation	Cash	\$3,500
On Trak Communications	Cash	\$2,500
UniRoyal Engineered Products	Cash	\$1,000
WalMart	Cash	\$1,000
31 Cash Commitment Letters (available, not attached)....	Cash (commitments of \$500 or less)	\$13,500
Total Secured Support (to date)		\$233,000

Non-Secured Support Plan - A “Take Stock In Stoughton” fundraising campaign will remains in place as an ongoing fundraising program to support Preserve America Committee initiatives.

- G. Budget** -- Outline the project budget in the form below; add additional lines in a category as needed.
- All costs associated with the project must be eligible, reasonable, and directly relevant to the project.
 - Each cost item must clearly show how the total charge for that item was determined (example: hours x hourly rate = total cost).
 - All major costs must be listed, and all cost items should be explained in the narrative of the application.
 - The budget must include at least the minimum required match (e.g., if applying for a \$30,000 grant, the budget must describe a total of \$60,000 in costs/work).
 - All non-Federal match must be cash expended or services donated during the grant period (generally 1 to 2 years) and not before.
 - If including indirect costs, please make sure to include documentation supporting your Indirect Cost Rate.
 - If you have any questions about cost categories, or how to formulate some of your budget items, please email NPS_PreserveAmerica@nps.gov.

1. Personnel. Provide the names and titles of key project personnel. Include only the percentage of time used on the project. Please note that grant funds may not be used to pay Federal employee salaries, nor may Federal salaries be used as match/cost share. Please consult page 3 of the guidelines for more information on allowable personnel costs.

Name/Title of Position and % of time spent on this Project	Wage or Salary	Federal Grant Funds	Match /Cost Share (if any)	Total
Laurie Sullivan (15%) City Finance Manager & Support Staff	\$	\$	\$ 20,000	\$ 20,000
Event Volunteer Services (see detail) (8 events x 2 years)	\$	\$	\$ 31,500	\$ 31,500
Subtotal		\$	\$ 51,500	\$ 51,500

2. Fringe Benefits. If more than one rate is used, list each rate and the wage or salary base.

Rate	Salary or Wage Base	Federal Grant Funds	Match / Cost Share (if any)	Total
No fringe benefits requested	\$	\$	\$	\$
Subtotal		\$	\$	\$

3. Consultant Fees. Include payments for professional and technical consultants participating in the project. Please consult page 3 of the guidelines for more information on allowable consultant costs. Maximum hourly rates charged to this grant may not exceed 120% of the salary of a Federal Civil Service GS-15, Step 10, which in Fiscal Year 2008 was \$88.67 per hour or \$685 per day.

Name and Type of Consultant	# of Days	Rate of compensation or fixed rate for project	Federal Grant Funds	Match/Cost Share (if any)	Total
Gary Walker Project / Marketing Director	250 hrs.	\$ 100.00 hr.	\$ 25,000	\$	\$ 25,000
Subtotal			\$ 25,000	\$	\$ 25,000

4. Travel and Per Diem. Indicate the number of persons traveling, the total days they will be in travel status, and the total subsistence and transportation costs.

From/To	# of People	# of Travel Days	Subsistence Costs (Lodging and Per Diem)	Transportation Costs (Airfare and Mileage)	Federal Grant Funds	Match/ Cost Share (if any)	Total
None					\$	\$	\$
Subtotal					\$	\$	\$

5. Office Supplies and Materials. Include consumable supplies and materials to be used in the project and any items of expendable equipment, i.e., equipment costing less than \$5000 or with an estimated useful life of less than two years. Equipment costing more than that should be listed in Equipment - Category 6.

Item	Cost	Federal Grant Funds	Match/Cost Share (if any)	Total
Misc. Supplies	\$	\$	\$ 2,400	\$ 2,400
Subtotal		\$	\$ 2,400	\$ 2,400

6. Equipment. List all equipment items in excess of \$5000. Items worth less than \$5000 or that have a useful life of less than two years must be listed in Supplies and Materials - Category 5.

Item	Cost	Federal Grant Funds	Match/Cost Share (if any)	Total
None	\$	\$	\$	\$
Subtotal		\$	\$	\$

7. Other (specify).

Item (see Budget Detail attached)	Cost	Federal Grant Funds	Match / Cost Share (if any)	Total
1) COLLATERAL	\$ 137,850	\$	\$ 137,850	\$ 137,850
2) PUBLIC RELATIONS	\$ 22,250	\$ 2,500	\$ 19,750	\$ 22,250
3) BROADCAST MEDIA	\$ 105,000	\$ 100,000	\$ 5,000	\$ 105,000
4) PRINT MEDIA	\$ 110,200	\$ 91,200	\$ 19,000	\$ 110,200
5) DIRECT MAIL	\$ 16,000	\$ 16,000	\$	\$ 16,000
6) INTERNET	\$ 16,800	\$ 8,000	\$ 8,800	\$ 16,800
Subtotal		\$ 217,700	\$190,400	\$ 408,100

BUDGET SUMMARY

Enter category totals here

Category	Federal Grant Funds	Match/Cost Share	Total
1. Personnel	\$	\$ 51,500	\$51,500
2. Fringe Benefits	\$	\$	\$
3. Consultant Fees	\$ 25,000	\$	\$ 25,000
4. Travel and Per Diem	\$	\$	\$
5. Supplies and Materials	\$	\$ 2,400	\$ 2,400
6. Equipment	\$	\$	\$
7. Other	\$217,700	\$190,400	\$408,100
TOTAL PROJECT COSTS	\$ 242,700	\$244,300	\$ 487,000

***** IF USING WORD FORMAT YOU MUST DOWNLOAD
THE SF424 - APPLICATION FOR FEDERAL ASSISTANCE SEPARATELY AND
SUBMIT WITH THIS COMPLETED APPLICATION *****

**Applications must be received by 5:00 pm Eastern Standard Time,
Tuesday November 18, 2008.
This is NOT a postmark deadline.**

APPLICATION SUBMISSION

Applications must be submitted in hard copy. Faxed applications and applications submitted electronically will not be accepted. Applications not received by the deadline and incomplete applications will not be considered. Additional materials sent separately from the application will not be considered part of the application and will not be included in evaluation of the application.

Application materials will not be returned. All application materials, including photographs, become the property of the National Park Service and may be reproduced by NPS or its partner organizations without permission; appropriate credit will be given for any such use.

YOU MUST SUBMIT:

- (1) original and five (5) copies – a total of 6 – complete application packages (preferably double-sided).
- One (1) additional photocopy of page one of the application.
- Page one of the application must be the first page in the original and copies. Do not use other cover pages.
- The original must be secured with a binder clip.
- Each copy must be **securely** held together with a staple or binder clip; do **not** use pocket folders, notebooks, or ring binders.

A complete application package includes:

- Application on 2009 form.
- SF 424 Application for Federal Assistance (Download separately from the NPS website if using Word format)
- Authorizing Official signature.
- Timeline for project completion.
- Detailed budget.
- Necessary supplemental information to explain the project (photographs, maps, documentation of public/private partners, etc.)

***** NOTE - Applications should not be submitted through the US Postal Service. All US Postal Service mail to Federal agencies in Washington, D.C. is irradiated, which can damage or destroy materials and lead to a delay in delivery. You must submit your application via an alternate carrier.**

SEND APPLICATIONS TO:

Please address **ALL** support letters to the address below, attn: Hampton Tucker; Chief, Historic Preservation Grants Division – they must accompany the grant application or they will **NOT** be considered.

*Preserve America Grants
National Park Service
1201 "Eye" Street, NW
6th Floor (ORG. 2256)
Washington, DC 20005*

**Applications must be received by 5:00 pm Eastern Standard Time,
Tuesday November 18, 2008.
This is NOT a postmark deadline.**

**For more information please contact the National Park Service at:
(202) 354-2020**

**nps_preserveamerica@nps.gov
www.nps.gov/history/hps/hpg/preserveamerica**