

1. Project Name

HistWeb Phase IV: Heritage Tourism Map Project
Washtenaw County Department of Planning and Environment
705 N. Zeeb Road
P.O. Box 8645
Ann Arbor, MI 48107

2. Project Coordinator

Melissa Milton-Pung, Historic Preservation Planner
Washtenaw County Department of Planning and Environment
705 N. Zeeb Road
P.O. Box 8645
Ann Arbor, MI 48107
Phone: 734-222-6878 Fax: 734-994-2459
Email: miltonpungm@ewashtenaw.org

3. Grant Recipient

Washtenaw County, a Certified Local Government
Department of Planning and Environment
Anthony VanDerworp, Director
705 N. Zeeb Road
P.O. Box 8645
Ann Arbor, MI 48107
Phone: 734-222-6888
Fax: 734-994-2459
Email: vanderworpa@ewashtenaw.org

4. Congressional District

13th Congressional District
State Senate Districts: 17, 18
State House Districts: 52, 53, 54

5. Federal Identification

Washtenaw County
38-6004894

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6. Federal Funding Request and Match

Federal Funding Request: **\$24,977.00**
 Total Matching Share: **\$19,603.55**
 Total: **\$44,580.55**

Donor: Washtenaw County
 Source: General Fund
 Kind: In Kind
 Amount: **\$19,603.55**

7. Budget

MATCH	<u>Federal</u>	<u>Match</u>
Project Coordinator: 300 hours/\$23.12/hr		\$ 6,936.00
Customer Support Specialist: 37.5 hours/\$19.18/hr		\$ 719.25
IT Support: 100 hours/ \$38.79/hr		\$ 3,879.00
Accountant II: 75 hours at \$24.02/hr		\$ 1,801.50
Fringes FICA, Unemployment, Medicare, Workers Comp, Life, Health and Dental Insurance, Retirement: 47% of \$13,335.75		<u>\$ 6,267.80</u>
Total:		<u>\$19,603.55</u>

FEDERAL	
Preservation Specialists: 1000 hours/ \$15/hr	\$ 15,000.00
Rural Specialist: 300 hours/ \$21.50/hr	\$ 6,450.00
Fringes: (FICA, Unemployment, Medicare, Workers Comp) 11% of \$21,450.00	\$ 2,359.50
Travel: 500 miles/\$.485 mile	\$ 242.50
Postage/supplies	\$ 75.00
Printing:	\$ 550.00
Marketing/Advertising:	<u>\$ 300.00</u>
Total:	\$24,977.00

Federal Total	\$24,977.00
Match Total	<u>\$19,603.55</u>
Total Grant	\$44,580.55

8. Match Certification

Washtenaw County will provide a **\$19,603.55** in kind match of personnel and other services from the FY 2006/07 Budget for the purpose of this project. The accompanying grant application is signed by County Administrator and will be Ratified by the Washtenaw County Board of Commissioners in January 2006. We will send you the resolution number, as presented in item #17 at that time.

9. Indirect Costs

No indirect costs are anticipated at this time.

10. Financial Certification

See letter from Peter Collinson in Appendix A.

11. Scope of Work/Project Narrative

Summary

The primary focus of the HistWeb Phase IV: Heritage Tourism Map Project is to place into historic context the historic resources included in the HistWeb (an ongoing project created through HistWeb I, II, and III), as articulated on a series of themed maps identifying historic and architectural resources within Washtenaw County. This pilot program is a public educational endeavor that will increase local heritage tourism, historic resource awareness, and appreciation of resources within the Washtenaw County community. It will also emphasize the need for proper stewardship of such resources through application of the Secretary of the Interior's Standards. Furthermore, it will be promoted both locally and regionally through a joint marketing endeavor with stakeholders/partners and will be made fully accessible on the HistWeb site.

Background

The Washtenaw County Historic District Commission and its staff have conducted several historic preservation projects, spanning nearly three decades of identification, documentation, and analysis. Recently, a number of these projects have been partially funded by grants provided by the State Historic Preservation Office's CLG grant program. These include the Washtenaw County Thematic Survey, 1996-1997; and the HistWeb project, 2002 to present.

Since its inception in 2002, the HistWeb project has focused on the historic and architectural resources of Washtenaw County through a multi-phased approach. Phase I included incorporating data from previously existing historic resource surveys into a database and accompanying web page "HistWeb." Specifically, ten existing surveys of historic resources in Washtenaw County were digitized and made available to the public through our HDC/GIS website: www.ewashtenaw.org. HistWeb Phase I received a 2004 Government/Institution Award for Contribution to Historic Preservation in Michigan from the Michigan Historic Preservation Network.

Phase II included field survey work in an area not previously documented, and added additional historic resource survey information to the website from areas most at risk or most likely to yield eligible resources. In addition, with support from Information Technology (Washtenaw County), a system was developed to correct errors in the HistWeb database.

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Phase III, which is currently under implementation, includes two parts. The first part involved a seminal collaboration between a local unit of government (Village of Manchester) and the Washtenaw County Historic Preservation Program to assist the local unit in the establishment a local historic district.

A pervasive element throughout each phase of the Washtenaw County’s “HistWeb” project has been a large-scale effort to place all information related to Washtenaw County’s specific historic resources on the County’s web page. The purpose is to make the information available to those who may need it for planning, preservation, and other decision-making purposes. The proposed next phase in this process, HistWeb IV, would make use of this existing body of data and move a step beyond data collection, analysis, and accession to actively engage members of the public.

This engagement would be carried out through educational and public programs, distinctively articulated in themed maps/pamphlets of historic and architectural resources identified throughout Washtenaw County. These materials will increase public appreciation and awareness of the County’s historic and architectural resources, and emphasize the need for proper stewardship of such resources through application of the Secretary of the Interior’s Standards.

The proposed Heritage Tourism Map Project is clearly in alignment with several goals set forth by the Michigan State Historic Preservation Office in *Preservation Shore to Shore: Planning to Preserve, Michigan’s State Historic Preservation Plan, 2001-2006*. This proposed project is in direct accordance with Goal 1, specifically under Goal 1-1b, which encourages preservation entities to “expand public understanding and appreciation of historic preservation in Michigan by undertaking a major public relations campaign that highlights preservation successes,” and Goals 1-2a, c1-2c, and 1-2e by “publiciz[ing] and promot[ing] the benefits and incentives of historic preservation,” “increas[ing] activities that promote preservation during . . . Michigan Week,” and “mak[ing] preservation publications and materials more readily available to the general public.” Furthermore, it follows Goal 1-4b by “improv[ing] internet and electronic access to preservation information,” and Goals 1-4i and 1-4k by augmenting “local history taught by K-12 programs to incorporate historic resources and basic historic preservation principals” and partnering with “the community history component of established programs such as scouting, 4-H clubs, etc.” This proposed project also hits upon Goal 2-3, to “make historic resource survey data more accessible to local and state planning agencies and consultants” by continuing to improve the existing HistWeb website. Finally, the proposed Heritage Tourism Map Project also correlates with Goal 6-6, which “encourage[s] the adoption of the U.S. Secretary of the Interior’s Standards for Rehabilitation” through topical discussion in outreach programs and by featuring properly maintained historic and architectural resources.

This proposed project also meets goals set forth by the Washtenaw County Comprehensive Plan (2004). Objective 5 under Economic Development directs the development of an “Ecotourism and Heritage Tourism Program for the County.” Under Historic Preservation, Objective 1 directs for the “support [of] local units of government seeking protection and preservation of historic resources through local, state and national programs;” Objective 2 requires the County to “provide effective programs, tools and techniques for the protection of our unique historic resources;” while Objective 3 encourages the “promot[ion of] the benefits of historic resource protection to Washtenaw County residents, land and business owners and decision makers.” The proposed Heritage Tourism Map Program will raise awareness and appreciation for Washtenaw

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County's historic and architectural resources, thus encouraging increased investment in historic resources as well as proper stewardship for the enjoyment and benefit of future generations.

Scope of Work

Core Purpose of the Pilot Project

The primary focus of this pilot project is to place into historic context the historic and architectural resources already included in the HistWeb, as a means to increase awareness and appreciation of these resources within the community. Over the last several decades, the County and other local organizations have identified and documented a majority of extant historic and architectural resources within Washtenaw County. This combined effort produced a substantial body of data, and made it available as a searchable list of resources. Although publicly accessible online, HistWeb has remained largely the tool of specific interest groups, trained researchers, and professionals. See Appendix B for an illustration of previously recorded historic and architectural resources and their distribution within Washtenaw County.

The next step in this process, HistWeb IV, will package existing information in an interpreted manner through the creation of appealing maps and themed tours. It shifts the database from a passive status, essentially a valuable collection of information pieces lacking in context or relation to the whole, and transforms those pieces into an interactive experience placed into the hands of the community. In this way, HistWeb can come alive in a manner that may be understood by both special interest groups and members of the general public. This endeavor will result in a raised public awareness of Washtenaw's rich historic and architectural resources.

Principal Products

Given the extensive database provided by the HistWeb project to date, HistWeb IV: Heritage Tourism Map Project proposes to put the information to use for planning, educational, commercial/tourism, and preservation purposes within Washtenaw County. Specifically, the data would be analyzed and incorporated into a base map depicting selected historic resources within Washtenaw County. The map may be similar in size and appearance to that produced by the County Road Commission. While the map included in Appendix B is generally illustrative of the sheer number of resources catalogued within the County, a somewhat stylized map depicting selected resources will be the more appropriate and appealing product for consumption by the general public and for promotional purposes. Three to four correlating themed maps will also be created, in the form of a color pamphlet with accompanying contextual narrative. These maps will work in conjunction with the larger base map, but will also be able to function as stand alone documents.

All maps will also be made accessible online, through the existing HistWeb website. The specific dialogue between site user and HistWeb will be determined early on in the grant process, once the Dynamic Feedback Loop (powered by Zoomerang software) begins to gather end-user responses from partners, stakeholder groups, and selected members of the public. (Anticipated partners and stakeholder groups are discussed below in the Marketing Plan.) It is expected that the Heritage Tourism Map Project will have its own separate webpage, linked to/from HistWeb.

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Partners and stakeholders will have the opportunity to advertise their events on this site, and area destinations and organizations of interest will also be linked. Great emphasis will be placed on attractive, user-friendly, and logical path-finding; as well as true functionality in contrast to theoretical accessibility. A means to contact the network administrator will be built into the site, to address any issues of accessibility in a timely fashion.

A substantial portion of the project budget is dedicated to the enhancement and further development of the HistWeb site with the assistance of Washtenaw County's Information Technology (IT) staff, in lieu of a generous printing budget for the maps. While a modest printing budget remains, its purpose is twofold: it is a means to effectively market the product which will be made fully available online; and it is a conscious effort to make the maps publicly accessible for a portion of the general public that does not possess ready access to the internet. Additional funding for printing costs will be explored, through sponsorships and advertisements included in the maps.

The base map and thematic maps will be created by the core team of staff members, overseen by the Project Coordinator with content researched and written by the Preservation Specialists and Rural Preservation Specialist. While basic information exists in ARC/GIS software, it is anticipated that further product development will occur in more appropriate image manipulation software, such as Adobe PhotoShop or Adobe Illustrator. Additional assistance in map development, particularly in graphic design, will be provided on an as-needed basis by the Project Coordinator and Department of Planning and Environment's in-house staff members (possessing formal design backgrounds). Further technical assistance will be provided by the aforementioned IT staff.

The proposed maps will include the following features:

- 1) A depiction of the location of selected significant historic resources. The resources selected would be those readily visible from the public right-of-way that highlight aspects of Washtenaw County's history and that maintain their integrity;
- 2) Way finding directions and suggested routes within the map area; and
- 3) Each themed map booklet/pamphlet will feature an accompanying summary of each thematic historic context highlighted by selected resources.

While it is expected that further conceptual development will take place early on in the grant period, themed maps within this pilot program may include Agriculture, Architecture, Automotive Heritage, Early Settlement, Underground Railroad, etc. Decisions regarding the scope of the thematic maps will be made early on in the grant period, after receiving feedback from the Dynamic Feedback Loop through Zoomerang and sites' desirability have been assessed.

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Marketing Plan

Washtenaw County serves 28 local units of government, and has the opportunity to disseminate program information through a variety of public offices and governmental channels. Within Washtenaw County, these maps may be marketed through or in partnership with the Ann Arbor Area Convention and Visitors Bureau, local businesses (downtown commercial associations, bed and breakfasts), Certified Local Governments (Ann Arbor, Saline, Ypsilanti), Chambers of Commerce, Downtown Development Authorities, festivals, historic sites, Michigan State University Extension programs, museums, schools and associated clubs (Boy Scouts/Girl Scouts, 4-H), public libraries, Washtenaw County offices (Parks and Recreation), and the Washtenaw County Road Commission. (Please see Appendix C for letters of support from CLGs located within Washtenaw County: Ann Arbor, Saline, and Ypsilanti.)

This group of potential partners and stakeholders will be expanded and divided (thematically or geographically) among the Preservation Specialists and Rural Specialist, with supervision by the Project Coordinator. These partners/stakeholders will be or have already been contacted initially by phone call, email, or similar personal contact, to establish a relationship with key individual(s) in each organization and ascertain levels of support/buy-in. Their contact information will be pooled into a focus group, which will be routinely polled by Zoomerang software regarding their areas of interest related to this project, upcoming events, deadlines for submission, and potential end-user feedback. Their responses will shape the direction of project as the grant project progresses. In keeping with Washtenaw County's policy to reduce paper usage, most correspondence will remain confined to phone calls, emails, and limited in-person meetings, as well as web postings as the grant project progresses.

Once the maps are well underway in product development, short, prefabricated news stories and press releases will be broadcast both locally and regionally, through a variety of media coverage outlets:

Press releases will be sent to prominent area newspapers, including the *Ann Arbor News*, *Detroit Free Press*, *Detroit News* and the *Toledo Blade*. A single press release to www.MLive.com, one of Michigan's most frequented news websites, will garner coverage in not only the *Ann Arbor News*, but also the *Bay City Times*, *Flint Journal*, *Grand Rapids Press*, *Jackson Citizen Patriot*, *Kalamazoo Gazette*, *Muskegon Chronicle*, and the *Saginaw News*. Releases sent to Associated Press and Knight-Ridder will produce similar coverage ripple effects.

Local television and radio stations will also be notified via press release.

Radio: WCBN-FM 88.3 FM – University of Michigan; WQKL 107.1 FM, Ann Arbor; W211BI 90.1 FM, Ann Arbor; WWWW 102.9 FM, Ann Arbor; WUOM 91.7 FM – Michigan Public Radio, Ann Arbor; WEMU 89.1 FM – Eastern Michigan University, Ypsilanti; WAAQ 88.3 FM, Onsted; WRIF 101.1 FM, Detroit; WMGC-FM 105.1 FM, Detroit; WKRK-FM 97.1 FM, Detroit; WCSX 94.7 FM, Birmingham; and WYCD 99.5 FM, Detroit.

Television: W48BZ Channel 48, Sault Saint Marie; W67AJ Channel 67, Ann Arbor; WPXD Channel 31, Ann Arbor; WXYZ-TV Channel 7, Detroit; WJBK Channel 2, Detroit; WKBD

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Channel 50, Detroit; WTOL Channel 11, Toledo, Ohio; WNWO-TV Channel 24, Toledo, Ohio; WWJ-TV Channel 62, Detroit; WDIV-TV Channel 4, Detroit; WDWB Channel 20, Detroit; WTVS Channel 56, Detroit; and WUPW Channel 36, Toledo, Ohio.

Features or advertising space will also be sought out in travel magazines such as AAA Michigan's *Michigan Living* and regionally circulated magazines such as *Midwest Living*; listing on www.Michigan.org, the state's premier tourism website; coverage by Travel Michigan through their Marketing Partnership Program, and map placement at Michigan Welcome Centers on major interstate highways (especially nearby Coldwater, Dundee, and Monroe), among other outlets.

As this outreach plan is fluid in nature, it is expected that additional areas of marketing and distribution will be identified throughout the process. A dynamic feedback loop system will be created, powered by Zoomerang software, as a means to monitor the direction of this pilot program and tailor its progress to best serve its target audience (general public and stakeholders/partners). This feedback data will assist in the success of HistWeb IV: Heritage Tourism Map Project, and project areas of public/stakeholder interest for the development of future maps and outreach programs. Additional development directed by the data collected from the feedback may be realized in a potential HistWeb V endeavor.

Potential Growth

If this initial Heritage Tourism Map Project is successful, the project has the potential for ongoing development and may include:

- 1) Specific topic maps, such as ones highlighting architecture (residences, outbuildings, churches, schools, and other buildings); farms (reflecting the peak of agricultural heritage in the county during the 19th and 20th centuries); and education (one room school houses and larger village/town high school buildings).
- 2) Geographically focused maps, perhaps by township (Freedom Township) or major roadway (US-12).
- 3) In addition to producing pre-made maps, the project may include a user-interactive feature on HistWeb. This feature would accept user-specified areas of interest chosen from a menu of pre-selected topic options (Underground Railroad, Greek Revival Houses, etc.) or geographic perimeters (Freedom Township, US-12, etc.) to create a custom map. This alternative is currently under discussion with Washtenaw County's Information Technology support staff. Time is allotted in the HistWeb IV budget for further exploration of this option.

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12. Work schedule

- Notification of Grant Awards June 2006
- Grant agreement signed July 1, 2006
- Grant Cycle begins July 1, 2006
- Hire team July 1, 2006
- Evaluate survey information and existing data on HistWeb and in-house files July-September
- Cultivate Relationships with HistWeb IV Partners September-December 2006
- Conduct supplemental research on an as-needed basis September-December 2006
- Quarterly report due October 15, 2006
- Produce preliminary maps September-January 2006
- Preliminary report to WCHDC, HistWeb IV Partners, and SHPO for comments January 2007
- Quarterly report due January 15, 2007
- Press releases to media outlets, local and regional coverage March-April 2007
- Complete maps revisions March-May 2007
- Kickoff Event promoting the Heritage Tourism Map Project March-May 2007
- Post completed maps on HistWeb March-May 2007
- Quarterly report due April 15, 2007
- Conduct public outreach program(s) in conjunction with Michigan Historic Preservation Week Early May 2007
- Final report due July 31, 2007
- Travel to SHPO to discuss Phase V October 2007
- Submit proposal to SHPO for Phase V project December 2007

13. Products and Deliverables

Comprehensive Marketing Entity List of Promotional Stakeholders and Partners
Dynamic Feedback Loop implemented through Zoomerang software
Local and Regional Promotional Coverage (Newspaper, Websites, Radio, Television, Special Interest Publications)

Interactive webpage linked to HistWeb and improved search query fields on HistWeb

Printed Maps:

Overview Map (general project promotional item)

3-4 full color Thematic Maps in pamphlet form accompanied by Contextual Narratives

Kickoff Event promoting the Heritage Tourism Map Project

Public outreach program(s) held in conjunction with Michigan Historic Preservation Week

14. Professional Staffing

The project coordinator, Melissa Milton-Pung, Master of Historic Preservation from The University of Kentucky, is currently a member of the Washtenaw County Department of Planning and Environment as the Historic Preservation Coordinator and serves as liaison between the Washtenaw County Historic District Commission and the Department of Planning and Environment. She has recently come to the Washtenaw County Department of Planning and Environment from Commonwealth Cultural Resources Group (CCRG), where she successfully completed over two dozen projects involving above-ground historic/architectural resources in Michigan, Indiana, and Wisconsin. She has also recently nominated Rosedale Park, a 1500+ resource National Register Historic District located in Detroit, Michigan, and is currently invested in Phase III of the HistWeb project. As demonstrated by the resume in Appendix D, Ms. Milton-Pung meets federally defined qualifications set forth by 36 CFR 61. Assistance on this project will be provided by Ina Hanel, former Preservation Planner for Washtenaw County who successfully managed the Thematic Survey Grant of Lodi, Lima and Scio Townships awarded by the SHPO to Washtenaw County in 1997, Anne Kreykes and Kathy Holtz, Preservation Specialists, Kimberly Wraight, GIS Coordinator for Washtenaw County, Debra Ross, Customer Support Specialist, and Xiaohong Wu, Accountant. The majority of these staff members have invested their time and expertise in Phases I, II, and III, and are collectively responsible for the success of these projects. Please see the resumes of key staff members, included in Appendix D.

15. Historic District Commission Support Letter

See letter from Nancy Snyder, Chair of the Washtenaw County Historic District Commission, in Appendix E.

16. Federal Fund Administration

Washtenaw County currently manages over \$20 Million in Federally funded grants and is considered a “low risk” auditee. For the last five years the County received a “no findings” audits report, and for the twelve years prior to that had “no adverse findings.” In addition, the County received the Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting for its Comprehensive Annual Financial Reports for the last thirteen consecutive years.

17. Resolution and Bylaws of Governing Body

To be submitted in January 2006.

18. Civil Rights Compliance & EOO

Please see Appendix F for appropriate forms related to compliance procedure.

19. Certification Debarment

Please see Appendix G for the appropriate form.

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20. Signatures

We, the undersigned, fully support the HistWeb Phase IV: Heritage Tourism Map Project and pledge to dedicate the above proposed matching grant resources on behalf of the Washtenaw County Government.

Signed on December 15, 2005, in the City of Ann Arbor, Washtenaw County, Michigan.

Robert E. Guenzel, County Administrator

Melissa Milton-Pung, Historic Preservation Planner