

Jeffris Heartland Fund Criteria for Project Selection

The National Trust for Historic Preservation invites applications for grants from the Jeffris Heartland Fund, established by the Jeffris Family Foundation, to support the development of important historic preservation projects in the states of Iowa, Illinois, Indiana, Michigan, Minnesota, Missouri, and Ohio. Staff of the Midwest Office of the National Trust is available to assist grant-seekers with the application process, provide related technical assistance to guide wise and constructive use of the grant funding, and administer grants once awarded. Applications are due on February 1, June 1, and October 1 of each calendar year in which the funds are available.

Grants will be made in the range of \$5,000 to \$50,000 for Historic Structure Reports and other advanced planning studies, and must be matched dollar-for-dollar with cash from sources unrelated to the National Trust and the Jeffris Family Foundation.

Established 501(c)(3) non-profit organizations or government agencies in partnership with a 501(c)(3) organization are eligible to apply. Applicants must be able to demonstrate the viability of their project through the submittal of early planning studies, and must be ready for the preparation of a Historic Structure Report, or other advanced planning studies, leading toward a community-centered capital fund drive. Please see **Appendix A**, starting on page 4 of this document, for a description of the types of planning projects and studies that could be considered for funding.

In selecting grant recipients, the following four criteria will be considered:

1. Historic Significance of the Site

The site must be individually listed on, or have documentation that it is individually eligible for, the National Register of Historic Places. Contributing structures within a National Register historic district also must be individually eligible for listing on the National Register of Historic Places.

- Priority will be given to sites of documented national, then regional, and then state, historic significance. Sites with local significance only will not be eligible for funding.
- Priority will be given to sites associated with prominent figures of national, regional, or statewide importance, or with events of national, regional, or statewide significance.
- Priority will be given to sites with significant architectural merit, including association with designers of national, regional, or statewide importance.

- Priority will be given to sites with strong elements of the decorative arts.
- Priority will be given to projects involving historic resources that are extremely rare and/or unique.
- Priority will be given to projects with a high degree of historic integrity, and to work relating to the restoration of original elements. While work to accommodate contemporary usage is acceptable, all work on the property must conform to *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. See www.nps.gov/history/hps/tps/standguide/index.htm

2. Proposed Project and Plan

Each applicant organization must have documentation that it has thoughtfully adopted a strategy to preserve, use, and care for the site (e.g. Feasibility Study, Business Plan). Please see **Appendix A**, starting on page 4 of this document, for more detailed information.

- Priority will be given to applicants that can best demonstrate that a Historic Structure Report or other detailed planning study for which funding is being requested is critical to the accurate and appropriate restoration of the property.
- Priority will be given to applicants that can best demonstrate their intended use will be financially viable and operationally sustainable over time.
- Priority will be given to applicants that can assure that the project will fully comply with *The Secretary of the Interior's Standards for the Treatment of Historic Properties* through review and oversight by a local historic preservation commission or state historic preservation office.

3. Project Location

Only projects located in the seven eligible Midwestern states (IA, IL, IN, MI, MN, MO, OH) will be considered.

- Priority will be given to projects in smaller cities and towns. Although projects located in larger cities and municipalities are eligible to apply, preference will be given to projects in towns with populations under 75,000.

4. Organizational Excellence

The applicant must demonstrate the ability to marshal resources necessary to conduct a community-centered capital campaign in the foreseeable future, typically within three years.

- Priority will be given to applicants who can demonstrate a pattern of programming and services connected to the site and their stated mission (e.g. educational programs, events, hospitality).
- Priority will be given to applicants who demonstrate a broad base of membership and community support.
- Priority will be given to applicants with demonstrated success in past capital fundraising efforts.

For over ten years, the Jeffris Family Foundation has served as a catalyst to community support for historic preservation by making capital challenge grants to community-based projects in Wisconsin. The Jeffris Heartland Fund is intended to expand their interest to include projects throughout the region. Projects and their sponsors receiving grants from the Jeffris Heartland Fund, and completing a quality study in a timely manner – usually within one year – may be invited to apply directly to the Jeffris Family Foundation for a capital challenge grant. The Jeffris Family Foundation will consider such applications on a funds-available, competitive basis.

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Jeffris Heartland Fund

Appendix A Preservation Planning Documents

How to Apply this List to your Planning Needs

The following is a list of preservation planning documents, based on similar reports that have been partially funded by the National Trust for Historic Preservation. The following list constitutes a definition of various planning documents, the source of the definition, and examples of the planning document (where available). It should be noted that different architectural and/or engineering firms, preservation consultants, and state and local agencies may have different titles for these reports.

This list is provided to help applicants define the type of planning document most suitable for their project, and is being supplied as a courtesy. When referencing this information, please remember:

- This document is not intended to function as a complete listing of all possible documents that could be funded through the Jeffris Heartland Fund, but rather as a guide to the types of documentation that can be considered for funding.
- This list should not be viewed as an endorsement of one document over another.
- Every project will have different circumstances, and National Trust staff should be consulted as early as possible to help determine if the proposed project will meet the criteria for eligibility.

Summary of the Preservation Planning Process

A well-crafted Request for Proposals (RFP) process for your planning document will help solicit appropriate consultants and firms, and will highlight the reports that are most necessary and appropriate for a project. It is also important to understand the steps of standard architectural services as your project moves forward from planning to actual rehabilitation, the “bricks and mortar” work:

- Pre-design Services (determining user space needs, project planning, and studies completed before traditional architectural services)
- Schematic Design (+/- 15% of traditional fee package)
- Design Development (+/- 20% of traditional fee package)
- Construction Documents (+/- 40% of traditional fee package)
- Construction Administration (+/- 20% of traditional fee package)

Only Pre-design Services and Schematic Design are eligible for Jeffris Heartland Funding. Design Development and Construction Documents are not advised until after capital funding for the project has been secured.

For additional information, please see the American Institute of Architect’s guide to “You and Your Architect” at

www.aia.org/value/yaya/AIAS076569?dvid=&recspec=AIAS076569

Planning Documents That Must Be Completed Prior to Application

All prospective applicants must have completed documentation to demonstrate that they have thoughtfully adopted a strategy to preserve, use, and care for their site. Examples of some of the types of planning documents that would satisfy this criterion include--but are not limited to--the following. You will be asked to submit all previously completed planning studies along with your application.

Please note that Jeffris Heartland Fund grants are not available to fund these preliminary studies.

Adaptive Re-Use Plan/Master Plan or Building Feasibility Study

This is a document and/or set of schematic plans that usually proposes a change in use or reconfiguration of a building for expanded use. It is applicable when considering adding to a building with significant new construction, or changing how a building is used. No standard format exists for this document and the client usually determines the potential new uses to be studied. This report tests the viability of new uses and what issues to consider further. Sometimes this document also considers the possibility of using Federal and/or State Historic Tax Credits for the rehabilitation of an income-producing historic property and further details the tax credit process.

Samples:

<http://www.co.hennepin.mn.us/portal/site/HCIInternet/menuitem.3f94db53874f9b6f68ce1e10b1466498/?vgnnextoid=66fbe7f78c5fc010VgnVCM1000000f094689RCRD>
http://saxoniahouse.com/db2/00132/saxoniahouse.com/_download/10-10.pdf

Preservation Plan

The long-term benefits of a Preservation Plan are considerably less than those afforded by a Historic Structure Report (HSR). A Preservation Plan provides a summary of the site history and integrity, and guides the appropriateness of proposed changes or use, but rarely includes cost details and estimates. Preservation Plans often deal with larger sites including more than just one structure, or even with multiple historic properties and associated historic landscapes. A Preservation Plan is still a valuable document and, if funding limitations prevent an HSR, is worth pursuing. They are often prepared prior to starting a capital project.

Source: Historic Structure Reports & Preservation Plans: A Preparation Guide, www.state.nj.us/dep/hpo/4sustain/preparehsr.pdf

Stabilization Plan

This report is often used to consider whether a historic property can be feasibly reused, and estimates the costs to simply stabilize or secure the property. It is also often used for properties that have been abandoned or not recently used. A Stabilization Plan is appropriate as a guide to mothballing a historic property to prevent further deterioration when no future use is currently known or possible.

Source: <http://www.nps.gov/history/hps/tps/briefs/brief31.htm>

Planning Documents Eligible for Grant Funding

If you have completed the necessary preliminary planning and are ready to continue with a more advanced level of planning study or analysis to move your project toward a capital campaign, the following comprehensive planning projects represent the types of documents that may be eligible for funding through the Jeffris Heartland Fund.

Historic Structure Report

A Historic Structure Report (HSR) is a comprehensive document that includes historical research and analysis, and a full condition assessment of the site, structures, building envelope, interiors, mechanical systems, electrical systems, and codes. An HSR provides guidance on the appropriate level of preservation treatment for the project, based on *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. It also helps to interpret the history of a building to a community at large, can be used as a fundraising tool, and helps determine costs for future changes in use or increased use of a historic structure. This report is viewed as the most inclusive of preservation planning documents. There are samples of HSRs on file with the Midwest Office. Please contact the Midwest Office if you are looking for a sample document specific to your property type or size.

Source:

www.nps.gov/history/hps/tps/briefs/brief43.htm

<http://fpi.historicpreservation.gov/TechnicalInfo/Rehab/HistoricStructure.aspx>

Examples of HSRs available online:

<http://digicoll.library.wisc.edu/WI/subcollections/WICapitolAbout.html> and

http://saxoniahouse.com/db2/00132/saxoniahouse.com/_download/HSR4-12-08Final.pdf

If you have already completed some major planning components, but have not prepared all the essential components of a full Historic Structure Report, or need to update outdated information, the following documents also could be considered eligible for funding.

Building Envelope Assessment

The building envelope consists of the parts of a building that keep the weather out and the conditioned environment in. This includes the roof, walls, and below-grade waterproofing elements. A Building Envelope Assessment can also identify significant causes and solutions to weathering and moisture infiltration, temperature leakage, and animal infestation. It is also increasingly used to guide the “greening” of a building to reduce energy costs.

Source: <http://www.facilityengineeringinc.com/facility-engineering/>

Other links: Building Envelope Design Guide, National Institute of Building Sciences:

http://www.wbdg.org/design/env_introduction.php

Decorative Arts Analysis or Report

This analysis is an important part of any restoration project that includes significant decorative arts components. The focus is typically on interior features such as painting patterns and detail, stenciling, wallpaper, wood trim, murals, mosaics, sculpture, statuary, and stained or etched glass. A critical component of the report is determining what amount of original detail can be preserved and what must be replicated in a historically accurate manner. The decorative arts found in historic sites often reflect important themes in local and national history and can offer an excellent window into interpretation and public viewing.

Sample: www.decorativearts.library.wisc.edu/ regarding material culture examples

Condition Assessment or Building/Structural Condition Study

This assessment identifies the building's features and materials, lists deficiencies and their causes, and recommends repairs. It is commonly used as the basis for future stabilization, repairs, fundraising, or subsequent preservation planning documents. It provides an objective overview that is used in building a consensus for action and an initial estimate on potential costs. This study is usually based on physical inspection, but can also include physical probes if needed. It includes sketch plans and photographs and may include measured drawings. Recommendations of the report can range from treatment guidelines to future specifications.

Source: www.sacredplaces.org/PSP-InfoClearingHouse/articles/Special%20Report.htm

Sample of shorter summarized study:

www.mqtcty.org/city_website/WebsiteGeneral/PDF/Current_Projects/Founders/lower_harbor_dock_study.pdf

Outline to larger study:

www.co.ozaukee.wi.us/PDF/OCC%5DHCA%5DPart%201%20and%202.pdf

If you have already completed a Historic Structure Report, the following document types may also be considered eligible for the Jeffris Heartland Fund.

Business Plan

A Business Plan can be created for an existing historic property that is not operating to its full potential, or can provide information about an abandoned or vacant property awaiting a potential new use. It is completed in conjunction with a financial consultant, realtor, or consulting firm with expertise on particular issues (i.e. theatres, house museums, etc.). Many plans follow the model of Strengths, Weaknesses, Opportunities, Threats (SWOT) in their analysis of current and projected use. Others are based more on economics, and analyze data on a likely audience or participant into a long-term financial outlook. Sometimes this document can also be tied to an Interpretive Plan if it is specific to a larger historic site like a battlefield, park, or museum exhibit.

Sample:

http://www.bplans.com/cafe_bistro_coffeehouse_business_plan/executive_summary_fc.cfm (not specific to historic building and operation)

Fundraising Feasibility Study

This study is a professionally-prepared document that assesses an organization's ability to complete a larger capital campaign or project-driven planned fundraising effort. This study does NOT include grant writing or actual solicitation of funds on the organization's behalf. It does help determine possible sources of donations, large gifts, and general financial capacity of a community. It also commits an organization's board or governing body to active participation in the study, individually and as a whole, and reaches substantial conclusions specific to the project. General advice on best practices regarding fundraising for a capital campaign is also included.

Sample presentation: http://www.nps.gov/partnerships/fundraising_feas_study.htm
http://www.wisconsinhistory.org/localhistory/pdfs/2008-FallPresentations/Capital_Campaign.pdf

Cultural Landscape Report

Preservation of cultural and heritage landscapes is becoming increasingly important to our understanding of context and the importance of a specific historic site or property. A Cultural Landscape Report examines the current viewshed and the combination of human and natural impacts on the land, and compares these with historic photographs and written descriptions. Cultural and heritage landscapes are an important component of a site or community's sense of place and historic significance.

Sample: http://www.fortwayneparks.org/images/stories/clr/folster_2007_clr.pdf
Further Information: <http://www.nps.gov/hps/tps/briefs/brief36.htm>