



## Cultural Tourism Projects

This document provides specific guidance for **cultural tourism projects** per ARC's Strategic Plan Goal 4.2. Applications may involve multiple activities as part of a single project. ARC encourages applicants to review the specific guidance for each type of activity included in an application.

*All application guidance is grounded in the goals and principles of ARC's current strategic plan and incorporate project fundamentals which emphasize strategic focus, collaboration, financial and operational sustainability, and measurable impact in ARC investments.*

ARC investments in **arts and cultural heritage assets** help Appalachian communities effectively leverage the Region's rich history and cultural resources for local job creation and economic growth. Supported projects can involve a wide range of both construction and non-construction activities, from strategic planning and hospitality training to technology implementation and cultural trail or facility construction.

ARC generally categorizes art and cultural heritage asset development activities under Goal 4 of its strategic plan, however, components of cultural tourism projects may fall under other goals.

### Examples may include, but are not limited to:

- Developing a comprehensive tourism strategic plan to identify and connect existing assets, explore business growth opportunities and prioritize future investments.
- Creating a network of arts, crafts or food tourism trails (activities could include research and data collection, site documentation, web portal and visitor itinerary development, etc.).
- Conducting market analysis and business planning to assess the financial viability of a tourism-related construction project.
- Developing a tourism-based entrepreneurship training program to improve artisans' business and marketing skills.
- Implementing innovative technologies that create new visitor experiences.
- Restoration of a historic theatre or upgrade to a public amphitheater, museum or arts space with the goal to bring more foot traffic to the downtown business district. Note: Any space improved with ARC funds must remain under public ownership.

### ARC's Policy for the Development of Travel and Tourism Projects

*ARC will support activities as they relate to the travel and tourism industry in the context of an overall development strategy. Grant proposals to use ARC funds for capital improvement or construction related to travel and tourism must meet both of the following criteria:*

- A. Be an integral part of a strategic plan for the community and/or region, **and**
- B. Meet the highest standards of a cost-benefit analysis and/or feasibility study as to economic outcomes.

Please refer to ARC's Guidance on Documentation for Travel and Tourism Construction Projects, <https://www.arc.gov/resource/guidance-on-documentation-travel-and-tourism-for-construction-projects/>, as well as ARC's Project Guidelines, <https://www.arc.gov/resource/arc-project-guidelines/>, for more information.

### Key Principles of ARC Cultural Tourism Investments

## More Information

For step-by-step guidance on how to complete a comprehensive application for ARC funding consideration, all applicants should refer to the framework and instructions detailed in the [Application Template for ARC Non-Construction Projects](#) or the [Application Template for ARC Construction Projects](#), as appropriate, available in the [applicant resources](#) section of our website.

Applicants should also consult their [ARC State Program Manager](#) prior to completing an application to understand state-specific requirements and processes as well as their state's [Appalachian Development Plan and Annual Strategy Statement](#) for additional information.

ARC project activities should be strategic, financially and operationally sustainable, collaborative, and impactful.

*Strategic:*

- Tourism projects should be part of a community's overall economic development strategy, integrated into its plan for the future and built on existing community assets. Stand-alone projects without connection to the community's common vision are often not strategic.
- Applications should include references to materials like approved local planning documents, public participation processes, etc.

*Collaborative:*

- The most successful tourism projects have a broad, extensive support network. Members of the hospitality industry are obvious partners, but tourism projects often straddle multiple sectors or communities and could include representatives of business, local and state government, education and workforce training and public land management, as well as local artisans/crafters and food entrepreneurs.

*Sustainable:*

- Tourism projects should be designed to become self-sustaining within three years after the ARC grant period is closed. Applicants will be asked to explain how the project will maintain consistency and quality after ARC grant funds are used and how additional public and/or private investment will be leveraged to support the project's continuation.

*Impactful:*

- Project impact should be clearly documented to demonstrate the value of the public investment. To track a project's impact, it is critical to establish baseline measurements before conducting any activity. Examples of tourism investment impact measures include businesses or jobs created and new visitor days and overnights. All applicants should refer to ARC's Guide to Performance Measures at <https://www.arc.gov/resource/guide-to-arc-project-performance-measures/> for additional information.
- ARC prioritizes tourism plans, programs and products that can result in a measurable economic benefit. A project may be highly desired by a community; however, unless it's designed to attract new visitors, business or investment, it may not meet ARC's mission. For projects that cannot be directly connected to those outcomes, applicants should be creative in assessing how they would determine whether a project is successful, describing what changes will occur once the project is implemented and how those changes will be measured.

**Other Considerations**

- Marketing can be a vital component of tourism projects, and activities such as creating a website or installing signage can be designed to meet the key ARC investment principles. However, ARC investment is not well suited for "temporary" marketing activities such as placing billboards, radio/TV spots, brochures and newspaper ads. Many state tourism departments have funding specifically for those promotional activities.
- Applications for projects involving property acquisition must include an MAI (or equivalent) appraisal.
- ARC construction projects require the submission of an official cost estimate (PER/PAR).

**Basic Agency Requirements (For Construction Projects Only)**

ARC does not administer any construction projects, including those involving downtown arts, culture, and heritage. ARC operates in partnership with federal and state agencies under an MOU to manage federal construction grants throughout the region.

It is the applicant's responsibility to secure a letter from the appropriate federal or state agency, known as a basic agency letter, indicating their willingness to administer ARC funds for any proposed infrastructure project. A list of eligible basic agencies can be found at <https://www.arc.gov/basic-agency-partners/>.

Grantees are encouraged to reach out directly to their basic agency to ensure the proposed

implementation scope and schedule is acceptable to the basic agency prior to submitting the construction grant application.

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#### **Additional Resources**

- ARC Applicant Resources: <https://www.arc.gov/applicant-resources/>
- ARC's Current Strategic Plan <https://www.arc.gov/strategicplan/>
- Information Specific to ARC States: <https://www.arc.gov/appalachian-states/>
- ARC's Grant Compliance Guide <https://www.arc.gov/resource/grant-compliance-guide/>
- Trends and Strategies for Tourism in Appalachia <https://www.arc.gov/report/extending-our-welcome-trends-and-strategies-for-tourism-in-appalachia/>