



## **I. INTRODUCTION**

The Northern Rio Grande National Heritage Area (NRGNHA) was designated by Congress in 2006 in recognition of the region's multi-cultural heritage, and its rich natural and cultural resources. The Heritage Area extends over 10,000 square miles of northern New Mexico, including all of Rio Arriba, Santa Fe, and Taos counties. The natural features of the NRGNHA include natural panoramic vistas, high desert valleys, mountain ranges, plants and wildlife, unique geologic features, prehistoric archaeological sites, and exceptionally dark night skies. Much of the NRGNHA is public land, including vast tracks administered by the Bureau of Land Management and U.S. Forest Service, as well as, Rio Grande del Norte National Monument, tribal lands, designated land grants, and traditional communities.

The Northern Rio Grande National Heritage Area, Inc., a New Mexico 501(c)3 non-profit organization, was named by Congress as the NRGNHA Coordinating Entity. Our mission is to help sustain the communities, heritages, languages, cultures, traditions, and environment of Northern New Mexico through partnerships, education, and interpretation. Our vision is community and economic viability rooted in the heritage and the environment of Northern New Mexico. Our aim is to help identify, research, and evaluate, conserve, protect, interpret and promote the archaeological, historical, cultural, natural, scenic, and recreational resources of the Heritage Area in a way that enhances economic opportunity without managing or regulating land use. The NRGNHA Management Plan was approved in 2014 and establishes a framework for achieving this mission. We encourage applicants to read the Management Plan prior to applying for a NRGNHA grant.

The Management Plan is available on the National Parks Service website:

<https://parkplanning.nps.gov/document.cfm?parkID=73&projectID=39678&documentID=54832>

## **II. PURPOSE AND SCOPE OF GRANTS PROGRAM**

Northern Rio Grande National Heritage Area, Inc. offers grants for innovative projects that will help accomplish the strategies, goals and objectives defined in the NRGNHA Management Plan. These goals are described in the Notice of Grant Availability and in this document. The grant program is designed to provide strategic investments in heritage sites, events, programs, materials, and other projects of cultural, educational and recreational value in Rio Arriba, Santa Fe, and Taos counties.



The Heritage Areas Management Plan also targets preserving, interpreting, and developing the heritage resources of Northern New Mexico. The distinctive facets of the region's heritage were the basis for the National Heritage Area designation in 2006. The matching grants help accomplish the goals and objectives of the Management Plan, with leveraged funding for innovative projects across the region that preserve, interpret, and develop heritage resources and that expand economic opportunity.

Funds for the Northern Rio Grande National Heritage Areas grants program are provided by the federal government through the National Park Service. The program is designed to be responsive to requests initiated within the broader community, although NRGNHA may initiate project funding with its partners outside of the grant cycle (Heritage Projects). The National Heritage Area has interest in developing projects that:

- are regional or multi-county in scope.
- involve active partnerships between organizations or within communities.
- leverage substantial matches from project participants and other grants.
- demonstrate support from dominant entities: arts councils or guilds, chambers of commerce, tourism authorities, historic preservation organizations, land conservancies, community colleges/schools, state government agencies, regional councils of governments, or tribal and local governments.

### **Grants Goals, Themes, Objectives:**

Projects that Fit Heritage Area Goals and Objectives

#### HERITAGE RESOURCE CONSERVATION AND ENHANCEMENT

- Enable research to ensure identification, information development and recognition of all the regions significant heritage features.
- Conserve, preserve, and enhance the heritage resources of the NRGNHA.
- Advocate for sustainable facility and land use, open space and view shed preservation, and careful resource development related to the NRGNHAs cultural and natural landscapes.

#### EDUCATION AND INTERPRETATION

- Establish a consistent, area-wide framework for the interpretation of the NRGNHAs resources.
- Connect heritage sites and resources through interpretive themes and products.
- Support educational and research initiatives that teach the public about the NRGNHAs heritage.



- Support heritage education and interpretation by strengthening constituent heritage partners.

#### HERITAGE TOURISM AND RECREATION

- Use a distinct visual image and identity in the design of heritage area products such as informational materials, signage, and interpretive exhibits.
- Develop physical and programmatic linkages between heritage area destinations to assist visitors in experiencing the NRGNHAs diverse natural and cultural resources.
- Promote awareness of and increase visitation in the NRGNHA through public relations and marketing programs.
- Foster and promote recreational opportunities within the NRGNHA.

#### COMMUNITY REVITALIZATION

- Conserve and use heritage resources to foster sustainable economic activity in traditional centers.
- Promote entrepreneurial activity and small business development related to NRGNHA heritage resources.

#### PARTNERSHIP DEVELOPMENT

- Assure NRGNHA remains a strong and vital coordinating or managing entity.
- Facilitate funding, planning and technical assistance, to heritage feature owners, managers, and operators to bind partners together with each other and the coordinating entity.

Projects should also exemplify the following Principles of Implementation:

- Encourage collaboration and leverage resources of multiple parties to achieve Northern Rio Grande National Heritage Area goals.
- Address sites or resources that are regionally or nationally significant, especially those in immediate danger of being lost or destroyed.
- Respect the carrying capacity and authenticity of heritage resources.
- Exhibit a high degree of quality including high standards for planning and design.
- Show strong potential for sustainability and the capacity to manage after completion.
- Establish realistic and clearly defined outcomes.
- Can be completed in a timely manner.
- Include evaluation criteria to measure success of stated goals.

The goals of the Northern Rio Grande National Heritage Area are described in detail in the Management Plan, which may be viewed on our website: [www.riograndenha.org](http://www.riograndenha.org). Goals and objectives

are summarized in the Notice of Grant Availability.



### III. NRGNHA GRANT CYCLE: CATEGORIES

#### PRESERVATION GRANTS

Preservation Grants provide funding for the preservation, conservation, and revitalization of heritage sites and traditions in the Northern Rio Grande National Heritage Area. Projects must be focused on one or more of the National Heritage Areas core goals and interpretive themes. Grant funds may not be used to acquire real property or an interest in real property. Preservation grant projects may fit within one of three subcategories:

**Preservation of Historic Buildings and Sites:** The rehabilitation, renovation, and restoration of buildings, structures, and sites with historical or cultural significance to provide an engaging and educational visitor experience. The buildings, structures, and sites must be listed on the National Register of Historic Places. Properties must be owned by a government entity or a local non-profit organization. Furthermore, the project activity to be funded by the grant must result in a significant interpretive or educational use or visitor experience focused on one or more of the National Heritage Areas core interpretive themes.

Funding in this subcategory is available for planning/implementation. Planning may include consultations and the preparation of master plans, architectural designs, feasibility studies, or applications for listing on the National Register of Historic Places.

**Cultural Heritage Preservation:** This grant subcategory includes two types of projects: (1) the development of archival systems, video documentaries, sound recordings, or oral histories which identify and document people, places, artifacts, traditions, and events that have made significant contributions to the agricultural, craft, and/or cultural heritage of Northern New Mexico, or (2) the development and implementation of workshops or other educational programs to transfer knowledge, customs, and skills from tradition bearers to students. Preference will be given to projects that incorporate plans for making the heritage resources accessible to the public. Projects that involve traditional bearers should include appropriate compensation for expenses and services provided.

**Farmland and Open Space Preservation:** Planning at a municipal, county-wide, or regional scale for the preservation of open spaces and agricultural lands, including those that sustain the integrity of habitats, plant and wildlife populations, forest and agricultural production, water quality, and scenic values. Such projects may also incorporate planning for developing recreational resources associated with open spaces such as parks, community gardens,



greenways, non-motorized trails, and byways. Funding is also available for landscape or watershed restoration activities on sites that are open for public visitation and where hands-on learning and/or on-site interpretation are an integral part of the project.

#### INTERPRETATION GRANTS

Interpretation Grants provide funding for development and implementation of public programs, theatrical performances, demonstrations, classes, workshops, tours, videos, sound recordings, guidebooks, websites, and exhibits to educate residents and/or visitors about the agricultural, craft, music, and/or natural heritage of Northern New Mexico. Projects that involve traditional bearers should include appropriate compensation for their services and expenses. Funds are not available for festivals, concerts, or concert series.

#### DEVELOPMENT GRANTS

Development Grants provide funding for the marketing of heritage sites and resources and the implementation of programs that provide business planning and marketing assistance to heritage-related businesses and artists. Projects must be focused on one or more of the Northern Rio Grande National Heritage Areas goals and objectives. Grant funds may not be used to acquire real property or an interest in real property. Development grant projects may fall into one of three grant subcategories:

**Marketing:** The development, placement, and distribution of promotional materials and media, trail maps, and visitor guides to market heritage events, sites, trails, and attractions. Preference will be given to projects that market multiple sites or events across county lines. Applicants are encouraged to incorporate sustainable tourism principles and/or messages and environmentally responsible use of media wherever possible.

**Marketing and Planning Assistance:** The development and implementation of programs, classes, or workshops that provide business planning and marketing assistance to businesses, farmers, craftspeople, musicians, and other tradition bearers interested in earning income from heritage-related activities.

**Venue Improvements:** Facility upgrades (such as sound systems, seating, lighting, and dance floors) at traditional performance venues that are managed by a local government or a nonprofit organization. Funds are not available for festivals, concerts, or concert series.