

Budget Table Definitions

Use these definitions to help categorize your expenses. Refer to the definitions by project category: Heritage Event or Capital Improvement Project.

Heritage Event Budget Category Definitions

Equipment (Non-Expendable)

Equipment includes durable items purchased to support heritage event programming intended for funded purposes. This may include audio/visual equipment, display monitors, headsets, tablets used for tours, exhibit technology, and other equipment. Total budget not to exceed \$2,000, without staff approval.

Marketing and Tourism Promotion

Costs to advertise and promote the heritage event and attract visitors to the historic site, including advertising, promotional materials, design services, media production, website enhancements, translation, and professional marketing services. Total marketing budget not to exceed \$30,000, without staff approval. Tourism marketing services must serve to promote visitation to the historic site and its associated history to tourists.

OTHER

Include all other expenses such as historic marker fees, historic zoning fees, etc.

Permits and Project Insurance

Fees necessary to legally and safely conduct the heritage event. This may include event permits and project-specific insurance.

Project-Related Administrative Expenses

Costs associated with managing and overseeing the funded heritage event. This may include project coordination, contract management, required reporting, financial tracking, compliance documentation, and staff time directly tied to implementing the event. Does not include general organizational overhead.

Program and Event Production

Costs directly related to planning, developing, and producing the heritage event and its public activities. This may include speaker or performer fees, content or tour development, exhibit development, historical interpretation materials, and other expenses necessary. Oral history honoraria not to exceed \$2,000 without staff approval.

Rentals

Short-term rental costs necessary to host and support the heritage event. This may include event space rentals, exhibit rentals, audio/visual equipment rentals, staging, tents, tables, chairs, and accessibility equipment rentals.

Supplies / Materials (Expendable)

Consumable items (supplies) used during the heritage event that directly support programming. This may include printed materials, educational handouts, temporary signage, exhibit supplies, décor, and promotional giveaways connected to the heritage event.

Capital Improvement Project Budget Category Definitions

Construction Labor and Materials

Costs for contractors, subcontractors, and materials directly used in the preservation, restoration, or rehabilitation of the historic building. Examples may include contractor labor and specialized trades such as millwork, masonry, roofing, glazing, or electrical work, as well as materials such as wood, masonry supplies, mortar, plaster, roofing materials, historic window components, glass, paint, sealants, finishes, and hardware.

Equipment Rentals

Temporary equipment or tools required to complete the construction work. Examples may include scaffolding, lifts, cranes, construction equipment rentals, or temporary site protection used during the project.

OTHER Other eligible expenses that are directly related to completing the capital project but are not captured in the categories above. Examples may include material testing, hazardous material testing related to preservation work, or other specialized treatments required for the project.

Permits, Inspections, Regulatory Fees

Fees required to obtain approvals or meet regulatory requirements for the project. Examples may include permits, plan review fees, historic review fees, historic zoning fees, and required inspection costs.

Professional Services

Fees for licensed or specialized professionals who provide design, planning, technical expertise, or project documentation. Examples may include preservation architects, engineers, historic preservation consultants, and professional photography used to document the site before, during, and after the project for reporting or archival purposes.

Project Insurance

Insurance required to complete the construction work. Examples may include builder's risk insurance or project-specific insurance policies.

Project Management Fees / Project Administrative Expenses:

Costs support oversight to ensure that project milestones and compliance requirements are met throughout the contract term. Eligible activities may include coordinating or managing contractual tasks, reports, financial documentation, and project resources needed to meet deadlines and achieve history-focused outcomes. Applicants may include a Project Management Fee up to 10% of the request amount or up to \$20,000, whichever is less.

Marketing and Tourism Promotion

Costs to advertise and promote the heritage event and attract visitors to the historic site, including advertising, promotional materials, design services, media production, website enhancements, translation, and professional marketing services. Total marketing budget not to exceed \$30,000, without staff approval. Tourism marketing services must serve to promote visitation to the historic site and its associated history to tourists.