

# HERITAGE GRANT PROGRAM

## *Project/Program Questions*

1. Project/Program Description/Scope
2. Does this project or program address specifically the Heritage Commission's Mission, Goals, and Collaborative Fundraising?
3. How does this project or program meet the definition of Heritage Tourism/Public Education, Heritage Preservation Merit, and Administrative and Fiscal Responsibility?
4. How does your organization/project/program promote tourism in Plano?
5. What is your organization/project/program doing to bring visitors to Plano to stay in Plano hotels/motels and otherwise support the hospitality industry?
6. How will the organization publicize or promote this project or program?
7. How will the organization track and quantify the success of this project or program?
8. How will the organization track and quantify visitors that come to view/participate in this project or program?
9. What benefits does the implementation of this project bring to the City of Plano and its citizens?

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