



Staff Report

Agenda Item: **UPDATE ON THE RURAL TOURISM DEVELOPMENT GRANT PROGRAM PROJECT**– A presentation regarding the Rural Tourism Development Grant Program “Discovering Rural Arizona’s Largest Historic District”, project update.

Staff Contact: Kathy Bainbridge, Clerk

Meeting Date: September 9, 2008

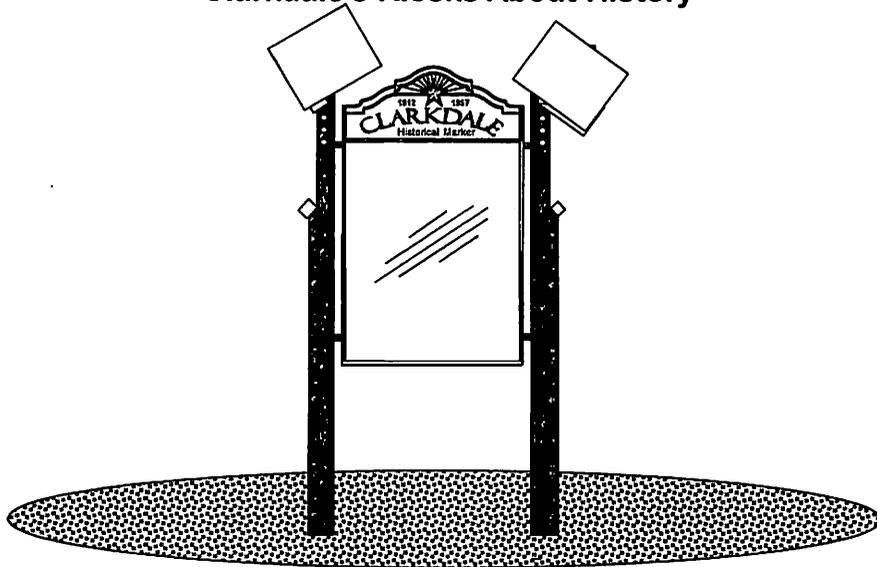
Background: In October of 2007, the Town of Clarkdale and the Clarkdale Heritage Center (Museum) were awarded \$33,787 from the Rural Tourism Development Grant Program for the “Discovering Rural Arizona’s Largest Historic District” project.

Phase one of the project was “Clarkdale Historic District Sign Caps”. On July 9th, the Design Review Board approved that project and the sign caps are currently being made. We hope to have the sign caps up by mid October.

Phase two of the project is “Clarkdale’s Kiosks About History”. The scope of this project is to place informational kiosks throughout Clarkdale explaining our history to residents and travelers, enhancing the Town, and increasing tourism. Drake Meinke, Clarkdale Heritage Center Board President and the Heritage Conservancy Board Chairperson, will be narrating a power point presentation introducing the project to Council and discussing the design of the kiosk.

Recommendation: This is an update presentation only and requires no action by the Council. However, direction to staff on the proposal would be appreciated.

Clarkdale's Kiosks About History



Scope of project: To emplace informational kiosks throughout Clarkdale explaining our history to residents and travelers, thus enhancing our town and increasing patronage.

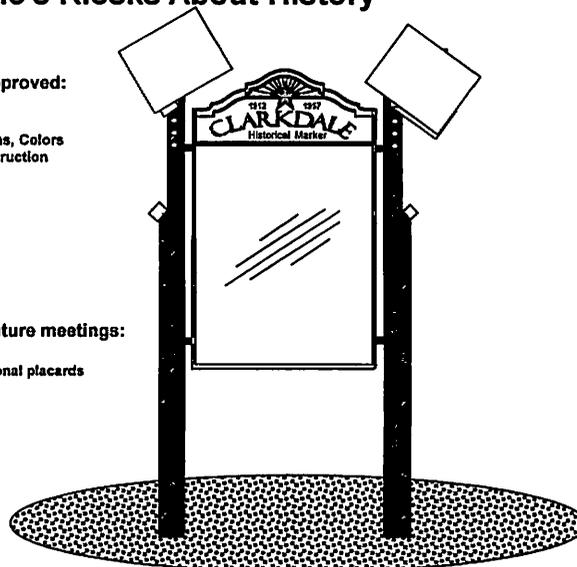
Clarkdale's Kiosks About History

What needs to be reviewed and approved:

- Concept of project
- Kiosk Frame; Size, Style, Shape, Dimensions, Colors
- Materials available and to be used for construction
- Construction methods
- Top cap of placards
- Initial selection of topics

To be reviewed and approved at future meetings:

- Groups of or individual historical informational placards
- Map diagrams on placards
- In-the-Ground locations
- Kiosk options per area
- Landscaping
- Building wall plaques



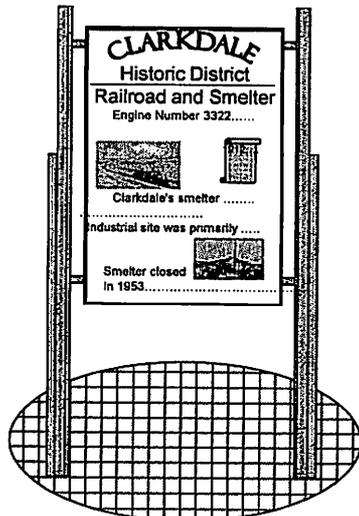
Concept for Approval

Kiosk Thoughts and Ideas

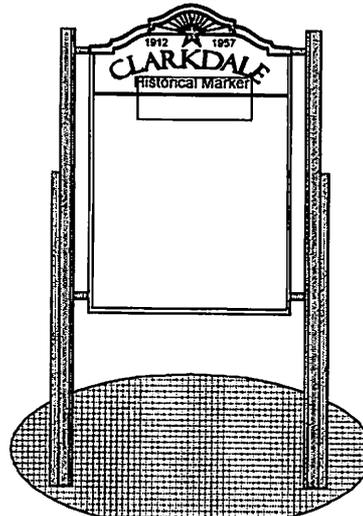
Project our history out of a museum environment and onto the streets
 Openness and project to visitors
 Unique architectural design with artistic flair
 Family friendly reading heights and information for all ages
 Interesting to Children
 Architectural unity with the community
 Standardization for easy recognition
 May be tied in with Centennial Celebrations
 Reuse of available materials from Clarkdale's past
 Railroad rails, smelter window frames, Etc
 Must get people out of their cars, Make it a tour that is fun, with discovery,
 and is educational
 Boost patronage for all
 Tell our history with interesting flair
 Include historic photos
 A complete and whole story eliminating fragmentary stories
 Tie in with our history
 Like a souvenir, these kiosks will provide a memory that will be taken home
 Upgrade current informational kiosks to this style and use back as a historical marker

Kiosk Design History

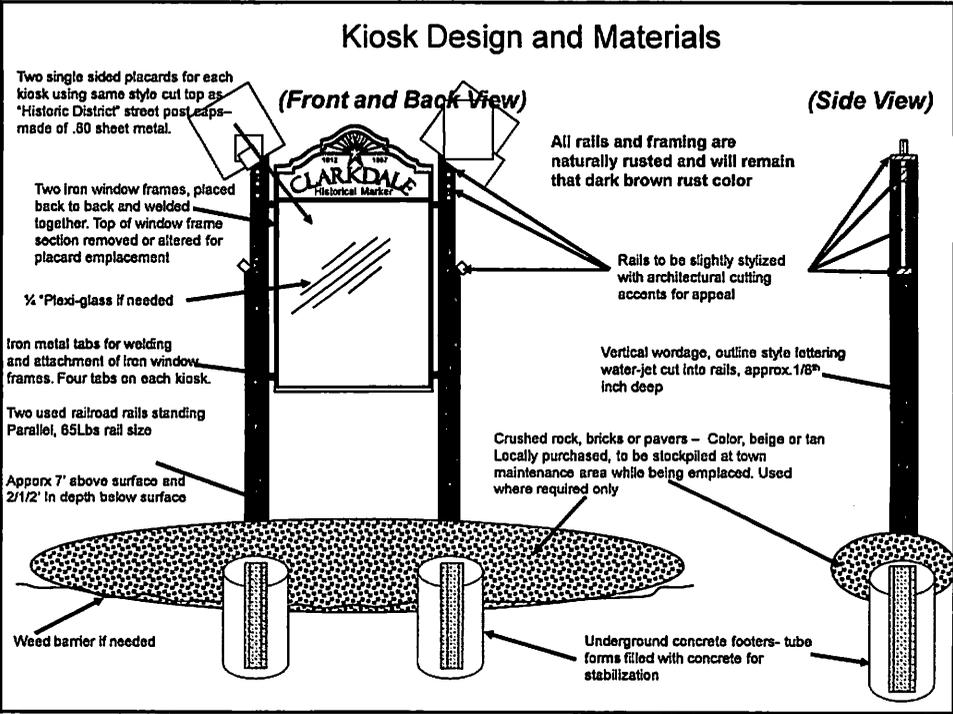
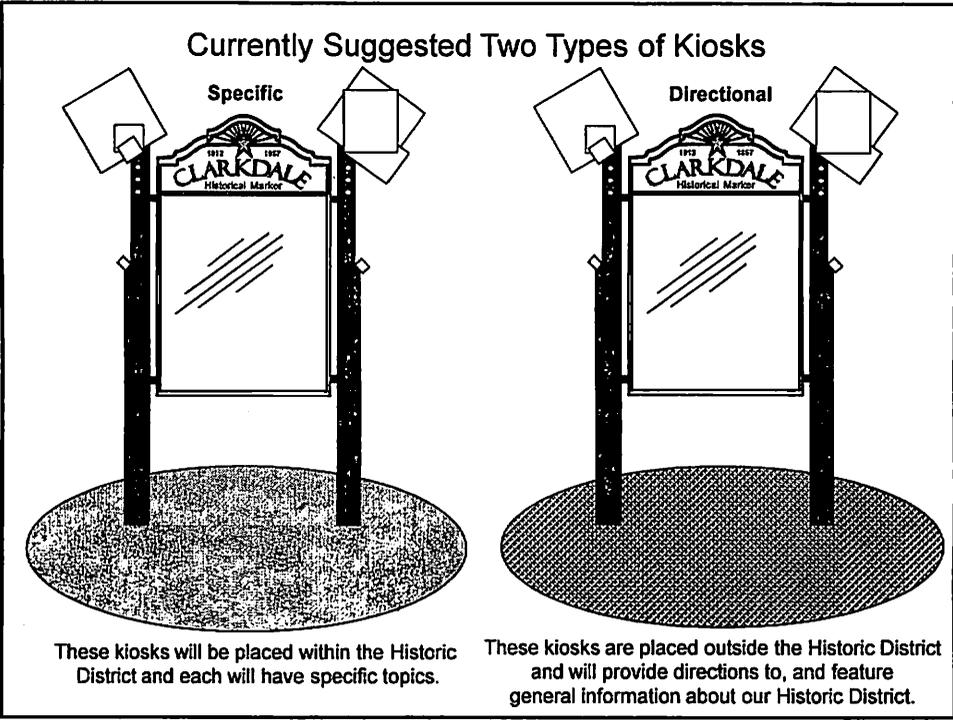
Initial concept for grant proposal
Aug 07

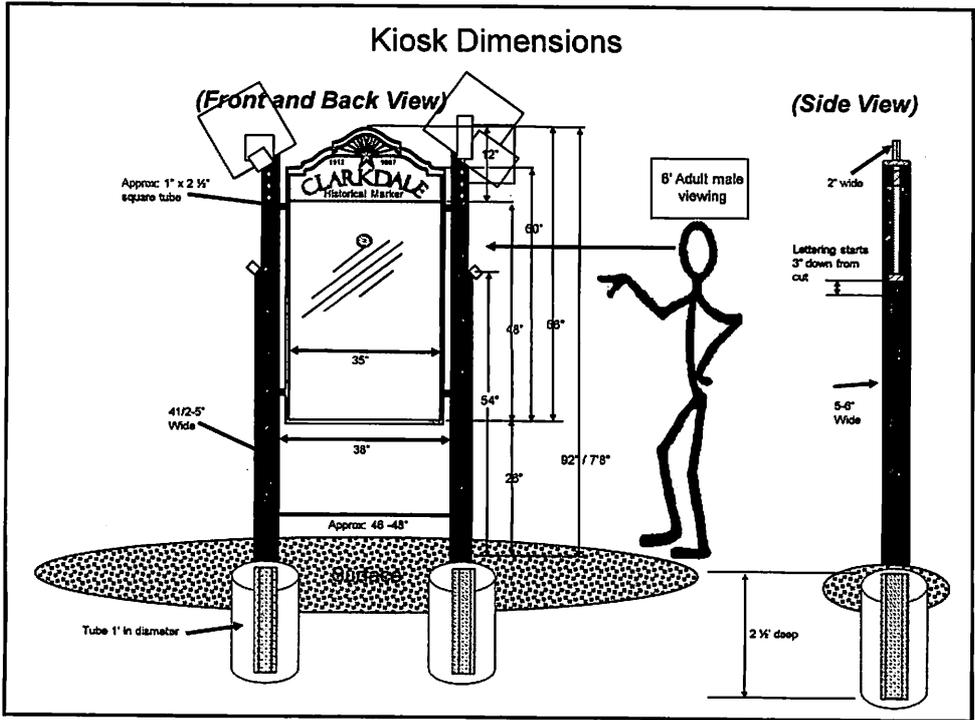
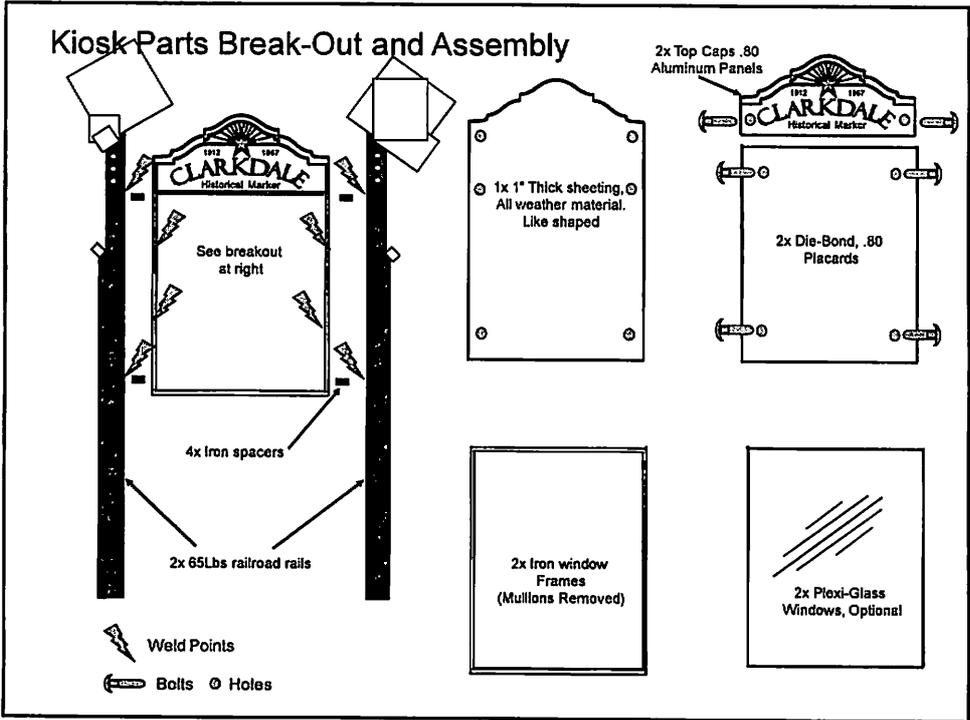


Further planning and input
Mar 08



The kiosk idea started about 2 years ago as a method to tell the history of Clarkdale. Later an application for a Rural Tourism Development Grant was submitted to the Arizona Office of Tourism. This application was approved and town of Clarkdale and the Clarkdale Museum were awarded an AOT grant of \$33,787 to complete a historical signage project. The kiosks are a portion of the signage project.





Kiosk Detailing Options

(Front & Back View)
(Top Cap)



Top design and wordage is similar to the current sign post caps in town. This design will be remain constant on all kiosks, both front and back sides. Colors are the same as well.

- Could add seals and logos 
- Other wordage possibilities for "Historical Marker"
 - A Historic Town, Centennial Marker, Legacy Marker, Directional Marker, Way Finding Marker, Informational marker
- Wordage may be dependent upon location of kiosk, such as:
 - If kiosk is within Historic District = "Historical Marker"
 - Outside Historic District = "Legacy Marker"
 - Outside Historic District upon commercial property = "Area Marker"

(Side View)
(Color changed for clarity)

Architectural cutting to lessen appearance of "just a railroad rail"
Angular cuts with burrs and sharp edges ground smooth.

Vertical wordage, outline style lettering water-jet cut into rails, approx. 1/8" inch deep.

Wordage is optional. Possibilities:

Arizona Centennial Legacy Project
Area Attributes; styles, industry, education, etc.
100 Years of Arizona & Clarkdale
1912 -2012
Dual Centennial 1912-2012



Kiosk Top Caps and Detailing

Top Cap of Each Side of Kiosk (Single Face)



What needs to be approved:

Logo Selection: 

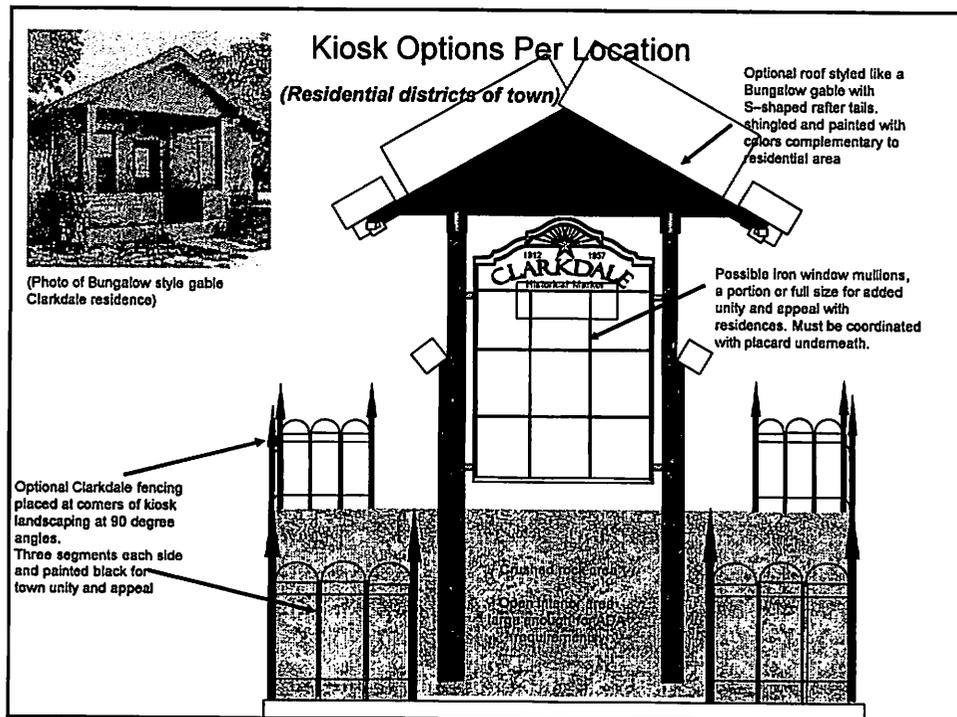
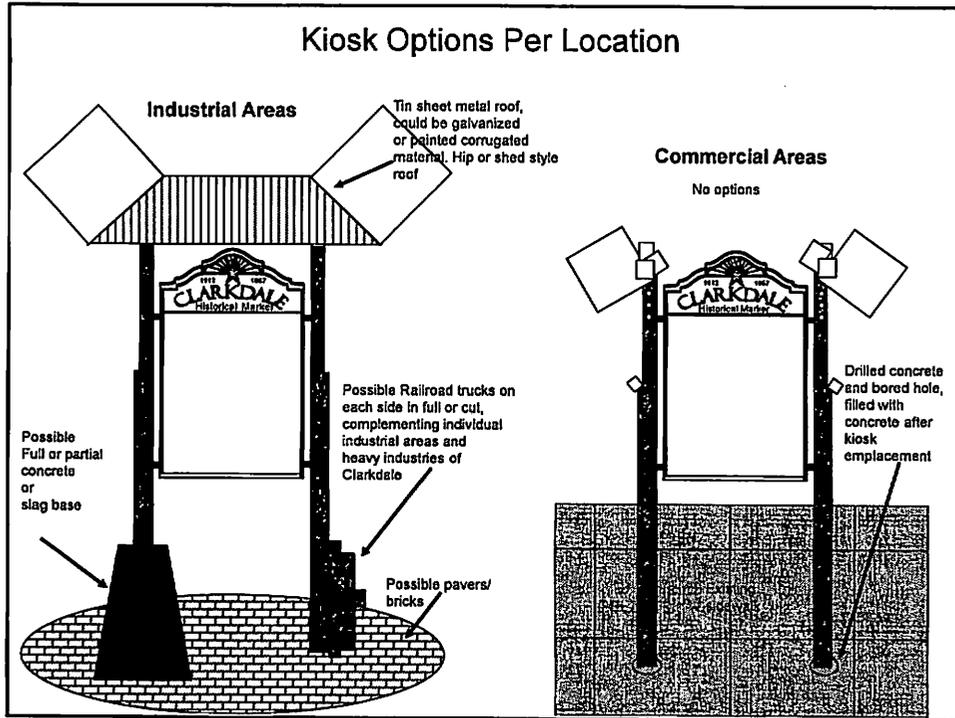
All Wordage: Clarkdale, Historical Marker, & Marker #_ of _

Years: 1912 & 1957

Positioning of Information, Layout, Lettering, Materials & Colors

Arizona Rays Diagram and Applied Copper Star

Size of Top Caps



Individual Building Plaque

(May be purchased)

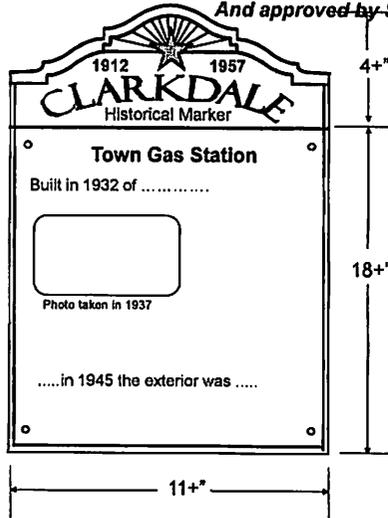
All placards Individually reviewed
And approved by Staff, Boards & DRB

Same material and design as kiosks but made for attachment to facade of buildings.

Information to be provided by owner and Heritage Museum and Conservancy Board.

Focus area will be Clarkdale's Historic District

This idea is to get people to walk the business district area to each building.
A stand-alone kiosk would probably not be as effective as individual plaques.



Also buildings like:

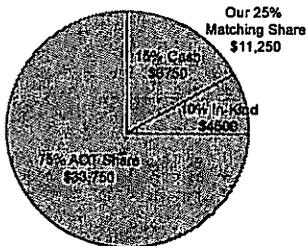
Former Elementary School
Yavapai Apache Nation's buildings
Catholic Church
Current Post Office
Bleachers at school
Swimming Pool

Funding Sources

Project became possible through an Arizona Rural Tourism Development Grant

Grant Funding

Two Funding Sources

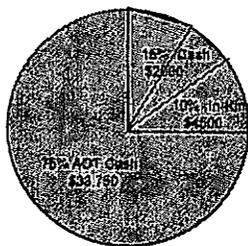


Total AOT Award: \$33,750.00
Matching Portion: \$11,250
Total Amount: \$45,000

15% Cash Only - From any source:
Businesses, Town, Private Contributions,
Museum, Fundraising, Etc.

10% In-Kind Services - From any source:
(Includes Material, Labor, & Time donations)
Businesses, Town, Private Donations

% and \$ of Funds Committed



On Hand:

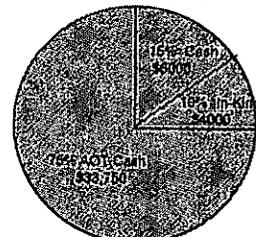
75% AOT Share	100%	\$33,750
15% Cash Match	40%	* \$2000
10% In-Kind	100%	\$4500

* Private Cash Donations

Still Need:

AOT Cash	0%	\$0
Our 15% Cash	60%	\$4750
Our 10% In-Kind	0%	\$0

Funds Remaining
(as of 15 Aug 08)



Projects & Costs:

Street Pole Sign Caps \$5000

	Spent:	Available:
AOT Cash	\$3750	\$30,000
15% Cash	\$750	\$6000
10% In-Kind	\$500	\$4000
Total:	\$5000	\$40,000

Final Ownership of Kiosks

- The Town of Clarkdale will own all kiosks placed on public property.
- Kiosks on Federal land will become property of the responsible entity to include maintenance.
- Maintenance of Kiosks and landscaping on public property will be the responsibility of the town.
- The Clarkdale Museum and Heritage Conservancy Board (Town) will be responsible for all placards.
- Kiosks on private property can be owned and maintained by the Heritage Museum through a simple agreement.
- If the Heritage Museum fails then all kiosks and placards on private property become property of the Town of Clarkdale. A further agreement may be needed.
- Purchase of individual Kiosks on private property is possible for those who wish. The purchase amount could be considered a donation to the Heritage Museum and would be agreed upon. If property transfers, kiosks and placards could be donated to the Clarkdale Heritage Museum or transferred to the new owner at no cost.

What Needs to be Accomplished

Kiosk Frame and Top Cap "Design and Concept"

Staff Suggestions	Town Staff	Aug 08
Review by Town Council	Council	Aug 08 2 nd Meeting
Approval by Museum Board	Board Members	21 Aug 08
Approval by Heritage and Conservancy Board	Board Members	26 Aug 08
Approval of Design and Materials of Kiosk Frame	DRB	10 Sep 08

Kiosk "Each Topic, Informational Content, and In-Ground Location"

Staff Guidance and Direction	Town Staff	*Until Completion
Review by Town Council	Council	*At Council Meetings
Approval by Museum Board	Board Members	*At Board Meetings
Approval by Heritage and Conservancy Board	Board Members	*At Board Meetings
Layout and Informational Content	DRB	*At Board Meetings
News Paper Article just before Fun-Fest	General Public	1 Oct 08
Information Gathering from Public at Fun-Fest	General Public	3 Oct 08 & *Continuous

* Starting September 2008 or after

Completion of Entire Grant Project

Total Project Completion:	15 May 2009
Project Reimbursement Submittal Deadline:	1 Jun 2009
AOT Reimbursement Deadline:	30 Jun 2009

