

Project Coordinator (Primary Contact)

Coordinator Name: _____

Title/Affiliation: _____

Email: _____ Phone: _____

Organization Information

Organization Name: _____

Organization Address: _____

City: _____ Zip Code: _____ County: _____

Shipping Address: (if different from above) _____

Population of Town: _____ Organization URL: _____

Use 2020 U.S. census.

Year Host Organization Founded: _____

of Full-Time Staff: _____ # of Part-Time Staff: _____

of Regular Volunteers: _____

Who within your organization will manage the various aspects of this project? Please assign a position title to the following categories: promotion, event or program planning, curation, partner collaboration, and budget/finance. If an outside organization will be the responsible party, please assign that organization.

What is your annual operating budget? Do you have a budget allocation that would apply to this project? What additional financial resources do you plan to utilize?

Next two questions are for museums only. If you're not a museum, skip to next page:

Approx. Annual Visitation: _____

Hours of Operation (include seasonal changes):

Previous Experience

Have you collaborated with THC staff, utilized THC services, sought financial support, or applied for designations through the THC in the past five years?

Yes No If Yes, then please list them here:

Has your community hosted a Museum on Main Street or other travelling exhibit before?

Yes No If Yes, then when and what exhibit?

Have you/your community won any awards or received any accolades in the last five years that are relevant to this project?

Yes No List them here:

Scheduling

Is there an event or special occasion, such as a significant historical date or a local festival that you would like to schedule the exhibit around? Are there events or occasions that typically engage local businesses or downtown areas?

Yes No If Yes, then please briefly describe the occasion/event and include dates:

Please indicate your preferred host dates by placing a 1 or 2 next to your first and second choices. If there is a leg of the tour that would be impossible for your organization, place an X next to it.

___ May 16, 2026 - June 28, 2026

___ October 3, 2026 - November 15, 2026

___ July 4, 2026 - August 9, 2026

___ November 21, 2026 - January 3, 2027

___ August 15, 2026 - September 27, 2026

___ January 9, 2027 - February 21, 2027

Exhibit Venue

If you have already secured an exhibit space, please provide more information. If not, leave blank. Please visit [this link](#) for information about the necessary exhibit square footage and storage space.

Venue Name: _____

Venue Address: _____ City: _____

Community Support

What does your preservation and/or tourism landscape look like? Which of the following are present in your community (select all that apply). Your score is not directly impacted by the number of organizations that are checked.

- Designated Main Street District
- Chamber of Commerce
- Business/Merchants Association
- Economic Development Board/Corporation
- County Historical Commission
- Local Arts Council
- Local Heritage Society
- Landmarks or Historic Preservation Commission
- Certified Local Government
- THC Historic Site within 15 miles
- Convention and Visitors Bureau/DMO
- Other State/National historic site within 15 miles
- Downtown Association

Tell us about the organizations in your town or region that you hope to bring on as project partners, whether to help with planning, programs, financial support, volunteers, etc.

Organization #1: _____

URL: (if applicable) _____

Anticipated contribution:

Have you worked with this partner before? Yes No

Have you confirmed this partner's participation? Yes No

Organization #2: _____

URL: (if applicable) _____

Anticipated contribution:

Have you worked with this partner before? Yes No

Have you confirmed this partner's participation? Yes No

Organization #3: _____

URL: (if applicable) _____

Anticipated contribution:

Have you worked with this partner before? Yes No

Have you confirmed this partner's participation? Yes No

Need more space? Share additional partnership ideas below or on a separate page.

Regional Collaboration

Museum on Main Street requires partnerships and collaboration with organizations both inside and outside of your community. However, regional collaboration is key to the success of a local Museum on Main Street tour AND the longevity of your community's heritage tourism efforts.

Please describe your heritage-related efforts and initiatives that require collaboration with organizations outside of your community. If this type of collaboration is not currently in place, please describe how you anticipate working with regional organizations if selected as a Museum on Main Street host community.

Organization: _____

URL: _____

Existing or anticipated collaboration:

Have you confirmed this partner's participation? Yes No

Organization: _____

URL: _____

Existing or anticipated collaboration:

Have you confirmed this partner's participation? Yes No

Organization: _____

URL: _____

Existing or anticipated collaboration:

Have you confirmed this partner's participation? Yes No

Need more space? Share additional regional collaboration partnerships or ideas below or on a separate page.

Project Goals

Please type your answers on a separate page and attach with your nomination form. Each answer should not exceed 200 words.

1. Tell us about your organization's goals for this project. Be specific and try to think beyond just increasing visitorship. For example, how would hosting Museum on Main Street enhance your organization's ability to take on future preservation or heritage tourism initiatives? What partnerships or networks do you hope to establish or strengthen as part of your participation in this program? Or, what challenges does your organization or community face that might be addressed by participating in this program?
2. Describe a way in which your internal organization has innovated, grown, improved, or tried something new in the last three years. We want to get a better understanding of your organization's current administrative capacity and assess your room for growth.
3. Tell us about some of the public projects, marketing campaigns, exhibits or visitor experiences that your organization has developed in the past three years.
4. Describe any heritage-related initiatives or experiences that you hope to develop in conjunction with this exhibit. In other words, share some of the ideas you're excited to execute if selected as a host!
5. Please share local sites, stories, or individuals that exemplify the main themes of the Spark! exhibit and make your community uniquely suited to host. (social innovation, artistic innovation, technological innovation, and cultural heritage innovation)
6. Describe your plans to publicize and promote this event. What publicity channels do you plan to utilize? Include specific news outlets (TV, radio, print), social media channels, websites, etc.

Letters of Support

We believe that long-term success depends on support from local leadership, so we're looking for a show of support from your Mayor, City Council Member, etc., not a State Representative or Senator.

Please provide one letter of support from a local government official. Form letters will not be accepted. The letter should be included as an attachment with your submission email. In addition to the letter from an elected official, you may also submit no more than two additional letters of support from community organizations or local businesses. Please do not submit more than three total letters.

Signature Authorization

By signing this agreement, the Main Project Coordinator affirms that they have the authority to submit this application on behalf of their community and that the information submitted herein is complete and accurate.

Project Coordinator: _____ Date: _____

**Upon completion, email this form and supporting documentation to:
THCheritagetourism@thc.texas.gov.**

**Questions? Email us at the address above or contact the Heritage Tourism Team,
at (512) 463-6092.**

Application Scoring and Review Process

The ideal Museum on Main Street venue is characterized by a healthy balance of enthusiasm and capacity sufficient to take on a project of this scale. Where an organization lacks administrative capacity, they may have creativity, ambition, or an abundance of community support to supplement, and vice versa. We're confident that the collaborative nature of the program, the depth of the training provided, and the exposure to other community hosts will provide enough support to carry the organization through the project so long as they exhibit a base level of enthusiasm and capacity.

To ensure this balance, our review process strives to approach each application holistically, using a combination of objective and subjective input—tabulated scores, insight provided by those most familiar with the community in question, and the wealth of experience possessed by the review committee—to assess each applicant's baseline abilities.

Our aim is to assemble a diverse but complementary group of host organizations that bring a range of abilities to the table.

Spark! Project Milestones

Tour planning typically begins 1–2 years before the exhibit arrives in state. The information below is included to provide you with a quick glimpse at the major milestones that are necessary in hosting a complex project like a Museum on Main Street exhibit, and the amount of time each of the major elements will require.

ASAP: Partner Outreach

Start recruiting your A-team. Consider organizations that can attract your target audience.

By October '25: Sub-Committees Formed

Set your pace by having most of your 2025 meetings scheduled before the holidays.

Q1 2026: Establish Your Project Priorities

These decisions shouldn't be made without your partners. Group buy-in is essential.

Q2 2026: Sketch Out Your Exhibit Plan

Think about your local exhibit and experiences in tandem. How can the stories you tell in an exhibit come to life through experiences?

Q2 2026: Commit To Heritage Experiences

What will visitors DO when they visit? Create an enumerated workplan for each experience.

By March 2026: Slate of Events Finalized

To prepare for the grant application process and to begin statewide promotion ahead of the tour launch, you should be able to describe what visitors can expect to see and do in your town during your tour dates.

Two Months Before Exhibit Arrives: Promotion Begins

Promotional campaigns and targeted marketing should start at least two months before the tour opens. This means you should begin laying out your communications plan at least four months before launch.