

HEART OF THE  
**CIVIL WAR**  
HERITAGE AREA

HERITAGE AREA  
GRANT WEBINAR

# OVERVIEW

- Introduction to the **Maryland Heritage Areas Program** and the **Heart of the Civil War Heritage Area**.
- Application guide for this year's **mini-grant round**.
- How to prepare to apply for **MHAA Project Grants** in 2024.





# INTRODUCTIONS

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# ABOUT HCWHA

## Mission Statement

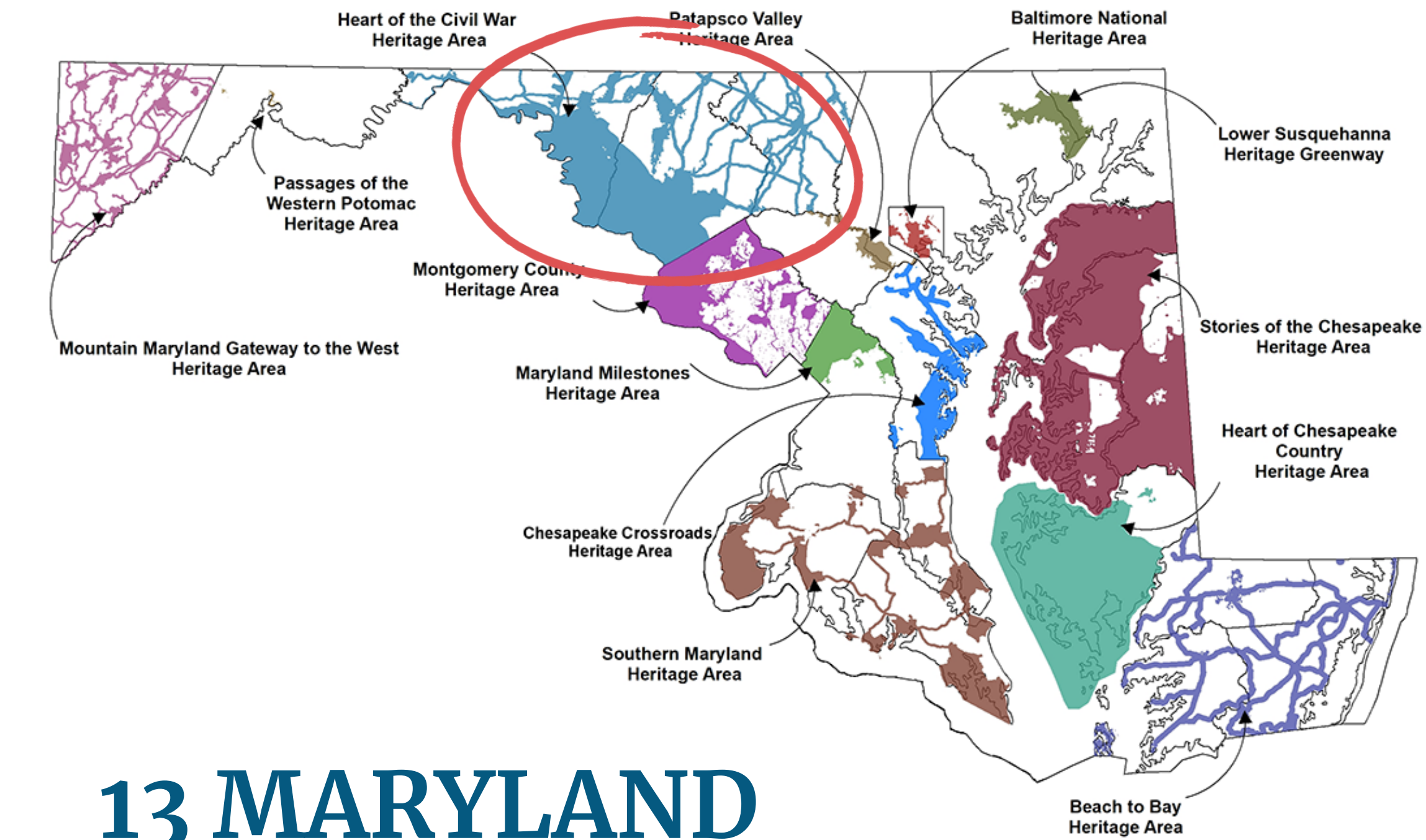
The Heart of the Civil War Heritage Area-- with its partners-- preserves and promotes the historic sites, towns, cultural landscapes, and diverse stories in Carroll, Frederick, and Washington County, Maryland.

## Vision Statement

A vast and diverse audience engages meaningfully with the past and present in the HCWHA, carrying their experiences here into the future.







# 13 MARYLAND HERITAGE AREAS



# SERVICES

**Workshops, talks, resources:** Sign up for the Mason Dixon Dispatch to get emails highlighting events, classes, and more.

## Technical Assistance

**Marketing:** Social media, online event calendar, blog, collaborative print and online marketing with tourism entities to raise awareness

And much more-- including access to **grant funding!**





# GRANTS

## HCWHA Mini-Grants

Non-capital only (\$500-\$5,000)

Reviewed locally

Awards managed locally



Clemens, left, and Pat Kim dig and screen soil at the Union Mills Homestead. The project is part of an ongoing investigation to assess historical resources at the homestead, with a focus on the Shriver Tannery.

## MHAA Project Grants

Capital (max \$100k) and non-capital (max 50k)

Reviewed locally AND by the State

Awards managed by the State





# MATCHING REQUIREMENT

**All Heritage Area grants require matching funds**

Example: A \$2,500 grant request must be part of a project budget of at least \$5,000.

Any combination of cash (actual dollars spent, including paid staff time) and in-kind support (donations, value of volunteer hours, etc.) can be used as match but it must be **documentable** (receipts, timesheets, etc.)

**State of Maryland funds cannot be used as match.**

Other sources of funds: private foundations and nonprofits, local government, federal government, etc. are **eligible match**.



# MINI-GRANTS



# MINI-GRANTS

\$500-\$5,000 matching grants

Nonprofits, municipalities, and government entities operating within the boundaries of the Heritage Area are eligible

Non-capital projects: **don't** involve bricks and mortar

- Walking tours
- Exhibits
- Interpretive signage
- Digital and printed material, including marketing
- Artifact conservation
- Events (discuss with HCWHA staff)





# MINI-GRANTS IN THE NEWS!

Interpretive wayside



Staff photo by Katina Ze...

## Remembering history

Town officials and community members participate in a ribbon-cutting event for a wayside exhibit on Wednesday that explains the history of St. Euphemia's School in Emmitsburg. Until 1944, when the school was integrated, Black and white students were taught in separate classrooms.

Archeological study



Joe Clemens, left, and Pat Kim of Elizabeth Anderson Comer/Archaeology dig and screen the first test unit of their archaeological exploration of the Union Mills Homestead on Friday. DYLAN SLAGLE/CARROLL COUNTY TIMES PHOTOS

Artifact conservation & display



Textile conservator Rebecca Beyth Stern, owner of RB Textile Conservation, stabilized and cleaned the historic Pry quilt. Behind Stern is the former bank vault inside Keedysville Town Hall, where the quilt is now stored and displayed. By Colleen McGrath



# CHECKLIST BEFORE STARTING THE APPLICATION



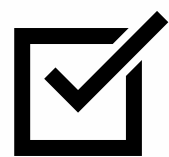
Your organization is eligible (nonprofit or government entity) and located within the Heritage Area



Your project is a non-capital project that can be accomplished in 2024 (or you've discussed a longer timeline with staff)



You have collected information to base your budget on (vendor estimates, figures from a recent similar project)



**Optional but highly recommended:** You have discussed your project concept with HCWHA staff

Heart of the Civil War Heritage Area  
FY24 Mini-Grant Application Narrative

Organization Name: [Click here to enter text.](#)

Project Name: [Click here to enter text.](#)

Please restate your project description from the application form (50 word maximum):

1. **Project timeline:** use this table to show the steps needed to complete your project. Be as specific as possible.

Activity	Anticipated completion date
Example: Write draft brochure script, vet with historical society curator and academics at local college, and revise as necessary	Feb. 30, 2024 (first draft); August 15 (final draft complete for graphic designer)
Timeline	

2. **Project budget:** Use the table below to indicate all of the expenses for your project budget and where funding for each expense will come from (the grant, cash match or in-kind match). State the basis of the cost (i.e., cost per hour/per piece). Note that line items should match with the project timeline (above). Proposals or estimates may be included in the application attachments. Single line item budgets will not be eligible for funding.

LINE ITEM	MINI-GRANT FUND	CASH MATCH	IN-KIND MATCH	TOTAL
Example: Consulting Historian/writer, 40 hours @\$50 each	\$1,000	\$1,000		\$2,000
Budget				

3. Does this project have **urgency**? Briefly explain why the project should happen at this time.
4. How does this project relate to the goals outlined in the [Heritage Area's Management Plan](#) or [Strategic Plan](#)? Be as specific as possible in listing goals. (Maximum 400 words)
5. How will **partnerships** be formed or strengthened through this project? Will you work with your county tour consortium, meet community, local museum are involved in this project. (Maximum 400 words)
6. How/where will you secure **matching funds** beyond the NCWHA [mini-grant](#) to complete this project? Grant awards must be matched [\\$1:\\$1](#) from non-state sources. ([Maximum 400](#) words)
7. How will you complete this project if you only receive **partial funding**? (Maximum 400 words)
8. If your project will create a tangible product (either physically or virtually), how will it be **maintained** after the grant period has ended? ([Maximum 400](#) words)

Narrative



# TIMELINE

- Project timeline typically begins in early 2024 and ends within the calendar year
- Make it as detailed as possible to show you've considered all necessary steps
- Collaborate with all involved team members
- Consult with vendors on turn-around times
- If your project receives funding, set calendar alerts for your key dates that could impact the project completion date
- If a funded project is not running according to the timeline, you will be permitted to request an extension or amendment

# SAMPLE TIMELINE

Activity	Anticipated Completion Date
Historical society staff to research points of interest to include in walking tour brochure	Feb. 28, 2024
Volunteer historian to draft brochure text describing walking tour stops. First and second round edits from historical society staff, revise as necessary, approved by Director.	March 30, 2024 (first draft), May 15, 2024 (final draft approved)
Collect photos to illustrate brochure - contact local DMO and sites for imagery. Carry out new photography as needed.	April 30, 2024
Provide brochure copy and photos to brochure designer, DesignerA	May 15, 2024
Proof drafts and approve final design	June 5, 2024
Send to printer	June 5, 2024
Receive final printed brochures; display at Historical Society, deliver to local Visitor Center	June 30, 2024
Media Announcement and inaugural tours	July 1, 2024



# CREATING A BUDGET

- More detail is better: show specific line items
- Indicate the basis for your costs—ask vendors for an estimate or use figures from a recent, similar project
- Show how you would modify scope of project if only partially funded
- Know where your matching funds will come from, remember that in-kind support (volunteer hours, donated materials) counts as match.
- Staff time can also be part of the cash match if documentation shows that their time was spent on this project specifically.
- Up to 10% of the grant funds requested may be used for indirect costs (e.g. rent, utilities, salaries, personnel costs, professional service fees)



# SAMPLE BUDGET

Line Items	Mini-Grant Fund	Cash Match	In-Kind Match	Total
Volunteer historian/writer donated time: 20 hours @ \$40 each			\$800	\$800
Clara Curator, staff time researching and selecting sites to be included, editing draft brochure, and collecting photos: 30 hours @ \$20 each		\$600		\$600
Brochure design (based on preliminary estimates from graphic design companies)	\$1,100	\$200		\$1,300
Printing (3,000 @ .50 each, based on preliminary printer estimates)	\$1,000	\$500		\$1,500
Totals	\$2,100	\$1,300	\$800	\$4,200



# SAMPLE BUDGET

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Printing (3,000 @ .50 each, based on preliminary printer estimates)	\$1,000	\$500		\$1,500
Totals	\$2,100	\$1,300	\$800	\$4,200

Applicant should include a resume for this volunteer

If they have a formal quote or even an email exchange showing these estimates, this should be included as an attachment

All volunteer and staff time must be documented- they should retain timesheets that show hours spent on the project

Always remember to total your columns and line items and double check your math!

# THE APPLICATION NARRATIVE

- Timeline
- Budget
- Narrative questions:
  - Does this project have urgency?
  - How does this relate to the goals in the Management Plan/Strategic Plan?
  - What partnerships will you form or strengthen through this project? Will you work with your county tourism organization (DMO), scenic byway, Main Street community, local museum consortium or association?
  - How/where will you secure matching funds beyond the HCWHA mini-grant to complete this project?
  - How will you complete this project if you only receive partial funding?
  - If your project will create a tangible physical/digital product, how will it be maintained after the grant period has ended?



# APPLICATION TIPS

- Refer to and take quotes from our Management Plan and/or Strategic Plan!
  - Management Plan goals: Economic benefit, Stewardship, Storytelling & Interpretation, Coordination
  - Strategic Plan goals, themes, and principles have lots of possible connections
- Be as specific as possible in the timeline and budget- you will not be expected to execute the project precisely as outlined but we need to know you have gathered realistic dates and figures
- Show how your project ties in to existing heritage tourism efforts & tap into partnerships/collaboration
- Have a plan to maintain and sustain long term projects
- See a list of previous grantees online: [www.heartofthecivilwar.org/stakeholders/mini-grants](http://www.heartofthecivilwar.org/stakeholders/mini-grants)

# APPLICATION PROCESS

Once you have an eligible project in mind:

- Review Management Plan/Strategic Plan
- Download/complete the application narrative (includes timeline, budget, and six questions):
  - [www.heartofthecivilwar.org/stakeholders/mini-grants](http://www.heartofthecivilwar.org/stakeholders/mini-grants)
- Compile supporting materials (letters of support, resumes, sketches, maps, etc.)
- Contact HCWHA staff with any questions
- Submit entire application online by **Wednesday, Sept. 6 at 5 PM**
  - [www.heartofthecivilwar.org/mini-grant-application](http://www.heartofthecivilwar.org/mini-grant-application)
- You'll receive the results by early 2024 (more likely late 2023) and can immediately begin incurring expenses for your project



# PAYMENT OF THE GRANT

- You can begin incurring expenses once you've been notified of the grant award.
- Awards over \$2,500 can submit a midterm report for partial reimbursement before project completion.
- Once the project is complete, submit the final report to receive the mini-grant payment as a reimbursement.
- Project period is usually one year (2024).

**BREAK**



# PROJECT GRANTS

# MHAA PROJECT GRANTS

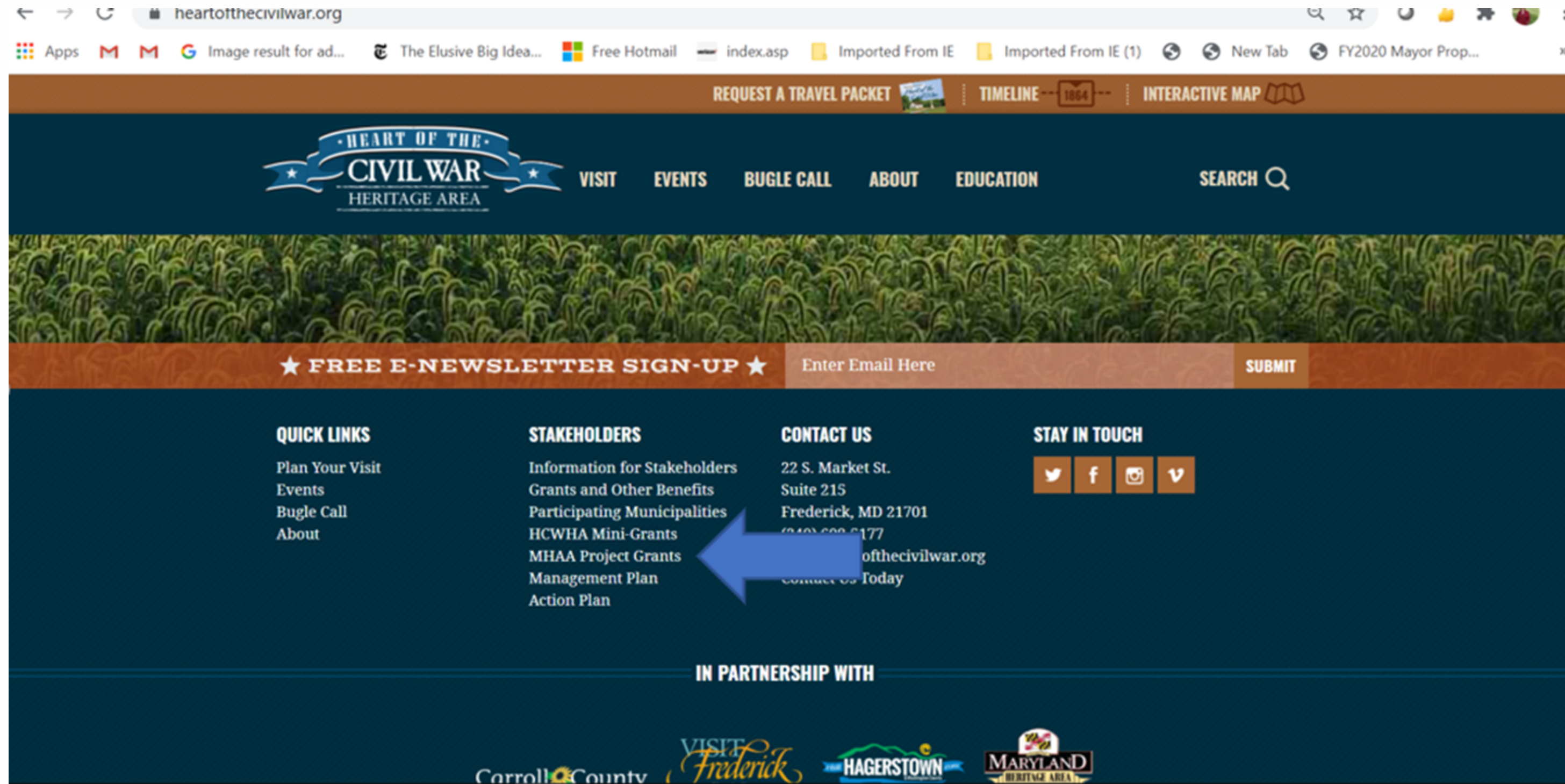
- [www.heartofthecivilwar.org/stakeholders/project-grants](http://www.heartofthecivilwar.org/stakeholders/project-grants)
- Non-Capital: planning, design, interpretation, events, brochures, technology.
  - Up to \$50,000.
- Capital: acquisition, development, rehabilitation, restoration, pre-development. May require an easement through MHT, subject to “Section 106” review. Does NOT have to be a “historic” property.
  - Up to \$100,000.
- Dollar-for-dollar match with cash or in-kind.
- Grant awards cannot go towards staff salaries or project marketing. A certain amount can go towards overhead fees.



# GRANT CYCLE

- Mid-January: MHAA regional trainings and webinar; current application form becomes available online at [mht.maryland.gov](http://mht.maryland.gov)
- Late January: Intent to Apply forms due online
- Mid-February: deadline to receive feedback from local grant reviewer (optional)
- **March 4:** Project grants submitted online
- July: grant award emails sent, projects may begin
- September-December: grant agreements mailed
- November – February: First disbursements issued

# Stakeholder Links: www.heartofthecivilwar.org





FY25 Details to come in December  
(FY24 materials remain available)

CIVIL WAR  
HERITAGE AREA

VISIT

EVENTS

BUGLE CALL

ABOUT

EDUCATION

SEARCH

MHAA PROJECT GRANTS

Union Mills Homestead

The Maryland Heritage Areas Authority (MHAA) Grant Program is a source of funding designed to assist and encourage the preservation of historical, archeological, natural, and cultural resources and support economic development through heritage tourism within [heritage areas](#) certified by the Maryland Heritage Areas Authority. MHAA Project Grant awards may be as high as \$50,000 for non-capital projects and \$100,000 for capital projects. This matching grant opportunity is open to nonprofit organizations and local or federal government agencies in the boundaries of the heritage area. Proposals should align with the goals and priorities described in the [HCWHA Management Plan](#) and the new [Strategic Plan](#).

The FY24 Grant Round is now closed. This page will be updated in late 2023 once FY25 grant information becomes available.

#### DATES & DEADLINES

- **January 31, 2023: Intent to Apply deadline**
- February 13, 2023: Deadline to submit a draft to your local grant contact for review (optional)
- March 1, 2023: Application deadline
- July 13, 2023: Results announced

#### QUICK START RESOURCES

- [Read this first: The Grant Application Process \(flowchart\)](#)
- [MHAA Project Grant Guidelines](#)
- [Intent to Apply link](#)
- [MHAA Instructions for Completing the New Application](#)
- [Quick Start Guide to the Online Portal](#)

#### IN THIS SECTION

- ▣ [Information for Stakeholders](#)
- ▣ [Grants and Other Benefits](#)
- ▣ [Participating Municipalities](#)
- ▣ [HCWHA Mini-Grants](#)
- ▣ [MHAA Project Grants](#)
- ▣ [Management Plan](#)
- ▣ [Strategic Plan](#)
- ▣ [Newcomer House Volunteers](#)

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#### SUBMIT YOUR EVENTS - DIGITAL EVENTS WELCOME!

Use [this form](#) to submit an online or future in-person event.

#### SUPPORT THE HERITAGE AREA

Donate



**Get Started Now!**



# Now: Set up an account in the grant software

## Visit Quick Start Guide for help

Click on the link to the online application for the grant round you are applying for (available here: <http://mht.maryland.gov/grants.shtml> under Current Funding Opportunities). You will see this page:

**Please Sign In**

**Welcome to the Maryland Historical Trust's Grant Application System.**

You may use this system to:

- Start a new application.
- Access and continue working on a saved application.
- View Applications you have submitted.
- Submit post-grant summaries or other reports.

If you have never used our system, click the **New Applicant** link below.

If your organization has used this system before and you have the login information, please enter it below.

If you are filling out applications on behalf of multiple organizations, please use each organization's **UNIQUE** email address for each application.

Please contact us if you have questions about this process.

E-mail  Password

**New Applicant?** [Forgot Password?](#)

Login

Click the **New Applicant** link below the email box – do not enter an email address and password on this page.

# OTHER WAYS TO GET STARTED

- **Read** over FY24 grant guidelines and application form, available on our website: <https://www.heartofthecivilwar.org/stakeholders/project-grants>
- Begin project planning: **Research** and **Identify** contractors/consultants and methods that will best serve your work and fulfill standards in the field.
- If your property is under an MHT easement, **talk to the easement program early** and often about your planned work.
- **Review the grant scoresheet**, available in the grant guidelines.  
Consider how to earn maximum points for section (Project Description, Budget, Project Impact) and subsections. Consider how your project addresses diverse or inclusive narratives.

# READ HCWHA DOCUMENTS

- Find connections between your project and our management plan/strategic plan
- Pay particular attention to our broad goals and interpretive themes
- Talk to the grant contact for projects from your county if you need inspiration or help



# AFTER THE GRANT ROUND OPENS

- Watch for the Mason-Dixon Dispatch for announcements in December
- Attend a training session or webinar - they will offer more detail, especially related to technical aspects.
- Don't procrastinate - you will need all the time available. Recruit some help, especially proofreaders.
- Communicate with your local grant contact (Emily, Rachel or Liz) and submit a mid-February draft for review

# AFTER YOU SUBMIT YOUR ITA

- Be on the alert for communications to the person you identify as the primary grant contact for your organization. Messages may come from both the MHAA grant system/staff and your local heritage area grant contact.
- Your local heritage area grant contact (Rachel, Emily or Liz) will send you a grant score sheet that is customized for our local review. Pay close attention to the opportunity to earn additional points for projects with Civil War Focus and/or US 250th Anniversary focus.
- The HCWHA team is available to help you as needed, but we look to you to initiate communication with your local grant contact. Be sure to submit a draft for review on the February date offered, even if it is just a partial draft (prioritize the budget).
- Participate in one of the grant training sessions in December and January.

# LOCAL PROJECT GRANT CONTACTS

- Carroll County: Emily Huebner, Assistant Director, [emily@heartofthecivilwar.org](mailto:emily@heartofthecivilwar.org)
- Frederick County: Liz Shatto, Executive Director, [liz@heartofthecivilwar.org](mailto:liz@heartofthecivilwar.org)
- Washington County: Rachel Nichols, Heritage Area Assistant, [rachel@heartofthecivilwar.org](mailto:rachel@heartofthecivilwar.org), 240.308.1740



QUESTIONS?