

Heart of the Civil War Heritage Area

FY11 Mini-Grants Program Guidelines

Stated Purpose: The Heart of the Civil War Heritage Area non-capital matching mini-grants program is designed to further the goals and priorities stated in the Heart of the Civil War Heritage Area Management Plan, available at www.heartofthecivilwar.org. Mini-grants assist heritage sites, non-profit organizations and government units within the heritage area to develop new and innovative programs, exhibits, tours, events and other initiatives, and to enhance existing heritage tourism products.

Examples of eligible non-capital projects include planning, heritage tours, maps and interpretive brochures, public programs and activities, exhibits, events, and website development. Development of or participation in educational seminars and conferences that encourage or enhance preservation, revitalization, and interpretation of the area's heritage resources are eligible. New this year, marketing expenses are eligible to be funded through mini-grants. Mini-grants shall not be used for administrative expenses, or capital projects. Salaries or staff are eligible as match only, for that portion of a staff person's time dedicated solely to an MHAA grant-funded project (not to exceed 35% of total required project match). *Note that MHAA requires all interpretive signage projects to adhere to National Park Service or Civil War Trails standards for design. Contact the heritage area for further information about participating in Civil War Trails.*

Non-profits and local governments proposing projects to occur within the borders of the Heart of the Civil War Heritage Area (portions of Carroll, Frederick and Washington Counties) are eligible to apply. Grant awards will range from \$500 to \$2,500 dollars.

Criteria for grant awards will include the degree to which the proposal is consistent with the stated purpose of the mini-grant program, and whether it:

- a. Is consistent with interpretive themes and/or suggested programs, projects, and activities in the heritage area Management Plan and/or consistent with regional heritage tourism initiatives, including the Sesquicentennial of the Civil War. Applicants should refer to the heritage area Management Plan at www.heartofthecivilwarheritagearea.org in preparing the grant application. Applicants are also encouraged to refer to the Interpretive Framework Plan for the Sesquicentennial of the Civil War, available at the same website.
- b. Includes collaborative heritage partnerships (such as joint programs) among for-profits, civic entities and individuals
- c. Enhances heritage tourism by visitors and residents
- d. Leverages other funding
- e. Demonstrates the ability of applicant to initiate, administer and complete project within proposed frame time
- f. Demonstrates a commitment to heritage tourism and preservation.

Application Procedure: It is highly recommended that potential applicants contact HCWHA to discuss the proposed project at least two weeks prior to application. The HCWHA grant review committee will review applications and make a decision in accordance with the schedule listed below under "Application Deadline." Applicants may apply for one mini-grant per year. Submit 4 hard copies to HCWHA at the address below. Additionally, one electronic version (CD) containing any application materials that can be submitted digitally would be appreciated but is not required.

Terms:

- The Heart of the Civil War Heritage Area and the Maryland Heritage Areas authority must be acknowledged on any materials produced or in publicity for the funded project/program/exhibit. The MHAA logo must appear on printed material. In some cases, the HCWHA 150th anniversary logo will be required (includes MHAA logo). Failure to acknowledge as indicated may result in forfeiture of up to 100% of the mini-grant award. Draft of any printed material shall be submitted to HCWHA for approval before completion. HCWHA reserves rights to use images and other materials connected with funded grant projects/programs/products.
- Mini-grants are reimbursable – grantee must submit a final project report and copies of any product resulting from the mini-grant. The Grant award check will be issued to the grantee within 30 days of receipt of the completed report as described and approved by HCWHA.
- **The grant award must be matched \$1: \$1 with at least 75% cash and no more than 25% in-kind matching funds.** Matching funds means financial support derived independently by the grantee to supplement the grant. Match can be in cash (expenditure of actual dollars) or in-kind (donations of services or goods that the grantee would have to pay for otherwise).
- Projects must be completed within one year of grant approval, including submission of the final report. Failure to begin a project within one year of the grant agreement may result in cancellation of the mini-grant award. Projects that require more than one year for implementation may be considered as exceptions to the rule, but the project schedule in the grant proposal must make clear the anticipated project schedule.

Application Deadline: Applications are accepted once per year on the following schedule:

Applications Received on or Before This Date:	Approved by HCWHA Advisory Board on this Date:
November 18, 2010	January 20, 2011

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