FY 2019 Maryland Heritage Areas Authority Grants

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Maryland Heritage Areas Program

Today's Agenda

Introductions

What are Heritage Areas and MHAA?

Project Grants
◦ Who is eligible?
◦ Types of project grants?
◦ What will and won't be paid for with grant funds.

Grant Application Schedule

Tips for Completing the Application

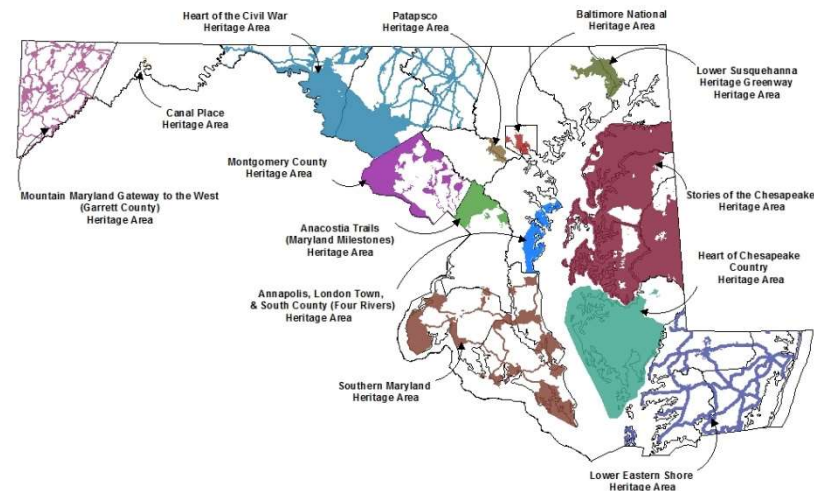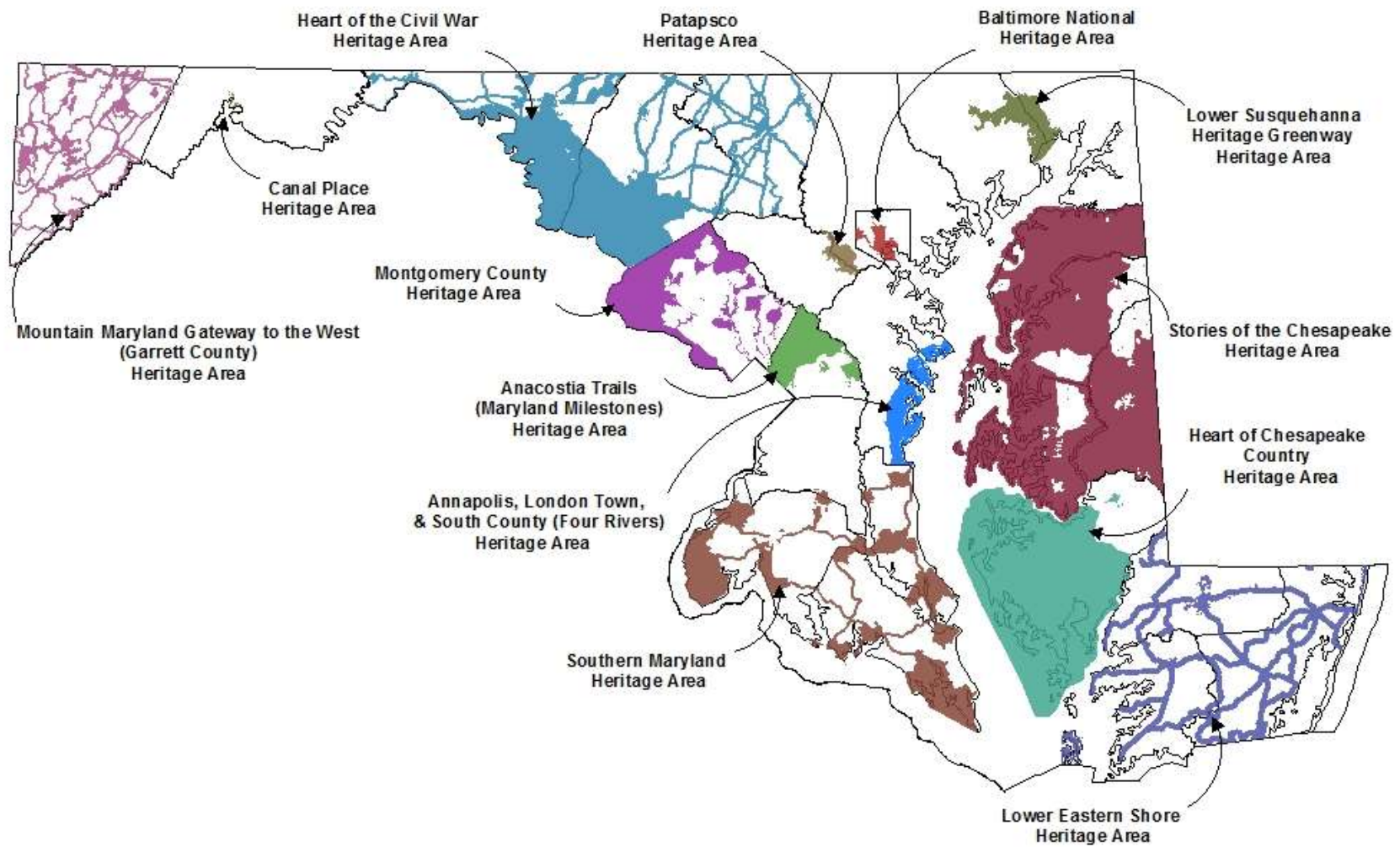Optional: Our online application system

What are Heritage Areas?

Heritage areas support the **economic well-being** of Maryland's **communities** by preserving and celebrating the State's **history, cultural traditions and natural resources** through <u>**partnerships**</u> that promote, support and create **place-based experiences** for visitors and residents alike.

What are Heritage Areas?

- Locally designated, certified by State

- Commitment to economic development through heritage-related tourism

- 13 Certified Heritage Areas eligible for project grants

Heart of the Civil War Heritage Area
Patapsco Heritage Area
Baltimore National Heritage Area
Lower Susquehanna Heritage Greenway Heritage Area
Canal Place Heritage Area
Montgomery County Heritage Area
Mountain Maryland Gateway to the West (Garrett County) Heritage Area
Stories of the Chesapeake Heritage Area
Anacostia Trails (Maryland Milestones) Heritage Area
Heart of Chesapeake Country Heritage Area
Annapolis, London Town, & South County (Four Rivers) Heritage Area
Southern Maryland Heritage Area
Lower Eastern Shore Heritage Area

Heart of the Civil War
Heritage Area

Patapsco
Heritage Area

Baltimore National
Heritage Area

Lower Susquehanna
Heritage Greenway
Heritage Area

Canal Place
Heritage Area

Montgomery County
Heritage Area

Mountain Maryland Gateway to the West
(Garrett County)
Heritage Area

Stories of the Chesapeake
Heritage Area

Anacostia Trails
(Maryland Milestones)
Heritage Area

Heart of Chesapeake
Country
Heritage Area

Annapolis, London Town,
& South County (Four Rivers)
Heritage Area

Southern Maryland
Heritage Area

Lower Eastern Shore
Heritage Area

MEDUSA
Maryland's Cultural Resource Information System

Results

| Overview | Layers | Text Search | Map Search |

Available Layers

Select layers that you wish to display below. You may need to zoom in for some layers to be activated.

☑ Other ⌄

| Sublayers | Legend |

☑ Maryland Heritage Areas

☐ USGS Topographic Grid

☐ Architecture

☐ Parcels

Add Other Data

Add a zipped shapefile to the map. Note that the display file will be for reference only; you will still need to use the selection tools to select resources in your project area.

Visit the ArcGis Online Shapefiles help topic for information and limitations.

Add File [Choose File] No file chosen

Find address or place   Print

Baltimore State and National Heritage Area

Patapsco Valley Heritage Area
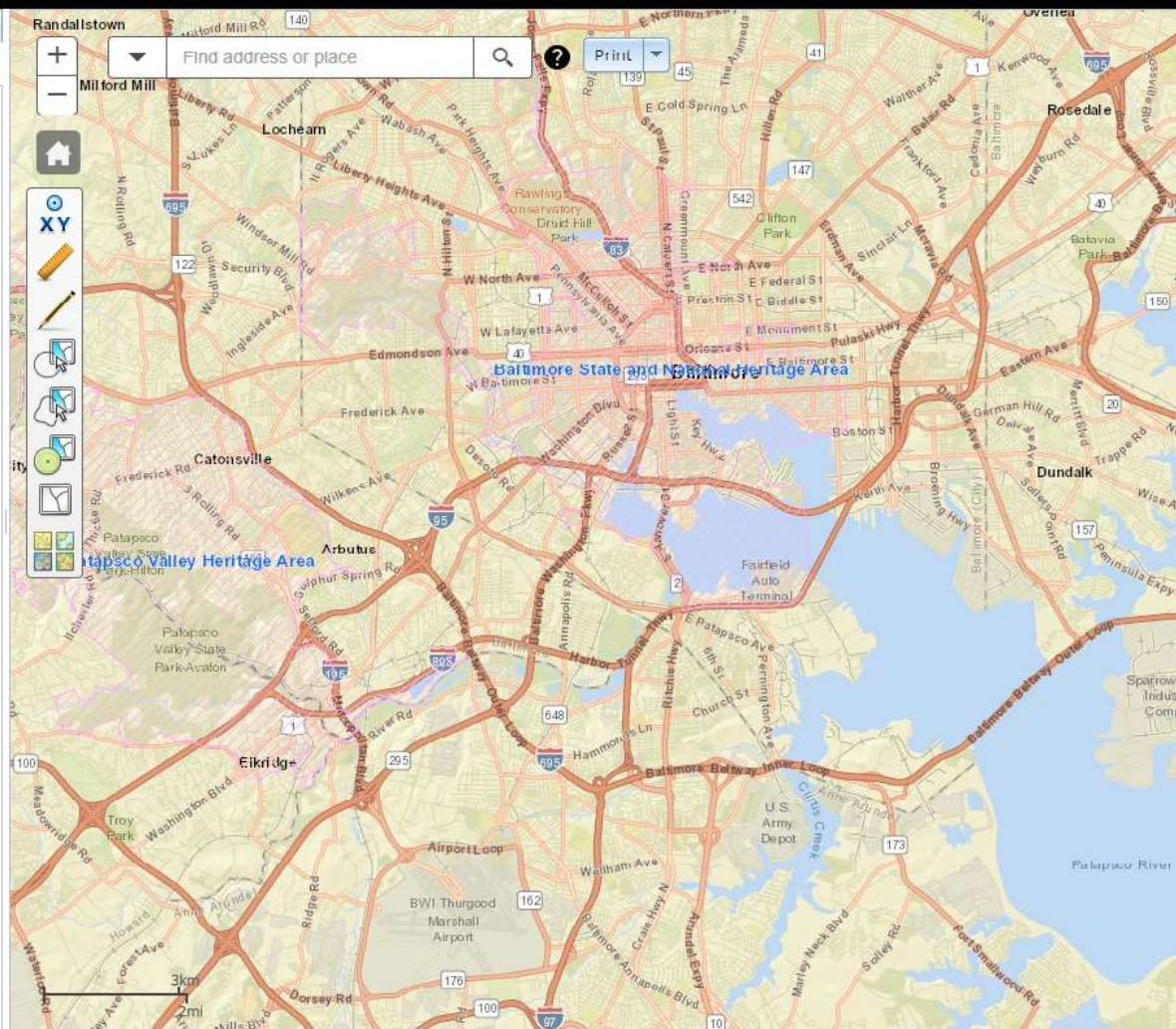
What is MHAA?

- **M**aryland **H**eritage **A**reas **A**uthority

- Independent state government entity, staffed by the Maryland Historical Trust

- 19 member body, including representatives from 9 state agencies (2 currently non-voting)

- **Up to $6 million** annually from DNR's Program Open Space

How do MHAA and your local heritage area work together?

- MHAA provides and administers:

    - **Project grants** (what we're talking about today!)
    - Funds to be used for mini-grants

- The 13 Heritage Areas:

    - Administer mini-grants
    - Provide assistance in completing **project grant** applications
    - Rank **project grants** before passing them on to MHAA
    - Provide technical assistance to organizations and MORE!

Who is eligible for MHAA Grants?

- Non-profits

- Local jurisdictions

- State agencies

- Federal agencies

Types of Project Grants

Capital

Non-Capital

All MHAA grants require dollar-for-dollar matching funds.

Capital Project Grants

- **Must meet the Targeted Investment Criteria**
  - Examples of Activities: acquisition, development, rehabilitation, restoration, pre-development, trails
  - May require an easement through MHT
  - Subject to "Section 106" review
  - Does NOT have to be a "historic" property

- **$5,000 -- $100,000**

Non-Capital Project Grants

- Activities: planning, interpretation, events, exhibits, brochures, technology, websites, archeology, research, wayfinding signage

- **$5,000 -- $50,000**

Minimum Project Grant Awards:

- New this year: $5,000 minimum grant amount

- This means grantees are required to provide $5,000 in matching funds
  - At least 75% cash match; Up to 25% in-kind match

-     $5,000 grant

+ $5,000 match
_____

$10,000 project

Ineligible expenditures for ALL Project Grants

No overhead fees for applicant organization

No staff salaries for the applicant organization
- Consultant fees **OK**
- Staff salaries **OK** as **part**, but not all of matching contribution/funds
- Staff of partner organizations – time counts as in-kind match

No project marketing
- **OK** as cash or in-kind match

Matching Funds

All MHAA Grants Require 100% Match

◦ For every dollar of state support, must contribute one dollar of applicant support (cash or in-kind)

◦ Match cannot be spent outside the grant period, or on an unrelated project.

◦ **Cash Match** – must be at least 75% of the required match

  ◦ Cash expenditures

  ◦ Applicant staff **for work on the project**

◦ **In-Kind Match** – can be no more than 25% of required match

  ◦ Volunteer time on the project

  ◦ Donated / discounted professional services

  ◦ Donated / discounted materials

  ◦ Partner organization staff time for work on the project

◦ **Other Project Costs ("Over Match")**

  ◦ Important to report this so we can see how much money is being leveraged with state funds.

◦ **Other State funds can NOT be used as match**

Matching Funds

Your application will receive a higher score if you can document your match prior to **June 1, 2018.**

If awarded a grant, you **must** provide documentation that your matching funds are in hand or fully committed no later than **September 30, 2018.**

Documentation can include:

◦ Bank statement showing cash, with letter of commitment of funds

◦ Award letter from non-state grant

◦ Letter of commitment from donor of money, services or staff time

◦ Approved budget from a non-state governmental agency documenting funds are budgeted for the project

Grant Schedule

- **January 26, 2018** – Intent to Apply forms due

- **February 23, 2018**: Multi-Heritage Area full applications due – submitted online

- **Late February-early March**: Project full applications submitted online (date set by local heritage area)

- **July 12, 2018**: grant award emails sent, projects may begin

- **September-December**: grant agreements mailed

- **November – February:** First disbursements issued

Heritage Area Grant Deadlines

- Anacostia Trails – March 7, 2018

- Baltimore – Feb 28, 2018

- Canal Place – March 14, 2018

- Four Rivers – Feb 28, 2018

- Heart of Chesapeake – March 2, 2018

- Heart of the Civil War – February 9, 2018 (optional draft); March 1, 2018 (final)

- Lower Eastern Shore – March 6, 2018

- Multi-Heritage Area – February 23, 2018

- Lower Susquehanna – March 1, 2018

- Montgomery – March 7, 2018

- Mountain Maryland (Garrett) – March 6, 2018

- Patapsco Valley – March 7, 2018

- Southern Maryland – March 9, 2018

- Stories of the Chesapeake – March 5, 2018

Important!

Eligible activities **must** be consistent with the goals, objectives, strategies and actions outlined in the approved **Certified Heritage Area Management Plan, or subsequent planning documents (Five Year Plan, Annual Plan)**.

Consistent with Management Entity Goals and Objectives

What does that mean? Examples:

◦ Project (not just the organization) is specifically identified in the planning documents

　◦ Many heritage areas have appendices with projects listed – check to see if your project is listed

◦ Project links a heritage tourism product to the themes of the local heritage area

　◦ i.e. MCHA – Transportation theme – Trolley Museum restoring trolley car

◦ Project creates a heritage tourism product that achieves a particular goal of the local heritage area

　◦ i.e. LSHA – Increase water access – Town of Perryville completes a public boat launch

Be Specific – "it will make the HA better" is not sufficient

Review Criteria

Consistency with Heritage Area Management Plan/Planning Documents

Significance and Need
◦ Important Structure?
◦ Significant role in the community?

Urgency
◦ Limited timeframe for accomplishing the project?
◦ Special opportunity?
◦ Anniversary date?
◦ Drawbacks for delaying the project?

Review Criteria

Project Design
- Well thought out
- Know what it will take to complete the project
- Know what it will cost to do the project
- Timeline is reasonable
- Are you partnering with the right people?

Budget
- Does the budget match the project?
- Are the costs in-line with standard market rates?
- Are the costs in the budget broken down in detail?
- Does the project or its products significantly leverage local and/or private investment?

Review Criteria

Match
◦ Is the match firm and clearly documented?

   ◦ Submit documentation by June 1 for extra points
◦ Is the match at least 75% cash, and no more than 25% in-kind support?

Project Management / Capacity
◦ Are project personnel appropriately qualified?
◦ Has the applicant received and successfully managed previous grants?
◦ Does the organization have the capacity to complete the project?

Deliverables and Impact
◦ Is it clear what the products/results of the project will be?
◦ Project lifespan and ongoing maintenance?
◦ Do the proposed activities increase the protection and enhancement of existing cultural and natural resources?
◦ How will the success of the project be measured?

Review Criteria

Public Benefit

◦ Who will benefit?

◦ How will they benefit?

◦ What is the public component to the project?

◦ How will the public access the project?

  ◦ Physical access

  ◦ How will it be marketed? How will people find out about it?

Review Criteria

Targeted Investment Criteria (Capital projects only)

◦ **Overlap** with existing local, State, or Federal area designations;
  - ◦ Priority Funding Areas; Historic Districts; Main Streets; A&E Districts, etc.
◦ Contribute to initiatives supported by **significant public investment**;
  - ◦ Other public programs have provided support already (or will be providing support)
◦ Be a part of a **concentration of heritage resources**; <u>OR</u>,
◦ Be a **catalyst** for future investment.

Grantwriting Tips

- Don't wait until the last minute

- **READ THE GRANT GUIDELINES BEFORE STARTING WORK ON THE APPLICATION!**

- Ask questions if you aren't sure

- Let the project guide your decision to apply – don't create a project just to get more money
  - Grants are not "free money" – they take a lot of work and resources

Grantwriting Tips

Before starting to write, think about:
- Why you are doing the project?
- What is the timeline?
- How does the project fit into your organization's "Big Picture"?
- What are the steps you need to take to finish the project?
- Who will undertake the work?
- What is the desired outcome?
- How will you evaluate and document success?

If you can't answer these questions, you're not ready to write the grant.

Grantwriting Tips

Your proposal should demonstrate:
- An important need
- Specific goals
- Quality people
- Organizational capacity
- A work plan
- Measures of success
- Alignment with the goals of the MHAA program
- Alignment with the goals of your local heritage area
- HERITAGE TOURISM VALUE

Grantwriting Tips

- Check your spelling, grammar and math

- Don't use ALL CAPS or other means of emphasis – it looks like you're shouting and makes it hard to read your application

- Have someone unfamiliar with the project read your application

- Give your project a unique and descriptive name, one that is different from previous grants

- Provide as much detail as is requested, but within the word limits

- Make sure your match is strong, and in hand or committed if possible

Project Summary, Timetable & Budget Must Match!

The Anytown Museum will utilize MHAA grant funds to create a new **interpretive exhibit** on watermen. One or more **consultants** will be hired to **design** and **fabricate the exhibit,** and **design** and **print** 20,000 copies of a brochure to accompany the exhibit.

Timetable:

Hire **Exhibit Consultant**	Jul 2018
Exhibit Design completed	Dec 2018
Fabrication Begins	Jan 2019
Mid Project Report	Jan 15, 2019
Brochure Design finalized	Feb 2019
Exhibit Finished	Mar 2019
Brochure Printed	Jun 2019
Final Report	August 15, 2019

Budget:

Exhibit Design - Consultant ($50/hr, 400 hrs)	$20,000
Exhibit **Fabrication**	$40,000
Brochure design	$ 5,000
Brochure **printing** (20,000 @ $.50 each)	$10,000

More Tips

- Provide visuals where appropriate:
  - Maps
  - Photographs
  - Plans

- If something needs maintenance, explain how it will be maintained
  - Trails – who fixes the broken pavement
  - Signage – who replaces a wayside covered in graffiti?
  - Website – who pays the annual hosting fee?
  - Smartphone App – who pays the annual licensing fee?

- Follow the directions in the online forms
  - Don't enter contact information for the same person more than once
  - Fill in all required fields
  - Don't use punctuation in dollar fields

Advice from Reviewers

- Think about partnerships and linkages – not just individual, disconnected projects
  - It's not just about getting more letters of support

- How will your project leverage additional state, federal, or other types of investment?

- When developing a budget, make sure it is clear where the line item dollar amounts come from, and that costs are reasonable and **show what we would be paying for**
  - Example – Consultant line item – is it a flat fee, if so, what is covered? Is it based on an hourly rate? If so, how many hours at what rate?

Advice from Reviewers

- Answer the questions on the application – don't just write what you think the reviewers want to hear.

- If your project is primarily a planning or documentation project, you need to focus on how that planning or documentation will lead DIRECTLY to a heritage tourism product.
  - Be specific, and have a specific heritage tourism product identified, even if it's a future phase
  - Make the heritage tourism element clear for the reviewers, so they can see that direct link

New in FY 2019: DNR Approval Process

- For those projects that will take place on land owned by the Maryland Department of Natural Resources (DNR).

  - You must obtain approval for your proposed project prior to submission of your application

  - Standard form included in FY 2019 MHAA Guidelines (pg. 23-24)

  - Submit the form by email to **Shane.Johnston@maryland.gov**

  - Allow 30-45 day turn around for DNR review

Action Items to Prioritize:

- Intent to Apply: **Due January 26, 2018**

- Read the MHAA 2019 Guidelines and make a checklist of everything you need to complete

- Talk with staff of your local Heritage Area about how your project aligns

- Letters of support

- Property owner letter (if applicable)

- DNR approval (if applicable)

- Start building your budget (getting estimates for specific line items)

- Check your status with State Department of Assessment and Taxation

Questions?

Grant Questions?

Next Up – how to use the online application system

Online Grant Application

HOW TO USE THE SYSTEM

Start your Intent to Apply Form

Begin by clicking the Intent to Apply link on the MHT website:

- http://mht.maryland.gov/grants.shtml

It is on the Grants page under Funding

About the Intent-to-Apply:

Required first step for EVERY application

Due **January 26, 2018**

Details of your project can change between the Intent to Apply and the Full Application

Create an Online Account

Each organization should have a single account

◦ The account can be transferred to another person.

◦ Multiple accounts can view an application.

◦ Only one account can edit.

Preferable for the organization account to use the email address of the primary contact for the grants

The email used to create the grant application will be the email that gets system-generated correspondence

Create an Online Account

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

Create an Online Account

New Applicant?

An account allows you to access your saved and submitted applications at any time. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.

E-mail

Confirm E-mail

Password (must contain at least 5 characters, with both letters and numbers)

Confirm Password

Continue

Return to login

Eligibility Questions

You first must answers two questions to determine if you are eligible to apply:

◦ Is your project located in a Certified Heritage Area?

◦ Multi-HA projects, just choose one at this stage

◦ Is your organization eligible?

◦ Must be Non-Profit, local, state or federal government entity

◦ No businesses or private individuals

If you are not able to answer both these questions correctly, you will not be able to access the Intent to Apply form

General Tips for the Online System:

All fields with a red asterisks (*) are required.

You can spell-check text boxes that have a checkmark (**v**) next to them.

You can move from page to page by clicking the tabs along the top of the page

Pages save when you go to another page, or click **Review**. To manually save, click **SAVE and Finish Later**.

◦ It is easier to just switch pages, otherwise you may need to log in again.

What does the application look like?

Timeline

* Project Start Date ℹ️

Be inclusive in your timeline, including all necessary steps to accomplish your project, from planning and design to completion. Note which stages are outside of the grant period.

The date you plan to start work ... date.
⚠️ This is a required field. ... plete the project, and build in time for unforeseen delays.

[   ] 📅

* Key Steps and Timeline ℹ️

List the steps you will take to complete the project, and projected dates when you will do them. Include other phases (identified as outside the grant period) if applicable.
⚠️ This is a required field.

✓

Word count 0 of 500

Save & Finish Later   Next

Save Your Work:

The system will time out after **45 Minutes**
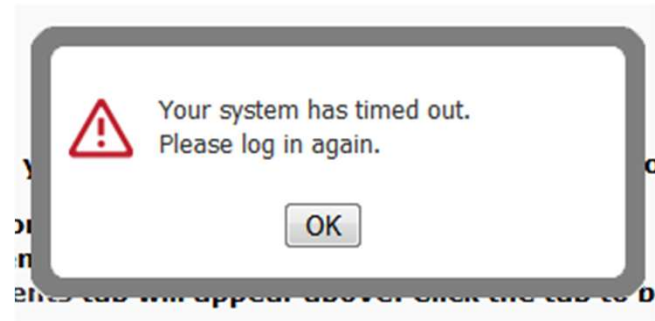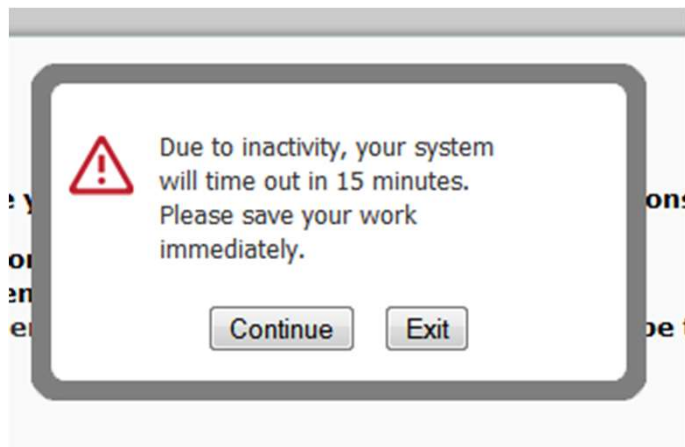
If you do not save before it times out, you will lose your work.

Even if you are typing, if you haven't saved or changed pages, it thinks you aren't active.

Continue Your Intent-to-Apply or Application:

To get back to a saved Intent to Apply or application form in progress, go to the **My Account** page (2 ways to access):

- https://www.grantrequest.com/SID_1777/?SA=AM
- Click the **My Grant Applications** button on the MHT website

Do not click on the link to the Intent to Apply once you have begun your application – that will start a new application

Submitting your Intent To Apply

After you Review your Intent to Apply, you may wish to print a copy for your records.

You can print a copy by clicking the Printer-Friendly Version link in the upper right corner.

When you are ready, and have reviewed the document for errors, Click Submit. **You won't see a submit button until you have clicked Review.**

You will see a confirmation message at the top of the page, and receive an email confirmation as well.

Begin Your Full Application

Once you submit an Intent to Apply form, the full application will be released.

You will access it on your My Account Page (see previous slide). **Do not click on current grant opportunities, that will start another ITA.**

DO NOT BEGIN YOUR FULL APPLICATION WITHOUT FIRST CONSULTING WITH YOUR LOCAL HERITAGE AREA DIRECTOR!

They will give you feedback that can help your application.

Begin Your Full Application

On your Account Page, in the upper left corner, under New, you will see the link to the Full application.

Differences Between ITA and Full Application

Answers from the Intent to Apply form will be pre-filled (but you can change them)

There are multiple pages in the Full Application

You will need to upload documents in the Full Application.

Uploading Documents

Click the **Browse** button next to the upload field.

Browse to the location of the document on your computer.

Highlight the document, and click **Open** or **Ok**.

Click the **Upload** button.

Note – at the end of the application, you will need to title your upload, and can upload multiple documents

If you have copies of the letters of support, you can upload them here.
If you have more than three letters, you can upload additional letters on the Attachments Pag

Letter of Support

Choose File | No file chosen

Upload

Letter of Support

Choose File | No file chosen

Upload

Letter of Support

Choose File | No file chosen

Upload

Reviewing Your Application

Your application is complete when:

◦ You have filled in all required fields

◦ You have uploaded all required documents

When that is all done, you will click the **Review My Application** tab.

If you have missed any required items, they will be identified in red.

Reviewing Your Application

You must resolve all outstanding problems before you will see a Submit button.

Please correct the problems indicated below.

- Please click this box to indicate that you have read is a required field.
- Organization Type is a required field.
- Tax ID / Federal Employer Identification Number (EIN) is a required field.
- Request Primary Contact Prefix is a required field.
- Request Primary Contact First Name is a required field.
- Request Primary Contact Last Name is a required field.
- Request Primary Contact Contact Phone is a required field.
- Request Primary Contact Email is a required field.
- Brief Project Description is a required field.
- In which county (or counties) will the project take place? is a required field.
- Goals and Objectives is a required field.
- Does the project contribute to fulfilling the priorities identified in the local heritage area's management plan is a required field.
- What is the tourism value of the project? is a required field.
- How will the project enhance the local heritage area? is a required field.

Keep in mind that while some fields are not required to hit submit (no red asterisk), that does not mean you should leave fields blank – if indicated in the text, and they apply to you, they are still required.

Submitting Your Application

When you submit, you will receive confirmation on the screen, and via email.

You cannot make any changes to an application once it has been submitted, unless it is released back to you.

During the review process, you may be asked to provide additional information.

- Your local heritage area director may have changes and comments to help improve your application – if they do, you will be given an opportunity to make changes.
- You may be asked to provide additional information during the review process, and will be given instructions on how to do so.

You may not receive any additional correspondence until grant awards are made, but you can log into your account to check the status of your application.

Any Questions?

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jen.ruffner@maryland.gov

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mht.maryland.gov/heritageareas.shtml