

## FY2018 MHAA Capital Grant Full Application

*This document—an example of a well-written grant application for a well-thought-out non-capital project—is intended to serve as a resource for future MHAA grant applicants. The grant application and accompanying budget (see page 24) were adapted from a successful application submitted to MHAA. While the grantees have given permission for MHAA to share their application materials, we have removed identifying information.*

## FY2018 MHAA Non-Capital Grant Full Application Overview

<b>Application Overview</b>
<p><b>Organization Name</b> Mystery Museum</p>
<p><b>Project Title</b> Project refers to the specific activity for which funding is being requested, not the site or organization involved. <i>More guidance in the information box.</i> "Example Exhibit Title"</p>
<p><b>Project Description</b> This field should provide a short description of the key details of your project. <i>More guidance in the information box.</i> The Mystery Museum (MM) is collaborating with exhibit designer Example Consultant to visualize, render and fine-tune conceptual design plans for the new permanent exhibit. This critical planning phase would not have been possible without the support of the Maryland Heritage Areas Authority (MHAA). The MM seeks continued support from MHAA to fund a portion of the project's second phase of planning. Specifically, the MM requests assistance with the creation of construction documents in preparation for fabrication. The MM educates youth and adults about the Anytown City's area's rich heritage and the ecology of the Chesapeake Bay through programs, exhibits and community events.  Products of this project include: exhibit plan elevations; sample graphic layouts, graphics hierarchy, design drawing and specifications for structures; exhibit prototypes; and lesson plans and programming materials that incorporate exhibit content and are used in educational curriculum by the Museum's education team and connect with program content emphasized at the MM's new field site for education.  End results include: exhibit prototypes that are tested with target audiences; a refined suite of exhibit-based programs and resources that are intended to deepen public understanding of significant humanities questions and ideas; and improved visitor space with more engaging tactile outdoor exhibits.</p>

## **INSTRUCTIONS**

- All questions with a red asterisk (\*) require answers.
- Please use plain text. Content will not retain formatting such as bold, italics, or bullets.
- When you have completed your application, click **Review**. You will be given a final opportunity to review your application. If you have included all the required fields and materials, you will see a **Submit** button.
- **You must submit your final application no later than your local heritage area's deadline (see the [Grant Guidelines](#)).**
- You will be given an opportunity to edit your application if your local heritage area requests changes.

We will contact you if we have questions during our review.

**Grant award decisions will be made in July 2017, and you will notified by email of the final award decisions.**

## **HOW TO**

- **Spell-check:** click the check mark to the right of the field.
- **Save a draft:** click **Save and Finish Later** at the top or bottom of each page. You may also click **Next** to continue the application, which will also save your work.
- **Upload documents:**
  - Click the **Browse** button.
  - Browse to the location of the document on your computer.
  - Highlight the document, and click **Open** or **OK**.
  - Click the **Upload** button.

## **Acknowledgement**

Before beginning your application, please download and review all program guidelines, which are available [HERE](#).

**Please click this box to indicate that you have read, and understand the guidelines.**

Yes

## Project

### Project Location

#### In which Certified Heritage Area will the project take place?

For multi-heritage area projects, select all that apply.

Mystery Maryland Heritage Area

#### In which county (or counties) will the project take place?

Select all that apply.

Mystery County

### Project Details

#### What problem or need will this project address?

The MM seeks funding to support a portion of the costs associated with fabrication for the new permanent exhibit, "Example Exhibit". With this continued funding, MM will work with local exhibit fabrication firm, Anonymous Associates, to develop design and construction documents from the completed conceptual design created by Example Consultant. This new proposed permanent exhibit capitalizes on the museum's multi-disciplinary mission by uniting humanities with science and technology to encourage an understanding of how cultural, environmental, ecological, and political histories are intimately interwoven in the unique heritage of Anytown City. This updated public space engages new audiences, is grounded in sound humanities scholarship, and seamlessly blends the Museum's robust education program with new, innovative, hands-on exhibit designs.

In 2017, the MM received a \$25,000 grant from the MHAA to support the conceptual design portion of this project. Since the installation of the of the Museum's original exhibit, "Example Original Exhibit", the Museum's audience has grown, its educational programs have increased 10 fold, and its educational goals have expanded. A new permanent exhibit will help the Museum connect with its audience and community, as well as achieve integration with the education program.

This new proposed permanent exhibit focuses on the imperiled cultural heritage of the Chesapeake Bay that is slowly disappearing from modern memory. The MM aims to preserve and celebrate the maritime heritage of Anytown City and the neighboring waters of the Chesapeake Bay by preserving authentic objects, instilling the positive values found in our maritime heritage -- work ethic, respect for the environment, appreciation of traditions, and pride in family and community -- and by communicating this heritage to today's generations in interactive, compelling ways. This exhibit is slated to open to the public in 2019.

### **Is this project urgent?**

Why does this project need to proceed at this time? What will happen if it does not?

*More guidance in the information box.*

The worn-in floors and exhausted exhibit interactives are testaments to how well-liked, or even loved, the current exhibit has been over the past nine years. As the MM continues to grow, seeing around 41,000 visitors each year through programs, exhibits, and events, the exhibits seem to reflect the increasing pressure of MM's growing pains.

The MM is the only institution in Anytown City that focuses on the rich maritime history and the ecology of the Chesapeake Bay, and how it has shaped the regional identity of the city making it a destination for many. The MM focuses on the unique maritime story of Anytown City and the city's deep connection with the Chesapeake Bay. In an effort to preserve the imperiled cultural heritage of the Chesapeake Bay that is slowly ebbing, the MM needs a compelling, modern, interactive exhibit that engages audiences with some of the region's difficult, even controversial, topics surrounding the heritage and ecology of the Bay.

In 2017, the MM received a \$20,000 grant from the MHAA to support the conceptual design portion of this project. To continue the project into the fabrication phase, the MM needs the financial support of the MHAA. The need for a redesigned exhibit became apparent through a variety of review methods including visitor surveys, docent surveys, and online review through sites such as Trip Advisor. Additionally, the MM participated in the Museum Assessment Program offered through the American Alliance of Museums and the Institute for Museum and Library Services. The Assessor felt strongly that the exhibit space was in need of an update and offered a variety of suggestions to assist MM in making a refreshed exhibit part of the strategic plan.

### **What will be the results of this project? What tangible and intangible deliverables do you anticipate?**

For tangible deliverables, specify the anticipated number of products, i.e. 12 restored windows, 1,500 sq. ft. exhibit, 5,000 brochures, 10 interpretive signs, one set of architectural plans. For intangible deliverables, provide estimates, i.e. 500 new visitors; 150 new interactions with the public; 750 additional page views on website.

The MM will collaborate with Anonymous Associates to develop design and construction documents for the new proposed permanent exhibit, "Example Original Exhibit". This phase of the new permanent exhibit will produce a number of tangible deliverables: (1) final exhibit elevations, plans, and sketches, (2) final graphic layouts, (3) final interactive design documents, EDRs, and wireframes, (4) exhibit prototypes, (5) detailed plans for exhibit technology (including touch screens, video, audio), (6) and a branding and signage plan.

Intangible Deliverables Expected:

This project increases visitation to the MM, within the Mystery Maryland Heritage Area, by at least 10% when compared with 2017 visitation statistics and by 20% each following year. This increased interest in museum exhibits will increase virtual traffic on the MM's official website by at least 10% when compared with 2017 statistics. The new proposed permanent exhibit improves the visitor experience and is documented through visitor evaluations both on-site and through online visitor review websites. This new proposed exhibit will strengthen the maritime story in Anytown City and support the stories shared by other local museums.

**If the project product(s) include items that require ongoing maintenance, commitment, repair or replacement, how will this be carried out and paid for in the future?**

This can include signage maintenance and replacement; trail maintenance; exhibit wear and tear; or website/smart phone app fees and updates. For technology items, please discuss how long the product will be live and active.

The new proposed permanent exhibit will be subject to extensive wear and tear. Each year, museum attendance continues to climb and this new permanent exhibit is projected to further increase the number of visitors who enjoy the site.

This particular phase of the project will not require ongoing maintenance. But, to ensure ongoing maintenance and repair for the new proposed permanent exhibit, the MM will prioritize exhibit upkeep. The MM operating budget will have funds exclusively dedicated to exhibit maintenance, a luxury not afforded for the previous permanent exhibit, to ensure that the new proposed permanent exhibit continues to look fresh and enticing for visitors of all ages. The MM has diverse revenue streams that afford a generous operational maintenance line item in its budget. In 2016, the Museum established an endowment fund that will ensure proper maintenance and upkeep of the Museum in perpetuity.

**What are the key challenges that you face with this project?**

As this project follows its natural progression, the MM anticipates challenges with fundraising efforts. To overcome this challenge, the MM has developed a comprehensive fundraising plan, as well as scheduled this project to be completed in phases. These phases will allow the museum time to acquire funding for each segment of the project. The MM has also hired a professional and full-time Development Director who is responsible for raising funds for specific projects as well as the organization as a whole. By implementing project phases and hiring a professional Development Director, the MM will mitigate challenges associated with fundraising for the new proposed permanent exhibit.

The MM will develop institutional partnerships to ensure that this project is successful. MM has partnered with National Park Service, National Oceanic and Atmospheric Administration, Oyster Recovery Partnership, and the U.S. Lighthouse Society in the past to create exhibit displays. MM is confident that it can continue to cultivate partnerships to enhance its exhibits and reduce some of the financial burden of exhibit fabrication. The Museum will also solicit private donations and corporate underwriting (including naming rights) and foundations to sure that necessary funds will be available to complete exhibit fabrication.

**How will completing this project accomplish the goals and objectives of your organization?**

In 2014, the MM completed a final draft of the organization's strategic plan in which a refreshed permanent exhibit is a goal. An upgraded exhibit falls under strategic plan Goal #2 (maintain, protect, and upgrade the MM exhibits and collections) and under strategy 2.1, to create a new exhibit master plan with new themes that connect with education programs. To accomplish these goals, the MM aims to have a new proposed permanent exhibit fabricated and installed by the end of 2019.

In addition to the strategic plan goals, this new exhibit master plan accomplishes the following goals:

- achieve education program and exhibit integration
- bolster visitor interest, extend visitation time, and increase visitor attendance rates
- offer visitors an improved and exceptional experience
- make the museum a permanent community resource for residents in the area
- create opportunities for productive partnerships
- address underserved communities more effectively
- address interpretive themes more clearly through a more engaging and exciting exhibit space
- educate students and visitors about the maritime heritage of Anytown City, a unique and local history that is not traditionally taught in history books.

**How will completing this project accomplish the goals and objectives of your Heritage Area?**

You are encouraged to cite specific passages of your heritage area's planning documents to support your statement.

This new proposed exhibit, "Example Original Exhibit," addresses both primary and secondary themes outlined in Mystery Maryland Heritage Area's Management Plan. Primary themes highlighted in this exhibit include: Waterways, Living with the Past, and America's Roots. Secondary themes featured in this exhibit are: Living Landmarks, African Americans, Ecology of the Water's Edge, Waterborne Commerce & Communication, Commerce to Recreation, and Life on the Water.

"Example Original Exhibit" also accomplishes goals 1 and 2 of Mystery Maryland Heritage Area 's Five Year Plan: Goal 1- Steward the region's heritage assets by preserving, protecting, and strengthening natural, historic, and cultural resources; Goal 2- Stimulate economic development through heritage trails and water tourism products, programs, and experiences for visitors and residents. This new proposed exhibit will accomplish goal 1 by strengthening the maritime story of Anytown City and presenting this unique story through universal themes. This project accomplishes goal 2 by creating a reinvigorated exhibit that will attract new heritage tourism to the Mystery Maryland Heritage Area.

**Will any aspects of the project cause ground disturbance (utility lines, footings, underpinnings, grading, signage installation, archeology, etc.)?**

If yes, please describe how you will make sure historical and archeological resources are protected.

No aspect of this project should cause ground disturbance.

**Do any aspects of the project have potential to disturb lead-based paint, asbestos, oil tanks, or other hazardous materials?**

If yes, how will you deal with these materials safely? See the information box for additional resources.

No aspect of this project should have the potential to disturb hazardous material as the building was almost completely reconstructed between 2002 and 2007.

**Timeline**

**Project Start Date**

The date you plan to start work.

August 24, 2017

**Project End Date**

No more than two years from the project start date.

Be sure to allow yourself plenty of time to complete the project, and build in time for unforeseen delays.

June 29, 2018

**Key Steps and Timeline**

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.

August 24, 2017: Phase II All-Day Kick-off Meeting with Anonymous Associates

August 25, 2017 - October 16, 2017: Elevations, plans, sketches, graphic concepts in development

October 16, 2017 - January 12, 2018: In-house prototyping with consultation from Example Consultant

January 12, 2018 - January 19, 2018: Anonymous Associates presents updated schedule, budget

February 2, 2018 - June 22, 2018: Final elevations, plans, sketches, graphic layout, interactive design documents, EDRs, Screen Comps

June 22, 2018: Anonymous Associates presents phase deliverable package, updated schedule and budget

June 29, 2018: Client Review and Approval of final phase deliverable package

**Budget**

**Before completing the budget fields below, complete a detailed budget using the Excel spreadsheet which you can download and complete by clicking [HERE](#).**

**Budget Detail**

Once you have completed the budget detail, upload it here as an [Excel file \(not a PDF\)](#), and use those figures to complete the Budget fields below.

[Grants\\_MHAA\\_BudgetDetail Revised.xls](#)

**Grant Request**

When typing in dollar amounts, **only enter numbers - do not use the dollar sign or decimal point.** Round the amounts to the nearest dollar.

**Grant Funds Requested**

The maximum amount you can request for a non-capital project is \$50,000.

35,000.00

### Required Match

You are required to match the grant request dollar-for-dollar. State funds cannot be included as part of the required match.

***When typing in dollar amounts, only enter numbers - do not use the dollar sign or decimal point. Round the amounts to the nearest dollar.***

### Required Cash Match

This amount must be at least 75% of the grant funds requested above.

27,474.00

### List the source(s) of any non-state cash match your organization has in-hand for this project.

Documentation for these funds must be submitted as part of this application.

Include the source of funding, amount, and date of availability.

These are funds that are in-hand and available immediately. Do not include state funds.

The Mystery Museum will dedicate time and energy to successful fundraising to support the completion of the fabricating phase of this project.

### List the source(s) of any non-state cash match for which your organization has a commitment.

Documentation for these funds must be submitted as part of this application.

Include the source of funding, amount, and date of availability.

These are funds which are not yet in hand, but for which you have a solid commitment. Do not include state funds.

At this time, the MM has no non-state cash match funds committed to the project. The MM has \$425,000 in cash reserves available. The MM will request funding from federal sources to support the project. Additionally, the MM will seek funding from corporations, government, foundations, and individuals to support this exhibit. The MM continues to search for additional funding sources to support this project.

### Identify how you anticipate obtaining matching funds that are not yet in-hand or committed, including the source(s) of those anticipated funds.

Documentation for these funds must be submitted no later than June 15, 2017.

Do not include state funds.

The MM will continue to write grant applications to support this portion of the project. The MM will also dedicate a portion of its operating budget to the completion of this project.

The MM will also seek corporate support.

### What other sources of funding have you considered or applied for (successfully or unsuccessfully) to support this project?

Include grants from organizations that you have applied for but do not know the outcome, loan applications in progress, or research you have conducted into possible funding options.

In addition to the operating funds dedicated to this project, the MM will apply for funding from the National Park Service Maritime Heritage Grant program, Institute of Museum and Library Services Museums for America grant program, and the National Endowment for the Humanities Public Humanities Projects Implementation Grant program. The MM continues to search for additional funding sources to support this project. However, the completion of this project is not predicated on support awarded by these federal grants.

The MM's Board of Directors will support the project as necessary. A letter to this effect is attached to this grant application.

**You must provide documentation for your cash match.**

Cash match must be in-hand or committed by **June 15, 2017**. If you are not able to provide documentation for your match, you must provide documentation of a back-up source of match. That means if your chosen source of match falls through, you have another source of funds to allow you to complete the project. If you are not able to provide documentation at the time of submission, please email your match documentation to [MHT.grants@maryland.gov](mailto:MHT.grants@maryland.gov) by June 15, 2017.

**In-Kind Match**

This amount cannot be more than 25% of the grant funds requested above.

7,526.00

**List any donations or donated time you will receive for the project.**

This includes volunteer time, as well as donations of equipment, supplies or services. Include the source of the donation, amount, and date of availability.

*See the information box for details on how to value volunteer time.*

As part of this project, an exhibit committee was formed to steer the project as it progresses. The exhibit committee consists of 5 committee members, some participating from the Board of Directors. These committee members will collectively donate at least 120 hours to the oversight of this project.

Anyfirm Strategies, a full-service advertising and marketing firm, will be donating in-kind services to the Museum. These services will facilitate the creation of streamlined branding for the exhibit.

**Total Required Match**

Click the calculator to autofill.

The total match must equal the amount of grant funds requested above.

*If the calculator does not work, check for non-numeric symbols in the number fields.*

\$35,000

**Other Project Costs**

**Other Project Costs**

If your overall project includes other non-state costs in addition to the grant request and required matching funds listed above, please put the total of those additional costs here.

*More guidance in the information box.*

31,500.00

**Where will the funding for the non-state Other Project Costs come from?**

The MM is still researching further funding opportunities to support other project costs. The MM is willing to dedicate general operating revenue to the completion of the project.

**Are there any State funds already committed for this project? What are they paying for?**

State funds cannot be part of the required match for the project but we'd like to know about them. State funds may include legislative ("bond bill") grants and loans, the African American Heritage Preservation Program grants, Community Legacy funding, etc. There are no state funds already committed to this project.

**Total State Funds Already Committed**

0.00

**Impact****How will this project make your site / organization and your heritage area better places for heritage tourists and residents to visit?**

It is intended that this project will increase visitation to the Mystery Maryland Heritage Area as well as improve the visitor experience. This new exhibit will strengthen the maritime story in Anytown City and support the stories shared by other local museums. The history of Anytown City comes alive through gritty tales of life along the Chesapeake Bay. The MM is telling the story of our connection to the water and its significant role in both shaping and sustaining our regional identity.

This exhibit will be able to connect with content interpreted at other local museums such as Partner Museum, the Mystery House Museum, and Anytown Walking Tours. The MM intends to cross-promote other local museums with the intention of directing visitors to local exhibits.

In addition to the Museum site located in Anytown's western neighborhood, the MM signed a lease with the Anytown City for a new field site for education, the Marshfront Park, in 2016. It is intended that this exhibit serves a platform for visitors to engage with the maritime heritage of Anytown City, but also as a site to promote visitation to our new "heritage-site-in-the-making" over at Marshfront Park.

**How will you measure the success of your project?**

The MM has dedicated time and energy to collecting baseline data for audience evaluation. This data collection can be used as benchmarks when compared with the data collected following the installation of the new exhibit. The MM plans to make audience evaluation an important part of improving the visitor experience with the new exhibit. In addition to visitor surveys, the MM has implemented a guest book and measured visitation and time spent in the exhibit.

As part of this phase of the project, Anonymous Associates will prototype exhibit elements. These prototypes will be tested with students and target audience members and feedback will be implemented in the final design of exhibit elements.

The MM's target audience includes local students, families, and adults and children alike with an interest in ecology and maritime topics. After installation, the MM will continually evaluate the audience experience and make exhibit modifications when necessary. The success of this project will be measured by: greater visitor attendance (10%); asking visitors to complete short surveys, monitoring visitor reviews posted to websites such as Trip Advisor, student post test scores (administered to students at the completion of their education experience) will improve; and student and teacher program reviews.

**Does the project take place in an area that has other local, State or Federal designations?**

Check or list all that apply.

(This is in addition to the Certified Heritage Area).

**Other**

## Access & Outreach

### Public Benefit

**What hours per day, days per week, and months per year is the project open to the public?**

If the project is not open regular hours, please indicate how public access is made available.

Currently, the MM is open year-round Thursday through Sunday, 11am to 3pm. With the current hours, the museum makes the exhibits accessible by scheduled tours Monday through Wednesday.

With the opening of "Example Original Exhibit" the museum hours will change to Tuesday through Sunday 10am to 3pm, year-round. The MM is amenable to expanding museum hours further if success metrics are met and demand increases.

**What amenities are available to the public at the project property (if applicable)?**

This includes restrooms, water, parking, interpretation (guided tours, self-guided tours, signage, brochures), etc.

The MM offers wheelchair accessibility, free parking, handicap parking, pet and family friendly exhibits, a gift shop, in-exhibit seating, restrooms (women's, men's, family/handicap), group tours, private tours, guided tours, self-guided tours, walking tours, outdoor signage, brochures, and public park access from dawn to dusk that gives visitors and residents alike access to the waters of the Chesapeake Bay along our living shoreline.

**What provisions exist or will be made for physical or programmatic access by individuals with disabilities?**

The modern structure of the MM is handicap accessible and amenities offered by the museum support individuals with physical disabilities. Though the museum can accommodate individuals with disabilities, there is more that can be done, including offering a wheelchair, installing door access buttons, and other features that would make the space more accommodating. These provisions can be made with grant funding to support handicap access to historic structures.

**How will you make sure that the general public knows about your new product(s)?**

Who is your target audience, and what are their needs?

Describe how the products will be marketed for the life of the project.

How will consumer inquiries be handled? How will materials be distributed?

The MM works collaboratively with Visit Anytown and Mystery County to help drive heritage tourism to the area, as well as to the museum. Additional marketing partners include the Mystery Maryland Heritage Area, Downtown Partnership, and several media outlets.

In tandem with the plans to upgrade the permanent exhibit space, the Museum will implement a comprehensive communications strategy that will begin promoting the new exhibit as soon as the planning process begins. The Museum will:

- Create media press releases
- Enhance and update presence on Visit Anytown website, an organization whose marketing outlets make 500 million impressions each year
- Use MM social media channels including Facebook, Twitter, YouTube, Pinterest, and Instagram
- Design a rack card/brochure that features new exhibit with distribution throughout the heritage area
- Foster hotel partnerships through familiarization visits
- Paid media placement including Facebook ads and heritage tourism publications
- Update the MM's website that attracts over 50,000 unique visitors per year
- Send regular MM e-blasts that reaches over 5,000 members and visitors weekly

The goal of this new marketing plan is to push museum visitation and invite new audiences to make connections with the maritime heritage of Anytown City.

**Will the local tourism office / Destination Marketing Organization (DMO) be involved in this project?**

If so, how?

The MM works collaboratively with the Mystery Maryland Heritage Area, Visit Anytown, and Mystery County to help drive heritage tourism to the museum. Please see the attached letter of support from Visit Anytown President & CEO, XXXXXX.

## Support

<b>Education Projects</b>
<b>If your application is for a Pre-K - 12 education project, please provide documentation that you have consulted with either the Maryland State Department of Education and / or your local school system on this project.</b>
<b>Support from Elected Officials</b>
<b>Please list any elected officials from whom you have requested letters of support.</b> This project has received support from state Senator XXXXXX and House Representative XXXXXXXX
<b>If you have copies of the support letters, you can upload them here.</b> Letter of Support
Letter of Support
Letter of Support
<b>Legislative District(s)</b>
<b>In which Maryland state legislative district(s) will the project take place?</b> To look up your legislative district(s), click <a href="#">HERE</a> . XXX
<b>In which Federal legislative district(s) will the project take place?</b> To look up your legislative district(s), click <a href="#">HERE</a> . XX

<b>Local Commitment</b>
<p><b>List the other individuals from whom you have requested letters of support, and their titles and organizations.</b></p> <p>XXXXX - Executive Director of Downtown Partnership          XXXXXXX - Co-Founder and President Anytown Partner Non-Profit</p>
<p><b>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 Page at the end of the application.</b></p> <p><a href="#">Letter of Support</a></p>
<p><a href="#">Letter of Support</a></p>
<p><a href="#">Letter of Support</a></p>

**Capacity**

<b>Project Management</b>
<p><b>Has your organization received and successfully managed other grants in the last three years?</b></p> <p><a href="#">If yes, list the sources of those grants, and discuss the results or outcomes of the projects.</a></p> <p>Currently, the MM manages a variety of grants offered through federal, state, local municipalities and private foundations. The Museum receives funding from thirty-one organizations, including National Oceanic and Atmospheric Administration, Maryland State Arts Council, Chesapeake Bay Trust, Mystery Maryland Heritage Area, Community Foundation of Mystery County, PNC Wealth Management, and the National Park Service.</p>
<p><b>What other administrative and financial experience does your organization have that will allow you to successfully manage this grant?</b></p> <p>The MM staff collectively has over 29 years of experience managing grants. The Museum's Administrative Manager manages the organization's budget, grant spending, and grant compliance. The Administrative Manager handles accounting of all monies received from income-generating activities and oversees preparation of the annual operating budget, programs, special projects and events.</p>

The Executive Director monitors expenses against budget allocations and determines capital needs. The current Executive Director has generated a 63% revenue increase across all sources over the past three years. The Executive Director is responsible for initiating and leading strategic issues facing the Museum, and ensuring that the Museum's sources of income continue to grow as needed to sustain present and expanding exhibits, programs, and research. The Executive Director is supported by the Museum's Development Manager. The Museum also works with a third party Development consultant. Development efforts are focused on individual-giving, membership, grants, corporate support and maximization of all revenue streams. The Museum also participates in an annual audit to receive an independent opinion on the truth and fairness of the financial statements made by the organization. The Museum has always received a clean opinion.

To further demonstrate MM's ability to raise the necessary funding for this project, please consider the renovation of the MM's current museum building following hurricane Isabel. The MM acquired the building in 2000 and 3 years later, while the MM was still a young institution, the facility was severely damaged by hurricane Isabel. Just 5 years later, after a major capital campaign, the Museum re-opened the newly restored building, a project costing over 1.5 million dollars. Today, now that the MM is an established institution, revenue regularly exceeds expenses, providing the MM with \$425,000 in cash reserves. Additionally, the MM recently opened an endowment fund.

### Project Primary Contact Person

**This is the person who will receive all correspondence, notifications and reminders regarding the grant.** You will have an opportunity to provide the contact information for the grant writer (if applicable) and a primary contact for the organization (such as a director or board chair) on the next tabs.

#### Prefix

Ms.

#### First Name

XXXXXX

#### Last Name

XXXXXXXXX

#### Title

Executive Director

#### Contact Address (if different from above)

XXXXXXXXXX

#### City

Anytown City

**State**

MD

**Postal Code**

XXXXX

**Contact Phone**

XXX-XXX-XXXX

**Extension**

X

**Email**

XXXXXXX@XXXX.org

**Area of Expertise****What is the primary contact person's role in the project?**

XXXX XXXXXX is responsible for the day-to-day operations at the museum, building collaborative partnerships and spearheading an overall strategic plan to ensure future growth and prosperity. As Executive Director, XXXXX will manage project budget, approve contracts, ensure that the project adheres to timeline, promote the project through local media channels, and serve as oversight for the project.

**Please upload a resume for the primary contact.**

[Resume.pdf](#)

**Key Individuals Within the Applicant Organization**

List any other key individuals within the **applicant** organization who will be involved in the implementation of this project. Describe their role in the project and what they will be responsible for. Please upload their resumes on the Attachment page at the end of the application.

XXXX XXXXXX, Museum Curator

XXXX XXXXXX holds an M.A. in Art History/Museum Studies. She has worked at the MM for six years, has worked in the museum field for nearly ten years, and has focused on American maritime and naval history and heritage. She oversees the museum collections and exhibit activities, researches and compiles local maritime history, and serves as a resource for other professionals and the public. The Museum Curator actively collects primary resources, works collaboratively with area historians, and researches museum

collections to develop engaging and historically accurate public programs and local tours, making scholarly research accessible to the general public. The Museum Curator is the primary liaison with humanities scholars and researchers and develops exhibit content. The Museum Curator serves as the single representative able to consolidate comments and directives from all involved stakeholders during the exhibit design process.

XXXX XXXXXX, Education Director

XXXX XXXXXX graduated with a B.S. in Natural Resource Management and Environmental Education. She has worked in the field of environmental education for over 10 years and has focused on education programs pertaining to wetland ecosystems and the Chesapeake Bay. She started with the MM in November of 2013. Assuming receipt of this grant, XXXXX will continue to manage the education program, including managing the budget, ensuring financial sustainability for the Education Center's programs, supervising Education Center staff, ensuring curricular alignment of all education programs, and aligning museum exhibit content with education programs. As the Education Director, XXXXX will serve as the primary liaison for aquaria design and fabrication and oversees the care of animals on exhibit. XXXXX is responsible for the creation of science content and for integrating new museum exhibit content into educational programming in the Education Center.

## Consultants

List any key individuals **outside** of the applicant organization who will be involved in the implementation of this project (i.e. contractors or consultants who have already been selected). Describe their role in the project and what they will be responsible for. Please upload their resumes on the Attachment page at the end of the application.

The following list includes members of the Anonymous Associates Design Team: XXXXX XXXXXX - Project Manager, XXXX XXXX - Exhibit Designer, XXXX XXXX - Exhibit Designer, XXXX XXXX - Graphic Designer, XXXX XXXX - User Experience Designer, XXXX XXXX - Interactives Engineer/Lead Fabricator. See attached Anonymous Associates Key Project Resumes document.

Additional consultants include:

XXXX XXXX, Curator of Biology at the Partner Museum

XXXX XXXX joined Partner Museum as the Curator of Biology in 2010. XXXX brings over 15 years of experience in laboratories, aquariums, zoos and museums to the MM project. XXXX completed his undergraduate education at XXXXXX University and his background is in public education and marine biology. XXXX has experience with life support and water quality programs, managing aquatic collections, and is committed to educational goals. XXXX will serve as a paid contractor offering consultation in the development and design of new aquaria that engage visitors as part of the MM project to re-design the permanent exhibit.

XXXX XXXX

Interpretive planning, content development, project management from conceptual design through installation; oversee and manage project meetings, budgets, and schedules; master planning, research, and writing for national, regional and local museums and visitor centers; educational program development and presentation. Collaborate directly with designers, architects, museum staff and boards, and academic advisors to create

exhibitions and educational programming for a broad range of audiences. Develop interpretive strategies, goals and messages, visitor experiences, and curriculum-based programming. Research and write exhibit outlines/narratives, exhibit copy, and multimedia treatments/storyboards/scripts. Conduct collections assessment. Research, identify, and procure exhibit images and artifacts including donations, loans, reproductions, and usage rights. Team member for audience research coordinating front-end visitor surveys and evaluation to develop educational programs and exhibits that engage broad audiences, support academic curriculums, advance outreach, and increase memberships and fundraising.

### Project Partners

List any other partners (or potential partners) you will be working with on this project, and what their roles will be.

The MM will develop institutional partnerships to ensure that this project is successful. The MM has partnered with National Park Service, National Oceanic and Atmospheric Administration, Oyster Recovery Partnership, and the U.S. Lighthouse Society in the past to create exhibit displays. The MM is confident that it can continue to cultivate partnerships to enhance its exhibits.

## Applicant

### Applicant Organization

#### Legal Name

This **must** match the name registered with the State Department of Assessments and Taxation. *More guidance in the information box.*

Mystery Museum

#### Organization Type

nonprofit organization

#### Tax ID / Federal Employer Identification Number (EIN)

This is generally a 9-digit number, e.g. 52-1234567.

XX-XXXXXXX

#### Mailing Address

XXXXXXX

XXXXXXX

#### City

Anytown City

**State**

MD

**Zip Code**

XXXXX

**Organization General Phone**

XXX-XXX-XXXX

**Extension**

X

**Organization General E-mail**

XXXXX@XXXX.org

**Website Address**

http://www.XXXXXX.org

**If you have already listed your organization's primary contact person elsewhere in the application, do not complete this section.**

Please provide a primary contact for your organization, **if different** from the project contact person listed on the previous page. This can be the Executive Director or Board President, for example. Do not enter the same person again if they are listed elsewhere.

**Prefix****First Name****Last Name****Title****Contact Phone****Extension**

**E-mail****Area of Expertise****Organizational Documents - Non-profit Organizations Only**

Non-profit organizations must provide copies of their organizational documents if they have not been submitted online previously.

**If you uploaded your documents in a previous year, you do not need to do so again unless there have been changes.**

For most organizations the organizational documents will include the filed Articles of Incorporation or Articles of Organization, and Bylaws or an Operating Agreement.

You can upload one document in each upload box. If you need to upload additional documents, you can add them on the Attachments page at the end of the application. *More guidance in the information box.*

**Proof of Non-Profit Status (if applicable)**

If your organization is a non-profit, you must upload a copy of the Determination Letter from the Internal Revenue Service if you have not uploaded it previously.

**Additional Information**

**Is there anything else you think we should know when reviewing your application?**

## Release & Consent

The Maryland Heritage Areas Authority ("the Authority") and the Maryland Historical Trust ("the Trust") regularly share information about projects that have received grant funding. Application materials, including photographs, maps, text, graphics, and forms may be used by the Authority and the Trust for non-profit purposes including, but not limited to, education and publicity via printed material, television broadcasts, and internet postings.

Photographs of the project which have been taken by the Authority or the Trust staff may also be made available to the public.

In rare cases, additional application information may be requested by the public under Maryland's Access to Public Records Act ("the Act").

By executing this release and consent, I hereby consent to the publication of photographs and other application materials relating to the Project for which I have requested financial assistance, and I hereby authorize the Authority and the Trust to print, publish or post pictures of the Project and to make application materials available to the public.

### **I Agree.**

Yes

If you consider information in this application confidential and do not want it made available to the public, please indicate your objections in writing and upload your letter below.

### **Upload your letter of objection, if applicable, here.**

**I have read and understand that, by not attaching an objection in writing, I have consented to public use of information in this application and a waiver of any rights I may have under the Act.**

Do not check if you are uploading a letter of objection.

Yes

**I certify that all the information contained in this application is true and accurate and that I am legally authorized to submit this application on behalf of the applicant organization.**

Yes

### **Full Name and Title of Legally Authorized Submitter**

This must be someone who is legally authorized to sign for your organization.

Alice Estrada, Executive Director

**Only complete this section if you utilized a grant writer who has not already been listed elsewhere in the application.**

If this grant was prepared by **someone other than the Project Contact or Organization Contact**, please provide their information here. Do not enter the same person if they are listed elsewhere.

**Prefix**

&lt;None&gt;

**First Name**

XXXX

**Last Name**

XXXXX

**Title**

XXXXXXX

**Office Address**

XXX XXXX XX

**Office City**

Anytown City

**Office State**

MD

**Office Postal Code**

XXXXX

**Office Phone**

XXX-XXX-XXXX

**Extension**

XX

**E-mail**

XXXXX@XXXXX.org

**Area of Expertise**

XXXXXX

## Deadlines

**Each heritage area has different deadlines for submissions (see the [Grant Guidelines](#)).** Some require a draft copy be emailed to them for feedback - make sure you know what is required for your heritage area.

Once you have submitted your application, your local heritage area will review it, and may ask you to make changes to strengthen your application. If changes are needed, your application will be returned to your online account for editing.

## Attachments

<b>Title</b>	<b>File Name</b>
Prototyping Consultant Letter of Intent	<a href="#">Letter of Support MHA.pdf</a>
Anonymous Associates Proposal	<a href="#">Proposal for MM.pdf</a>

### Example Budget

This table should be uploaded as an Excel File using MHAA's Budget Template. This is a great example of the level of detail to include in your project budget.

## Project Budget

### Mystery Museum – Example Original Exhibit

Line Item No.	Work Item (Description)	Grant Funds	Applicant Match		Other Project Costs	Total Project Cost
			Applicant Cash Match	Applicant In-Kind Match		
1	<b>MM STAFF</b>					\$0.00
2	Curator (26 weeks 30% time)		\$5,304.00			\$5,304.00
3	Education Director (26 weeks 10% time)		\$3,120.00			\$3,120.00
4	Executive Director (26 weeks 5% time)		\$2,250.00			\$2,250.00
5	<b>CONSULTANTS</b>					\$0.00
6	Anonymous Associates (see attached estimate from consultant)	\$35,000.00	\$10,000.00		\$25,000.00	\$70,000.00
7	Exhibit Planning Meeting (based on costs for meetings in the past)		\$300.00			\$300.00
8	Aquaria Specialist (50 hrs. @ \$50/hr.)				\$2,500.00	\$2,500.00
9	Anyfirm Strategies (33 hrs. @ \$150/hr.)		\$2,500.00	\$2,500.00		\$5,000.00
10	Prototyping Consultant (based on estimate received from consultant)				\$2,000.00	\$2,000.00
11	<b>PROTOTYPING</b>					\$0.00
12	Prototyping Supplies		\$2,500.00		\$2,000.00	\$4,500.00
13	<b>VOLUNTEER SUPPORT</b>					\$0.00
14	5 exhibit committee members x 42.67 hours @ \$23.56 per hour			\$5,026.00		\$5,026.00
15	<b>RIGHTS AND REPRODUCTION COSTS</b>		\$1,500.00			\$1,500.00
	<b>TOTALS</b>	<b>\$35,000.00</b>	<b>\$27,474.00</b>	<b>\$7,526.00</b>	<b>\$31,500.00</b>	<b>\$101,500.00</b>
			<b>Total Match</b>	<b>\$35,000.00</b>		