



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 2023.



INTRODUCTIONS

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ABOUT HCWHA

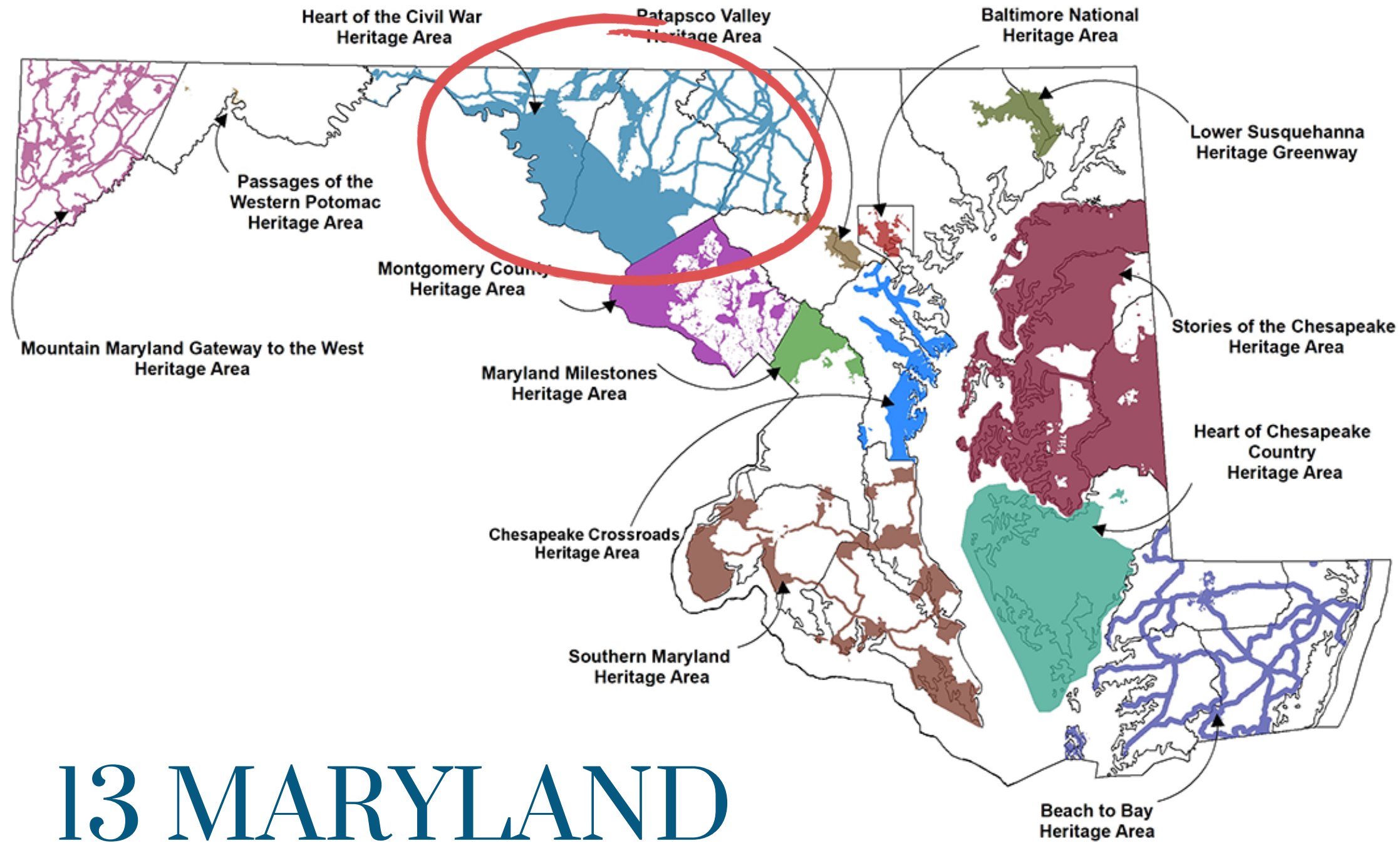
Mission Statement

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

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**.

MARYLAND HUMANITIES
SHINE OPERATING GRANTS

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



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.

Staff photo by Katina Ze...

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 2023 (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
FY23 Mini-Grant Application Narrative**

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

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

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

[illegible]

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). Note that line items should match with the project timeline (above).

[illegible]

- Does this project have **urgency**? Explain why the project should happen at this time. (Maximum 150 words)
- How does this project relate to the goals outlined in the Heritage Area's Management Plan? Be as specific as possible in listing goals. (Maximum 150 words)
- What **partners** will you work with on this project? Will you work with your county tourism organization, local business community, local museum consortium or association? (Maximum 150 words)
- How/where will you secure **matching funds** beyond the HCWHA mini-grant to complete this project? Grant awards must be matched \$1:\$1 from non-state sources. (Maximum 150 words)
- How will you complete this project if you only receive **partial funding**? (Maximum 150 words)
- If your project will create a tangible product (either physically or virtually), how will it be **maintained** after the grant period has ended? (Maximum 150 words)

Narrative

Timeline

Budget

TIMELINE

- Project timeline typically begins in early 2023 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
Research points of interest for inclusion in walking tour brochure	February 28, 2023
Write draft brochure script, vet with historical society curator and academics at local college, revise as necessary	March 30, 2023 (first draft) May 15 (final draft complete for graphic designer)
Collect photos to illustrate brochure; carry out new photography as needed.	April 30, 2023
Solicit quotes for design and printing of brochure	April 30, 2023
Provide script and photo illustrations to designer	May 15, 2023
Proof and approve design drafts and final design	June 5, 2023
Send to printer	June 5, 2023
Delivery of final product	June 30, 2023
Media announcement and inaugural tours	July 1, 2023

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: 25 hours @\$35 each			\$875	\$875
Jane Editor Staff Editor, 25 hours @\$25 each		\$625		\$625
Brochure design (based on preliminary estimates from graphic design firms)	\$800			\$800
Printing (3000 @ .50 each, based on preliminary printer estimates)	\$1,000	\$500		\$1,500
Indirect costs (operating)	\$200			\$200
TOTALS:	\$2,000	\$1,125	\$875	\$4,000

THE APPLICATION NARRATIVE

- Timeline
- Budget
- Narrative questions (Maximum 150 words each):
 - 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
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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
- Compile supporting materials (letters of support, photographs, sketches, maps, etc.)
- Contact HCWHA staff with any questions
- Submit entire application online by Monday, October 31 at 5 PM
 - www.heartofthecivilwar.org/mini-grant-application
- You'll receive the results by early 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 (2023).

BREAK

PROJECT GRANTS

MHAA PROJECT GRANTS

- 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.

REVIEW CRITERIA

- Reviewed locally, then passed along to the state
- Consistency with Heritage Area Management Plan/Strategic Plan
- Significance and Need
- Project Design
- Project Management
- Deliverables and Impact
- Coordination with Broader Initiatives
- Targeted Investment Criteria (Capital projects only)
- Public Benefit

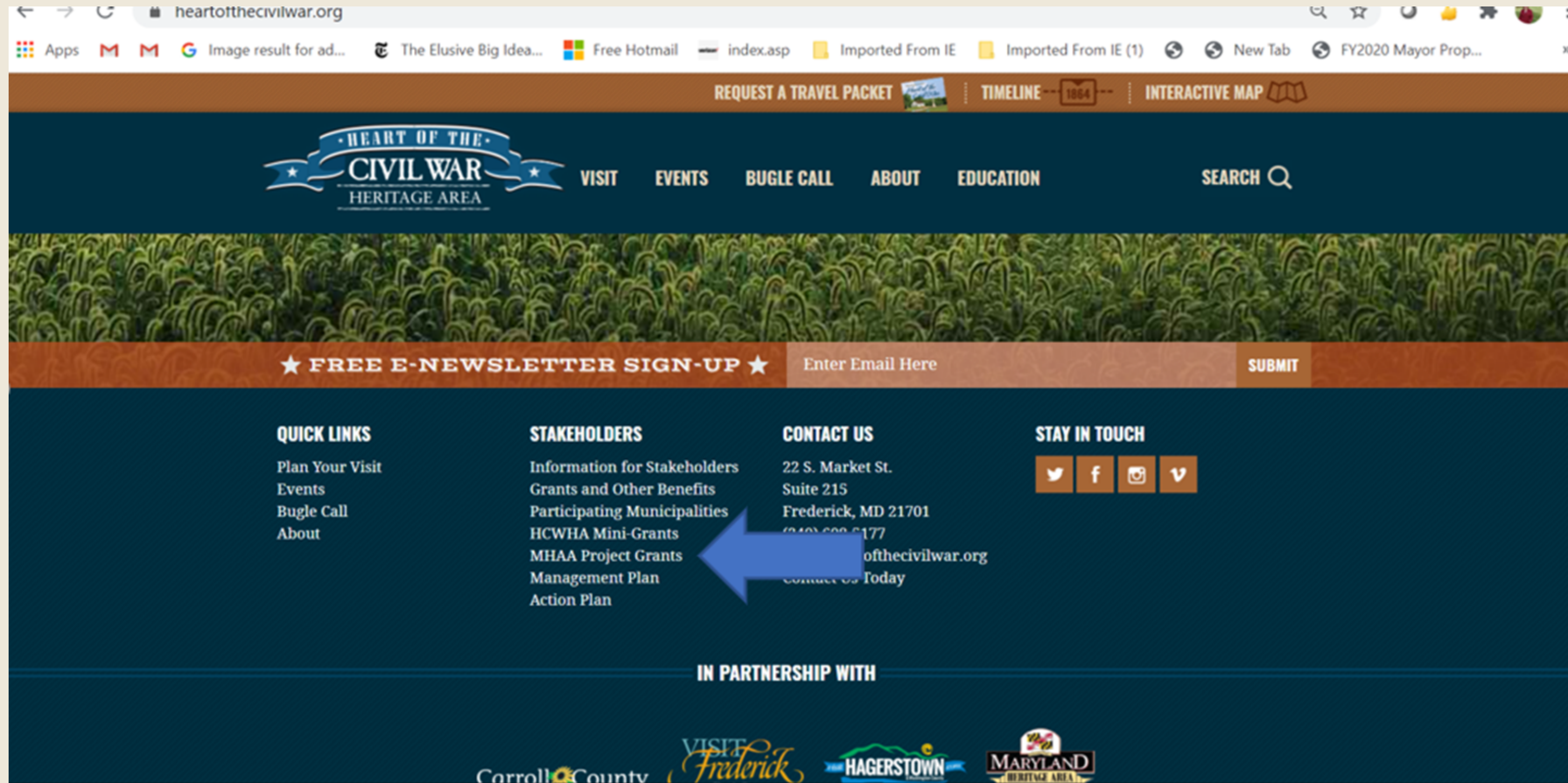
SCORING AND UNIQUE HCWHA RUBRICS

- Local reviewers use the same scoring criteria as the MHAA (State level) grant panel; the scoring sheet is replicated in the grant guidelines.
- Local review employs a unique rubric for criteria 4, concerning consistency with HCWHA planning documents; this rubric is provided after the ITA is submitted and applicant reaches out to the local grant contact.
- For the upcoming round, HCWHA will award priority point to projects related to the US 250th Anniversary, with special consideration given to those with a legacy aspect and those aligned with the AASLH Field Guide to the Semiquincentennial.

GRANT CYCLE

- Mid-January: MHAA regional trainings and webinar; current application form becomes available online at mht.maryland.gov
- Late January: Intent to Apply forms due online
- Mid-February: deadline to receive feedback from local grant reviewer (optional)
- Early March: 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



FY24 Details to come in December

(FY23 materials remain available)

The screenshot shows a web browser window with multiple tabs open. The active tab is 'Maryland He...'. The address bar shows the URL 'heartofthecivilwar.org/stakeholders/project-grants'. The website has a dark blue header with the 'HEART OF THE CIVIL WAR HERITAGE AREA' logo and navigation links: VISIT, EVENTS, BUGLE CALL, ABOUT, EDUCATION, and a SEARCH icon. Below the header, there's a brown banner with links: REQUEST A TRAVEL PACKET, TIMELINE (with a 1864 icon), and INTERACTIVE MAP. The main content area is divided into three columns. The left column features a large image of a grassy field. The middle column contains text about the MHAA Grant Program, followed by a section titled 'DATES & DEADLINES' with a bulleted list of deadlines, and a section titled 'RESOURCES FOR APPLICANTS' with a bulleted list of links. The right column has a section titled 'IN THIS SECTION' with a list of links, a section titled 'SUBMIT YOUR EVENTS - DIGITAL EVENTS WELCOME!' with a paragraph and a link, and a section titled 'SUPPORT THE HERITAGE AREA' with a 'Donate' button. A vertical sidebar on the far right contains social media sharing icons for Facebook, Twitter, and Email, along with a green share icon.

Simplay3 Lar x | Amazon.com x | Gmail - Email x | Inbox (1,070) x | Can you send x | My Drive - G x | FY21 Mini-G x | Maryland He x

heartofthecivilwar.org/stakeholders/project-grants

Apps | Image result for ad... | The Elusive Big Idea... | Free Hotmail | index.asp | Imported From IE | Imported From IE (1) | New Tab | FY2020 Mayor Prop...

REQUEST A TRAVEL PACKET | TIMELINE 1864 | INTERACTIVE MAP

HEART OF THE CIVIL WAR HERITAGE AREA | VISIT | EVENTS | BUGLE CALL | ABOUT | EDUCATION | SEARCH

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 Five-Year Action Plan.

DATES & DEADLINES

- January 31, 2020: Intent to Apply deadline
- February 14, 2020: Deadline to submit a draft to your local grant contact for review (optional)
- Friday, February 28, 2020: Application deadline

RESOURCES FOR APPLICANTS

- Grant application process overview
- Online grant portal
- Quick start guide
- FY21 application guidelines
- FY21 Recorded MHAA Grant Webinar
- FY19 Workshop Slides
- Sign up for a webinar
 - December 19, 2019 at 10:30 AM
 - January 27, 2020 at 1:30 PM

IN THIS SECTION

- ▢ Information for Stakeholders
- ▢ Grants and Other Benefits
- ▢ Participating Municipalities
- ▢ HCWHA Mini-Grants
- ▢ MHAA Project Grants
- ▢ Management Plan
- ▢ Five-Year Action Plan
- ▢ Newcomer House Volunteers

SUBMIT YOUR EVENTS - DIGITAL EVENTS WELCOME!

Use this form to submit an online or future in-person event.

SUPPORT THE HERITAGE AREA

Donate

Share | Facebook | Twitter | Email | Green share icon

100% | 12:41 PM 9/10/2020 | 20

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?](#)

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

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

BUDGET

- Possibly the first thing grant reviewers turn to, a strong, complete and detailed project can make or break your project.
- Start to get estimates - either formal or informal - to show as justification for cost of vendors, contractors etc.
- Begin to identify sources of your match. Dollar for dollar match required, in any combination of cash or in-kind. Matching expenses must be documented as directly related to the project.

PROJECT DESIGN & PERSONNEL

- Key personnel and consultants/contractors:
- Who will do the work and why are they the best choice? Even if you can't be specific, what credentials will you seek to find the right people for the work?
- What steps are involved? What are the incremental steps to achieve your end goal?
- Timeline? Give your project plenty of time!

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

LOCAL PROJECT GRANT CONTACTS

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

QUESTIONS?