STORIES OF THE CHESAPEAKE CERTIFIED HERITAGE AREA

FY 2017 SMALL GRANT

INSTRUCTIONS & APPLICATION

Stories of the Chesapeake Heritage Area
Eastern Shore Heritage, Inc.
Serving Caroline, Kent, Queen Anne's & Talbot Counties
P. O. Box 727
Chestertown, Maryland 21620
Telephone: 410-778-1460

Mailed Applications Only: P. O. Box 727 Chestertown, Maryland 21620
Deliveries: Call 410-778-1460 or email: www.storiesofthechesapeake.org

Application Deadline: October 3, 2016

STORIES OF THE CHESAPEAKE CERTIFIED HERITAGE AREA SMALL GRANT APPLICATION

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INSTRUCTIONS & APPLICATION – SMALL GRANTS ONLY

INTRODUCTION

Eastern Shore Heritage, Inc. (ESHI), the managing entity for the Stories of the Chesapeake Heritage Area (SCHA), a Maryland Certified Heritage Area, will be committing FY2017 funds toward small grants under the rules of the Maryland Heritage Areas Authority (MHAA). The upper limit of any grant awarded from these funds will be $2,000; applicants must show a minimum of a dollar-for-dollar cash match in the amount of the requested grant; please note that it is to your competitive advantage to show MORE than a dollar-for-dollar match). The match should be in hand or committed and the project ready to go and may not be state funds.

Grant funds will be available to ESHI for transfer to successful applicants early winter 2016/2017. Funds are for FY17 projects, which means that projects or clearly delineated phases of projects starting after July 31, 2016 and completing by the end of June 2017 are eligible. No match or grant funds may be expended before the date of award, currently scheduled for October 24, 2016.

These grants are intended to assist and encourage preservation and economic development of the communities and resources of the SCHA. ESHI is solely responsible for grant award decisions.

APPLICATION FORMAT AND CONTENTS

Please submit your Small Grant application as a single package, with paper items on standard 8 ½" x 11" bond paper, stapled or clipped in the left-hand corner with the Application Summary sheet as the first

page. Do not submit applications in binders or as spiral bound books; fancy folders and other submission enhancements are discouraged. ***One electronic/digital version of the application (summary sheet, narrative, and budget) must also be submitted on a CD or USB flash drive.*** Please use Microsoft Word or other program readable by Microsoft Word to produce the electronic version.

All applicants must submit one (1) paper original and two (2) paper copies, including:

- Checklist (see form provided on page 8)

- Summary Sheet (see form provided on page 9)

- At least one digital photo, suitable for publicity. It may be used in a framed certificate awarded to commemorate your grant and project, and/or for use on the SCHA website or other future publicity, (only 1 digital copy is necessary; may be included on the same CD as the electronic application). Please provide the name of the photographer and a brief caption. Permission to publish this photo at ESHI's discretion, with credit to the photographer and organization as appropriate, is assumed from receipt your submitted photo(s).

- Project Description (not more than two pages; this is *in addition to* the project description required on the summary sheet; *no form is provided here but see pages providing guidance*). Why do you want to do this project? What will be the results? What are the steps and schedule you will follow? We suggest you use the headings from the guidance pages as your outline.

- Project Personnel Information (*no form is provided here*): Briefly tell us who will direct the project and who will perform key project tasks, including grant administration; provide their names, phone numbers (daytime voice), and mailing and emailing addresses. In a sentence or two, describe the qualifications of the project staff and consultants; you may attach resumes as appropriate and if readily available. Also, describe your organization's administrative and financial experience and ability to manage a grant of this type.

- Project Budget and Sources of Funds (*see model form provided in the following pages*). The information provided on the summary sheet (amount of grant requested, amount of cash match, amount of in-kind match) should be backed up with more information provided in your project budget. Cash match may not be state funds. The budget form and instructions are also attached.

- Project Support (confirming source(s) of your match). This may consist of a financial statement, commitment letter, or other proof that the applicant has matching funds in-hand or committed for the project. Applicants are strongly advised that the project be ready to go. Identify and describe support for this project by state, county, or local governments, non-profit preservation organizations, or other project partners.

- Proof of nonprofit status (if applicable). If we do not already have current information in our files, you must provide copies of your articles of incorporation, bylaws, and a certificate of good standing from the State Department of Assessments and Taxation. Certificates of

good standing may be obtained from the Maryland Department of Assessments and Taxation's website at www.dat.state.md.us. There is no need to pay for the certificate – a printout of the web page confirming your organization's good standing is sufficient.

- Letters of support. Submit at least one letter of support from the local elected body (not a single official) representing the area in which the project will occur. (Support letters may be mailed directly to ESHI, and must be received no later than October 17, 2016).

A final note: Your application may not be considered unless all of your final reports for previous grants are in hand or an extension has been granted. Performance on previous grants is a factor in the ranking of grants.

DEADLINE & APPLICATION SUBMITTAL

Applicants should submit the completed application package postmarked on or before October 3, 2016 to:

Mailing/Shipping Address Only
Stories of the Chesapeake Heritage Area
P.O. Box 727
Chestertown, MD 21620

Personal delivery may be made no later than noon on October 3, 2016 and only by prior arrangement. Please call 410-778-1460.

Please be advised that applications that are incomplete as of this deadline will not be considered.

ELIGIBLE ACTIVITIES

Eligible activities must address or complete a priority activity identified in and consistent with the goals, objectives, strategies and actions outlined in the Stories of the Chesapeake Heritage Area Management Plan, which can be found at www.storiesofthechesapeake.org. No capital projects (i.e., "bricks and mortar" renovations, new construction, or purchase of property) can be funded through a Small Grant.

The following non-capital projects or activities anywhere in the Certified Heritage Area (CHA) are eligible for Small Grant funding: planning; design; the development and presentation of interpretive exhibits, interpretive signage, materials, or other appropriate products to further the educational and recreational objectives of the SCHA; and new or pilot programs that encourage revitalization of and reinvestment in CHA resources such as seminars, conferences, performances, reenactments, commemorations, and festivals.

ELIGIBLE APPLICANTS; CERTIFIED HERITAGE AREA PARTICIPATING JURISDICTIONS

Applicants must be located in the state-certified portion of the Stories of the Chesapeake Heritage Area, which currently includes most unincorporated areas of Caroline, Kent, Queen Anne's, and Talbot Counties. It also includes 20 towns: Betterton, Centreville, Chestertown, Denton, Easton, Federalsburg, Galena, Goldsboro, Greensboro, Hillsboro, Millington, Oxford, Preston, Queen Anne, Queenstown, Ridgely, Rock Hall, St. Michaels, Sudlersville, and Tilghman.

Non-profit organizations must be in good standing with the State of Maryland Department of Assessments and Taxation, be qualified to do business in Maryland, and have the legal capacity and authority to incur obligations involved under the grant program.

PROJECT SELECTION CRITERIA

SCHA Small Grant proposals will be reviewed using the following criteria. We suggest you write out answers to these questions and incorporate them into your two-page project description.

- Clarity: Are the project objectives clearly described? Tell us what you intend to accomplish, and how.

- Consistency: Is the project specifically identified in the heritage area management plan or 5 year strategic plan? If not, how is the project consistent with the goals and objectives of the certified heritage area management plan and why should the project receive priority funding at this time?

- Urgency: What are the downsides to delaying this project? In other words, what adverse consequences will result if this project is delayed and unable to receive funding until next year's grant round?

- Project Design: Are the project budget, design, and personnel reasonable to accomplish project objectives?

- Budget: Is local and private investment a significant part of the project budget, over and above the required match? While "leverage" (using our dollars to stimulate the contribution of still more dollars from others) is important – it is to your competitive advantage to show MORE than a dollar-for-dollar match – ESHI also seeks to see its Small Grant have a measurable impact in helping to fund your project. As a rule of thumb, projects requiring a

GOALS OF THE STORIES OF THE CHESAPEAKE HERITAGE AREA

- **Tell the story of the Chesapeake on Maryland's Eastern Shore**, revealing the subtle ways that the natural world has influenced this region's history, including our agricultural and maritime heritage.

- **Enhance economic vitality and improve the quality of life for residents:** Improve the local and regional economies by promoting tourism and fostering related business development. In particular, focus on the small business needs of the tourism industry.

- **Craft an enriching experience for visitors:** Foster access to and management of recreational and natural areas and historic sites.

- **Offer access to the Chesapeake Bay:** Offer unparalleled recreational opportunities to experience unspoiled nature and the ecological treasure of the Chesapeake Bay and its tidewater tributaries.

- **Protect the beauty and heritage of the region:** Protect the way of life for heritage area communities through a balance of preservation, economic development, stewardship, and quality of life.

- **Create partnerships and consensus:** Build a consensus among historic preservationists, environmentalists, and local leaders in business, agriculture, government, and education to sustain the character of the heritage area.

budget of more than $10,000 should seek a Maryland Heritage Areas Authority Statewide Grant through Eastern Shore Heritage, Inc. (which will not accept grant requests of less than $5,000). How much does your project's budget rely on Small Grant funding?

- Readiness: Is the project ready to proceed and can project objectives be accomplished in a realistic and timely manner?

- Demonstration Value: Does the project have value as a model whose methods and techniques are transferable to other communities?

- Regional Benefits: Does the project offer significant benefits to a community or more than one community? Does the project reinforce the principle of regional equity and balance articulated in the Heritage Area Management Plan?

- Reinforcement of Existing Designations: Does the project help to reinforce such revitalization/preservation designations as local historic area zoning, National Register status, and/or significant private preservation (e.g., conservation or preservation easement)?

- Tourism Benefits: Does the project offer significant benefits to existing or new heritage tourism efforts?

- Interpretive Benefits: Does the project support or have the potential to support the regional interpretive outline and system articulated in Chapter 3 of the Heritage Management Plan?

Please note that your application may not be considered unless all of your final reports for previous grants are in hand or an extension granted. Performance on previous grants is a factor in the ESHI Grants Committee's evaluation.

GRANT TERMS AND CONDITIONS

All grantees must execute a grant agreement with ESHI that reflects ESHI's grant agreement with the MHAA. ESHI's grant agreement for Small Grants will include these standard terms and conditions:

- Grant Term - All grant funds must be expended by the end of the grant period (generally at the end of fiscal year), unless ESHI grants a written extension to a written request.

- Reporting - A Final Report will be required, unless ESHI requests additional progress reports during the term of the grant. Ask the staff for the Final Report checklist.

- Grant Disbursements – ESHI Small Grants are generally made in two payments, half up front after funds are received from the State of Maryland (generally, late fall, early winter), and the second half following submission of the Final Report. ESHI reserves the right to use a different disbursement scheme if warranted.

- Nondiscrimination - Each applicant shall comply with all applicable federal, state and local laws and policies and programs regarding drug, alcohol and smoke free work places, disabled access and equal opportunity for employment, housing, credit practices and prohibiting discrimination on the basis of race, color, creed, religion, national origin, gender, marital status, familial status or physical and/or mental disabilities in any aspect of the grant project.

- *Project Acknowledgments*

  Grant recipients are required to prominently display both the SCHA and MHAA logos (available at www.storiesofthechesapeake.org) and to provide appropriate acknowledgment of ESHI and MHAA assistance in press releases, publications, web sites, and other public communications.

  Written materials shall also include the MHAA disclaimer.

  Festival grants will require use of signage providing logos and acknowledgments.

- *Grant recipients are asked to display the SCHA logo on their home page with a link to the SCHA web site (www.storiesofthechesapeake.org).*

- *Applicants may be requested to have a tabletop presentation at our annual Heritage Heroes Event.*

APPLICANT NAME: _____

SMALL GRANT APPLICATION CHECKLIST

Please enclose this sheet with your application, as the top sheet. Check off each enclosure as you assemble your package and <u>please number your pages</u>. One <u>signed</u> original and five copies is required for submittal. A CD or flash drive digital version of your complete application (items 1-5 at a minimum) IS REQUIRED. **Hand-written applications are not accepted.**

1. ☐ Summary Sheet (1 page, use the form following this checklist)   Page 1

2. ☐ Project Description (no more than 2 pages)   Page number from application: _2_

3. ☐ Project Personnel Information (1 page, approx.) Page number from application:___

4. ☐ Project Budget and Sources of Funds (1-2 pages)Page number from application:___

5. ☐ Statement of Project Support (source of your match & documentation as appropriate)
                                          Page number from application: ___

6. ☐ Proof of nonprofit status (if applicable and if not already on file with ESHI):
                                          Page number from application: ___

7. ☐ Articles of incorporation (if not already on file with ESHI):
                                          Page number from application: ___

8. ☐ Bylaws (if most recent version is not already on file with ESHI):
                                          Page number from application: ___

9. ☐ Certificate of good standing from the Maryland Department of Assessments and Taxation
      (www.dat.state.md.us; you do not need to pay for the version we need)
                                          Page number from application: ___

10. ☐ 501(c)(3) or other letter of nonprofit status from the IRS, if applicable

                                          Page number from application:___

11. ☐ Letter from your local government elected body (NOT a single official)

12. ☐ (Optional) Other letters of support (please continue on the back of this sheet as needed)

13. ☐   CD or USB with digital copy of your project description, budget, and summary sheet.
        (Please label the disk(s) with the heritage area name and project name.)

14. ☐   At least one digital photo suitable for publicity.

Please note that your application may not be considered unless all of your final reports for previous grants are in hand or an extension granted . Performance on previous grants is a factor in the ESHI Grants Committee's evaluation.

SMALL GRANT APPLICATION SUMMARY SHEET, FY2016

YOU MUST INCLUDE THE CHECKLIST ON THE PRECEDING PAGE;
Hand-written applications are not accepted.

APPLICANT INFORMATION

1. Full Legal Name of Applicant Organization:

2. Mailing Address:

    City, State, Zip Code:

    Street Address (if different from above):

3. Project Contact Person: Title:

4. Telephone:

5. Email Address (required):

6. Applicant's Federal Employer Identification Number:

7. State legislative district & subdistrict of applicant (please ensure accuracy):

PROJECT INFORMATION

1. Project title or property name:

2. Brief description of the project, its purpose and goals, and any project products (please use no more than 450 words)

PROJECT BUDGET

1. Amount requested from ESHI $

2. Applicant's cash match; line 1 must be no more than line 2 $

3. Applicant's additional in-kind match $

4. TOTAL PROJECT COST (total of lines 1-3) $

PUBLIC INFORMATION DISCLOSURE

ESHI intends to make available to the public certain information regarding projects for which an application has been submitted under the MHAA-ESHI Small Grant Program. The information available to the public will include the information in this grant application as supplemented or amended. This information may be confidential under Maryland's Access to Public Records Act. If you consider this information confidential and do not want it made available to the public, please indicate so in writing attached to this application. You agree that not attaching an objection constitutes your consent to the information being made available to the public and a waiver of any rights you may have under the Act regarding this information.

I have read and understand I have waived confidentiality of information as described above.

_____

Signature of Organization President, Chairman, or Executive Director   Date

APPLICATION GUIDANCE: OUTLINE FOR TWO-PAGE PROJECT DESCRIPTION

(If you are putting on an event, see the next section.)

The following is guidance for the creation of your brief project narrative – no more than two pages. Do not be concerned if some questions do not apply to your project. Your objective is to assure the grant review committee that you know what you want to do and how to be successful in achieving your objectives while safeguarding public funds, spending as little time and space on this application as appropriate for a grant whose maximum size is $2,000.

Project Overview

Describe the project, providing background information on the organization and on the history of the proposed project. Imagine that the reader knows nothing of your organization: what are the key facts he or she will need to understand your work and your project? We suggest you organize your narrative to show how your project meets ESHI's project selection criteria and goals beginning on page 5 of these instructions. Is the project specifically identified in the heritage area management plan? If not, how is the project consistent with the goals and objectives of the heritage area management plan and why should the project receive priority funding at this time? What previous research has been conducted to show that this project is desirable? Why is this project important? How will this project enhance the heritage area? Will it foster linkages with other heritage area attractions?

Project Work Program and Timetable

Describe each step you will use to achieve your goals. List specific deadlines for each step in your project plan. Below is an example:

Issue RFP for brochure design	October 31, 2016
Complete brochure design	By November 30, 2016
Brochure to printer	By December 15, 2016
Submit mid-project Progress Report to MHAA	By February 28, 2017
Mail 2,000 brochures in quarterly newsletter	March 15, 2017
Track inquiries generated by brochure & compile tracking database	March 16 – June 15, 2017
Submit Final Report and financial documentation to MHAA	June 2017

Project Products

What tangible products will you generate? (e.g. Exhibit, Walking Tour Brochures, Architectural Specifications, etc.)

Non-financial Support for the Project

Identify and describe non-financial support for this project by state, county, or local governments and nonprofit or other partners.

Special Considerations

If applicable: Describe the number of hours per day, days per week, and months per year the project site is open to the general public. Does the site provide public access to restrooms, water, telephones, or parking? Does the site provide an interpreter or guide, printed self-guided tour, or interpretive signage during all hours of operation? Describe what provision will be made for physical or programmatic access by disabled persons and what benefit the project will provide to underserved or minority individuals or groups.

APPLICATION GUIDANCE FOR EVENTS:
OUTLINE FOR TWO-PAGE PROJECT DESCRIPTION

The following is guidance for the creation of your brief project narrative – no more than two pages. Do not be concerned if some questions do not apply to your project. Your objective is to assure the grant review committee that you know what you want to do and how to be successful in achieving your objectives while safeguarding public funds, spending as little time and space on this application as appropriate for a grant whose maximum size is $2,000. Please be advised that the ESHI Grants Committee is generally not prepared to award more than $1,000 to a single event, but you may make a case for more.

Event Overview

Describe the event, providing background information on its history. Is the project specifically identified in the heritage area management plan? If not, how is the project consistent with the goals and objectives of the heritage area management plan and why should the project receive priority funding at this time? What previous research has been conducted to show that this event is desirable? Why is it important? How will it enhance the heritage area? Will it foster linkages with other heritage area attractions? Will it provide an educational experience for residents and visitors reflecting interpretive themes found in Chapter 3 of the Stories of the Chesapeake Heritage Area Management Plan? (See www.storiesofthechesapeake.org for a copy of the plan.)

Event Design

Outline each step in your plan to execute the event, including specific deadlines by which completion is expected.

Event Impact

What is the projected attendance? What percentage of visitors will the event draw from beyond the area? What are the market demographic profiles for event attendees (e.g., age, gender, size of party, expected expenditures per party, or other information)? What is the projected participation with the event for both locals and visitors? How will the community be involved in the event? What kind of lasting impact is this event expected to have on the community and on event attendees?

Media Exposure

Describe the event media relations plan, advertising plan, and promotion plan. How many newspaper readers or magazine subscribers will be exposed potentially to feature stories on the event?

Non-financial Support for the Project

Identify and describe non-financial support for this project by state, county, or local governments and nonprofit or other partners.

Special Considerations

If applicable: Describe the number of hours per day, days per week, and months per year the event site is open to the general public. Does the site provide public access to restrooms, water, telephones, or parking? Does the site provide an interpreter or guide, printed self-guided tour, or interpretive signage during all hours of operation? Describe what provision will be made for physical or programmatic access by disabled persons and what benefit the event will provide to underserved or minority individuals or groups.

PROJECT BUDGET GUIDANCE

NOTE: Please re-read the paragraph on "budget" on page 5 (criteria) !

The following material provides the standard guidance provided by the Maryland Heritage Areas Authority for its grants. ESHI will be using your budget to provide detailed information to the MHAA in reporting on the Small Grant program, so the more detail you can provide, the better. Obviously, however, a Small Grant of not more than $2,000 should require a very brief budget. The information provided on the summary sheet (amount of grant requested, amount of cash match, amount of in-kind match, total) should be backed up with information provided in your project budget.

Use the attached budget sheet to prepare a realistic project budget. You may use the attached budget sheet as a template if you prefer to create your budget in a spreadsheet. If you produce an electronic/digital version of your Project Budget, please provide a copy on CD with your application (you may put your Project Description on the same CD). The budget should specify such expense categories as personnel, travel, equipment, supplies, rental costs, etc.

The following sample budget is provided to for illustration purposes.

1. Calculate the total cash needs of the project:
Interpretive Planning Consultant (rate of pay X hours) $1,500
Research Assistant (rate of pay X hours) $500
Exhibit Materials $2,000
TOTAL CASH NEEDS: $4,000

2. Calculate the available in-kind match:
Volunteer labor by organization members/community residents: $750
TOTAL IN-KIND CONTRIBUTION: $750

3. Add the total cash needs and available in-kind match together to find the total project cost. The upper limit of any SCHA Small Grant will be $2,000; applicants must show a dollar-for-dollar cash match in the amount of the requested grant (although a higher ratio of cash is preferred).

4. Once a workable budget structure has been prepared, enter the line items on the budget page provided.
Items should be organized by cost category so that similar costs are grouped together, regardless of whether

they are cash or in-kind contributions. Rates of pay or similar cost breakdowns should be included in each line item. As appropriate, attach any estimates you have obtained to support your budget.

SAMPLE BUDGET (example for $5,000 non-capital grant)

LINE ITEMS	ESHI GRANT	CASH MATCH	IN-KIND MATCH	TOTAL
PERSONNEL				
Interpretive Planning Consultant (# hours @ rate X)		$1,500		$1,500
Research Assistant (# hours @ rate X)		$500		$500
Volunteer construction assistants			$750	$750
MATERIALS				
Exhibit Fabrication and Installation	$2,000			$2,000
TOTALS	$2,000	$2,000	$750	$5,000

5. Finally, identify the sources of matching funds and in-kind contributions. Note that proof of matching funds in hand or committed must also be submitted. See #5 of the section entitled Application Format and Contents starting on page 3. The entries like the following examples should be included with your budget.

Identify source(s) of matching funds and in-kind contributions. If more than one organization is providing support, identify each organization and the kind and amount of support.

Donor: Applicant Organization
Kind: Cash Donations
Amount/Value: $2,000
Date Available: November 1, 2013

Donor: Applicant Organization
Kind: Volunteer Labor
Amount/Value: $750 (exhibit fabrication/installation)
Date Available: March 1, 2013

PROJECT BUDGET TEMPLATE

NOTE: Feel free to fill this out by hand – call ESHI at 410-778-1460 for assistance. Applicants may use an Excel spreadsheet for the budget

LINE ITEMS	ESHI GRANT	CASH MATCH	IN-KIND MATCH	TOTAL
TOTALS				

Identify source(s) of matching funds and in-kind contributions. If more than one organization is providing support, identify each organization and the kind and amount of support.

Donor: Donor:

Kind: Kind:

Amount/Value: Amount/Value:

Date Available: Date Available:

Donor: Donor:

Kind: Kind:

Amount/Value: Amount/Value:

Date Available: Date Available: