BALTIMORE HERITAGE AREA ASSOCIATION, INC.

HERITAGE INVESTMENT GRANT
Application & Guidelines

INTRODUCTION

The Baltimore National Heritage Area (BNHA) is a congressionally designated area encompassing 22 square miles within the city of Baltimore. The mission of BNHA is to promote, preserve, and enhance the heritage area's cultural, historic, and natural resources for current and future generations. BNHA encourages activities that spur economic development through heritage tourism and make the heritage area more visitor-ready, visitor-friendly, and more livable for Baltimore residents.

BNHA's **Heritage Investment Grant** is a source of funding designed to provide strategic investments in cultural heritage tourism within the heritage area.

ELIGIBLE ACTIVITIES

The Heritage Investment Grant may be used to fund non-capital projects and for general operating support. Eligible activities must address or complete a priority activity identified in and consistent with the goals, objectives, strategies, and actions outlined in the **2013 Baltimore National Heritage area Comprehensive Management Plan** (available online at www.explorebaltimore.org/about-us/management-planning). Generally, grants will be made as one-time awards and not for ongoing projects or activities that require a multi-year grant commitment.

The following non-capital projects or activities within the BNHA may be assisted.

Planning	Research, field investigation, data recovery, feasibility and planning studies, design documents, and other planning activities that support the heritage area.
Interpretation	Interpretive exhibits, interpretive signage, pedestrian way-finding signage, interpretive brochures, educational programs and materials, other interpretive activities that support the heritage area. **Interpretation projects must comply and support the Interpretive Framework for the heritage area as outlined in the 2013 Comprehensive Management Plan.**
Programming	Seminars, conferences, performances, reenactments, commemorations, or festivals within the heritage area.
Operating	Grants to fund operating expenses of nonprofit organizations operating within the Baltimore National Heritage area. Organizations are eligible for operating grants in the current cycle only if it has been two or more years since their last General Operating award from the Heritage Investment Grant.

ELIGIBLE CRITERIA – Who may apply

To be eligible for a Heritage Investment Grant, applicant organizations must meet each of the following criteria:

- Be a nonprofit organization in good standing with the State of Maryland Department of Assessments and Taxation,
- Be qualified to do business in Maryland,
- Have the legal capacity and authority to incur obligations involved under the grant program,
- Be located within the boundary of the heritage area (or the program/activity will happen within the boundary of the Heritage area.)

Who May NOT Apply

The following types of organizations are not eligible to apply to the Heritage Investment Grant (this list is not meant to be exhaustive): units of government; organizations that are serving as fiscal agents or fiscal sponsors for an organization or program; individuals; organizations that are the primary responsibility of a government agency; organizations that are not in good standing with BNHA and/or not in compliance with previous grants; organizations that currently have an open Heritage Investment Grant with the BNHA.

Funding Restrictions

Organizations that received General Operating Support within the last year from the Heritage Investment Grant program are not eligible for General Operating Support in the current grant cycle. These organizations ARE eligible to apply for project funding IF their current operating grant is closed by the application deadline.

Organizations receiving Project Support are not eligible for General Operating Support in the same grant cycle.

BNHA non-capital project funds cannot be used to fund staff salaries or benefits. Salaries and benefits can be used for up to 35% of grant cash-match funds.

BNHA funds cannot be used for: religious ceremonies or events advancing or inhibiting a particular religious ideology; fundraising or advocacy of specific political causes or candidates; capital improvements (facilities and equipment); agent's fees for programs contracted through commercial agencies; and travel outside of the United States.

SELECTION CRITERIA

Grant proposals will be reviewed using the criteria outlined below.

1. **Clarity:** Are the project/organization's objectives clearly described?
2. **Consistency**: Is the project specifically identified in the Management Plan? If not, how is the project consistent with the goals and objectives of the Plan and why should this funding request receive priority at this time? *For operating requests*: Are the organization's programs and/or activities consistent with the goals and objectives of the Management Plan?
3. **Urgency:** What is the down side to delaying this project or operating support?
4. **Project Design**: Are the budget, design, and personnel reasonable to accomplish the project or organization's objectives?
5. **Leverage:** Does the project (or its products) or the organization's activities significantly leverage private investment?
6. **Readiness:** Is the project or organization ready to proceed and can the objectives be accomplished in a realistic and timely manner? If the applicant currently has another BNHA grant, have the deadlines been met?
7. **Heritage Tourism Value:** Does the project or organization's activities significantly increase the Heritage Tourism economic activity within the heritage area?

GRANT AMOUNTS AND MATCHING REQUIREMENTS
Grants for non-capital projects may not exceed $15,000. Grants for operating support may not exceed $10,000. A maximum of $30,000 in operating grants may be given out per grant cycle.

Applicants MUST download and use the BNHA Application Budget Excel template for their proposal budget. Upload the completed the template in the application budget section of this online submission.

Grants must be matched with at least 75% cash. The remaining match can be in-kind services (maximum of 25%).

Ineligible Match:
·   Federal Funds
·   Expenditures made prior to the award of the grant or after the completion of the grant period
·   Expenditures that do not relate to the grant project

Examples of Cash Match:
·   Cash expenditures
·   Support from a non-federal grant or loan fund (e.g. MHAA grants)
·   Staff salaries (less than 35% of total required match) for work specifically on the project

Examples of In-Kind Match:
·   Volunteer time for work on the project (see http://independentsector.org/volunteer_time for current value of volunteer time in Maryland)
·   Donated professional services (can be valued at their professional rate, but only if working on the project in their professional role (i.e. architect donating architectural design services)
·   Donated materials/supplies

Documentation of Match
It is encouraged, but not necessary to have matching funds in-hand, or firmly committed at the time of application. Acceptable documentation of match may include:
·   Financial or Bank Statement from applicant organization
·   Letter of commitment from donor of money, in-kind services or staff time
·   Award letter or grant agreement from matching entity

Other Project Costs ("Over Match")
If the total project/operating budget is expected to cost more than the total grant request and required match combined, those additional costs should be listed on the application budget as Other Project Costs. **Applicants are not required to provide documentation for Other Project Costs.**

GRANT TERMS AND CONDITIONS
All grantees will be required to enter into a grant agreement with the BNHA, which generally contains the following standard terms and conditions:

- Grant Term – All grant funds must be expended within 24 months of the date of the award, unless the BNHA agrees in writing to an extension of the grant period. Written progress reports should be submitted twice per year through the grant term.
- Grant Disbursements – Disbursement will be made as the project progresses, pro-rated with matching funds. Advance disbursements of grant funds may be made on a case-by-case basis. Disbursements will be made upon request for payment submitted by the grantee in a form satisfactory to BNHA and fulfillment of the other requirements of the grant agreement.
- Insurance Requirement –General Liability Insurance will be required for all non-capital projects.
- Nondiscrimination – Each applicant shall comply with all applicable federal, state and city 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, sexual orientation, marital status, familial status or physical and/or mental disabilities in any aspect of the grant project.
- Project Sign or Acknowledgment – Grant recipients are required to provide appropriate acknowledgment of BNHA assistance.

GRANT SCHEDULE

- April 3, 2017 - Applications available for online submission through www.explorebaltimore.org.
- May 10, 2017 - Application Submission Deadline at 11:59 pm ET
- Late May 2017 - Panel Review Period Begins
- June 2017 - Grant Awards announced
- July 1, 2017 to June 30, 2019- Approximate Grant Period; All funded activities must occur during the grant period.

APPLICATION FORMAT
Heritage Investment Grant applications must be completed on-line through the BNHA grant portal. To submit a request for funding, applicants must create an account with BNHA Grants. This account will allow applicants to save draft proposals before the submission deadline. Applicants MUST download and use the BNHA Application Budget Excel template for their proposal budget. Upload the completed the template in the application budget section of this online.

APPLICATION DUE
Applicants must submit completed online application with uploaded documents by 11:59 pm on May 10, 2017.

Please direct questions to: Baltimore Heritage Area Association, Inc.
Attn: Danielle Walter-Davis, Grants Administrator
12 W. Madison Street, Suite 120
Baltimore, MD 21201

dwalterdavis@baltimoreheritagearea.org or 410.878.6411 ext.5

INSTRUCTIONS

Hit Apply/Submit button to begin application.

I. PROJECT INFORMATION
1. Enter either the title of the project under consideration or "operating support"
2. Briefly summarize the purpose of the project or operating needs that will be supported by this grant. Your first sentence should read in the following format: (Organization Name) requests (Grant Amount) to fund (project name/purpose or general operating support)

II. APPLICANT INFORMATION
1. Indicate the name of the applicant nonprofit organization. This should be the organization that would receive the grant funds if awarded.
2. Indicate the mailing address of the applicant identified above.
3. Indicate the street address of the applicant if different from the mailing address.
4. Indicate the name and title of the individual who will serve as the contact person for the grant. The contact person should be someone very familiar with the application.
5. Indicate the phone number(s) of the contact person.
6. Indicate the email address of the contact person.
7. Include the applicant's EIN number (federal Employer Identification Number). This nine-digit number is assigned by the Internal Revenue Service, e.g. 52-1234567
8. Include the Baltimore City Council district of the project.
9. Include the state legislative district of the project. If you are unsure of the district, please visit the Maryland General Assembly Website at http://mlis.state.md.us.

III. APPLICANT ACKNOWLEDGEMENT
1. Check the box to indicate that the terms and conditions of the BNHA Heritage Investment Grant as outlined in the application instructions have been read and understood.

IV. PROJECT BUDGET
1. Indicate the amount of grant funds requested from BNHA. Keep in mind that up to $15,000 per project and $10,000 per operating request is available.
2. Indicate the amount of match (including any overmatch) the applicant will provide for the project.
3. Identify sources of matching funds. For each source list: Source, Type (cash or in-kind), Amount, and when the funds will be available.

    If you do not have all matching funds in hand, identify and describe the organization's efforts to fund this project from sources other than BNHA.

    Describe the City of Baltimore and MHAA's past and present financial commitment to the project as applicable.
4. Upload a completed BNHA Application Budget Excel template.

PROJECT NARRATIVE

Please address all items listed in the project narrative.

I. Overview

Provide a *brief* history of the project or organization and the desired goals/outcomes/mission to be supported by this grant. How does this project or operational activities reflect your mission statement?

Briefly describe the community your project or activities will serve. How, when, and for how long will the public benefit from the proposed project or activities?

What provisions will be made for physical or programmatic access by disabled persons and what benefit will the project or activities provide to under-served or minority individuals or groups?

Is the project or activities specifically identified in the 2013 Comprehensive Management Plan? Where specifically? If not, how is the project or organization's activities consistent with the goals and objectives of the 2013 Comprehensive Management Plan and why should the project/organization receive priority for funding at this time?

What previous research has been conducted to show that this project or organization's activities are desirable and important? How will it enhance the heritage area, *and specifically heritage tourism*? Will linkages be fostered with other heritage area attractions?

For education projects: Explain how the project will contribute to Pre-K through 12th grade education. Examples include curriculum development and teacher training, implementation of curricula, education project development, educational programs or activities to encourage visitation by school groups.
Please upload documentation that you have consulted with either the Maryland State Department of Education and / or your local school system on this project.

For archeology projects: Explain how the project will contribute to archaeological work in the heritage area and how it addresses one or more of the eligible types of archeology activities:
  - Protection of archeological sites, collections or objects
  - Public interpretation and education about archeological sites, collections or objects
  - Provision of archeological information to reconstruct or rehabilitate significant historic structures
  - Programming activities such as archeological seminars, conferences, workshops, site tours and field schools. **All BNHA-funded archeology projects must conform to applicable portions of the Maryland Historical Trust's** *Standards and Guidelines for Archeological Investigations in Maryland* (see - mht.maryland.gov/documents/PDF/Archeology_standards_investigations.pdf) **and the** *Technical Update No. 1 of the Standards and Guidelines for Archeological Investigations in Maryland: Collections and Conservation Standards* (see - mht.maryland.gov/documents/PDF/Archeology_standards_curation.pdf)

For natural resource projects: Does the project relate to local Land Preservation Park and Recreation Plans, annual Open Space plans, or state and nationally designated byway and trail management plans? If yes, please detail which plan(s) and the plan components the project addresses. Also, please explain how the project will protect or enhance one or more of the eligible types of natural resources in the heritage area:
  - Public access to natural resources, rural landscapes, open spaces and waterways
  - Restoration and preservation of natural areas, rural landscapes, open spaces and waterways
  - Education programming such as seminars, conferences, performances and festivals that encourage public understanding and protection of natural resources
  - Interpretive exhibits, interpretive signage, maps, guides or other interpretive products relating to natural resources
  - Projects that contribute to solving well-defined environmental issues or problems that adversely affect heritage tourism.

II. Methodology
What steps will you take to implement your proposed project or organizational activities? Have plans or documents been previously prepared for said project or activities?

For Phased Projects: identify the specific phase for which funding is being requested. Please discuss how that phase fits into the larger scheme including past as well as future phases. How will future phases be funded?

How do you plan to publicize your project/activities? How will you calculate and quantify success of your project, program, or activities?

III. Timetable
List specific deadlines for each step in your project plan or activity calendar. The time table should correspond to your methodology.

PROJECT PERSONNEL
V. Project Coordination
Who will direct the project or organization and who will be responsible for the various components? Describe the qualifications of the staff and attach resumes of key members.

Upload resumes.

VI. Grants Management
Describe your organization's administrative and financial experience and ability to manage a grant of this type. List the name, title, address, daytime phone number, and email address of the individual(s) who would manage this grant.

SUPPORTING DOCUMENTATION
Applicants must submit the following supporting documentation.

☐ **Proof of nonprofit status**. Copy of 501(c)(3) tax exemption determination letter.

☐ **Proof of Good Standing** with the State of Maryland. Either a copy of your Maryland Certificate of Good Standing dated on or after Jan 1, 2017 or a <u>dated</u> screenshot of your Good Standing Status - www.dat.state.md.us.

☐ **OPTIONAL:** Letters of Support from **Elected Officials** are not needed however letters of support from any potential program partners are *encouraged*, but not required. TWO EXCEPTIONS: 1) **If the project is located at a city-owned site or landmark, one letter of support must be obtained from the appropriate city agency responsible for the site 2) If the project is an education project, documentation that you have consulted with either the Maryland State Department of Education and / or your local school system on this project, or letter of support from a participating school.**

☐ **List of current Board of Directors**

<mark>**Click Save Draft to save your application and come back later.**
Click Apply/Submit button to submit your Heritage Investment Grant application.</mark>