



Maryland Department of Planning
Division of Historical and Cultural Programs

MARYLAND HERITAGE AREAS AUTHORITY GRANT PROGRAM

HERITAGE AREA MANAGEMENT PLAN DEVELOPMENT GRANT APPLICATION

Information, Procedures, and Forms



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**MARYLAND HERITAGE AREAS AUTHORITY GRANT PROGRAM
HERITAGE AREA MANAGEMENT PLAN APPLICATION AND INSTRUCTIONS**

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Each applicant shall comply with all applicable Federal, State, and Local laws and Departmental policies and programs regarding drug, alcohol, and smoke free work places, disabled access and equal opportunity in 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.

Please be advised that in accordance with provisions of Executive Order 01.01.1983.18, if your application contains any information that may constitute personal information as defined below, you should be aware of the following:

1. Any personal information (“personal information” means any information about a natural person or his/her immediate family which identifies or describes any characteristics including but not limited to education, financial transactions or worth, medical history, criminal or employment record or things done by or to that natural person or his/her immediate family) requested by the Maryland Heritage Areas Authority (MHAA) and supplied by the applicant will be used principally for MHAA’s determination of the feasibility of the application;
2. Failure to accurately and adequately supply requested information may seriously jeopardize MHAA approval of the application;
3. MHAA will permit the subjects of any personal information in an application to inspect, amend, and correct such personal information;
4. Any document supplied to or obtained by MHAA may be a public record generally available for public inspection under the Maryland Public Information Act and COMAR 05.01.02; however, under the Maryland Public Information Act trade secrets, information privileged by law, confidential commercial data, and records describing an individual person’s finances may not be disclosed; and,

Personal information supplied to MHAA in an application may be shared with other state, local, or federal government agencies involved with the proposed financing or project.

MARYLAND HERITAGE AREAS AUTHORITY MATCHING GRANTS FOR HERITAGE AREA MANAGEMENT PLANS

Introduction

The Maryland Heritage Areas Authority (MHAA) will provide matching grants of up to 50% of the cost for the development of a management plan for a Recognized Heritage Area (RHA). Acceptance of the management plan by the MHAA is required for approval as a Certified Heritage Area (CHA).

The purpose of the management plan is threefold:

- to provide a strategic action blueprint for coordinating the many collaborative efforts to develop a successful heritage area;
- to enable key stakeholders to reach consensus on the roles each will play in implementation of the management plan; and
- to determine the optimum investment of public resources necessary to trigger the significant private commitments of funds, energy, and programmatic support that will make the heritage area sustainable over time.

Eligible Applicants

Local jurisdictions, nonprofit organizations, and business entities qualify as eligible grantees. If the applicant is a local jurisdiction, it must submit the application together with all other local jurisdictions within the RHA area that will benefit from the grant. If the applicant is a nonprofit organization or business entity, it must be authorized to submit an application by all local jurisdictions within the RHA that will benefit from the grant, be in good standing and qualified to do business in Maryland, and have the legal capacity and all necessary legal authority to incur the obligations involved in the grant.

Requirements for the Management Plan

The Management Plan is intended to provide the implementing entity and the MHAA with a clear set of strategies for enhancing the existing appeal of the heritage area to visitors over the next decade. The process used to produce it should constructively involve the public, especially the essential partners who will be involved in implementing it. The plan must contain:

- **Vision and Goals**

The management plan must contain a vision statement, a description of the desired conditions that will prevail assuming desired outcomes are realized. Goals for achieving this vision also must be included.

- **Significance**

Historically, culturally, and/or physically, what makes this place different or distinctive from the areas that surround it or are nearby? What can the visitor learn or experience here and nowhere else, or much better than in other places?

- **Heritage Resources**

A synopsis of the key heritage resources – historic, architectural, archeological resources, arts and traditional cultural resources, natural and environmental resources, recreation resources that are open or available to the public, and that are supportive of a heritage tourism industry.

- **Market Analysis for Heritage Tourism**

This analysis should include an inventory of visitor services within the heritage area and its general vicinity, and an analysis of the present and future market for existing and enhanced tourism experiences. Visitor services include accommodations, eating, and drinking establishments, shopping, and other services useful to tourists.

- **Development and Land Use**

Provide a synopsis of the key issues involved in protection of heritage resources, including the effectiveness of current policies for historic buildings, cultural landscapes, and the climate for rehabilitation and/or adaptive use. An assessment of the general condition of and market forces affecting heritage resources (ranging from abandonment and disrepair at one end of the spectrum, to strong market and buildings in excellent condition, fully used, at the other end). An assessment of the most promising vehicles for improving the stewardship of heritage resources, including private voluntary and regulatory mechanisms.

- **Interpretation**

What are the strongest threads or core themes to understanding the importance of the heritage area's people, places, and events? What are the resources and programs presently available to residents and visitors to tell these stories? What are the key issues in strengthening or maintaining authenticity and continuity in interpretation?

- **Linkages**

One of the key opportunities in heritage areas is to foster more explicit connections—physically via trails, tour loops, and experientially via interpretive threads, cooperative interpretation, or special event experiences, etc. The plan should provide an assessment of the potential for such linkages to add to the tourism appeal of the heritage area.

- **Leadership and Organization**

Provide an overview and assessment of the organizations involved in tourism, economic development, and heritage in the area. Note experience in cooperative projects.

- **Strategies for Enhancing Heritage Resources**

Provide strategies for improving the investment climate for rehabilitation of historic buildings and conservation of important cultural landscapes. Will the participating local governments pursue the property tax credits enabled by the Heritage Areas program?

- **Strategies for Achieving Optimum Visitation**

The management plan must contain a thorough market analysis that identifies target markets and niches, and a strategic marketing plan for effectively reaching priority markets. If the proposed heritage area is already experiencing significant tourism activity, provide strategies for balancing the impact of visitors on local quality of life. If the present tourism is strongly seasonal, provide strategies for extending the season. If the area is already a strong tourism “attraction,” please discuss the issue of “carrying capacity.” Will this initiative add more tourists than is appropriate for the overall quality of life?

- **Strategies for Linkages**

How will better connectivity take place within the heritage area? In addition to physical linkages such as trails, scenic byways and tour routes, if appropriate, address potential linkages such as forms of packaged visitor services (bike/bed & breakfast packages, or coordinated passport ticketing for museums, for instance).

- **Strategies for Encouraging Compatible Economic Development**

Compatible means well-scaled to the overall character of the area and complementary to the heritage tourism intent of the program. Include strategies that reinforce development in already-developed areas such as downtown revitalization, or development or expansion of visitor service facilities (accommodations, restaurants, shopping, services). If appropriate, include strategies for retention of traditional indigenous industries or crafts.

- **Stewardship Strategies**

This is a critical component. The plan must address mechanisms to be utilized by local jurisdictions to assure the long term preservation and protection of cultural, historic, scenic, and natural resources within the heritage area. Mechanisms can include zoning, subdivision controls, and other growth management techniques. They can also include incentive-based approaches such as tax incentives, as well as regulatory. This section of the plan must include appropriate supportive visual and illustrative material.

- **Action Plan**

Provide specific sets of actions that together will advance the plan’s strategies. These actions are likely to involve partnerships for implementation. The plan should specify the anticipated partners, who should have been involved in the planning process or consulted. The plan should identify specific priority locations for investment (“target investment zones” or TIZs). The action plan should provide a timeline for short-, mid-, and long-term actions.

- **Cost Estimates/Sources of Funds**

Provide order-of-magnitude costs for significant capital investments, including buildings, exhibit design, fabrication and installation. For proposed new attractions or enhancement of existing attractions, please include estimated operating costs. Provide a section on potential sources of funds and revenues. This section can include suggested participation by state agencies, however, prior consultation with the agency is advised.

- **Return on Investment**

MHAA will be investing limited public resources with the expectation of demonstrable results in terms of sparking private investment, additional new jobs, building rehabilitation, site preservation and interpretation, and expanded business activity. Provide an economic overview of the anticipated economic performance of the region related to the implementation of the management plan strategies for the heritage area. CHAs will be required to participate in an economic monitoring system that will include the development of base heritage area performance measures.

- **Management, Coordination, Evaluation**

Describe the organizational platform for managing and implementing the strategies. Describe the governance and staffing of the primary management entity. If it is an existing organization, describe how the heritage area initiative fits with the organization's primary mission, activities and commitments. Describe methods to be used to evaluate progress. Describe strategies for achieving a financially sustainable management/coordination entity within 3-5 years.

- **Boundaries and Identification of Certified Heritage Structures**

The management plan must include 1) a final recommended boundary for the heritage area, and 2) a detailed map of the TIZs (target investment zones) within the CHA. The management plan must also identify which structures within the target investment zone are considered "certified heritage structures," which are eligible for rehabilitation tax credits. Certified heritage structures include structures 1) listed on the National Register of Historic Places; 2) designated as a historic property under local law; or 3) located in a National Register listed or locally designated historic district and certified by the Director of the Maryland Historical Trust as contributing to the significance of the district.

The Management Plan Process

A successful heritage area is the product of partnerships – between many organizations, local governments, state agencies, and private businesses and property owners. To the degree possible, all potential partners should be involved in the planning process. There should be significant public participation to foster communication, capture ideas, and assure that competing interests are heard and addressed. The MHAA will hold at least one public hearing concerning the proposed management plan in coordination with the local partners. The plan should contain a brief description of the process by which it was developed.

The Final Plan Documents

The final documents should include a readable, graphically attractive public summary of the plan, suitable for wide distribution. The plan document might be accompanied by appendices containing technical materials.

Application Format

Applications must be made on standard forms prescribed by the MHAA, which are available in hard copy and on the Maryland Historical Trust website at:

<http://www.marylandhistoricaltrust.net>

(click on “Forms and Documents,” scroll down to “Heritage Areas,” then scroll down and click on “Heritage Area Management Plan Grant Application”)

Each application must include sufficient information and documentation to:

- verify that the applicant has been authorized to submit the application by all local jurisdictions within the RHA which will benefit from the grant
- evaluate the nature and cost of the proposed activity associated with the development of the management plan
- evaluate the readiness of the applicant to initiate activity and complete activity within an established time frame
- evaluate the administrative capability of the applicant
- determine the level of contribution to the cost of the activity by the local jurisdiction or jurisdictions located within the RHA

Applications must consist of the following items which are to be submitted as a single package:

- One original and 10 photocopies of a hardcopy (paper) application on standard 8 ½" x 11" bond paper; and
- One electronic/digital version of the application, including the budget.

Hardcopy (Paper) Applications

All applicants must submit **one (1) paper original and ten (10) paper photocopies** of the following materials:

1. **Appendix I Application Form.** The form is attached as Appendix I.
2. **Management Plan Development Budget.** The budget form and a Sample Budget are attached.

In addition, all applicants must submit **one paper copy only** of the following supporting documentation (it is not necessary to submit electronic/digital versions of the following supporting documentation):

3. **Resumes of key project personnel.** Include only the resumes of those people who will perform key project tasks such as consultants and project monitors.

4. **Proof of matching funds.** This may consist of a financial statement, commitment letter, or other proof that the applicant has matching funds or in-kind contributions dedicated for the project.
5. **Proof of nonprofit status (if applicable) and SDAT Standing.** If the applicant is a non-profit organization, proof of non-profit status must be in the form of a copy of the applicant's Articles of Incorporation, By-laws, and Internal Revenue Service 501 (C)(3) approval letter. In addition, the applicant organization must be in good standing with the State of Maryland Department of Assessments and Taxation (SDAT); MHAA will verify the applicant's current status prior to disbursement of grant funds. Applicants may check their current standing at the Maryland Department of Assessments and Taxation's website at www.dat.state.md.us/ [select "Business Data Search," then from the Main Menu select "Business Entity Information (Charter/Personal Property)"].
6. **Letters of support.** At least three letters of support for the application must be submitted, including at least one letter of support from a State Senator, State Delegate, and local governmental entity from within the Recognized Heritage Area. Additional letters of support are welcome and taken into consideration by MHAA.

Electronic/Digital Application

One electronic/digital version of the complete application, including budget, must also be submitted on a CD-R (Compact Disc-Recordable) or 3.5" floppy disk. Use Microsoft Word[®] or another program readable by Microsoft Word[®] to produce the electronic version.

Project Selection Criteria

The MHAA will review and evaluate grant applications in accordance with the following selection criteria:

- administrative capability of the applicant
- readiness of the applicant to initiate the activity and to complete the activity within an established time frame
- extent to which there is any proposed contribution to the cost of the activity by the local jurisdiction or jurisdictions located within the RHA
- additional criteria which the MHAA considers appropriate

Grant Review Process and Schedule

Applications may be submitted at any time. Applications are first reviewed by MHAA staff (provided by the Maryland Historical Trust, Maryland Department of Housing and Community Development) for completeness. Once complete, applications are forwarded to the MHAA's Technical Advisory Committee (TAC) for review and recommendation. Once a recommendation is formulated by the TAC, the application is forwarded to the MHAA. Meetings of the TAC and the MHAA are scheduled on an as-needed basis, but will be held, on average, not less than quarterly.

Contact Richard Hughes at (410) 514-7685 or by e-mail at rhughes@mdp.state.md.us, or visit the “Heritage Tourism” section of the Maryland Historical Trust Internet website at <http://www.marylandhistoricaltrust.net> for information on the scheduled meetings and grant submission deadlines of the TAC and the MHAA.

Grant Amounts and Matching Requirements

Grants for Management Plans are awarded by MHAA based on need and the overall approach being proposed by the applicant, recognizing that some situations will be more complex and require a greater level of effort. *All grants must be matched in an amount at least equal to the total MHAA grant funds being received. A minimum of 75% of the total match must be cash; in-kind match may comprise no more than 25% of the required dollar-for dollar match. Other State funds can not be used as match.*

Grant Terms and Conditions

All grantees will be required to enter into a grant agreement with the MHAA, which generally contains the following standard terms and conditions:

- Grant Term - All grant funds must normally be expended within 24 months of the date of the award, unless the MHAA agrees in writing to an extension of the grant period. Written reports must be submitted at least quarterly through the grant term.
- Grant Funding Disbursements – Disbursements will be made as the project progresses, prorated with matching funds. Advance disbursements of grant funds may be possible on a case by case basis. Disbursement will occur based upon requests for payment submitted by the grantee on a standard MHAA “Disbursement Request Form” and upon fulfillment of the other requirements of the grant. Grantees will be required to document grant fund expenditures.
- 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.

Application Assistance

For assistance with the application, contact Richard Hughes, Administrator, Maryland Heritage Areas Program at (410) 514-7685 or rhughes@mdp.state.md.us

Appendix I

**APPLICATION FORM
MATCHING GRANT FOR HERITAGE AREA MANAGEMENT PLAN**

1. Name of Recognized Heritage Area:

2. County(ies) where Recognized Heritage Area is located:

2. Amount requested from Maryland Heritage Areas Authority: \$

3. Matching funds:

| Cash (75% min.) | Source | Date Available |
|-----------------|--------|----------------|
| \$ | | |

| In-Kind (25% max) | Source | Date Available |
|-------------------|--------|----------------|
| \$ | | |

(Documentation confirming the availability of funds designated as cash match must be submitted with this application.)

4. Total project costs (Total of MHAA grant funds + cash match + in-kind match):
\$

5. Applicant information:

Name of applicant:

Mailing address:

Contact person

Name:

Title:

Telephone:

Fax:

Email:

Federal Employer Identification Number (EIN = a 9-digit number assigned by the IRS, usually begins 52-xxxxxxx):

6. Project plan:

Describe each step of the process to be employed in completing the Management Plan.

7. Project products(What if any tangible products in addition to a management plan will the project generate)?:

8. Project coordination:

Who will direct the project, and who will be responsible for the various components of work to be undertaken? Describe staff qualifications and attach relevant resumes.

9. Project schedule:

What is your schedule? Include specific deadlines for each step in your project plan, and explain in sufficient detail the readiness of the project and the time of completion.

10. Project budget:

Prepare a line item budget for the project using the attached budget sheet. For local jurisdictions, the salaries of any person(s) currently on staff and identified as project personnel will be considered as in-kind, not cash match. Attach any bids or estimates you have obtained, with the name, address, and daytime phone number of the vendor.

11. Grants management:

Describe your organization's administrative and financial experience and ability to manage a grant of this type.

12. Local jurisdiction co-application or authorizations

If the applicant is a local jurisdiction, letters of co-application from all other jurisdictions within the RHA that will benefit from the grant must accompany the application. If the applicant is a nonprofit organization or business entity, letters of authorization from all local jurisdictions within the RHA that will benefit from the grant must accompany the application.

13. Attachments

If the applicant is a nonprofit organization or business entity, attach copies of organizational documents (articles of incorporation, charter or constitution, by-laws, and IRS 501(c)(3) letter for non-profits), and a certificate of good standing from the State Department of Assessments and Taxation (Certificates of good standing may be obtained from the Department of Assessments and Taxation's website at www.dat.state.md.us).

SAMPLE MANAGEMENT PLAN DEVELOPMENT BUDGET

| LINE ITEMS | MHAA GRANT | CASH MATCH | IN-KIND MATCH | TOTAL |
|--|-----------------|-----------------|------------------|-----------------|
| PERSONNEL | | | | |
| Principal Consultant (pay rate X pay period) | \$18,000 | \$12,000 | | \$30,000 |
| Project Monitor (rate X hours) | | | \$2,000 | \$2,000 |
| Draftsman (rate X hours) | | | \$1,600 | \$1,600 |
| Secretary (rate X hours) | | | \$1,000 | \$1,000 |
| PHOTO/DUPLICATION | | | | |
| Photography (attach breakdown of rates) | \$500 | \$3,000 | | \$3,500 |
| Photocopying | | | \$150 | \$150 |
| TRAVEL | | | | |
| (X miles @ \$.44.5 per mile) | \$1,500 | | | \$1,500 |
| SUPPLIES | | | | |
| | | | \$250 | \$250 |
| TOTALS | \$20,000 | \$15,000 | \$5,000 | \$40,000 |

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

Donor: Local Government X
 Source: Operating Budget
 Kind: Cash
 Amount: \$10,000
 Date Available: July 1, 2006

Donor: Applicant Organization
 Source: Organization's Staff time
 Kind: In-Kind
 Amount: \$4,600
 Date Available: Now

Donor: Applicant Organization
 Source: Appropriated Funds
 Kind: Cash
 Amount: \$5,000
 Date Available: July 1, 2006

Donor: Applicant Organization
 Source: Operating Budget
 Kind: In-Kind
 Amount: \$400
 Date Available: Now

MANAGEMENT PLAN DEVELOPMENT BUDGET

| LINE ITEMS | MHAA GRANT FUND | CASH MATCH | IN-KIND MATCH | TOTAL |
|----------------|-----------------|------------|---------------|-------|
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| TOTALS: | | | | |

Identify source(s) of non-state 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:
 Source:
 Kind:
 Amount:
 Date Available:

Donor:
 Source:
 Kind:
 Amount:
 Date Available:

Donor:
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