



MARYLAND HISTORICAL TRUST MUSEUM ADVANCEMENT GRANT PROGRAM

FISCAL YEAR 2010

MUSEUM ADVANCEMENT GRANT APPLICATION GUIDELINES & INSTRUCTIONS

DEADLINE

December 12, 2008 – Intention to Apply Due

March 27, 2009 – Completed Application Due (post-marked)

Maryland Department of Planning
Richard Eberhart Hall, Secretary
Matt Power, Deputy Secretary
www.mdp.state.md.us
www.MarylandHistoricalTrust.net

Maryland Historical Trust
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Crownsville, MD 21032
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Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor

FISCAL YEAR 2010 MARYLAND HISTORICAL TRUST MUSEUM ADVANCEMENT GRANTS APPLICATION GUIDELINES AND INSTRUCTIONS

INTENTION TO APPLY DEADLINE: DECEMBER 12, 2008
FULL APPLICATION DEADLINE: MARCH 27, 2009

The Maryland Historical Trust is dedicated to preserving and interpreting the legacy of Maryland's past. Through research, conservation, and education, the Maryland Historical Trust assists the people of Maryland in understanding their historical and cultural heritage.

The Maryland Historical Trust is an agency of the Maryland Department of Planning (MDP). The Maryland Department of Planning promotes growth that fosters vibrant, livable communities, preserves and protects the environment, and makes efficient use of State resources.

The Museum Assistance Program Review Panel has modified FY2010 grant opportunities based on the Legislature's proposed \$224,862 funding. Enhancement Grants will be capped at 1% of a museum's budget and all projects, regardless of a museum's budget, will be limited to \$5,000. All other elements of the applications remain the same. Questions, contact Program Administrator, Mary Alexander 410-514-7622 or MAlexander@mdp.state.md.us.
--February 20, 2009

The FY 2010 Museum Advancement Grant application includes five separate documents that may be downloaded from the MHT website (www.MarylandHistoricalTrust.net):

1. **FY 2010 Museum Grant Application Guidelines and Instructions (all grants)**
2. **FY 2010 Museum Grant Applications [separate documents]**
 - Museum Planning and Assessment Grants
 - Museum Project Challenge Grants
 - Museum Enhancement Grants
3. **FY 2010 MHT Museum Grant Intention to Apply Form**

BACKGROUND

Since enacted in 1991 by the Maryland General Assembly, the Museum Assistance Program has provided funds to non-profits and local governments to benefit Historical and Cultural Museums. Successful grant awards have included: research related to collections, exhibits or other educational activities; care, conservation, interpretation and documentation of collections; planning, design and construction of exhibits; educational programs and projects; development of master plans; construction of minor structural modifications to existing museum facilities; development of plans and specifications and the provision of architectural, engineering, or other special services directly related to the construction or rehabilitation of museum facilities.

The Program Review Panel (14 museum professionals from across Maryland) reviews and recommends applications for funding. Of priority to the Program is **encouraging excellence** within museums regardless of staff or budget size and **building institutional capacity** to ensure that museums follow best practices across the State. Special priority will be given to projects:

1. *located within state certified Priority Funding Areas (PFAs) or to those projects located outside of PFAs that will result in the protection of significant historical and cultural resources and the conservation of an area's rural landscape and character.*
2. *that contribute to the economic vitality of existing communities and improve the quality of life for all Marylanders.*

In order to determine whether your site is located within or outside of a PFA, go to PFA On-line Mapping at: <http://www.mdp.state.md.us/pfamap.htm>. The "Live Internet Mapping" tab on this site will provide you with a map of all PFAs in the state. The map legend, located in the header, will indicate that PFAs are mapped in gold.

If you have difficulties determining whether or not your site is located within a PFA, please contact Angela Butler-Perkins of MDP Planning Services at 410-767-4087.

The 1997 Priority Funding Areas Act directs State funding for growth related infrastructure to Priority Funding Areas (PFAs), providing a geographic focus for State investment in growth. PFAs are existing communities and places where local governments want State funding for future growth. Growth-related projects include most State programs that encourage growth and development such as highways, sewer and water construction, economic development assistance, and State leases or construction of new office facilities. The Act legislatively designated certain areas as PFAs - municipalities (as they existed on January 1, 1997), Baltimore City, areas inside the Baltimore and Capital Beltways, Department of Housing and Community Development Designated Neighborhoods - and established criteria for locally designated PFAs.

Counties may also designate areas that do not meet all of the State requirements; these areas are termed "Comment PFA" by the State. For the purposes of this grant application, "Comment PFA" designation is not relevant.

Enhancement Grants

Award may be up to 1% of annual operating expenses (per CDP for most recently completed fiscal year (depreciation and capital expenditures excluded)).

Funding will support museum activities including:

- Research related to collections, exhibits, or other educational activities;
- Care, conservation, documentation, and interpretation of collections;
- Planning, design, and construction of exhibits and displays;
- Design and implementation of educational programs and activities;
- Development of master plans for the museum, including activities required to achieve accreditation by the American Association of Museums or other pertinent entity that provides museum accreditation; Construction of minor structural modifications;
- Development of plans and specifications and provision of architectural, engineering, or other special services directly related to the construction or rehabilitation of museum facilities

To be eligible for Enhancement funds, applicants must : (1) employ at least one paid staff member (1 FTE okay); (2) submit a current board approved Long Range Plan; (3) have an annual budget that reflects 50% non-state financial support ; (4) have participated in an outside assessment from a professional organization (see glossary).

Enhancement Grants DO NOT require matching funds.

Project Challenge Grants

Applicants must define a specific project with discrete activities and outcomes. The most competitive projects emerge from an institutional Long Range or Strategic plan. Project funding will be limited to \$5,000. A dollar for dollar match of funds is required. Applicants must file a Cultural Data Profile with the application.

Museum Planning and Assessment Grants

This funding will be limited to \$5,000 and applicants will be required to show how this support will assist them in the following areas of museum practice: (a) strategic planning, (b) participation in outside professional assessment (see glossary), (c) professional development of staff (including volunteers), (d) board development, (e) upgrading of museum infrastructure (f) improving institutional capacity. Museum Planning and Assessment applicants will not be required to complete the Cultural Data Project Profile, nor are matching funds required, however, they will make an application more competitive.

Partnership with the Maryland Cultural Data Project (Maryland CDP)

The Maryland CDP is a collaborative project of public and private funders throughout the State of Maryland.

MHT, along with other public and private funders in Maryland, now requires applicants to complete a Cultural Data Profile through the Maryland CDP Web site (<http://www.mdculturaldata.org>).

The Maryland CDP is an online system for collecting and standardizing historical financial and organizational data and will provide the cultural community with consistent, reliable, comprehensive data on arts and culture in Maryland. It is hoped that access to reliable data about the cultural sector will enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community in our state. Further, applicants applying to more than one of the participating grantmakers will only need to complete this form once each year.

Uses and potential benefits of the Maryland CDP Web site and data will include:

- Information for participating nonprofit organizations for use in benchmarking and capacity-building.
- Information for the cultural sector for the purposes of policy and program development and public relations.
- Information for participating grantmakers for use in their application process.

Participation in the Maryland Cultural Data Project (Maryland CDP) is required for Enhancement and Project Challenge Grant applications. As part of the application process, it is also due to MHT by March 27, 2009.

Maryland CDP is intended to benefit the field by providing a means by which to analyze and report on the impact, assets, and needs of the state's cultural community. This powerful tool will enable participating organizations to benchmark their progress and better equip advocates to make the case for arts and culture, and will facilitate improved grant making and policy development by the funding partners.

- In order to complete the Cultural Data Profile, organizations must first register at the Maryland CDP Web site by creating an organizational login ID and password. **Information for the Cultural Data Profile is organized by fiscal year-end and data is only entered for completed fiscal years for which an approved financial audit or review exists. Organizations that are not audited or reviewed will enter data based on approved year-end financial statements.**
- Applicants are asked to provide two years of financial and organizational data the first time they complete the Cultural Data Profile. (Going forward, groups will only need to provide one year of data.) You will have access to online training and can get support from the Help Desk during regular business hours.
- **The Cultural Data Profile will collect the financial and programmatic information for your organization or arts program; project budgets and narratives will NOT be captured by the Maryland Cultural Data Project.**
- Upon completion of the Cultural Data Profile, applicants should go to the "Funder Reports" section of the Maryland CDP Web site and print the pre-defined report for the Museum Advancement Program application, which is to be included with the application materials. Relevant information from the applicant's Cultural Data Profile will automatically be imported into the report.
- The completion of the Cultural Data Profile will require an investment of time. A number of resources will be available to help applicants, including a Help Desk and online training.

Applicants should direct questions concerning the Cultural Data Profile to:

Maryland CDP Help Desk:

Toll Free: 866-9-MD-DATA

Email: help@mdculturaldata.org

The Maryland CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm.

Maryland CDP Web site: <http://www.mdculturaldata.org>

MUSEUM PLANNING AND ASSESSMENT GRANTS

| Eligible Applicants | Grant Maximum |
|-------------------------------------|----------------------|
| All historical and cultural museums | \$5,000 |

This funding will be limited to \$5,000 and applicants will be required to show how this support will assist them in the following areas of museum practice: (a) strategic planning, (b) participation in outside professional assessment (see glossary), (c) professional development of staff (including volunteers), (d) board development, (e) upgrading of museum infrastructure (f) improving institutional capacity.

Museum Planning and Assessment applicants will not be required to complete the Cultural Data Project Profile.

| | |
|------------------------------|------------------|
| Institutional Profile | 25 points |
| Project leadership | 20 points |
| Project schedule | 15 points |
| Outcomes | 15 points |
| Evaluation | 10 points |
| Project Budget | 15 points |

See application form for details

MUSEUM PROJECT CHALLENGE GRANTS

| Eligible Applicants | Grant Maximum |
|-------------------------------------|----------------------|
| All historical and cultural museums | \$5,000 |

Funding will support museum projects that reflect institutional planning and attract support from non-state funds. Projects may address all aspects of museum operations.

Match requirements are dollar for dollar. 25% in cash; 75% in-kind services. Match requirements are described under "Related Resources" on the website.

Applicants will be required to complete the Cultural Data Project Profile.

| | |
|---|------------------|
| Institutional Assets | 25 points |
| Project Description and schedule | 30 points |
| Project Impact | 15 points |
| Project Budget | 30 points |

See application form for details

MUSEUM ENHANCEMENT GRANTS

| Eligible Applicants | Grant Maximum |
|--|----------------------|
| All historical and cultural museums (see below) | up to 1% of budget |

Museum Enhancement Grants

To be eligible for Enhancement Grants your institution must meet the following criteria:

1. At least one paid staff member (1 FTE okay)
2. Current board approved Long Range Plan
3. Fifty percent non-state financial support
4. Participant in assessment program from professional organization

Funding will support museum activities including:

- Research related to collections, exhibits, or other educational activities;

- Care, conservation, documentation, and interpretation of collections;
- Planning, design, and construction of exhibits and displays;
- Design and implementation of educational programs and activities;
- Development of master plans for the museum, including activities required to achieve accreditation by the American Association of Museums or other pertinent entity that provides museum accreditation; Construction of minor structural modifications;
- Development of plans and specifications and provision of architectural, engineering, or other special services directly related to the construction or rehabilitation of museum facilities

Applicants will be required to complete the Cultural Data Project Profile. Enhancement grants do not require matching funds.

Enhancement Challenge funds may NOT be used for:

- Support for capital improvements or endowments
- Purchases of permanent collections
- Activities for the exclusive benefit of an organization's members or donors
- Support for political candidates, political parties, or political campaigns or referenda
- Prizes and awards

The operating budget may NOT include:

- Acquisition of capital assets
- Allocation to cash reserves
- Capital improvements
- Depreciation
- Deficits
- Capital debt reduction
- Contributions to endowments

Not allowable as operating income are loans, carryover, or transfer funds earned in prior years.

Enhancement Grants will be rated on a 100-point scale. Points will be awarded as follows:

| | |
|--|------------------|
| Historical and cultural heritage significance | 20 points |
| Collections | 20 points |
| Education (Public Programs) | 20 points |
| Exhibitions | 20 points |
| Administration and Finance | 20 points |

See application form for details

HOW DO I APPLY?

Review the application categories and based on your institutional practices and budget answer the questions as specifically as possible. See below for a specific checklist of materials required for your application.

Questions?

Call Mary Alexander at 410-514-7622
e-mail malexander@mdp.state.md.us

APPLICATION CHECKLIST

Please use the following checklist to ensure that your grant application is complete. All applications must

include:

- Completed Application Form (Enhancement Grants include excel worksheets)
- Proof of nonprofit status (if not on file, one copy is required):
 - ♦ Copy of the application to the Internal Revenue Service for nonprofit status; or
 - ♦ Letter from the Internal Revenue Service recognizing the applicant as a tax-exempt organization under Section 501 of the Federal Internal Revenue Code; or
 - ♦ An official document identifying the institution as a unit of county or municipal government. If prepared specifically for this application, the verification should be provided on the letterhead of the local government and certified by its authorized official.

- Cultural Data Project Funder Report (Enhancement and Project Challenge Grants)
- Three copies of most recent financial audit or financial report
- Three copies of a current Long Range Plan
- Three copies of a general information brochure
- Three copies of sample educational materials
- Two (2) legislative letters of support
- One recent image of the exterior of your institution even if MHT has one.
- Signature by the authorized official on the original application (the original may be a photocopy as long as the signature is original).
- ONE ORIGINAL AND SEVENTEEN COPIES OF THE COMPLETED APPLICATION FORM AND CULTURAL DATA PROJECT PROFILE.

FY2010 MHT Historic Preservation Capital Grant Opportunities

Museums within historic structures are eligible for grants through MHT's Historic Preservation Capital Grant Program. To receive information on this program, go to MHT's website.

Unanticipated and Emergency Grants

In any fiscal year, the Secretary may allocate up to 20 percent of the total moneys available for MHT Museum Advancement Grants to assist unanticipated activities (including emergencies and unique opportunities). There is no deadline for emergency grant applications. Should an unforeseen circumstance arise which necessitates an emergency or unique opportunity grant, the applicant should contact the Program office for additional information about the availability of funds and application procedures. At some point during the year, unexpended unanticipated activity grant funds will be awarded to projects in line for funding through the annual grant application process.

TERMS AND CONDITIONS

All applicants awarded grants through the program will be required to enter into a Grant Agreement with the Department, and agree to the following standard state terms and conditions:

Grant Term. The period of a grant will not exceed the schedule/timetable in the grant agreement unless the Program agrees in writing to an extension of the grant period.

Grant Disbursement. Disbursement will be made as the project progresses based upon requests for disbursement submitted by the grantee in a form satisfactory to the Department.

All grant recipients are required to comply with the Maryland Historical and Cultural Museums Assistance Program regulations (COMAR 05.08.04). These regulations require the applicant to comply with all applicable statutes, ordinances, executive orders, regulations and other laws including: (1) Titles VI and VII of the Civil Rights Act of 1964, as amended; (2) Title VIII of the Civil Rights Act of 1968, as amended; (3) The Americans with Disabilities Act of 1990, as amended; (4) Article 49B of the Annotated Code of Maryland, as amended; (5) The Governor's Code of Fair Practices, as amended; (6) The Maryland Accessibility Code, COMAR 05.02.02,

as amended; and (7) Executive Order 01.01.1989.18 relating to Drug and Alcohol Free Workplaces. Signing this form indicates your commitment to comply with the laws referred to above should a grant be forthcoming. Those applicants who wish to secure additional information about these compliance requirements including suggestions for where to get assistance for implementing handicapped accessibility and drug and alcohol free workplace programs, may contact the Program office.

PROGRAM ADMINISTRATION

If it is determined by Maryland Department of Planning that the grantee is not complying with any of the requirements of the Program or the grant agreement, the Secretary may terminate the grant, refuse to make additional grant disbursements, or suspend or debar a grantee from further Program participation. Each grantee shall agree to abide by the project scope of services and budget approved by the Program. A grantee shall request in writing permission from the Program for any deviation from the approved project scope of services and/or budget.

The grantee agrees to include in all promotion, publicity, programs, and projects the following credit line: "This institution is supported in part with funds from the Maryland Historical Trust, Maryland Department of Planning, a department of State government."

Program staff is available to assist applicants with any questions they may have about the above terms and conditions.

GRANTEE ADMINISTRATION

Grantees, contractors, and subcontractors must maintain their books, accounts, and records using normally accepted accounting procedures, and must file with the Department those financial and other reports as the Department may from time to time require. All of these books, accounts, and records must be open to inspection by representatives of the Department or other agencies of the State during reasonable working hours before, during, or after the period of time during which grant proceeds are expended. Grantees must make their administrative offices and personnel -- whether full-time, part-time, consultants, or volunteers -- available to the Department upon request. Books, accounts, and records of contractors and subcontractors must be maintained and made available for inspection for **up to three (3) years** after either the date of grantee's final expenditure of grant proceeds or the termination of the contractual relationship between the Department and the grantee, whichever is later. Grantees must submit a final report, as well as any interim reports required by the Department, documenting project progress and evaluating project effectiveness.

GLOSSARY

INSTITUTIONS ASSOCIATED WITH MARYLAND MUSEUMS

American Association for State and Local History (AASLH) – The AASLH provides leadership service and support for its members, who preserve and interpret state and local history in order to make the past more meaningful in American society. www.aaslh.org

American Association of Museums (AAM) - The mission of AAM is to represent the museum community, address its needs, and enhance its ability to serve the public. www.aam-us.org

Conservation Assessment Program (CAP) - Administered by Heritage Preservation, the CAP supports a two-day site visit by a conservation professional to assess conservation efforts and up to three days to prepare a report. For museums located in historic structures, the program supports a two-day site visit by a preservation architect or an architectural conservator and up to three days to write a report. Grants supporting participation in CAP are available through the Institute for Museum and Library Services (IMLS). www.heritagepreservation.org
If you wish to participate in Heritage Preservation's Collections Assessment Program, contact Sara Gonzales 202-233-0800 or sgonzales@heritagepreservation.org

Institute for Museum and Library Services (IMLS) - An independent Federal grant-making agency dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. IMLS fosters leadership, innovation, and a lifetime of learning by supporting the nation's museums and libraries and

encourages partnerships to expand the educational benefit of libraries and museums. In addition to general, competitive grant programs, IMLS provides grants to museums to support participation in CAP and all four phases of AAM's Museum Assessment Program (MAP). www.ims.gov

Maryland Association of History Museums (MAHM) – In 1995, this alliance of historical, cultural, and educational institutions formed to speak for and enhance the professionalism and effectiveness of all organizations that collect, hold, interpret, and protect the cultural and material heritage of the State. www.mahm.org.

Museum Assessment Program (MAP) - Administered by AAM, MAP provides technical assistance for four assessments: collections management, governance, institutional, and public dimension. Assessments are provided on a first-come, first-served basis. Museums may apply for MAP assessments in any sequence. In all MAP assessments, museums complete a self-study and receive a site visit by museum professionals who produce a report evaluating the museum's operations, making recommendations, and suggesting resources. Grants supporting participation in all four assessments are available through IMLS. If you wish to participate in the American Association of Museums' Museum Assessment Program, contact the AAM 202-289-9118 or map@aam-us.org

- ◆ **Collections Management Assessment** supports a review of collections use, planning, and policies and procedures in the context of overall museum operations.
- ◆ **Governance Assessment** supports an examination of the roles, responsibilities, and performance of governing authorities and advisory boards. The assessment improves the ability of the museum's governing authority to fulfill its stewardship responsibilities and contribute to the success of the organization.
- ◆ **Institutional Assessment** supports an overview of the management and operations of the entire museum and helps the museum set priorities, prepare for strategic planning, and operate more efficiently, thereby improving its services to the community and increasing its base of support.
- ◆ **Public Dimension Assessment** supports an evaluation of the way in which the museum serves its community and audience through exhibits, programs, and other services and communicates with its audience through public relations, planning, and evaluation.

NPS Chesapeake Bay Gateway Network Program - A system of over 120 parks, refuges, museums, historic communities, and water trails in the Bay watershed. The Chesapeake Bay Gateways Network is coordinated by the National Park Service, which manages 10 Network sites. Other Network sites are managed by local, state, and federal agencies and non-governmental organizations. National Park Service Grant funds are available to Gateway Sites. www.baygateways.net.

Small Museum Association (SMA) - An all volunteer organization serving small museums in the mid-Atlantic region. SMA's mission is to develop and maintain a peer network among people who work for small museums, giving them opportunities to learn, share knowledge, and support one another, so that they, in turn, can better serve their institutions, communities, and profession. www.smallmuseum.org.

Standards for Excellence Program - The Maryland Association of Non-profit Organizations (MANO) offers a Standards for Excellence Program designed to promote excellence and integrity in nonprofit organizations. The program is based on a code of conduct called the *Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector*. Organizations voluntarily submit to a rigorous review of all aspects of their program operations. To learn about the Standards for Excellence Program of the Maryland Association of Nonprofit Organizations, call 410-727-6367 ext. 14 or www.marylandnonprofits.org

State Certified Heritage Area (CHA) - Special geographic areas in Maryland, certified by the Maryland Heritage Areas Authority, where community partners are dedicated to the protection and development of those resources for economic development through heritage tourism. Projects and properties throughout the CHA are eligible for grants from the Maryland Heritage Areas Authority for planning, design, interpretation (including exhibits, materials, or other products to further educational and recreational objectives), marketing, and programming, and to encourage revitalization and reinvestment in the CHA. The program is staffed by the Maryland Historical Trust. www.marylandhistoricaltrust.net