



MARYLAND HISTORICAL TRUST

MUSEUM ADVANCEMENT GRANT PROGRAM

FISCAL YEAR 2012

MUSEUM ADVANCEMENT GRANT

APPLICATION GUIDELINES &

INSTRUCTIONS

DEADLINE

December 10, 2010 – Intention to Apply Due
March 31, 2011–Completed Application Due (post-marked)

Maryland Department of Planning
Richard Eberhart Hall, Secretary
Matt Power, Deputy Secretary
www.mdp.state.md.us
www.mht.maryland.gov

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

FISCAL YEAR 2012 MARYLAND HISTORICAL TRUST MUSEUM ADVANCEMENT GRANTS APPLICATION GUIDELINES AND INSTRUCTIONS

INTENTION TO APPLY DEADLINE: DECEMBER 10, 2010
FULL APPLICATION DEADLINE: MARCH 31, 2011

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 FY 2012 Museum Advancement Grant application includes five separate documents that may be downloaded from the MHT website (www.mht.maryland.gov):

1. FY 2012 Museum Grant Application Guidelines and Instructions (all grants)
2. FY 2012 Museum Grant Applications [separate documents]
Museum Planning and Assessment Grants
Museum Project Challenge Grants
Museum Enhancement Grants
3. FY 2012 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 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.

ELIGIBILITY

A nonprofit organization or a local government may apply for a grant from the Museum Advancement Grant Program for the benefit of a museum if the organization or local government and the museum meet the following eligibility requirements. To be eligible answers to all applicable questions MUST be "yes." **IF YOU ANSWER "NO" TO ANY OF THE QUESTIONS, YOU WILL NOT BE ELIGIBLE FOR FUNDING.**

A. For Nonprofit Organizations Applicants Only:

1. Is the applicant a nonprofit organization (i.e., a corporation, foundation, or other legal entity, no part of the net earnings of which inures to the benefit of any private shareholder or individual holding an interest in the entity)? Yes
2. Has the applicant organization or the benefiting museum applied for recognition as a tax-exempt entity under Section 501 of the Federal Internal Revenue Code? Yes
3. Is the organization in good standing, qualified to do business in Maryland, and with the legal capacity and necessary authority to incur the obligations of a grant from the Program? Yes
4. Has the museum been in existence as a non-profit institution organized and operated on a nonprofit basis and open to the public for at least three (3) years prior to the date of this application? Yes

B. For Local Government Applicants Only:

- Has the museum that will benefit from the grant been in existence as an agency or instrumentality of the local government and open to the public for at least three (3) years prior to the date of this application? Yes

C. For all Museum Applicants:

1. Is the museum that will benefit from the grant organized for essentially educational or preservation purposes? Yes
2. Does the museum own or utilize tangible, inanimate objects? Yes
3. Is the museum organized for the care of those objects? Yes
4. Does the museum exhibit tangible, inanimate objects to the public on a regular schedule? Yes
5. Does the museum interpret the State's cultural heritage or the State's history, natural history, or history of science and technology? Yes
6. The museum WILL NOT receive operating support from the Maryland Arts Council concurrently with this grant. Yes
7. The museum is NOT operated by the State of Maryland. Yes
8. The museum is NOT operated in whole or in part by a department or agency of the federal government. Yes
9. The museum is located in Maryland. Yes

MUSEUM ENHANCEMENT GRANT ELIGIBILITY

These grants are available to Maryland's flagship museums to support the on-going activities that serve the needs of both out-of-state visitors and citizens. Grant awards are based on the level and significance of the institution's commitment to serve the public and to conduct its practices to the highest professional standards.

To be eligible for Enhancement Grants institutions 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

Enhancement Grants

Award may be up to 5% of annual operating expenses (depreciation and capital expenditures excluded). Applicants must file a Cultural Data Funder Report with the application.

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

Enhancement Grants DO NOT require matching funds.

Project Challenge Grants

Applicants must define a specific project with discrete activities and outcomes. A dollar for dollar match of funds is required.

See application for specific matching requirements. Applicants must file a Cultural Data Funder Report 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. The Museum Panel places a priority on strategic planning. 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.mdulturaldata.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, the CDP Funder Report is also due to MHT by March 31, 2011.

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 one year of financial and organizational data the first time they complete the Cultural Data Profile. 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. Current Funder Reports are required as part of your application. 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. The Museum Review Panel places a priority on strategic planning requests.

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	\$15,000

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. Matching funds of 25% in cash; 75% in-kind services are required.

Applicants will be required to complete the Cultural Data Project Profile and submit a Funder Report.

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 5% 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 and submit a Funder Report. 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

email 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)
- One electronic/digital copy must also be submitted on CD-R (Compact Disc-Recordable) disks. Use Microsoft Word© or another program readable by Microsoft Word© to produce the electronic version.
- 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.
- Completed 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 [Enhancement Grants require 17 copies of Plans]
- 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 FUNDER RERPORT [FY2010].

FY2012 MHT Historic Preservation Capital Grant Opportunities

Museums within historic structures are eligible for grants though MHT's Historic Preservation Capital Grant Program. Funding is uncertain, check MHT's website for current information.

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 five (5) 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 American Association for State and Local History (AASLH) (the U.S. national history museum organization) has introduced a program to assist museums and historical societies in becoming more professional. The Standards and Excellence Program for History Organizations (**StEPs**) was funded by the Institute of Museum and Library Services. Through this program there are six areas where museums can focus their attention through a guided self study: (1) Mission, Vision, Governance; (2) Audience; (3) Interpretation; (4) Stewardship of Collections; (5) Stewardship of Historic Structures and Landscapes and (6) Management. Check out the AASLH website (www.aaslh.org) for the details.

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.mht.maryland.gov