



**MARYLAND HERITAGE AREAS AUTHORITY
GRANTS PROGRAM**

**MANAGEMENT GRANT GUIDELINES
Fiscal Year 2021**



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INTRODUCTION

The Maryland Heritage Areas Authority (“the Authority”) Grant Program is a source of funding designed to assist and encourage the preservation of historical, archeological, natural, and cultural resources and **support economic development through heritage tourism** within heritage areas certified by the Maryland Heritage Areas Authority. Heritage area grant awards are made from the Maryland Heritage Areas Financing Fund, a non-lapsing, revolving fund into which up to \$6 million is deposited annually. The following is general information about the Heritage Areas Grant Program and instructions for completing the Certified Heritage Area Management Grant application package.

Heritage Tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.

– National Trust for Historic Preservation

DISCLAIMERS

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 and 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 (“the Authority”) and supplied by the applicant will be used principally for the Authority’s determination of the feasibility of the application;
2. Failure to accurately and adequately supply requested information may seriously jeopardize the Authority’s approval of the application;
3. The Authority 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 the Authority 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,
5. Personal information supplied to the Authority in an application may be shared with other state, local, or federal government agencies involved with the proposed financing or project.

ELIGIBLE APPLICANTS

Eligible applicants include the following:

- **Non-profit organizations and local jurisdictions** that have been identified as **management entities** of Certified Heritage Areas (“Heritage Area”).
- **Non-profit organizations and local jurisdictions** to which certified heritage area management responsibilities have been delegated by a Heritage Area management entity.

Non-profit organizations must be in good standing, qualified to do business in Maryland, and have the legal capacity and authority to incur obligations under the grant program.

ELIGIBLE ACTIVITIES

To be eligible for a management grant under the Maryland Heritage Areas Authority Grant Program, the proposed activities must be consistent with the goals, objectives, strategies, and actions outlined in the approved Management Plan for the applicant Certified Heritage Area. Management grant funds may be awarded for activities/expenses that are directly related to heritage area management entity staffing, operating expenses, and provision of management services, including:

- **Personnel** (of the Heritage Area Management Entity)
 - Salary
 - Benefits
 - Employment taxes
 - Volunteer Hours (match only)
- **Contractual Services**
 - Bookkeeping
 - Payroll
 - Accounting / Audits
 - Legal
 - Planning
 - Design services
 - Other consultants related to management of the heritage area
- **Printing and Publications**
 - Newsletters
 - E-Newsletter service
 - Plans
 - Annual Reports
 - CHA-specific Brochures
- **Postage**
- **Telephone and Internet**

(For full-cost reimbursement telephone and internet must be used **solely** or **primarily** for heritage area management purposes. If the device will also be used

for non-heritage area purposes, costs must be pro-rated to reflect only the portion attributable to heritage area use.)

- Land Line
- Cell Phone
- Internet Access
- **Website Maintenance and Hosting**
(hosting and routine updates of heritage area website - does not include major changes and new website development); if major changes or new website development is contemplated, please contact Authority staff to determine eligibility for management grant funds)
- **Staff Development and Travel**
(The training or conference must be directly related to heritage area duties performed by staff members. The cost of mileage and meals should be calculated at the same rates used by State of Maryland employees. See **Appendix E** for details about eligible meals, meal rates, and mileage rates.)
 - Conferences
 - Workshops
 - Travel
 - Mileage
 - Memberships
 - Dues
- **Workshops and Trainings Hosted by Heritage Area**
- **Office Expenses**
(For full-cost reimbursement equipment must be used **solely** or **primarily** for heritage area management purposes; if equipment will also be used for non-heritage area purposes, costs must be pro-rated to reflect only the portion attributable to heritage area use. Computer equipment is generally expected to have a minimum 3-year lifespan before replacement.)
 - Purchase/lease/installation/maintenance of computers, office furnishings, copiers, etc.
 - Software purchase, lease, upgrade
 - Office Supplies
- **Rent and Utilities**
- **Insurance and Fees**
- **Board of Directors and Meeting Expenses**
- **Fundraising / Development**
Please see Appendix F for eligibility information about alcohol related expenses.
- **Mini-Grants / Discretionary**
- **Marketing and Sponsorships** (match only)

If other types of heritage area activities/expenses are contemplated, please contact Authority staff to determine eligibility.

Heritage areas may set aside up to 25%, but not more than \$15,000, of a Certified Heritage Area management grant for discretionary purposes. These funds may be used by the heritage area to provide assistance to heritage area partners (for example through a mini-grant program), to support one or more **non-capital** projects, or to pay for other non-capital expenses that support the goals and objectives of the heritage area management plan. All standard requirements for matching funds must be met for management funds utilized for discretionary purposes, and no more than \$15,000 of matching funds can be utilized for discretionary activities.

Another option for funding assistance to heritage area partners (mini-grants) is the **MHAA Block Grant for Mini-Grants** for CHA management entities. **If this block grant is used to fund mini-grants in a given fiscal year, the MHAA Management Grant awarded for the same fiscal year cannot include funding for mini-grants as part of the discretionary funds.**

INELIGIBLE EXPENSES AND ACTIVITIES

Management grant funds may **not** be used to pay for the following:

- **Capital activities;**
- **Marketing activities eligible for funding through a Marketing grant (however, discretionary funds for mini-grants may be utilized to support marketing activities by non-profit organizations and local jurisdictions other than Heritage Area management entities, and marketing activities can be used as match for the management grant);**
- **Programming, interpretive activities and other stand-alone projects that do not directly relate to the management of the heritage area, unless they are part of the discretionary funds; or**
- **Alcohol (Please see Appendix F for information about alcohol-related expenses.)**

PROJECT SELECTION CRITERIA

See **Appendix A** for the list of criteria that are considered when applications are reviewed.

APPLICATION SUBMISSION AND DEADLINE

Management Grant applications are submitted directly to MHAA. FY21 applications must be submitted to the Authority by no later than **11:59 p.m. on May 1, 2020.**

GRANT AMOUNTS AND MATCHING FUND REQUIREMENTS

Certified Heritage Area management entities may apply for up to **\$100,000** in management grant funds. **This amount is contingent upon sufficient funding being made available in the Maryland Heritage Areas Authority Financing Fund.**

All grants must be matched in an amount at least equal to the grant (dollar-for-dollar match). The match must consist of a **cash contribution/match equal to at least 75 PERCENT of the grant amount requested from the Authority. No more than 25 PERCENT of the match can be in-kind contributions.**

Ineligible Match:

- State of Maryland Funds
- Expenditures made prior to the award of the grant or after the completion of the grant period

Examples of Cash Match:

- Cash expenditures
- Support from a non-state grant or loan fund
- Proceeds from fundraising that are expended for eligible management activities.

Examples of In-Kind Match:

- Volunteer time for work related to heritage area management activities (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 heritage area management activities in their professional role (e.g. accountant providing donated accounting services))
- Donated materials/supplies
- Donated office facilities

Did you know?

If the primary source(s) of matching funds will not be in-hand or committed by the deadline, grant applicants may submit documentation of an alternate source of match that can be utilized in the event the anticipated primary source of match falls through.

Documentation of Match

Applicants are strongly encouraged to have all required matching funds in-hand, or firmly committed at the time of application. Your application will receive a higher score if you can document your match prior to June 1, 2020.

If awarded a grant, you must provide documentation that your matching funds are in hand or fully committed no later than October 31, 2020. Failure to do so will result in forfeit of the grant award.

Acceptable documentation of match can include:

- Financial or Bank Statement from applicant organization with letter committing funds in the amount required
- Letter of commitment from donor of money, in-kind services or staff time
- Award letter or grant agreement for a non-state grant that will be used as match
- Approved budget from a non-state governmental agency documenting funds are budgeted for eligible management activities

Questions regarding acceptable match and match documentation should be addressed to MHAA staff.

Other Project Costs (“Over Match”)

If total management cash expenditures and in-kind match are expected to exceed the total grant request and required match, those additional funds should be listed on the application budget as Additional Grantee Contributions. Review criteria used by the Authority take into consideration whether or not grant-funded activities significantly leverage more funds than the required dollar-for-dollar match. **Applicants are not required to provide documentation for Other Project Costs.**

GRANT TERMS AND CONDITIONS

All successful grantees will be required to enter into a grant agreement with the Authority. It is important that you understand these terms and conditions prior to applying for grant funds, because you will need to abide by them if a grant is awarded. See **Appendix B** for full terms and conditions.

GRANT SCHEDULE

Full Application –

- Due no later than **11:59 p.m. on May 1, 2020**

Grant Review and Award –

- The Authority reviews all management grant applications
- The Authority takes final action on grant awards on **July 9, 2020**.
- Applicants are notified by email
- If awarded, the grant period begins **July 9, 2020** and project work can begin that day.

APPLICATION FORMAT

A link to the management grant application will be emailed to all heritage area directors. All applications must be submitted online. **See the [Quick Start Guide](#) on the MHT grants page for full details on the online submission process.**

In addition to answering the questions in the online application form, applicants will be required to upload the following supporting documents with their applications:

- A detailed **budget** (See **Appendix C** for sample budget)
- **Resumes of key project personnel** (staff and consultants)
- **Proof of matching funds** (documentation of matching funds must be provided no later than **June 1, 2020** to receive a score that reflects matching funds on your application;

documentation of matching funds must be provided no later than **October 31, 2020** in order to receive grant funds)

- **Proof of Nonprofit Status** (if applicable) (See **Appendix D**)
- **Organizational Documents** (if applicable) – Bylaws, Articles of Incorporation, Constitution, Charter
- **Letters of Support** – Letters of support for the grant application are strongly encouraged, but are not a required submission. Letters from elected officials, partner organizations and community members help to demonstrate the importance of, need for, and urgency of your project.
- **Local Grant Rankings** – Please provide a ranking of the grants submitted in your heritage area, with a cover letter that includes a discussion of your grant review process, and a brief summary of any review committee feedback on the projects.
- **Annual Work Plan**

APPENDIX A - PROJECT SELECTION CRITERIA

The following criteria will be considered by the Authority when reviewing management grant proposals:

CONSISTENCY WITH HERITAGE AREA MANAGEMENT PLAN AND/OR FIVE YEAR PLAN

- Are the planned activities of the heritage area consistent with the Management Plan and/or Five Year Plan?

ANNUAL WORK PLAN

- Will the planned activities of the heritage area significantly contribute to fulfilling [the goals](#) of the Maryland Heritage Areas Program?
- Are project objectives and the methods to accomplish those objectives clearly stated?
- Are there objectives in all three of the categories of activity – **Product Development**, **Building Partnerships** and **Sustaining Regional Identity**?

PROJECT DESIGN

- Does the budget contain the necessary expenditures to accomplish the tasks outlined?
- Are the costs outlined in the project budget reasonable and customary given the goals of the project and for the services or products being obtained?
- Are the costs in the budget broken down in detail (e.g. rate X hours, # of items x cost per item)?
- Are all items in the budget clearly related to the products, activities and work described in the Scope of Work?
- Is the match firm and clearly documented or is some or all of the match not in hand?
- Does the project or its products significantly leverage local and/or private investment; is significantly more match leveraged than the required?

MATCH

- Is the match firm and clearly documented or is some or the entire required match not in hand?
- Is the match at least 75% cash, and no more than 25% in-kind support?

PROJECT MANAGEMENT

- Are project personnel (if known) appropriately qualified?
- If known, has the applicant received previous Maryland Heritage Area Program grants or other grants that demonstrate good administrative capability (e.g. completes project on schedule, submits required progress reports on time, and maintains good financial records & control)?
- Does the applicant have other open grants from previous fiscal years? Have previous grants required repeated extensions due to circumstances within the applicant's control?

DELIVERABLES

- Is it clear what the products/results of activities will be?
- What is the lifespan of the outcomes of activities funded by the management grant, and have all ongoing costs and maintenance been accounted for?

APPENDIX B - GRANT TERMS AND CONDITIONS

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

- Grant Term - All grant funds generally must be expended within no more than 24 months of the date the grant agreement is signed by all parties, unless the Grantor agrees to a longer term or approves in writing an extension of the grant period. Written progress and final reports must be submitted to the Grantor during the grant term, generally at the mid-point and end of the project (grant agreements will specify reporting requirements). The Grantee may also be required to submit supporting financial documentation with progress and final reports identifying project costs incurred to date.
- Grant Disbursements – Grant funds shall generally be disbursed in no more than three payments, or as specified in the Grant Agreement. Disbursement requests shall identify all costs incurred to date. The Grantee may also be required by the Grantor to submit vendor price quotes, bids, cost estimates, or other supporting financial documentation for anticipated future project costs. Final disbursement of grant funds will not be made until the project is completed and all reports and documentation of project expenditures specified in the grant agreement, including copies of invoices documenting actual expenditures and proof of invoice payment, have been submitted to and accepted by MHAA.
- Procurement Procedures - Grant recipients are expected to ensure that costs for goods and services obtained to carry out the project are reasonable and customary for the type of work performed and materials procured.
 - 1) **Local governments:** Local government grant recipients shall follow their normal procurement procedures, and must be able to document that applicable procurement procedures were followed, if requested by the Grantor.
 - 2) **Non-profits:** Non-profit grant recipients shall utilize a procurement process that allows them to obtain project goods and services at reasonable and customary prices, and if requested by the Grantor, must be able to document that expenditures are reasonable and customary.
 - a) Procurements greater than \$500 and less than \$10,0000: Grant recipients are strongly encouraged to obtain written bids from two or more vendors for any goods and services for which costs are expected to be **greater than \$500 but not more than \$10,000**.
 - b) Procurements greater than \$10,000: If costs for any goods or services are expected to **exceed \$10,000** written bids from at least 3 vendors must be obtained. Grant recipients must be able to provide documentation that at least 3 written bids were obtained, if requested by the Grantor
 - 3) When bids are obtained, grant recipients are not required to select the lowest bid, but must be able to provide documentation on why a vendor other than the low bidder was selected and what criteria other than the most favorable bid price were considered.

- 4) Sole-source procurement of goods and services should not be utilized unless there is a demonstrable and justifiable need and it can be demonstrated that competitive procurement is impractical because only one product or service vendor can meet specific project requirements. As with all procurements, expenditures must be reasonable and customary for the type of goods and services being obtained. If requested by the Grantor, grant recipients must be able to document project requirements that justified the sole source procurement and that expenditures are reasonable and customary for the goods and services obtained.
- 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.
 - Acknowledgment - Grant recipients are required to provide appropriate acknowledgment of Authority assistance for all projects in accordance with requirements outlined in the grant agreement. Grant recipients may also be required to provide appropriate acknowledgment of the local Certified Heritage Area management entity.
 - Compliance with Applicable Laws – Recipients of funds are responsible for complying with all federal, state, and local laws applicable to the project. This responsibility includes, but is not limited to, compliance with local zoning, building and public safety codes, review by local historic preservation commissions, and federal and state licensing, permitting and environmental requirements.

APPENDIX C - SAMPLE MANAGEMENT BUDGET

Use the budget sheet to prepare a realistic management budget. **The budget MUST address management components mentioned in the Summary Scope of Work and Project Timetable.** The following sample budget is provided to illustrate both the process and format management grant budgets must follow.

1. Calculate the total cash needs:

Staff Salaries & Benefits (2 full-time staff)	\$124,000
Telephone/Internet	\$6,000
Copier Rental	\$1,200
Office Supplies	\$1,800
Travel (2 conferences; mileage)	\$1,200
Workshops (\$2,000 x 6)	\$12,000
Newsletters (6 issues x 5,000 copies x 0.40/copy)	\$12,000
Annual Report (500 copies x \$4.00/copy)	\$2,000
Web Hosting (\$500/month x 12)	\$6,000
Fundraising Plan Consultant (\$50/hr x 278 hrs)	\$13,900
Visitor Impact Study Consultant (\$50/hr x 280 hrs)	\$14,000
Mini-Grants	\$17,500
TOTAL CASH NEEDS:	\$211,600

2. Calculate the available in-kind match:

Mini-Grant In-kind Match	\$2,500
Visitor Impact Study Committee (40 hours x 10 people x \$20/hr)	\$8,000
Office Space Rental (\$2,000/month x 12 months)	\$24,000
Office Furniture Rental (\$250/month x 12 months)	\$3,000
TOTAL IN-KIND CONTRIBUTION:	\$37,500

3. Add the total cash needs and available in-kind match together to find the total project cost:

Total Project Cost:	\$211,600 + \$37,500=	\$249,100
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MHAA Grant Funds Available -		\$100,000
75% Require Cash Required Match -		\$75,000
25% Allowed In-Kind Match -		\$25,000
Total Grant Funds & Require Match -		\$200,000
Total Other Project Costs (Over Match)		\$49,100
Total Project Cost:	\$200,000 + \$49,100 =	\$249,100

4. Once a workable budget structure has been prepared, enter the line items on the budget

page provided. Items should be organized by the provided cost categories in the budget sheet wherever possible so that similar costs are grouped together, regardless of whether they are cash or in-kind contributions. Rates of pay or similar cost breakdowns **MUST** be included in each line item. Attach any estimates you have obtained to support your budget. **The Management Grant Budget Detail sheet includes the main types of expenditures that can be included in a management grant. You do not need to include each of the line items, and can add additional items as needed, but try to keep the expenditures to the main categories that are listed.**

Line Item No.	Work Item (Description)	Grant Funds	Applicant Match		Other Project Costs	Total Project Cost
			Applicant Cash Match	Applicant In-Kind Match		
1	Personnel	\$62,000	\$62,000	\$8,000		\$132,000
	Salary (Director, \$50,000; Office Manager, \$45,000)	\$54,750	\$54,750			\$109,500
	Benefits	\$6,250	\$6,250			\$12,500
	Employment Taxes	\$1,000	\$1,000			\$2,000
	Volunteer Hours (Vistor Impact Study Committee, 40 hr x 10 ppl x \$20/hr)			\$8,000		\$8,000
2	Contractual Services				\$27,900	\$27,900
	Bookkeeping					\$0
	Payroll					\$0
	Accounting/ Audits					\$0
	Legal					\$0
	Planning					\$0
	Design Services					\$0
	Other (Fundraising consultant, \$50/hr x 278; Visitor Impact Study Consultant, \$50/hr x 280)				\$27,900	\$27,900
3	Printing and Publications	\$14,000				\$14,000
	Newsletters (6 x 5,000 x \$.40)	\$12,000				\$12,000
	E-Newsletter Service					\$0
	Plans					\$0

	Annual Reports (500 x \$4)	\$2,000				\$2,000
	CHA-Specific Brochures					\$0
4	Telephone and Internet	\$3,000	\$3,000			\$6,000
5	Web Maintenance and Hosting	\$4,800	\$1,200			\$6,000
6	Staff Development and Travel	\$1,200				\$1,200
	Conferences (2 conferences, estimated mileage and registration)	\$1,200				\$1,200
	Workshops					\$0
	Travel					\$0
	Mileage					\$0
	Memberships					\$0
	Dues					\$0
7	Workshops and Training Hosted by CHA (6 x \$2,000)	\$2,000	\$10,000			\$12,000
8	Office Expenses	\$3,000			\$3,000	\$6,000
	Purchase/lease/installation/maintenance of computers, office furnishings, copiers, etc.	\$1,200			\$3,000	\$4,200
	Software purchase, lease, upgrade					\$0
	Postage					\$0
	Office Supplies	\$1,800				\$1,800
9	Rent and Utilities			\$5,800	\$18,200	\$24,000
10	Insurance and Fees					\$0
11	Board and Meeting Expenses					\$0
12	Fundraising / Development					\$0
13	Mini-Grants / Discretionary	\$10,000	\$7,500	\$2,500		\$20,000
14	Marketing and Sponsorships (match only)					\$0
	TOTALS	\$100,000	\$83,700	\$16,300	\$49,100	\$249,100
			Total Match	\$100,000		0

APPENDIX D – PROOF OF NON-PROFIT STATUS

Proof of nonprofit status (if applicable):

If the Applicant is a non-profit organization, proof of non-profit status must be submitted. This should include:

- Articles of Incorporation*
- By-laws*
- Internal Revenue Service 501(c)3 approval letter (if applicable)

*Some organizations may have a constitution or charter instead.

Note: If the applicant has previously uploaded these documents using the online grant system, unless there are changes, the documents do not need to be uploaded again.

If a grant is awarded, nonprofit organizations will be required to submit a Corporate Resolution form that includes the signatures of all authorized signatories for the organization. This form must be completed before the grant funds can be disbursed.

APPENDIX E – Travel Expenses: Meals and Mileage

Meals:

Food expenses are eligible costs for MHAA Management Grant funds in two cases:

- 1) When food costs are associated with a meeting hosted by the grantee.
- 2) When food costs are incurred by the grantee's employees as part of necessary travel for grantee business or training. The following State of Maryland travel per diem conditions also apply:
 - a. As part of the documentation for grant reimbursement, the grantee must provide a brief travel memo, including the reason for travel, distance, names of employees who traveled, dates, and approximate times.
 - b. When an employee's travel schedule involves absence from home overnight, all meals are eligible costs.
 - c. Alcoholic beverages are not eligible costs.**
 - d. The cost of breakfast is eligible when an employee must leave home 2 hours or more before the beginning time of the employee's standard work schedule. The cost of dinner is reimbursable when an employee cannot get home within 2 hours after the employee's standard work schedule quitting time. In both cases, the 2 hours are in addition to the normal commuting time.
 - e. An employee's lunch is only eligible if that employee's travel schedule meets one of the following conditions:
 - i. Involves overnight absence from home (clause b).
 - ii. That the employee is also eligible for both breakfast and dinner on the same date (clause d).
 - iii. Lunch is not eligible when the employee is away from the office during the day but working regular hours.
 - f. Breakfast and dinner are not eligible expenses because of the hour at which an employee is required to leave home, or at which the employee returns home, because of commuting to and from the employee's normal place or places of employment.
 - g. If the registration fee for a conference, convention, seminar, or training meeting includes the cost of meals, any outside meals purchased as alternatives to the meals already covered are not eligible.
 - h. Eligible meal expenses including tips may not exceed the following amounts, unless the employee is traveling to a [High Cost Metropolitan Area](#) in which case the specific meal rates are provided [here](#):

i. Breakfast....\$10.00	Lunch.....\$12.00	Dinner.....\$25.00
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Mileage:

Mileage is an eligible cost for MHAA Management Grants when grantee employees use their private vehicles to travel to and from locations for grantee business and training.

- 1) Commuting distance to and from employees' homes to grantee's places of business are not eligible for mileage costs.
- 2) Mileage rate: \$0.58

- 3) A mileage log must be provided and signed by the employee as part of documentation for MHAA Management Grant disbursement.

APPENDIX F – ALCOHOL AND ALCOHOL-RELATED EXPENSES

Alcoholic beverages of any kind are not eligible expenses for MHAA Management Grants. Nor are they eligible expense for grantee match.

Alcohol-related expenses (e.g. liquor licenses, servers who serve alcohol) are eligible for inclusion in the grantee's matching funds only.