

# FY 2018 Maryland Heritage Areas Authority Grants



Jennifer Ruffner  
Maryland Heritage Areas Program

# Today's Agenda

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## Introductions

What are Heritage Areas and MHAA?

## Project Grants

- Who is eligible?
- Types of project grants?
- What will and won't be paid for with grant funds.

## Grant Application Schedule

Tips for Completing the Application



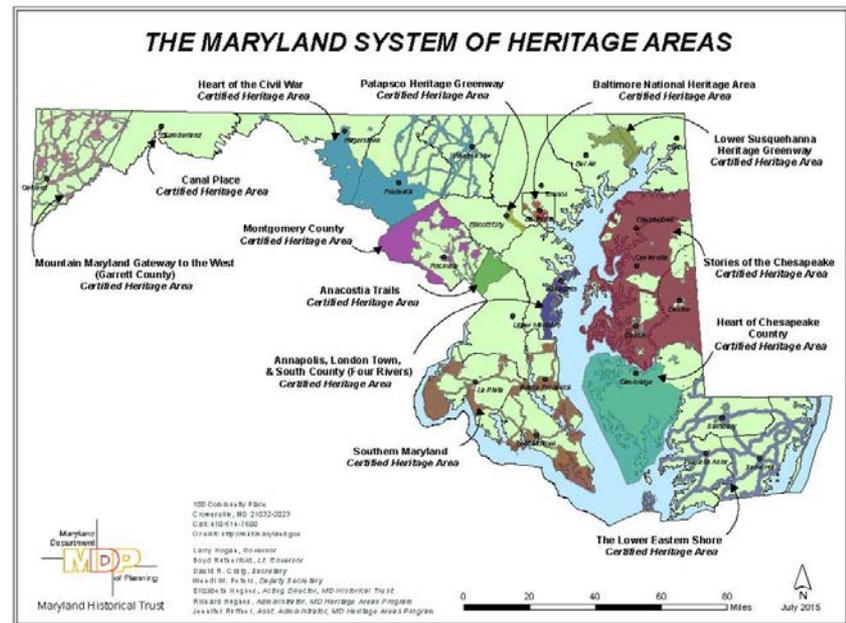
# What are Heritage Areas?

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Heritage areas support the **economic well-being** of Maryland's **communities** by preserving and celebrating the State's **history, cultural traditions and natural resources** through partnerships that promote, support and create **place-based experiences** for visitors and residents alike.

# What are Heritage Areas?

- Locally designated, certified by State
- Commitment to economic development through heritage-related tourism
- 13 Certified Heritage Areas eligible for project grants



# What is MHAA?

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- **Maryland Heritage Areas Authority**
- Independent state government entity, staffed by the Maryland Historical Trust
- 19 member body, including representatives from 9 state agencies (2 currently non-voting)
- **Up to \$3 million** annually from DNR's Program Open Space



# Who is eligible for MHAA Grants?

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- Non-profits
- Local jurisdictions
- State agencies
- Federal agencies



# Types of Project Grants

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Non-Capital  
Capital



# Non-Capital Project Grants

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- Activities: planning, design, interpretation, events, exhibits, brochures, technology, archeology, pedestrian signage
- **Up to \$50,000**



# Capital Project Grants

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- **Must meet the Targeted Investment Criteria**

- Activities: acquisition, development, rehabilitation, restoration, pre-development, trails
- May require an easement through MHT
- Subject to “Section 106” review
- Does NOT have to be a “historic” property

- **Up to \$100,000**



# Non-eligible expenditures for ALL Project Grants

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No overhead fees for applicant organization

No staff salaries for the applicant organization

- Consultant fees **OK**
- Staff salaries **OK** as part, but not all of matching contribution/funds – no more than about 1/3 of total match
- Staff of partner organizations – time counts as in-kind match

No project marketing

- **OK** as cash or in-kind match

# Matching Funds

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## All MHAA Grants Require 100% Match

- For every dollar of state support, must contribute one dollar of applicant support (cash or in-kind)
- Match cannot be spent outside the grant period, or on an unrelated project.
- **Cash Match** – must be at least 75% of the required match
  - Cash expenditures
  - Applicant staff (no more than 1/3 of required match)**for work on the project**
- **In-Kind Match** – can be no more than 25% of required match
  - Volunteer time on the project
  - Donated professional services
  - Donated materials
  - Partner organization staff time for work on the project
- **Other Project Costs (“Over Match”)**
  - Important to report this so we can see how much money is being leveraged with state funds.
- **Other State funds can NOT be used as match**

# Matching Funds

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**All Cash Match must be in-hand or firmly committed at the time of grant award, and documentation must be provided to MHAA by June 15, 2017.**

Documentation can include:

- Bank statement showing cash, with letter of commitment of funds
- Award letter from non-state grant
- Letter of commitment from donor of money, services or staff time
- Approved budget from a non-state governmental agency documenting funds are budgeted for the project

# Grant Schedule

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- **January 27, 2017** – Intent to Apply forms due
- **February 17:** Multi-Heritage Area grants due – submitted online
- **Late February-early March:** Project grants submitted online (date set by local heritage area)
- **July:** grant award emails sent, projects may begin
- **September-December:** grant agreements mailed
- **November – February:** First disbursements issued

# Heritage Area Grant Deadlines

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- Anacostia Trails – March 13, 2017
- Baltimore – March 1, 2017
- Canal Place – March 14, 2017
- Four Rivers – March 1, 2017
- Heart of Chesapeake – March 2, 2017
- Heart of the Civil War – February 10, 2017 (optional draft); March 2, 2017 (final)
- Lower Eastern Shore – March 6, 2017
- Multi-Heritage Area – February 17, 2017
- Lower Susquehanna – February 24, 2017
- Montgomery – March 15, 2017
- Mountain Maryland (Garrett) – March 7, 2017
- Patapsco Valley – March 1, 2017
- Southern Maryland – March 7, 2017
- Stories of the Chesapeake – March 3, 2017

# Important!

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Eligible activities must be consistent with the goals, objectives, strategies and actions outlined in the approved **Certified Heritage Area Management Plan, or subsequent planning documents (Five Year Plan, Annual Plan).**

# Consistent with Management Entity Goals and Objectives

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What does that mean? Examples:

- Project (not just the organization) is specifically identified in the planning documents
  - Many heritage areas have appendices with projects listed – check to see if your project is listed
- Project links a heritage tourism product to the themes of the local heritage area
  - i.e. MCHA – Transportation theme – Trolley Museum restoring trolley car
- Project creates a heritage tourism product that achieves a particular goal of the local heritage area
  - i.e. LSHA – Increase water access – Town of Perryville completes a public boat launch

**Be Specific – “it will make the HA better” is not sufficient**

# Review Criteria

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## **Consistency with Heritage Area Management Plan/Planning Documents**

### **Significance and Need**

- Important Structure
- Urgent Need
- Significant role in the community

### **Project Design**

- Well thought out
- Know what it will take to complete the project
- Know what it will cost to do the project
- Timeline is reasonable
- Are you partnering with the right people?

# Review Criteria

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## **Project Management**

- What is your organization's past grant history?
- If you've had grants with MHT/MHAA, were reports filed on time and the grant kept in good standing?
- Were the projects completed, on time, and within budget?
  - If not, were there good reasons why not? (i.e. unexpected damage discovered when a wall was opened up, key consultant not available, etc.)

## **Deliverables and Impact**

- What exactly will the end product be? What are we paying for?
- How will it impact:
  - The organization
  - The community
  - The heritage Area

# Review Criteria

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## **Public Benefit**

- Who will benefit?
- How will they benefit?
- What is the public component to the project?
- How will the public access the project?
  - Physical access
  - How will it be marketed? How will people find out about it?

## **Coordination with Broader Initiatives**

- Does the project relate to larger efforts?
  - Examples:
    - Captain John Smith Chesapeake National Trail
    - Main Street Communities
    - Scenic Byways Program
    - Arts & Entertainment Districts

# Review Criteria

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## Targeted Investment Criteria (Capital projects only)

- **Overlap** with existing local, State, or Federal area designations;
  - Priority Funding Areas; Historic Districts; Main Streets; A&E Districts, etc.
- Contribute to initiatives supported by **significant public investment**;
  - Other public programs have provided support already (or will be providing support)
- Be a part of a **concentration of heritage resources**; OR,
- Be a **catalyst** for future investment.

# Grantwriting Tips

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- Don't wait until the last minute
- **READ THE GRANT GUIDELINES BEFORE STARTING WORK ON THE APPLICATION!!**
- Ask questions if you aren't sure
- Let the project guide your decision to apply – don't create a project just to get more money
  - Grants are not “free money” – they take a lot of work and resources

# Grantwriting Tips

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Before starting to write, think about:

- Why you are doing the project?
- What is the timeline?
- How does the project fit into your organization's "Big Picture"?
- What are the steps you need to take to finish the project?
- Who will undertake the work?
- What is the desired outcome?
- How will you evaluate and document success?

If you can't answer these questions, you're not ready to write the grant.

# Grantwriting Tips

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## Your proposal should demonstrate:

- An important need
- Specific goals
- Quality people
- Organizational capacity
- A work plan
- Measures of success
- Alignment with the goals of the program
- Alignment with the goals of your local heritage area
- HERITAGE TOURISM VALUE

# Grantwriting Tips

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- Check your spelling, grammar and math
- Don't use ALL CAPS or other means of emphasis – it looks like you're shouting and makes it hard to read your application
- Have someone unfamiliar with the project read your application
- Give your project a unique and descriptive name, one that is different from previous grants
- Provide as much detail as is requested, but within the word limits
- Make sure your match is strong, and in hand or committed if possible

## Project Summary, Timetable & Budget Must Match!

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The Anytown Museum will utilize MHAA grant funds to create a new **interpretive exhibit** on watermen. One or more **consultants** will be hired to **design and fabricate the exhibit**, and **design and print** 20,000 copies of a brochure to accompany the exhibit.

### Timetable:

Hire <b>Exhibit Consultant</b>	Jul 2017
<b>Exhibit Design</b> completed	Dec 2017
<b>Fabrication</b> Begins	Jan 2018
Mid Project Report	Jan 15, 2018
<b>Brochure Design</b> finalized	Feb 2018
Exhibit Finished	Mar 2018
<b>Brochure Printed</b>	Jun 2018
Final Report	August 15, 2018

### Budget:

<b>Exhibit Design - Consultant</b> (\$50/hr, 400 hrs)	\$20,000
Exhibit <b>Fabrication</b>	\$40,000
<b>Brochure design</b>	\$ 5,000
Brochure <b>printing</b> (20,000 @ \$.50 each)	\$10,000

# More Tips

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- Provide visuals where appropriate:
  - Maps
  - Photographs
  - Plans
- If something needs maintenance, explain how it will be maintained
  - Trails – who fixes the broken pavement
  - Signage – who replaces a wayside covered in graffiti?
  - Website – who pays the annual hosting fee?
  - Smartphone App – who pays the annual licensing fee?
- Follow the directions in the online forms
  - Don't enter contact information for the same person more than once
  - Fill in all required fields
  - Don't use punctuation in dollar fields

# Advice from Reviewers

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- Think about partnerships and linkages – not just individual, disconnected projects
  - It's not just about getting more letters of support
- How will your project leverage additional state, federal, or other types of investment?
- When developing a budget, make sure it is clear where the line item dollar amounts come from, and that costs are reasonable and **show what we would be paying for**
  - Example – Consultant line item – is it a flat fee, if so, what is covered? Is it based on an hourly rate? If so, how many hours at what rate?

# Advice from Reviewers

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- Answer the questions on the application – don't just write what you think the reviewers want to hear.
- If your project is primarily a planning or documentation project, you need to focus on how that planning or documentation will lead DIRECTLY to a heritage tourism product.
  - Be specific, and have a specific heritage tourism product identified, even if it's a future phase
  - Make the heritage tourism element clear for the reviewers, so they can see that direct link

# Questions?

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Grant Questions?

Next – how to use the online application system

# Online Grant Application

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HOW TO USE THE SYSTEM

# Create an Online Account

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Each organization should have a single account

- The account can be transferred to another person
- Multiple accounts can view an application.
- Only one account can edit.

Preferable for the organization account to use the email address of the primary contact for the grants

**The email used to create the grant application will be the email that gets system-generated correspondence**

# Create an Online Account

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Begin by clicking the Intent to Apply link on the MHT website:

- <http://mht.maryland.gov/grants.shtml>

It is on the Grants page under Funding

# Create an Online Account

## Please Sign In

### Welcome to the Maryland Historical Trust's Grant Application System.

You may use this system to:

- Start a new application.
- Access and continue working on a saved application.
- View Applications you have submitted.
- Submit post-grant summaries or other reports.

If you have never used our system, click the [New Applicant](#) link below.

If your organization has used this system before and you have the login information, please enter it below.

If you are filling out applications on behalf of multiple organizations, please use each organization's **UNIQUE** email address for each application.

Please contact us if you have questions about this process.

E-mail	<input type="text"/>	Password	<input type="password"/>
	<a href="#">New Applicant?</a>		<a href="#">Forgot Password?</a>
<input type="button" value="Login"/>			

# Create an Online Account

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## **New Applicant?**

**An account allows you to access your saved and submitted applications at any time. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.**

**E-mail**

**Confirm E-mail**

**Password (must contain at least 5 characters, with both letters and numbers)**

**Confirm Password**

**Continue**

**[Return to login](#)**

# Eligibility Questions

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You first must answer two questions to determine if you are eligible to apply:

- Is your project located in a Certified Heritage Area?
  - Multi-HA projects, just choose one at this stage
- Is your organization an eligible type?
  - Must be Non-Profit, local, state or federal government entity
  - No businesses or private individuals

If you are not able to answer both these questions correctly, you will not be able to access the Intent to Apply form

# Begin Your Intent to Apply

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Required first step for EVERY application

Due **January 27, 2017**

Details of your project can change between the Intent to Apply and the Full Application

# Begin Your Intent to Apply

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All fields with a red asterisks (\*) are required.

You can spell-check text boxes that have a checkmark (✓) next to them.

You can move from page to page by clicking the tabs along the top of the page

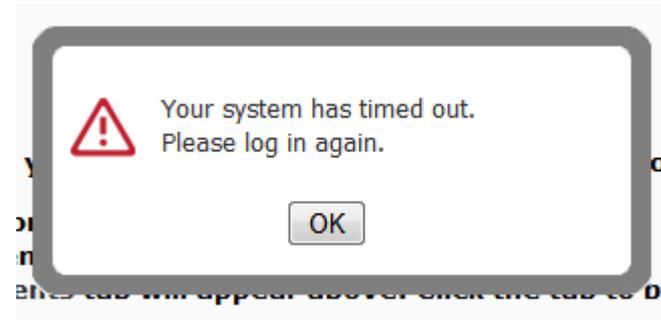
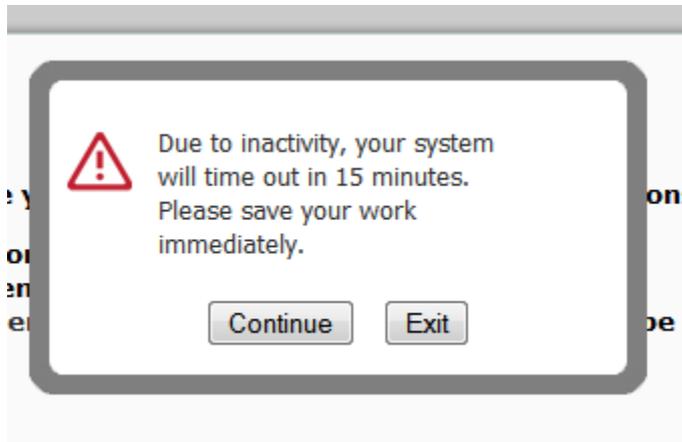
Pages save when you go to another page, or click **Review**. To manually save, click **SAVE and Finish Later**.

- It is easier to just switch pages, otherwise you may need to log in again.

# Begin Your Intent to Apply

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The system will time out after **45 Minutes**



If you do not save before it times out, you will lose your work.

**Even if you are typing, if you haven't saved or changed pages, it things you aren't active.**

# Begin Your Intent to Apply

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To get back to a saved Intent to Apply or application form in progress, go to the **My Account** page (2 ways to access):

- [https://www.grantrequest.com/SID\\_1777/?SA=AM](https://www.grantrequest.com/SID_1777/?SA=AM)
- Click the **My Grant Applications** button on the MHT website

**Do not click on the link to the Intent to Apply once you have begun your application – that will start a new application**

# Submitting your Intent To Apply

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After you Review your Intent to Apply, you may wish to print a copy for your records.

You can print a copy by clicking the PrinterFriendly Version link in the upper right corner.

When you are ready, and have reviewed the document for errors, Click Submit. **You won't see a submit button until you have clicked Review.**

You will see a confirmation message at the top of the page, and receive an email confirmation as well.

# Begin Your Full Application

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Once you submit an Intent to Apply form, the full application will be released.

You will access it on your My Account Page (see previous slide). **Do not click on current grant opportunities, that will start another ITA.**

**DO NOT BEGIN YOUR FULL APPLICATION WITHOUT FIRST CONSULTING WITH YOUR LOCAL HERITAGE AREA DIRECTOR!**

They will give you feedback that can help your application.

# Begin Your Full Application

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On your Account Page, in the upper left corner, under New, you will see the link to the Full application.

## Applications

The Maryland Historical Trust is pleased to provide you with this tool to manage your applications.

- To review In Progress or Submitted Applications, click the pull down menu to the right.
- You can also view applications that have been shared with you.
- If you have a report to submit, the Requirements tab will appear above. Click the tab to be taken to t

## New

To begin the second stage of your application, click on one of the links below:

[FY 2015 MHAA Capital Grant Full Application](#)

Application Name	Project Title	Requested	ID	Last Update
<a href="#">FY 2015 MHAA Project Grant Full Proposal</a>			20022	10/02/2013

# Differences Between ITA and Full Application

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Answers from the Intent to Apply form will be prefilled (but you can change them)

There are multiple pages in the Full Application

Applicant Overview Significance Project Design Project Mgmt Deliverables Public Benefit Authorization Release & Con

Save & Finish Later Next

**Overview**

Required before final submission

**Project Title** ⓘ  
Project refers to the specific activity for which funding is being requested.

Text Title

You will need to upload documents in the Full Application.

# Uploading Documents

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Click the **Browse** button next to the upload field.

Browse to the location of the document on your computer.

Highlight the document, and click **Open** or **Ok**.

Click the **Upload** button.

Note – at the end of the application, you will need to title your upload, and can upload multiple documents

# Reviewing Your Application

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Your application is complete when:

- You have filled in all required fields
- You have uploaded all required documents

When that is all done, you will click the **Review My Application** tab.

If you have missed any required items, they will be identified in red.

# Reviewing Your Application

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You must resolve all outstanding problems before you will see a Submit button.

 **Please correct the problems indicated below.**

- Please click this box to indicate that you have read is a required field.
- Organization Type is a required field.
- Tax ID / Federal Employer Identification Number (EIN) is a required field.
- Request Primary Contact Prefix is a required field.
- Request Primary Contact First Name is a required field.
- Request Primary Contact Last Name is a required field.
- Request Primary Contact Contact Phone is a required field.
- Request Primary Contact Email is a required field.
- Brief Project Description is a required field.
- In which county (or counties) will the project take place? is a required field.
- Goals and Objectives is a required field.
- Does the project contribute to fulfilling the priorities identified in the local heritage area's management plan is a required field.
- What is the tourism value of the project? is a required field.
- How will the project enhance the local heritage area? is a required field.

Keep in mind that while some fields are not required to hit submit (no red asterisk), that does not mean you should leave fields blank – if indicated in the text, and they apply to you, they are still required.

# Submitting Your Application

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When you submit, you will receive confirmation on the screen, and via email.

**You cannot make any changes to an application once it has been submitted, unless it is released back to you.**

During the review process, you may be asked to provide additional information.

- Your local heritage area director may have changes and comments to help improve your application – if they do, you will be given an opportunity to make changes.
- You may be asked to provide additional information during the review process, and will be given instructions on how to do so.

You may not receive any additional correspondence until grant awards are made, but you can log into your account to check the status of your application.

# Any Questions?

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Jennifer Ruffner

410-697-9586

[jen.ruffner@maryland.gov](mailto:jen.ruffner@maryland.gov)



[mht.maryland.gov/heritageareas.shtml](http://mht.maryland.gov/heritageareas.shtml)