

Annapolis and Anne Arundel County Conference & Visitors Bureau, Inc.

Sharing Civil Rights Stories with Visitors

Request: \$50,000.00

Chesapeake Crossroads (Four Rivers)

Anne Arundel

PROJECT TITLE: Sharing Civil Rights Stories with Visitors

PROJECT TYPE: Non-Capital

Project Information:

Project Summary (250 Word Limit)

Charting the course of the Civil Rights Movement is integral to recognizing the contributions of African Americans to the nation's story. To embrace diversity, encourage exploration, and ensure all stories are shared, Visit Annapolis & Anne Arundel County is seeking funding to produce a printed African American Civil Rights Visitor Guide and six (6) interactive outdoor interpretive panels for Civil Rights sites across Anne Arundel County.

The Civil Rights Visitor Guide will assist visitors and residents to travel throughout Anne Arundel County to Civil Rights sites and provide place-based interpretation, including historic photographs, artistic elements, and immediate access to site specific oral histories through QR codes. Approximately 20,000 copies of the visitor guide will be printed, and a digital version placed online.

The interactive interpretive panels will provide place-based information at six Civil Rights sites and include QR codes to access the digital version of the visitor guide. Consultants will be hired to write and design the guide and interpretative panels.

This project will encourage and enhance visitation to Annapolis and Anne Arundel County Civil Rights sites, many not yet marketed to visitors, during the year of the 60th anniversary of the 1964 Civil Rights Act and the planned "Maryland's Year of Civil Rights," thus increasing heritage tourism and its benefits across the entire county.

Overall Project Description

As we mark the inauguration of Maryland's first African American governor in 2023 and embark on the 60th Anniversary of the 1964 Civil Rights Act in 2024, there is a great desire to recognize and interest in learning about the contributions of those who shaped the Civil Rights Era and African Americans who are changing the nation's history. Too often the contributions of African Americans have been ignored and strategically erased. Social injustices against Black and Brown people have forced conscious efforts to eradicate divisive thinking and birthed interest in stories of traditionally marginalized populations. It is imperative that African American stories are acknowledged and amplified. Celebrating people whose labor, skills, and vision have been integral, but whose stories have not been shared in Anne Arundel County's evolution is the impetus for the creation of the African American Civil Rights Visitor Guide and six place-based interpretive panels across the region.

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The Civil Rights Visitor Guide and interpretive panels will serve as self-guided, interpretative programming engaging visitors and residents in travel that brings vibrancy and economic vitality to Anne Arundel County. The guide and panels will provide place-based and immersive experiences that will enhance visitation and increase heritage tourism.

The printed visitor guide will be a 20-page, full-color publication highlighting 60 sites of remembrance and significance of the Civil Rights Movement in Annapolis and Anne Arundel County. The guide will include historical information and photographs about the Civil Rights Movement and inspirational stories of resilience and resistance. QR codes correlating to the sites will provide direct access to oral histories with community members relating their personal experiences and memories. The guide will also include a detailed map for navigation, suggested travel routes on scenic and historic roads, and the location of additional tourism experiences.

Visit Annapolis & Anne Arundel County (VAAAC) will print 20,000 copies of the visitor guide for distribution beginning in February 2024 in honor of Black History Month. The initial run of 20,000 copies is based on average fulfillment requests. VAAAC will print additional copies as needed.

The six interpretative panels will provide place-based interpretation of Civil Rights sites. The interpretive panels will be additions to Anne Arundel County's new historic markers program that is creating and installing interpretive panels throughout the county, and as stated on the county's website, "to raise awareness about the county's rich heritage, enhance civic pride, and encourage a fresh appreciation of local history." The Civil Rights panels will include historical images, narrative content, and QR codes linking to audio elements such as musical performances and oral histories. The auditory elements will create an authentic, immersive experience that transports the visitor to the historical moment depicted on the interpretative panel.

Each interpretive panel will also include a brief statement about the overall project, inter-connectivity between panels, and a QR code for a direct link to a landing page featuring the digital visitor guide and additional information for visitors that can be updated as needed over time.

The project will use the research and oral histories included in the story maps "Explore the Civil Rights Era in Anne Arundel County, MD" and "African American Heritage & Culture in the Four Rivers Heritage Area," funded in part by the National Park Service and Maryland Heritage Areas Authority grants respectively, as the basis for identifying sites for the project. The two projects provide information for

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145 sites and more than 50 oral histories. Additional sites will be identified, inventoried, and will be part of the pool of available sites for further consideration.

To guide the selection of sites for the printed guide and accompanying interpretative panels, VAAAC will form a Civil Rights Advisory Committee. The composition of the Advisory Committee will provide representation from diverse and inclusive communities and organizations with multiple areas of expertise. The Advisory Committee will consist of representatives from the Maryland Commission on African American History and Culture, Banneker-Douglass Museum, Anne Arundel County Cultural Resources Department, Chesapeake Crossroads Heritage Area, Northern Arundel Cultural Preservation Society, Galesville Community Center, Anne Arundel County Economic Development Corporation, and Historic Annapolis, as well as other interested organizations and individuals.

Visit Annapolis & Anne Arundel County will issue requests for proposals (RFP) for a copy writer, graphic designer, photographer, and printer to produce the visitor guide and the interpretive panels, if funding is awarded. The RFP for printing the Civil Rights Visitor Guide will be combined with the Visit Annapolis & Anne Arundel County annual visitor guide for cost efficiency.

The project will be managed and led by Visit Annapolis & Anne Arundel County's Assistant Director of Tourism Development, Jana Carter, an African American whose professional work has been to ensure that the African American story is amplified and conveyed authentically. Ms. Carter has a background in project management and has been involved with several African American-focused projects such as Chesapeake Heartland: An African American Humanities Project, Sumner Hall Legacy Day, and the James Taylor Justice Coalition, a group formed as a subsidiary to further the efforts of the Maryland Lynching Truth and Reconciliation Commission. Ms. Carter holds a master's degree in project management and was the previous tourism manager for Kent County Department of Economic and Tourism Development. Major tasks in her previous role were to plan, edit, and direct design of the annual visitor guide and tourism product development. Through her efforts, Kent County saw an increased interest in heritage tourism related to African American sites and small, local museums.

Outside of this funding request but as a complement to this project, VAAAC plans to contract an historian to research and submit six site applications to the National Park Service African American Civil Rights Network. Acceptance into the Network will provide national recognition and promotion of Anne Arundel County Civil Rights sites, facilities, and programs as well as opportunities for partnerships with national organizations centered around Civil Rights heritage tourism.

Timeline / Schedule

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Outside FY24 MHAA Grant Period

January 2023 – June 2023: Review story maps, research and inventory potential sites, and form Civil Rights Advisory Committee. Prepare RFPs for historian, copy writer, photographer, graphic designer, and printer.

FY24 MHAA Grant Period

July 2023: Release RFPs for historian, copy writer, photographer, graphic designer, and printer. Civil Rights Advisory Group convenes.

August 2023: Select and contract historian, copy writer, photographer, graphic designer, and printer.

September 2023: Civil Rights Advisory Committee recommends 60 Sites for visitor guide. Graphic designer presents concept for visitor guide design.

October 2023: Copy writer writes text for visitor guide and interpretive panels, selects and secures images. Design work begins for visitor guide and interpretive panels.

November 2023: Three pre-project launch community workshops across Anne Arundel County (Details about workshops in the Partnerships section). Review design proofs for visitor guide and interpretive signs.

December 2023: VAAAC final approval of designs for visitor guide and interpretive signs. Mid-Project Report due. Review of visitor guide and interpretive panels by MHAA.

(Not MHAA Grant Funded: National Park Service African American Civil Rights Network applications submitted for six Anne Arundel County sites.)

January 2024: Visitor guide and interpretive signs printed and delivered. Installation of interpretive panels.

February 2024: Launch Civil Rights Visitor Guide and unveil interpretive panels in honor of Black History Month. VAAAC Civil Rights marketing campaign begins.

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May 2024: Three post-project launch community workshops across Anne Arundel County. (Details about workshops in the Partnerships section)

July 2024: July 2nd 60th anniversary of the 1964 Civil Rights Act.

August 2024: Project Comple. Final Report submitted.

Budget Information:

Amount requested: \$50,000.00

Additional Budget Information

Visit Annapolis & Anne Arundel County will provide the \$50,000 match from the organization's operating budget and will be seeking additional funding sources for items indicated in the Other Project Costs column.

Visitor Guide

Visit Annapolis & Anne Arundel County will hire a copy writer to provide narrative content for the Civil Rights Visitor Guide targeted to the visitor market. Proposals will be solicited upon grant award. Prices are based on previous work experience at an industry average of \$100 per hour. Visit Annapolis & Anne Arundel County will hire a photographer to capture images from locations pertaining to African American Civil Rights sites across Annapolis and Anne Arundel County. Rate is based on previous contracts using negotiated rates. In addition, Visit Annapolis & Anne Arundel County will hire a graphic designer to design the printed and digital guide. Prices are based on previous work experience at an industry average of \$100 per hour. Visit Annapolis & Anne Arundel County will hire a printer to print 20,000 copies of the Civil Rights Visitor Guide. Printing of the Civil Rights Visitor Guide will be combined with printing of the Visit Annapolis & Anne Arundel County annual visitor guide for cost efficiency. Proposals will be solicited upon grant award. Prices are based on previous work experience and recent Requests for Proposals (RFPs) from the 2023 Visit Annapolis & Anne Arundel County Visitor Guide at an industry average of \$1 per printed piece. The piece will also be published online to provide additional opportunities for product engagement.

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Interpretative Signs

Visit Annapolis & Anne Arundel County will hire a copy writer to provide narrative content for the interpretative panels. Proposals will be solicited upon grant award. Prices are based on previous work at an industry average of \$100 per hour. Visit Annapolis & Anne Arundel County will hire a graphic designer to design the interpretative panels. Prices are based on previous work experience at an industry average of \$100 per hour. Upon grant award, Visit Annapolis & Anne Arundel County will solicit proposals to hire a printer to produce the interpretative panels. Pricing is based on previous work experience and industry average of \$1000 per panel for printing and \$750 per panel for frames to accompany panels. The grant proposal will cover the cost for printing three (3) interpretative panels and two (2) frames and Visit Annapolis & Anne Arundel County and partners will cover the cost for printing three (3) additional interpretative panels and four (4) frames. Installation of the interpretative panels is based on an industry average of \$100 per panel. Costs for panel installation will be covered by Visit Annapolis & Anne Arundel County and partners.

Marketing

Visit Annapolis & Anne Arundel County will develop a video to introduce and provide increased exposure for the printed and digital Civil Rights Visitor Guide, highlight interpretative sites, and spotlight partners. The video will be a combination of short and long form videos (:07/:10/:15/:30, etc.) to be used across a media mix of earned, shared, owned, and paid media channels. Pricing is based on previous work experience and an industry average of \$1000 per hour for production. In addition, Visit Annapolis & Anne Arundel County will hire a printer to print 50,000 rack cards (4" x 9" double-sided) promoting the Civil Rights Visitor Guide. Proposals will be solicited upon grant award. Prices are based on previous work experience and an industry average of \$.10 cents per printed piece. Visit Annapolis & Anne Arundel County will engage in a marketing campaign to include digital and social media to target specific demographic and geographic markets based on behavioral and programmatic trends. The marketing flight (an advertising scheduling strategy referring to the period when advertising is being run) will cover a 20-week campaign. Prices are based on previous marketing campaign experience and an industry average of \$500 per week.

Staff

Visit Annapolis & Anne Arundel County staff will spend a percentage of their regular time (indicated in the line items) working on the project over 40 weeks (Project Manager) and 20 weeks (Director of Tourism Development) respectively. The line-item amounts reflect that portion of their annual salary, including benefits. Visit Annapolis & Anne Arundel County will collaborate with Anne Arundel County Cultural Resources Division and a percentage of their regular time (indicated in the line items) working on various phases of the project for projected 50 hours (Lead).

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Visit Annapolis & Anne Arundel County Marketing staff will spend a percentage of their regular time (indicated in the line items) working on a marketing plan, website content, and social media campaign for the project over 8 weeks (Director of Marketing and Communications and Tourism Marketing Manager). The line-item amounts reflect that portion of their annual salary, including benefits.

Community Support

Visit Annapolis & Anne Arundel will host six (6) public workshops to inform and involve communities, cultivate community partnerships, provide resources and technical advice. The cost is \$150 per workshop (6). The workshops are educational in nature. The first round of three (3) workshops will engage community members regarding project relevance and importance. The second round of three (3) workshops will introduce opportunities for small, minority-owned businesses encouraging tourism-related business development. The cost includes refreshments for attendees, facility rental fees, and printing of informational materials to be distributed at the workshops.

Advisory Group

Visit Annapolis & Anne Arundel County will convene a Civil Rights Advisory Group; however, there will be no costs associated with convening the group as the meetings will be held virtually. If the group meets in person, the meetings will be held at the Visit Annapolis & Anne Arundel County office at no charge.

Historian

Outside the MHAA grant scope, Visit Annapolis & Anne Arundel County will hire an historian to research and complete six applications to the National Park Service African American Civil Rights Network program on behalf of identified sites featured in the African American Civil Rights Visitor Guide. The consultant costs are based on previous work experience and an industry average of \$100 per hour.

Project Impact:

How will this project result in increased heritage tourism? (20 points)

This project will increase heritage tourism by providing visitors and residents with a literal road map to sites embodying Civil Rights history and will highlight the culture, history, and geography that make the region unique. Many of the sites that will be included in the visitor guide will be marketed to visitors for the first time. Therefore, providing opportunities for communities to build upon their Civil Rights history to engage visitors and facilitate community economic growth through collaborative projects, heritage

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programming, and business development. Visitors will be encouraged to new parts of the county and will learn about parks and trails, increasing outdoor recreational experiences, and restaurants that traditionally serve residents, exposing them to an eclectic, diverse culinary scene.

Visit Annapolis & Anne Arundel County will promote the Civil Rights Visitor Guide, and all its sites, as a major tourism initiative in 2024 and will have a full marketing plan for the project. All opportunities to partner with and maximize the exposure of the visitor guide, including websites, public relations, and social media campaigns, will be leveraged as the Maryland Office of Tourism, the National Park Service, and the nation celebrate and promote the 60th anniversary of the Civil Rights Act—providing access to millions of potential tourists.

Visit Annapolis & Anne Arundel County is seeing an increase in demand from visitors for products and content related to Civil Rights history and African American heritage travel. As such, the Civil Rights Visitor Guide will be a resource tool for building product to attract and secure group travel when attending events such as the American Bus Association (ABA) Marketplace, the Mid Atlantic Tourism Public Relations Alliance (MATPRA) Marketplace, and National Coalition of Black Meeting Professionals (NCBMP).

The Civil Rights Visitor Guide will be highlighted as part of the award-winning Black History 365 initiative in partnership with the Banneker-Douglass Museum, the State of Maryland's official museum of African American heritage. The Black History 365 initiative is a collection of stories, art, and events-driven programming that highlights the history, heritage and contributions of African Americans in Annapolis and Anne Arundel County. Visit Annapolis & Anne Arundel County and this project will be integral to the Banneker-Douglass Museum and Maryland Commission on African American History and Culture's proposed "Maryland's Year of Civil Rights."

The printed visitor guide will be available to the 75,000 yearly visitors to the Visit Annapolis & Anne Arundel County Visitor Center, the Banneker-Douglass Museum, and at partner sites throughout the region. The guide will be available online, on interpretative panels with QR codes providing direct access to the online guide, via a QR code in the 2024 Visit Annapolis and Anne Arundel County Visitor Guide (110,000 copies) and VAAAC marketing materials, including 50,000 rack cards with a QR code to the digital guide, that will be available at all seven Maryland Welcome Centers across the state.

The Civil Rights Visitor Guide project provides an exciting and much needed opportunity to increase heritage tourism from downtown Annapolis to all of Anne Arundel County.

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How will this project build partnerships within your heritage area? (15 points)

This project will build and expand upon the work of the Anne Arundel County Cultural Resources Department story maps and the partnerships developed during those projects.

A community advisory group will be formed to provide subject matter expertise, foster community partnerships and involvement, and work together to ensure the success of the visitor guide and the celebration of the 60th anniversary of the 1964 Civil Rights Act. Proposed members of the Civil Rights Advisory Committee include those affiliated with Maryland Commission on African American History and Culture, Banneker-Douglass Museum, Chesapeake Crossroads Heritage Area, Northern Arundel Cultural Preservation Society, Galesville Community Center, Anne Arundel County Cultural Resources Department, Anne Arundel County Economic Development Corporation, and Historic Annapolis, as well as others yet to be identified and contacted.

Visit Annapolis & Anne Arundel County is committed to including and working with the people and communities whose stories will be at the center of the project. All sites, communities, and organizations affected will be consulted when identifying the Civil Rights sites for inclusion in the Civil Rights Visitor Guide and potential sites for the interactive interpretative panels.

Six public community workshops will be held to inform and involve communities in the project and cultivate community partnerships, as well as provide resources and technical advice for creating visitor-ready experiences and amenities. The first three workshops will be held in the fall of 2023 as the project is developing in north, central, and south county locations. The workshops will be educational with the intent of engaging community members regarding project relevance and importance, introducing opportunities and support for small, minority-owned businesses to develop tourism-related events, products, and businesses. In the spring of 2024 after the project is launched, three additional workshops in the same locations will be held to answer questions, address concerns, and provide further technical support for tourism and economic development.

Long term, it is the goal that community partners work together to develop programming around the sites identified in the Civil Rights Visitor Guide which in turn builds organizational capacity, provides opportunities for producing revenue, and strengthens the local economies.

Visit Annapolis & Anne Arundel County will leverage partnerships with federal, state, and local destinations and organizations developing Civil Rights tourism products and events to maximize the promotion of the 60th anniversary of the Civil Rights Act. These will include the National Park Service,

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Maryland Office of Tourism, and other county tourism offices, heritage areas, and community stakeholders.

How will this project sustain regional identity or showcase your heritage area's distinctive cultural, historical, and natural assets? (25 points)

Anne Arundel County is rich with prominent African American figures who contributed to and were catalysts for changes on both the local and national platform. Notable figures such as Thurgood Marshall, famous for arguing the cases of Parren Mitchell and Hiram Whittle, or Carl Snowden, Civil Rights activist and politician, famous for his contributions relating to fair treatment in housing. Stories such as those of the Honorable Cynthia Carter, the first African American woman elected to the Annapolis City Council; Geraldine Whittington, secretary to President Lyndon B. Johnson; Wesley Brown, the first African American graduate of the Naval Academy; or Lieutenant Commander Westley Moore, the first African American Governor of Maryland, demonstrate that Anne Arundel County is an influential leader in the area of Civil Rights and African American heritage.

Further, sites such as People's Park, a pocket park in Annapolis' 4th Ward, tell the story of the March on Washington, DC, or Bacontown, an African American enclave in northwest Anne Arundel County near Oxbow Natural Resources Area, tell the story of a free man who worked toward manumission of his wife, daughter, and grandchildren. All of these people, places, and stories are unique and integral to the region's identity. They are just a few examples of the places and stories that will be highlighted by this project that will directly support the Chesapeake Crossroads' heritage area Vision of the Future that the heritage area be a place where:

- Opportunities to learn about the experience of the area's rich heritage and traditions are readily accessible to both residents and visitors.
- Heritage tourism created economic opportunities for citizens while supporting quality of life.
- A coordinated interpretative program tells the stories of the heritage area's diverse people and resources.

This project will directly support several sections of the Chesapeake Crossroads Heritage Area Management Plan such as:

Section 2.4 Goals of the heritage area:

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- Education: promote learning and research regarding the authentic history, culture, traditions, and natural resources of the heritage area.
- Interpretative Linkages: create a coordinated program that tells the stories of the heritage area's diverse resources, links them thematically and programmatically, and markets them jointly.

Section 3.1.2 Intended Audiences of the heritage area:

- Heritage tourists who are interested in high-quality, high-value programs that fulfill their sense of discovery and personal growth about Maryland history.
- Area residents who are engaged by issues of historic preservation, cultural conservation, family and community history, folklife, commemoration, and celebration.

Section 3.2.1 Primary Interpretative Themes

Living with the Past with the subtheme of

- Preserving the Past--Cultural conservation and historic preservation, archaeological investigation and historical research, landmarking, community celebrations, and commemoration are all ways of preserving the area's distinctive heritage resources.

America's Roots with the subtheme theme of

- African Americans in Anne Arundel

This project also fully supports the new 2023 interpretive themes of the Chesapeake Crossroads Heritage Area of Crossroads of Struggle for Justice, Equality, and Freedom; Crossroads of Place; Crossroads of Culture; and Crossroads of Social Change.

This project is specifically mentioned in the Chesapeake Crossroads Heritage Area Five-Year Plan and is listed in Appendix C Worksheet of Stakeholder Projects FY2024-2028.

How does your project address diverse or inclusive historical narratives? (5 points)

In the era of Black Lives Matter and other cultural social movements, the need for and curiosity generated to hear stories of resistance, resilience, and joy is paramount. An African proverb says, "until the lions have their historians, tales of the hunt shall always glorify the hunter," metaphorically describing how dominant groups inscribe power through historical narrative.

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As African Americans have contributed tremendously to the founding of the nation, financial wealth, and establishment of Maryland in terms of the physical and cultural landscape, this project emphasizes how the presence of the past informs life in the present. As Governor Wes Moore stated in his inaugural address, while looking at the statue of Thurgood Marshall, “it’s impossible not to think about our history.” He continued, “this journey has never been about ‘making history’...today is not an indictment of the past; it is a celebration of our future...but only if we are intentional, inclusive...and seizing the future in front of us.”

This project seizes the future. It will provide traditionally marginalized communities with a platform to authentically tell their Civil Rights stories in the places where they happened. It will invite visitors to travel to African American communities that have not yet been a part of tourism marketing, thereby providing opportunity for heritage tourism benefits—economic vitality by driving visitation, increasing financial prosperity, and bolstering community pride.

What provisions exist or will be made for physical or programmatic access by individuals with disabilities? (5 points)

A core value of Visit Annapolis & Anne Arundel County is to welcome all people to our destination. We support that value by facilitating increased accessibility and mobility across the region. Many of the sites highlighted in the Civil Rights Visitor Guide will be in public county parks which provide ease of accessibility for mobility-challenged visitors. For this specific project all visitor materials will be designed following the October 2019 “Programmatic Accessibility Guidelines for National Park Service Interpretive Media.” As such, all interpretive panel sites will be ADA accessible.

Additionally, interpretative panels will be designed with QR codes linking to audio elements such as musical performances and oral histories. Oral history videos are available via YouTube with the ability for closed captioning.

Why does this project need to proceed at this time? (10 points)

In order to be ready for promotion and provide time for visitor travel planning for the 60th anniversary of the Civil Rights Act in July 2024, this project must be funded and move forward now. The project timeline is reasonable and attainable. The launch of the visitor guide and unveiling of the interpretive panels is scheduled for February 1, 2024, to maximize the opportunity of February’s Black History Month public relations opportunities to highlight the anniversary year.

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PROPERTY INFORMATION (Capital Grants Only):

Property and Address:

Supplemental Property Information/Property Significance:

People Working on the Project:

Jana Carter, Assistant Director of Tourism Development, Visit Annapolis & Anne Arundel County, Project Manager

Heather Ersts, Director of Tourism Development, Visit Annapolis & Anne Arundel County, Project Oversight

Daniel Cook, Director of Marketing and Communications, Visit Annapolis & Anne Arundel County, Marketing Plan

Brandi McKeating, Tourism Marketing Manager, Visit Annapolis & Anne Arundel County, Website and Social Media Content

Shannon Harcum, Director of Finance & Administration, Visit Annapolis & Anne Arundel County, Grant Administration

C. Jane Cox, Chief of Cultural Resources, Planning and Zoning, Anne Arundel County, Anne Arundel County Liaison

Content Creator, Consultant, Draft RFP in attachments

Graphic Designer, Consultant, Draft RFP in attachments

Photographer, Consultant, Draft RFP in attachments

Project Budget

Visit Annapolis & Anne Arundel County African American Civil Rights Visitor Guide

Line Item No.	Work Item (Description)	Grant Funds	Match	Other Project Costs	Total Project Cost
	VISITOR GUIDE				
1	Copy Writer (80 hrs. @ \$100/hr.)	\$8,000.00			\$8,000.00
2	Photographer (Guide and Interpretative signs)	\$2,500.00			\$2,500.00
3	Designer (50 hrs. @ \$100/hr.)	\$5,000.00			\$5,000.00
4	Printing (20,000 @ \$1/copy)	\$20,000.00			\$20,000.00
	INTERPRETATIVE SIGNS				
8	Copy Writer (60 hrs. @ \$100/hr.)	\$6,000.00			\$6,000.00
9	Designer (50 hrs. @ \$100/hr.)	\$4,000.00	\$1,000.00		\$5,000.00
10	Printing (6 panels @ \$1000/panel)	\$3,000.00	\$3,000.00		\$6,000.00
11	Frame (6 frames @ \$750/frame)	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
12	Installation (6 panels @ \$100/panel)			\$600.00	\$600.00
	MARKETING				
16	Video			\$20,000.00	\$20,000.00
17	Rack Cards (50,000 @ .10/card)		\$5,000.00		\$5,000.00
18	Campaign Flight		\$10,000.00		\$10,000.00
	STAFF				
5	Total Staff Time		\$29,500.00	\$1,750.00	\$31,250.00
	COMMUNITY SUPPORT				
21	Workshops (6 @ \$150 each)			\$900.00	\$900.00
	OTHER				
22	Historian to complete 6 NPS Civil Rights Network applications (80 hrs. @ \$100/hr.)			\$8,000.00	\$8,000.00
	TOTALS	\$50,000.00	\$50,000.00	\$32,750.00	\$132,750.00

· The maximum grant award is \$100,000 for capital projects and management grants, and \$50,000 for non-capital grants. The minimum amount is \$5,000.

· See Grant Guidelines for complete information about eligible costs and matching funds.

· All grant funds AND match funds must be spent on the scope of work you have defined in this budget.

· Applicant match (cash and in-kind), may come from non-state sources such as corporate, institutional, and individual donations or pledges to provide direct funding for the proposed project or to provide donated and/or discounted services.

· **Please note that other state funds cannot be used as match for this grant. However, state employee time is permitted as match.**

· Funds already spent toward the project prior to a grant award cannot count as match, and cannot be paid from grant funds.

· Grant funds must be matched, dollar for dollar. The match may consist of any combination of cash and in-kind expenses. ***For the purposes of this form, in no case should a match in excess of a dollar-for-dollar match be proposed.*** For example, if the “project” you have defined will cost \$250,000, you may request \$100,000 in grant funds, commit a \$100,000 total match in the "match" column, and include \$50,000 as “other project costs” in the separate column above.