Southern Maryland Heritage Area Consortium

Southern Maryland Heritage Area Consortium (SMHAC)
SMHAC Seed Grant Program
Guidelines & Application, Calendar Year 2018 (FY 19)

Stated Purpose: SMHAC's non-capital Seed grant program is designed to further the mission "to enhance the economic activity of Southern Maryland through combining quality heritage tourism and small business development with preservation, cultural & natural resource conservation and education" by assisting heritage sites and organizations within the heritage area to develop innovative programs, exhibits, tours, events and other initiatives that build upon interpretive themes as stated in its state, county and city approved Heritage Tourism Management Plan, and to foster collaborative heritage partnerships and enhance heritage tourism.

Examples of non-capital programs and events that comprise eligible projects include heritage tours, public programs, signs and brochures, interpretive displays, speakers, reenactments, culinary or other types of cultural events, period music, crafts and other types of period demonstrations, and web enhancements. Seed grants shall not be used for general administrative expenses.

Eligibility: Non-profit organizations and local jurisdictions within the borders of the Certified Southern Maryland Heritage Area (comprised of significant portions of Calvert, Charles and St. Mary's Counties) are eligible to apply. Individuals with proposals fitting the above guidelines may apply in partnership with non-profit heritage organizations. Grants are awarded up to $5,000 and will be made available at project start.

Criteria for grant awards:
   a. Consistent with definition of a non-capital project
   b. Include collaborative heritage partnerships if possible
   c. Enhance heritage tourism
   d. Leverage other non-state funding
   e. Demonstrated ability of applicant to initiate, administer and complete project within proposed timeframe and budget
   f. Applicant is member or supporting partner of the SMHAC (preferred, not required)

Application Procedure: There are two steps to the application procedure.

1. It is preferred that potential applicants contact SMHAC to notify of their intent to apply and to discuss the proposed project before the deadline of September 14, 2018.
2. The completed Application must be in the SMHAC office by end of day September 14, 2018. The SMHAC Board of Directors and Grant Committee will review completed applications within two weeks after the application deadline. SMHAC will coordinate approvals with the SMHAC Board.
3. **Award notifications will be made by October 15, 2018.**

Southern Maryland Heritage Area Consortium

Terms: The Southern Maryland Heritage Area Consortium must be acknowledged on any materials produced or in publicity for the project/program/exhibit. The SMHAC logo and Maryland Heritage Areas Authority (MHAA) logo must appear on printed material, or, if possible on signage for events. SMHAC reserves the right to use images and other materials connected with the grant funded project/program/event.

Here are some possible credit lines to use in acknowledgement: in a general way:
(Name of program or event) is made possible by the Southern Maryland Heritage Area Consortium and the Maryland Heritage Areas Authority.

Or more specific to the project: *This (event/exhibit/publication) is funded by the Southern Maryland Heritage Area Consortium and the Maryland Heritage Areas Authority.*

SMHAC and MHAA should be added to a list of sponsors, the logos should be included in printed material, or when necessary, SMHAC and MHAA should also be verbally acknowledged during an event. Never use the acronyms, always spell out and read out the full names.

Other requirements:

- A dollar for dollar match for the full amount in non-state dollars, will be provided by grantee. An in-kind match will be considered under limited circumstances. Please address questions to the Executive Director.
- Project must be completed, and final report submitted within one year of grant approval.
- At the completion of the project, **a final report shall be submitted to SMHAC** and will include documentation of products and activities resulting from the grant project. The final report shall also include:

  ➢ a brief narrative about the finalization of the project (this does not need to be longer than a paragraph)
  ➢ statement of expenditures of both the award and the matching funds,
  ➢ copies of invoices and receipts, where applicable, and
  ➢ a brief report on the impact of the project (a list of possible impact questions will be included with the grant award).

  For printed products such as program schedules or maps, include the number of brochures printed and distributed and include 2 samples, for events please state the approximate number of attendees at event as well as digital photos of the relevant (funded) portions of the event, for new exhibits describe the placement and opening impact of the exhibit and include digital photographs. Include measures of increased tourism and economic impact if possible. If your project is an event, always take photographs and send them to the SMHAC.

Southern Maryland Heritage Area Consortium

Deadlines:

1. September 14, 2018. Please email completed applications by this date to the SMHAC office and also send via US mail or hand deliver 1 paper copy, along with all supporting documents, letters and budget information, all of which must be received in the SMHAC office by 4:30 p.m. on that day.

2. Notification of grant awards will be made by **October 15, 2018**.

SMHAC is here to assist you!

Please feel free to contact me with any questions.

Lucille W. Walker,
Executive Director
Southern Maryland Heritage Area Consortium
P.O. Box 745
15045 Burnt Store Road
Hughesville, MD 20637
Phone: 301-274-4083
Fax: 301-274-1924
lwalker@tccsmd.org
www.DestinationSouthernMaryland.com