

FY
2015

Mountain Maryland Gateway to the West Heritage Area

Mini-Grant Guidelines & Application

Submissions Due: September 30, 2014



This project has been financed in part with State Funds from the Maryland Heritage Areas Authority, an instrumentality of the State of Maryland. However, the contents and opinions do not necessarily reflect the views or policies of the Maryland Heritage Areas Authority.



FY2015 Mini-Grant Program Guidelines

Purpose:

The Mountain Maryland Gateway to the West Heritage Area is a Maryland certified heritage area located in Garrett County. The Garrett County Chamber of Commerce is the management entity, which together with the Heritage Area seeks to promote and protect the cultural, historic, and natural resources of the region. This is accomplished through technical assistance, coordination and partnerships, funding strategies, and innovative programming. Mountain Maryland Gateway to the West Heritage Area includes municipalities and communities, as well as non-profit and tourism partners. The vision is for visitors to easily find ways to enjoy the region through sites, parks, culture, restaurants and retail utilizing a coordinated approach of tours, trails, signage and connections.

The Heritage Area's mini-grant program is designed to provide funding for innovative exhibits, tours, marketing, planning and projects which build upon interpretive themes identified in the Management Plan including: Transportation, Man and Nature, Historic Recreation, Cultural Uniqueness. Projects should seek to attract cultural heritage tourists to the region. Details about the Management Plan are found on www.garrettheritage.com

Eligibility & Evaluation:

Examples of eligible projects include: exhibits, signage, podcasts, heritage-related publications, events, heritage tourism-related website development. Heritage tourism-related educational programs for K-12 students, home-schooled students, and/or after-school educational programs, and educational seminars, workshops, and conferences that encourage or enhance preservation, revitalization, and interpretation of the area's natural, cultural and historic resources are also eligible. Some marketing expenses are eligible to be funded through mini-grants. **Mini-grants shall not be used for administrative expenses or capital projects.** Other types of projects not specifically stated here may be eligible and should be discussed with heritage area staff.

Mini-grant proposal evaluations depend on the degree to which the proposal meets the required criteria, including:

- a. Applicant is a local jurisdiction or non-profit
- b. Proposal is consistent with interpretive themes, programs, projects and activities in the heritage area Management Plan (see types of activities described above)
- c. Utilizes collaborative partnerships
- d. Enhances heritage tourism by visitors and residents
- e. Leverages other funding
- f. Demonstrate ability of applicant to initiate, administer and complete project within proposed timeframe, including the submission of the final report
- g. Applicant or project location is within the Target Investment Zones (TIZs): Active or Programmed
- h. Project must not begin before the grant award is announced

Application Procedure:

Non-profit organizations and local jurisdictions within the borders of the Mountain Maryland Gateway to the West Heritage Area are eligible to apply. Individuals and businesses with proposals fitting the above guidelines may apply in partnership with non-profit organizations. Project location within a target investment zone is not required, but applicants in these zones earn an extra point through the process. Maximum grant award is \$2,000 and seventy-five percent (75%) of the award will be disbursed during the project. The remaining twenty-five percent (25 %) will be disbursed after receipt of the final report.

Application deadline is **Tuesday, September 30, 2014**. Completed applications should be submitted by **4:00 p.m.** Fax submissions will not be accepted. A Garrett Gateway Heritage Area Grants Committee will review completed applications. **Evaluation and award selection are based on how well the completed application meets the stated criteria.** Mini-grant awards will be announced within 30 days of the mini-grant deadline.

Terms:

1. **The Maryland Heritage Areas Authority AND Mountain Maryland Gateway to the West Heritage Area** must be acknowledged on any materials or publicity produced for the project. **Both designated logos** must appear on printed materials as well as an acknowledgment line. Standard text will be provided. Draft of any printed materials shall be submitted for approval before completion/printing/publication. The Maryland Heritage Areas Authority and Mountain Maryland Gateway to the West Heritage Area reserves the rights to use images & other materials connected with grant project/program/product supported by the mini-grant program.

2. A final report is required within 30 days after the completion of the project, and should include documentation of products and activities resulting from the grant project (e.g., number of brochures printed and distributed, number of attendees at event, etc.), copies of any such products, along with measures of increased tourism and economic impact if measurable. Measurable data collected for mini-grant projects should include, but are not limited to, number of visitors or participants, type of audience, number and distribution information for project materials, and website statistics, if applicable. Data is required as part of the mini-grant final report. Five (3) copies of any product resulting from mini-grant is required as part of the final report. **If the final report is not submitted, the applicant will lose eligibility for future grants available through the Mountain Maryland Gateway to the West Heritage Area.**

3. Applicants are asked to match the grant request 1 to 1. Applicant must certify that 50% of the match is cash on-hand at the time of request or have demonstrated approval by funder. The remaining 50% can be in-kind or cash.

4. Funds must be obligated by June 30, 2015. A final report must be submitted by July 17, 2015. Failure to begin project before June 30, 2015 will result in the cancellation of the award.

Application Deadline: September 30, 2014 - by 4:00pm

Send applications and direct questions to:

Dawn Hein, Director
Mountain Maryland Gateway to the West Heritage Area
Garrett County Chamber of Commerce
15 Visitors Center Drive - McHenry, MD 21541
301.387.4386 - Office
dawn@garrettchamber.com

Cheryl DeBerry
Heritage Area Grant Committee Chair
cdeberry@garrettcountry.org
301-334-6968

APPLICANT INFORMATION		
Name of Organization:		
Web site:		
Address:		
Telephone:		
Fax:		
Email:		
Contact Person:		
Title of Project:		
IS THE ORGANIZATION EXEMPT UNDER SECTION 501 [C] [3] OF THE INTERNAL REVENUE CODE?		
No <input type="checkbox"/>	Yes <input type="checkbox"/>	Please provide a copy of the appropriate notification letter as attachment.

1. Provide overall summary of proposed project. Specifically identify activities the grant funds will be used to support. Max 1 paragraph.

2. Is this project located within one of the following Active Garrett Gateway Heritage Area Targeted Investment Zones (TIZs)?

- Friendsville
- Grantsville
- Loch Lynn
- McHenry
- Mountain Lake Park
- Oakland

3. Project is consistent with which of the following Garrett Gateway Heritage Area Interpretive Theme(s):

- Transportation
- Man and Nature
- Historic Recreation
- Cultural Uniqueness

4. How will this project foster Heritage Tourism? Please be specific.

5. List products resulting from project; include how they will be marketed and distributed.

6. List partnering organizations and their roles. *Include letters of support as attachments.*

7. List key people who will implement the grant project and provide their qualifications.

8. Describe intended economic and heritage tourism impacts; include how these will be measured. (Ex: number of visitors or participants, type of audience, number and distribution information for materials, and website statistics)

9. Provide a list of attachments.

PROJECT SCHEDULE		
Project Start Date:		Project End Date:
List Activities	Start Date	Completion Date
1.		
2.		
3.		
4.		
5.		

Project Budget Information

Amount of Grant Request:	
Total Project Cost:	
Sources of Cash Match: (Include status of match, ex: in hand, committed, applied for, etc...)	Donor:
	Amount:
	Status:
	Donor:
	Amount:
	Status:

Project Budget				
List Use of Funds	Mini-Grant (\$)	Required grantee cash match (\$)	Additional grantee project funding(\$)	Total Project Cost(\$)
Totals				

Applicant signature (name, title, date):

Print Name:	Title
Signature	Date:

PLEASE NOTE: It is an absolute requirement that the *Mountain Maryland Heritage Area* and the *Maryland Heritage Areas Authority* be acknowledged for contribution to this project. Your grant agreement will have information on how to accomplish this.

DO NOT COMPLETE THIS SECTION, FOR OFFICE USE ONLY.

PROJECT EVALUATION CRITERIA			
Criteria	Yes	No	Notes
Applicant is a local jurisdiction or non-profit	<input type="checkbox"/>	<input type="checkbox"/>	
Consistent with interpretive themes	<input type="checkbox"/>	<input type="checkbox"/>	
Utilizes collaborative partnerships	<input type="checkbox"/>	<input type="checkbox"/>	
Enhances heritage tourism by visitors & residents	<input type="checkbox"/>	<input type="checkbox"/>	
Leverages other funding	<input type="checkbox"/>	<input type="checkbox"/>	
Ability to complete project in timeframe	<input type="checkbox"/>	<input type="checkbox"/>	
Location within the Target Investment Zones (TIZs)	<input type="checkbox"/>	<input type="checkbox"/>	
Project start date:			

This is the Project Evaluation Criteria that will be utilized to rate/rank mini-grant applications.