



## Heritage Montgomery Mini-Grants Guidelines

Deadline: Wednesday, September 21, 2011 - 4:00 PM

For programs/projects proposed to be undertaken and completed  
by June 30, 2012

Awards will be announced in October 2011

**Heritage Tourism Alliance of Montgomery County**  
12535 Milestone Manor Lane, Germantown, MD. 20876  
Phone: 301-515-0753  
Email: [Director@HeritageMontgomery.org](mailto:Director@HeritageMontgomery.org)

## **I. Introduction**

Heritage Montgomery (HM) Grants range in size from \$500 - \$2,500. Funding is granted to non-profit organizations and local governments for activities that promote heritage tourism in Montgomery County, MD and are consistent with the mission of HM.

The Mission of Heritage Montgomery is:

- To promote historic preservation and areas of natural beauty in order to stimulate economic development through tourism;
- To foster Montgomery County's appeal to travelers who love history and culture;
- To encourage residents and visitors to understand and appreciate the history of the County and its culture;
- To foster preservation and stewardship of historic buildings and sites;
- To help provide interpretative and educational programs and services about local heritage; and
- To implement, within Montgomery County, the provisions of the State of Maryland Heritage Areas Authority

## **II. Eligibility**

Any organization interested in applying for a Mini-Grant must **first** call the office and discuss the proposed project with the Executive Director and gain approval.

Organizations must also meet either of these guidelines for the past 24 months:

- Be a 501(c)(3) non-profit organization whose primary mission is to promote heritage tourism in Montgomery County, MD
- Be an incorporated municipality located within Montgomery County, MD

## **III. Matching Requirements**

1. Applicants must provide a dollar-for-dollar match. The match must consist of at least 50% cash and no more than 50% in-kind. In-kind funding includes donation of material, time and/or services.
2. Additional funding may include cash and in-kind.
3. **75%** of grant funds will be dispersed at the beginning of the grant period after receiving the signed Agreement Form. The remaining 25% will be available upon timely submission of the complete Final Report.
4. Cash match may include donations from individuals, businesses, government grants or funds dedicated to the project by the applicant.
5. Volunteer time must be valued at \$20.00 an hour for budgeting purposes.
6. Professional services may be shown at market value.

## **IV. Eligible Activities**

The types of activities that are eligible for funding include, but are not limited to:

- Heritage events
- Tours/Trails
- Publications including maps and brochures
- Signage and streetscape improvements

- Educational programs
- Displays and exhibits
- Website improvement
- Logo and identity development

#### **IV. Grant Restrictions**

Grants will **not** fund:

- General operating expenses, such as salaries for staff
- Fund-raising activities, debt retirement or political advocacy
- Scholarships or tuition assistance awarded by the organization for its own activities
- Activities for the exclusive benefit of an organization's members
- Refreshment costs

Grant funding must be used between October 15, 2011 and June 30, 2012

#### **VII. Changes in Project Implementation**

1. If due to unforeseen circumstances it becomes impossible to complete the project by June 30, 2012, grantee must request an extension in writing no later than May 16, 2012
2. If program is not completed by due date, applicant must return all funds to HM
3. Any change in a grantee's program content must be requested in writing and approved by HM before the change occurs.

#### **VIII. Evaluation Criteria**

Each application will be evaluated based on the five criteria below.

- Impact on Heritage Tourism: How much will this project/program contribute to carrying out the mission of the Heritage Tourism Alliance of Montgomery County?
- Program Effectiveness: How well will this project/program achieve its intended purpose?
- Qualifications: Are the individuals working on the project qualified to carry out the tasks identified?
- Organizational Capacity: Does the organization have the management skills and experience to carry out the proposed project/program?
- Budget: Is the budget appropriate for the scale of the project/program and the intended product? Do the sources and amounts of matching funds anticipated appear to be attainable?
- Likelihood of Completion: Is this is a well-planned project that can be completed in the time frame specified?

## IX. Deadline

- Applications must be received in the offices of the Heritage Tourism Alliance of Montgomery County by **4:00 PM on Wednesday September 21, 2011**. This is *not* a postmark date.
- Applications may not be faxed or transmitted electronically.

## X. Grant Requirements

- Applicants must participate in Heritage Days Weekend planned for June 23 and 24, 2012.
- Heritage Montgomery, the Maryland Heritage Areas Authority (MHAA) and Montgomery County Government **MUST** be acknowledged on all material in all formats, including press and publicity, relating to the project. Logos of all three entities must appear along with the accompanying text.



**This project has been financed in part with funds from Heritage Montgomery and Montgomery County Government.**



**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.**

**NOTE:** Failure to include above logos and accompanying text on all project-related printed/electronic material will disqualify organizations from future grant awards.

- All grantees will write a letter to their Councilmember and the At-Large Councilmembers informing them of the funds awarded to them through Heritage Montgomery and describe the project the grant will fund.
- Each grantee must submit a Final Report with proof of all completed work. Report must document how the grant funds and match were utilized. Forms will be available after the grant is awarded and is due no later than 30 days following the end of the grant period.

## **XI. Application Materials – Check off list**

- Submit one complete paper copy with:
  - ◇ Narrative and Budget
  - ◇ Resumes for all key personnel involved in the project. Include paid staff, consultants and/or volunteers.
  - ◇ List of current Board of Directors including name and address and, if applicable, other organizational affiliation of the members **or** If the applicant is a municipality, submit list of names of current elected officials.
  - ◇ Supporting Materials/documents to help explain your project/proposal. These could be photographs, brochures, program announcements, research studies or other materials related to similar projects completed prior to this application. You are also encouraged to submit supporting materials that provide further explanation of your organization's mission and/or prior activities related to heritage tourism and historic preservation in Montgomery County, MD. Some examples are an annual report, newspaper clippings, program announcements, photographs, brochures or fliers.
  
- One CD with narrative and budget only