



BALTIMORE NATIONAL HERITAGE AREA  
1524 Hollins Street, Baltimore, MD 21223  
410-878-6411 (office) • [www.explorebaltimore.org](http://www.explorebaltimore.org)

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BALTIMORE HERITAGE AREA ASSOCIATION, INC.

# HERITAGE INVESTMENT GRANT

## Application & Guidelines (2021)

The Baltimore National Heritage Area's Heritage Investment Grant Program is a source of funding designed to provide strategic investments in **cultural heritage tourism** within the national heritage area boundary. The Heritage Investment Grant may be used to fund non-capital projects, general operating support and capacity-building support. Eligible activities must address or complete a priority activity identified in and consistent with the goals, objectives, strategies, and actions outlined in the 2013 Baltimore National Heritage Area's Comprehensive Management Plan (available online at <https://www.explorebaltimore.org/page/planning-documents>)

BNHA accepts the National Trust for Historic Preservation's definition of heritage tourism: "Traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past. Heritage tourism can include cultural, historic and natural resources." Proposed projects must advance cultural heritage tourism and align with BNHA's mission: *To promote, preserve, and enhance Baltimore's historic and cultural legacy and natural resources for current and future generations.*

Generally, grants will be made as one-time awards and not for ongoing projects or activities that require a multi-year grant commitment. Mandated by the U.S. Congress, the **proposed project must be within the national heritage area's geographic boundary** and this map can be found online at <https://www.explorebaltimore.org/explore>. Please be sure you are viewing the national state boundary and not the state heritage area boundary, as they are different.

For the exception of capacity-building, operating support requests, and marketing grant applications, **ALL proposed projects must have a public-facing, outreach component during the project period or a plan to execute once the project is completed** (in-person or virtual). The outreach plan must be detailed in the application which will attract visitors to the project, site, collection, or demonstrate value in advancing heritage tourism within Baltimore's national heritage area's boundary.

### Eligible Project Categories:

- **Capacity-building support (request up to \$15,000 with required dollar for dollar match) **NEW!****

The primary purpose of this category is for a one-time investment that will build the capacity of an organization and its staff members. For example, hiring consultants to train staff on certain subject areas for a limited period of time (marketing and communications, grant writing, curatorial guidance, visitor engagement planning, historic preservation, interpretation etc.) with the goal of in-house staff learning new capabilities to support the organization.

Please note: Capacity-building assistance does not include oversight related to administrative costs and subgrants are not eligible.

- **Critical operating support (request up to \$15,000 with required dollar for dollar match)**

The primary purpose of this category is for a one-time investment to address immediate and urgent operating needs to keep an organization open to the public. If your organization received an operating grant in the last two years, you are ineligible to apply this year. The organization must demonstrate in its application a plan for **financial sustainability** after this award is closed.



- **Historic preservation (request up to \$15,000 with required dollar for dollar match).**

The primary purpose of this category is to support non-capital projects that advance historic preservation. For example, this could include: Research, field investigation, data recovery, feasibility and planning studies, architectural design documents, and other planning activities that support a project within the national heritage area's boundary.

- **Collections care and conservation (request up to \$15,000 with required dollar for dollar match) **NEW!****

The primary purpose of this category is to document cultural traditions or conserve artifacts and documents that will advance heritage tourism. For example, this could include: Collections care, collections documentation, artifacts and objects, archival records, oral histories, video histories and/or conservation of artworks with significant historical significance to Baltimore and that are located within Baltimore's national heritage area's boundary.

**Please note:** Conservation projects for pieces of a collection would be considered non-capital and eligible under this grant program. Storage equipment, re-housing costs or supplies (such as humidifiers, shelves, storage items, acid free paper etc.) is eligible under non-capital expenditures, however all these particular costs must total less than \$5,000 according to federal guidance. Projects requesting funds for proper storage facilities for said collections are not eligible as facilities are considered a capital expense.

Types of collections that are eligible include:

- a. Archival Collections (Personal and/or corporate papers, manuscripts and resource management records);
- b. Cultural Collections (Archeology, Ethnology, History (to include artworks with historical significance to Baltimore and that are located within Baltimore's national heritage area's boundary);
- c. Natural History Collections (also called natural resource collections to include the following categories: Biology, Geology, and Paleontology).

- **Heritage tourism events (request up to \$15,000 with required dollar for dollar match)**

The primary purpose of this category is to support public events (in-person or virtual) that attract visitors to neighborhoods and/or virtual spaces that advance heritage tourism. For example, this could include: Seminars, conferences, performances, reenactments, commemorations, or festivals within the national heritage area boundary.

- **Land, water & environmental conservation projects (request up to \$15,000 with required dollar for dollar match)**

The primary purpose of this category is to support natural resource and archeological projects that advance heritage tourism within the national heritage area boundary. For example, this could include: Documentation of culturally significant components of the way of life in the area (could include pre-colonialization), including projects that identify, record, research, preserve and interpret archaeological resources, litter reduction projects or stream clean-ups, creation or restoration of existing wetlands, recharge ponds, floodplain, or riparian corridors.

- **Recreational development projects and trail programming (request up to \$15,000 with required dollar for dollar match)**



The primary purpose of this category is to support recreational projects and trails' programming that advance heritage tourism within the national heritage area boundary. For example, this could include: Projects that engage the public, especially youth and families, in recreation, stewardship, education, and interpretation along trails, public activities and events (especially those focused on connecting Baltimore City residents to the trail), and trail promotion and outreach.

- **Educational programs and interpretation (request up to \$15,000 with required dollar for dollar match)**

The primary purpose of this category is to support interpretive projects that advance an inclusive understanding of Baltimore's history to the public. Examples: Interpretive exhibits, interpretive signage, pedestrian way-finding signage, interpretive brochures, educational programs and materials, and other interpretive activities that support the heritage area's mission.

- **Marketing and community outreach grants (request up to \$15,000 with required dollar for dollar match) **NEW!****

The primary purpose of this category is to support marketing projects that increase visitation to heritage area sites generated by marketing products (in-person or virtual). If awarded, tracking visitor numbers will be required as a measurable outcome of the project.

**Who may apply** - To be eligible for this grant program, applicant organizations must meet each of the following criteria:

- Be located within the boundary of the national heritage area (or the program/activity will occur within the boundary of the national heritage area). The map can be found online at <https://www.explorebaltimore.org/explore>. Please be sure you are viewing the **national state boundary** and not the **state heritage area boundary**, as they are different.
- Be a nonprofit organization (501c3) in good standing with the State of Maryland Department of Assessments and Taxation or local units of government (City of Baltimore) are eligible to apply.
- Be qualified to do business in Maryland.
- Have the legal capacity and authority to incur obligations involved under the grant program.
- If you have an active Heritage Investment Grant project award, you can still apply in this grant cycle. However, if you received an operating grant award in the last two years, you cannot apply for an operating grant award for this cycle.

**Who May NOT Apply** - The following types of organizations are not eligible to apply to the Heritage Investment Grant Program (this list is not meant to be exhaustive): Federal units of government; organizations that are serving as fiscal agents or fiscal sponsors for an organization or program; individuals; and/or organizations that have a history of grant award noncompliance with Baltimore National Heritage Area (BNHA) or currently not in compliance with an active awarded grant.

### **Funding Restrictions**

BNHA's **non-capital project** funds cannot be used to fund staff salaries or benefits, although staff salaries may be used in the applicant's cash-match portion.

BNHA funds cannot be used for religious ceremonies or events advancing or inhibiting a particular religious ideology; direct fundraising costs or advocacy of specific political causes or candidates; capital improvements (facilities); agent's fees for programs contracted through commercial agencies; and travel outside of the United States.

### **SELECTION CRITERIA –**

Grant proposals will be reviewed using the criteria outlined below.

1. **Clarity** - Are the project/organization's objectives and goals clearly described?



2. **Consistency** - Is the project specifically identified in the 2013 Comprehensive Management Plan? If not, how is the project consistent with the goals and objectives of the Plan and why should this funding request receive priority at this time?
3. **Urgency:** What is the down side to delaying this project or operating support? Why now?
4. **Project Design:** Are the budget, design, timeline, and personnel reasonable to accomplish the project or organization's objectives?
5. **Readiness:** Is the project or organization ready to proceed and can the objectives be accomplished in a realistic and timely manner?
6. **Heritage Tourism Value:**
  - (a) Does the project or organization's activities significantly increase the heritage tourism activity/value within the heritage area?
  - (b) Does the applicant have a public-facing outreach plan to attract visitors to their site, collection or program?
  - (c) Does the project align with BNHA's definition of heritage tourism? Attracting visitors "to experience the places, artifacts and activities that authentically represent the stories and people of the past. Heritage tourism can include cultural, historic and natural resources."
7. **The African American Narrative:** Does your project advance the history of African Americans in Baltimore or purposefully reach African American audiences? (Not required, however projects that address this in their project will receive +2 points).

#### GRANT AMOUNTS AND MATCHING REQUIREMENTS

Grants may not exceed \$15,000. All grants must be matched in cash in an amount at least equal to the grant. If needed, 25% can be contributed as in-kind match.

Applicants **MUST** download and use the [BNHA Application Budget Excel template](#) for their proposal budget. Upload the completed template in the application budget section of this online submission.

Grants must be matched with at least 75% cash. The remaining match can be in-kind services (maximum of 25%).

#### Ineligible Match:

- Federal Funds
- Expenditures made prior to the award of the grant or after the completion of the grant period
- Expenditures that do not relate to the grant project's budget

#### Examples of Cash Match:

- Cash expenditures
- Support from a non-federal grant or loan fund (e.g. MHAA grants)
- Staff salaries for work specifically on the project is allowable for the match – not award column (must detail number of hours x hourly rate projected for the project)
- For the exception of marketing grants, any marketing costs must be put in the match (not award request column)

#### Examples of In-Kind Match:

- Volunteer time for work on the project (BNHA accepts the Independent Sector's volunteer rate for Maryland at \$29.51/hour)
- Donated professional services (can be valued at their market professional rate, but only if working on the project in their professional capacity (i.e. architect donating architectural design services))



- Donated materials/supplies

**Documentation of Match** - It is encouraged, but not required, to have matching funds in-hand at the time of submission. However, it is best if the match is secured by December 2021 to ensure the project is completed on time. If awarded, 50% of your award is disbursed at the signing of your grant agreement. The balance of your award however will only be disbursed after your project is completed (and final report submitted) as reimbursement. Please plan to use your required match and current cash flow to ensure your project is completed according to your project's timeline. Acceptable documentation of match may include:

- Financial or bank statement from applicant organization
- Letter of commitment from a donor, in-kind services or staff time
- Award letter or grant agreement from non-federal matching entity

**Other Project Costs ("Over the Match Amount")** - If the total project/operating budget is expected to cost more than the total grant request and required match combined, those additional costs should be listed on the application budget as Other Project Costs. **Applicants are not required to provide documentation for Other Project Costs.**

**GRANT TERMS AND CONDITIONS** - All grantees will be required to enter into a grant agreement with the Baltimore National Heritage Area (BNHA), which generally contains the following standard terms and conditions:

- Grant Term – All grant funds must be expended within 24 months of the date of the award, unless the BNHA agrees in writing to an extension of the grant period.
- Grant Disbursements – Two disbursements will be made: 50% of award amount will be disbursed at signing of the grant agreement (and federal funds available) and second disbursement will be made at the completion of the project - reimbursing the grantee, upon approval of a final report. All reporting forms are found on BNHA's website through the online portal. The match must be used and documented and all receipts and proof of payment must be submitted in order to be reimbursed. Advance disbursements of grant funds may be made on a case-by-case basis. Disbursements will be made upon request for payment submitted by the grantee in a form satisfactory to BNHA and fulfillment of the other requirements of the grant agreement.
- Insurance Requirement –General Liability Insurance will be required for all non-capital projects.
- Nondiscrimination – Each applicant shall comply with all applicable federal, state and city laws and policies and programs regarding drug, alcohol, and smoke-free work places, disabled access and equal opportunity for employment, housing, credit practices and prohibiting discrimination on the basis of race, color, creed, religion, national origin, gender, sexual orientation, marital status, familial status or physical and/or mental disabilities in any aspect of the grant project.
- Project Sign or Acknowledgment – Grant recipients are required to provide appropriate acknowledgment of BNHA's financial assistance.

#### GRANT SCHEDULE

- April 1, 2021 – Application available to public on BNHA's website.
- June 1, 2021 - Application submission deadline at 11:59 pm EST.
- June 2021 - Panel review period.
- Mid-July 2021 - Grant awards announced.
- August 2021– grant agreements drafted and signed - pending federal funds available to BNHA.
- September 1, 2021 – September 1, 2023 project period; All funded activities must occur within this project period.

#### APPLICATION SUBMISSION

Heritage Investment Grant applications must be completed online through the [BNHA's grant portal](#) (scroll down to the orange button that reads: *Begin Your Application*). To submit a request for funding, applicants must create an account. This account will



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allow applicants to save draft proposals before the submission deadline. If you applied for a BNHA grant in the past (since 2016), you can still use your Submittable username and password, or create a new one. Please note if your project is located on land owned by either Baltimore City Department of Parks and Recreation or Maryland Department of Natural Resources, you must submit a required form and have approval by the submission date. A link to these forms is located in the application.

#### **APPLICATIONS DUE**

Applicants must submit a completed online application with uploaded supporting documents by **11:59 p.m. on June 1, 2021.** Questions? Please contact Danielle Walter-Davis, Grants Portfolio Manager, Baltimore National Heritage Area, [dwalterdavis@baltimoreheritagearea.org](mailto:dwalterdavis@baltimoreheritagearea.org)