Public Humanities Projects Grants: Instructions for Preparing a Historic Places Planning or Implementation Application

Grants in this category support long-term interpretation of historic sites, houses, neighborhoods, and regions at the Planning and Implementation levels. Implementation projects must be intended to last for at least three years and might include living history presentations, guided tours, exhibitions, and public programs. Consider the following examples:

- To celebrate a state's diverse musical traditions, a state-wide commission creates a Musical Heritage Trail that marks important sites in blues, bluegrass, and jazz history across the state. The project results in more than 150 historic markers and interpretive sites, developed by a team of scholars and artists, that offer photographs, song clips, and historical information, as well as public programs to dedicate new markers and discuss the state's musical history.

- The historic home of a free black in the antebellum South reconceives its site interpretation through a new visitors' center, docent-led tours, and enhanced website. The new approach situates the house's owner and his life within the context of social and political history. In addition, the grantee creates a small traveling exhibition about free blacks in the South, reaching venues across six states.

Expected Outcome:

Planning: An interpretive plan that illustrates the main humanities ideas and the ways in which they will be conveyed to audiences, as well as plans for staff training, outreach, marketing, and evaluation of the final interpretive program.

Implementation: The launch of fully realized programming and/or site reinterpretation, with trained staff, vigorous marketing and outreach activities, and active evaluation of the project's impact.

Application Instructions

Using the Attachments Form, complete the application using the following instructions.

Please include the following application components:

Attachment 1) Table of Contents (name the file "contents.pdf")

List all parts of the application in order with corresponding page numbers.

Attachment 2) Application Narrative (name the file "narrative.pdf")

*Up to **twenty** single-spaced pages for **planning** proposals*

*Up to **fifteen** single-spaced pages for **implementation** proposals*

Use one-inch margins and at least 11-point type.

The narrative should not assume specialized knowledge, and it should be free of jargon. It should clearly define technical terms so that they are comprehensible to a nonspecialist audience.

The narrative should include a project title not to exceed 125 characters (including spaces and punctuation). Successful proposals typically have titles that are descriptive of the project, substantive, and free of specialized language. Your title should match the title provided in section 6.a. of the SF-424 Application for Federal Domestic Assistance – Short Organizational (part of the Grants.gov application package). Most importantly, your title should be easily understood by the general public. NEH reserves the right to retitle funded projects for clarity when announcing its funding decisions and in its own reports and communications, but recipients are permitted to use their preferred title for any award products.

A) Nature of the request

In a page or less, provide an overview of the project and its interpretive goals.

- State that the request is for a Historic Places grant; identify the funding level (planning or implementation) and the amount that you are requesting. If you are applying for a Position in Public Humanities, indicate that.
- Identify the formats, the relationship of the site to the subject, and the main themes.
- If your project responds to one of the NEH areas of interest described in section I of the guidelines, indicate how it does so.

B) Humanities content

- Describe the significance of the subject and its relevance to the public. Discuss the intellectual content of the project, using theme statements to identify the major humanities ideas and questions to be addressed. Outline the humanities scholarship that supports the themes and provide examples of how the story of the site illustrates these ideas.
- Discuss the significance of the place to be interpreted for American history; the extent to which the interpretation will make use of the place's attributes (the site, its location, the buildings, the landscape, or other natural or built features) in telling its story; and the extent to which the interpretation addresses central themes and issues in American history.
- Explain how humanities scholarship will inform the project.

C) Project formats

- Briefly describe all the formats and techniques that will be used to engage general public audiences in the final implemented project.
- For projects to develop new interpretive plans, describe the existing interpretation and then explain what new humanities ideas will be introduced to visitors.
- Discuss how the chosen format(s) will enhance public understanding of the humanities content.

D) Project resources
- o Describe the resources available at your institution or elsewhere that will support your project. (Examples of resources include archives, special libraries, historic furnishings, images, documents, film, audio, or digital materials.) Discuss the ways in which these resources will contribute to the project.
- o If applicable, explain how you will secure permissions or rights for key materials.

E) Project history
- o Give a brief history of the project to date. Describe the relationship of the project to others on the topic and explain what its particular contribution would be.

F) Audience, marketing, and promotion
- o Estimate the size of the expected audience for the completed project. Describe the likely audience and present a plan for reaching it. If applicable, discuss partnerships that would help promote the project.
- o If you are targeting a specific audience or proposing special outreach to underserved or at-risk communities, outline the community need that the project addresses. Describe your outreach plan, including the history of relationships that you have built with these audiences or communities. Outline the approaches to engagement that you have developed based on these relationships. Alternatively, describe your strategies for establishing connections in the community. Explain how you will engage new audiences in thinking about and discussing humanities ideas.

G) Evaluation of the project's impact
- o Describe the process used and the results of any evaluation already conducted.
- o Explain how you will test the efficacy of planned project elements or the success of implemented programs in conveying humanities content, and describe how the results of these evaluations might inform the project moving forward.

H) Organizational profile
Provide a short profile of your organization and other major partner organizations (not to exceed one page for your organization and a half page for each collaborating organization). Include the institutional mission, origin, and size; the annual operating budget; current activities; and the annual number of historic site visitors or annual tourism and local population figures for regional projects and sites that are not yet established as attractions. Explain the responsibilities of collaborating organizations.

I) Project team
Identify the key individuals who will be involved in the project. Briefly describe each person's qualifications and expected contribution to the project.

J) Humanities scholars and consultants
Identify the consultants (including humanities scholars) who will be involved in the project. Briefly describe the qualifications and expected contribution to the project of each consultant. Depending on the needs of the project, consultants may include education and public program specialists, historic

site or cultural tourism experts, writers, media producers, or digital designers.

K) Work plan
o Provide a detailed month-by-month schedule of the major work to be done during the period of performance, the amount of time it will take, and the specific people involved.
o State clearly when the meetings with scholars and other consultants will occur, and how the meetings will advance the project.
o Include activities related to project evaluation and indicate who will be responsible for each.

L) Project funding
o Specify the source and amount of all funds raised to date for all aspects of the project.
o Describe how project costs in excess of the NEH grant would be met. Include information about any previous NEH funding for the project, as well as support from other sources. If applicable, identify voluntary cost share, institutional resources, or other significant "in-kind" support; provide specific plans for raising funds from outside sources to cover the costs that will exceed NEH support.

Attachment 3. Project Walkthrough (name the file "walkthrough.pdf")

For implementation applications only

Up to **fifteen** single-spaced pages

Use one-inch margins and at least 11-point type.

o Provide a detailed tour of your project, from the perspective of the visitor, space by space. Demonstrate how humanities ideas will be conveyed in each space by describing what visitors will see and do.
o Explain the project's interpretive strategies and/or dramatic structure.
o You may incorporate thumbnail images of objects or key places into the text, if they help clarify the description.
o If the project includes secondary formats (such as a website or discussion programs), briefly describe them.
o Please attach sample text and image renderings for interpretive site signage, if applicable. Note that these items don't count toward the page limit.

Attachment 4. Résumés and letters of commitment (name the file "resumesandlettersofcommitment.pdf")

o List on one page the project team, humanities scholars, and consultants, using the following format: Joan Smith (American studies, University of Maryland), or John Smith (designer, ABC Designs).
o Include résumés (of two pages or less) for each key member of the project team.
o For each humanities scholar and consultant provide a two-page résumé and a letter of commitment stating his or her intention to work on the project and his

or her contribution. Letters from paid consultants should include estimated fees and deliverables.

Attachment 5. Budget and budget notes (name the file "budget.pdf")

Using the instructions and the sample budget, complete the budget form (MS Excel format) or a format of your own that includes all the required information. (You can find links to the budget instructions, sample budget, and budget form on the program resource page.) Submit your budget in a font of at least eleven points.

- o Staff costs should include the position title, name (if possible), percent of full time equivalent or total number of hours charged to the project. Indicate in the budget if any individuals will perform multiple, separately budgeted functions.
- o If you are requesting funding for a Position in Public Humanities, include in the budget line items for the new hire's compensation for up to two years of the grant. (Up to $30,000 may be charged to NEH for a project with a one-year period of performance. Up to $60,000 may be charged to NEH for a project with a two- or three-year period of performance.) Applicants that wish to increase the compensation above $30,000 per year must use their own funds to do so.
- o If there will be travel for any project team members, the budget should name the travelers (if possible) or their positions; reflect the travel expenses (for example, airfare, lodging, parking, per diem, etc.) for each person and trip; briefly describe the purpose of the travel; and list the destinations.
- o List equipment costs and provide a justification for the need to purchase the equipment to carry out the program's goals. Recipients and subrecipients are encouraged to comply with the Buy American Act, 41 USC 8301 – 8305, when purchasing equipment and other products.
- o If the applicant institution is a sponsoring organization, which will charge an administrative fee in lieu of indirect costs, include this expense as an administrative fee under "Other."
- o For applicants seeking reimbursement for indirect costs: Please review carefully your institution's negotiated indirect cost rate(s) to make sure you are using the most appropriate rate in your application budget. Many institutions negotiate multiple rates—for example, "Research," "Instruction," and "Other Sponsored Activities." With rare exceptions, your institution's "Research" rate will not be the appropriate rate for inclusion in your NEH project budget, as the use of this rate is reserved for projects involving scientific research, not scholarly inquiry of the type most often supported by NEH.
- o If the applicant institution has a federally negotiated indirect-cost rate agreement and is claiming indirect costs, submit a copy of its agreement. Do not attach the agreement to your budget form. Instead you must attach it to the Budget Narrative Attachment Form (also known as the Budget Narrative File). (See the instructions for this form in the Application Checklist near the end of the main guidelines document.) Alternatively, you must attach a statement to the form, explaining a) that the applicant institution is not claiming indirect costs; b) that the applicant institution does not currently have a federally negotiated indirect-cost rate agreement; c) that the applicant institution has never received a negotiated indirect-cost rate and is using the government-wide de minimis rate of 10 percent of the total direct costs, less distorting items (including equipment, capital expenditures, rental costs, tuition remission,

participant support costs, scholarships and fellowships, and the portion of each subaward in excess of $25,000).

If you wish, you may attach separate pages with notes to explain any of the budget items in more detail.

Attachment 6. Bibliography (name the file "bibliography.pdf")

Include a short bibliography (not to exceed three pages) of the most significant humanities scholarship that informs the project.

Attachment 7. Additional information (if applicable) (name the file "additionalinformation.pdf")

If applicable to your project, you must submit the following additional information in a single attachment:

o **Conservation treatment**

If the project includes funding requested for conservation treatment, and the treatment exceeds 15 percent of the total amount requested from NEH, include a discussion of the rationale for conserving the objects being used. Provide a list of individual objects, sample condition reports, a timetable for the treatment of objects, a description of the conservation methods, and the qualifications of the conservator.

o **User-generated content**

If the project includes user-generated content (UGC), describe how it will add to the humanities content and explain the criteria and process to be used for selecting and monitoring the content that will ultimately be made available to the public. Describe the policies and process to be used to prevent the dissemination of obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

Applicants requesting implementation grants must also provide the following additional information, if applicable:

o **Work samples for secondary digital media components**

If your project includes secondary digital media components, provide an example of previously completed work from the principal members of the digital team. We would prefer to have this work available through a URL included in the application but would also accept a DVD, if this is the most appropriate format. (When you include a URL, be sure to test it in both PC and MAC environments from the final PDF version of the document that you will submit.) Clearly indicate that this URL is your digital work sample. Identify the project personnel who worked on this sample and, if relevant, include additional information on the audience or distribution of the work sample. If you are submitting a DVD, please see the instructions beneath the "Submitting digital samples and/or supplementary material" heading in section III of the guidelines.

- o **Information on public accessibility and admission**

  As a taxpayer-funded federal agency, NEH endeavors to make the products of its grants available to the broadest possible audience. Discuss how you plan to provide at least twenty hours of free admission each month to NEH-supported programs.

- o **Publications**

  Describe the content (including brief abstracts of essays), author(s), format, estimated print run, distribution plans, and sale price of any publications for which funding is requested. Explain how these publications will complement the project's other formats.

  Proceeds from the sale of any publications will be subject to the NEH policy on program income, which is outlined here.

Attachment 8. Supplementary material (name the file "supplementarymaterial.pdf")

Applicants may choose to submit no more than **one** supplementary item, such as a collection of digital images of art works, photographs, or artifacts, or an exhibition catalog. Provide a brief description of the supplementary item. When possible, provide a URL for the supplementary item or submit it as a PDF via Grants.gov. Remember to test URLs in both PC and MAC environments from the final PDF version of the document that you will submit. If you are submitting a supplementary item that is not available as a URL and cannot be scanned and submitted to Grants.gov as a PDF, follow the instructions beneath the "Submitting digital samples and/or supplementary material" heading in section III of the guidelines.

Attachment 9. Object list and illustrations (only for implementation proposals) (name the file "objects.pdf")

If applicable, include a list and images of noteworthy objects and/or illustrations of significant site locations.

Attachment 10. Information about a requested Position in Public Humanities (if applicable) (name the file "publicpositions.pdf")

Applicants seeking support to create a Position in Public Humanities should justify the request in this section of the application. You can find detailed instructions about the information to be provided here (PDF).