

**2018 Florida Stories Walking Tours  
(Updated October 2017)**



**Application deadline:** March 2, 2018 at 12pm (EST)  
All applicants must contact FHC to receive access to on-line application.  
No unsolicited or hard copy proposals will be accepted.

**Notification date:** March 23, 2018

**Amount:** \$5,000. Minimum 1:1 cost share required

**Contract Period:** May 1, 2018 – January 31, 2019

Under the guidance of the Florida Humanities Council (FHC), this initiative supports the creation of cultural, historical, and architectural walking tours for communities across the state of Florida. Tours must be walkable (up to 1.5 miles), include up to 12 significant locations, and the length should remain under five minutes per stop. In addition to the audio portion of the tour, each tour is complimented with a 4”x 9” printed full color rack card with tour stop icons and map. Tours should be inclusive of many different viewpoints, community histories, and include a variety of physical stops.

**The goals of this initiative are to:**

- explore the history and heritage of Florida
- increase knowledge about and appreciation of local communities
- connect small communities on a statewide platform
- create an immersive humanities program that is both fun and educational
- create sustainable and walkable cultural tourism products
- build collaboration between community partners

**Estimated timeline for project activities:**

**Project Directors Meeting – FHC office, St. Petersburg – April 2018**

|                     |  |
|---------------------|--|
| <b>April – May</b>  | <b>Rack card design / Audio tour Script Writing</b>                                    |
| <b>April – June</b> | <b>Scripts due to FHC for editing and review / collection of images for tour stops</b> |
| <b>August</b>       | <b>Studio recording/audio editing</b>  |
| <b>August</b>       | <b>Tours uploaded</b>  |
| <b>Fall 2018</b>    | <b>Community launch events</b>   |

**Eligibility/Selection Criteria**

Florida non-profit organizations including museums, historical societies, libraries, preservation groups, and city/county agencies are eligible to apply. Organizations will be selected for participation based on community need and geographic distribution of sites. All applicants must provide a minimum cost share equal to the funds provided by FHC.

**How to Apply**

To access an on-line application, host sites must first contact Lisa Lennox, Website Administrator/Florida Stories Coordinator, at [lleennox@flahum.org](mailto:lleennox@flahum.org) or 727-873-2018 to discuss their proposal and receive an application password. No unsolicited or hard-copy proposals will be accepted.

**Application Narrative:**

Applicants are required to respond to the following questions:

- 1. Organization (2000 characters maximum)**  
Describe your organization and the resources, staffing and partnerships that will allow you to successfully complete this project. Describe any previous grants or contracts you received from FHC.
- 2. Community (2000 characters maximum)**

Why is your community the best place for a walking tour? Why is your community the best place for a walking tour?  
Who is your intended audience? (2000 characters maximum)

**3. Tourism (2000 characters maximum)**

Describe current tourism development efforts in your community.

**4. Content (2000 characters maximum)**

What themes or topics will the tour cover? Tours should be inclusive of many different viewpoints, community histories, and include a variety of physical stops. (2000 characters maximum)

**5. Scholarship (2000 characters maximum)**

Who will write the scripts? What are their qualifications? Explain why this person(s) has been selected for this project. It is required that all scripts be reviewed by a scholar for historical accuracy. (2000 characters maximum)

**6. Marketing/Launch Event (2000 characters maximum)**

1. What is your marketing timeline for the Florida Stories app before and after launch?
2. Organizing a Community Launch event is required. What media will you use to publicize the app?
3. How will you use this event to kick off a sustained effort to encourage visitors and citizens to use the app?

**Required Support Documents:**

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The following forms and documents must be uploaded to complete the application process.

1. **Cost Share Detail** – You must use the form provided. The sponsoring organization must detail a minimum 1:1 cost share that includes any expenditures for project implementation that are not covered by FHC funds as well as any cash or in-kind goods and/or services to be received from other sources. See attached budget instructions for more information.
2. **Letters of support/commitment** from scholars and/or partnering agencies who may assist with the cost share, development and/or marketing of the project. You must also include resumes from any scholars who have agreed to participate.
3. **Complete list of tour stops** with a brief description. No more than 2 pages. **See example.**
4. **Provide one complete stop** as an example, must include:
  1. One Image of stop to create an icon that will represent the location on the rack card.
  2. The physical address of the stop that we will use for GPS mapping.
  3. Sample script for one proposed stop, this draft should be 2-3 pages double spaced.
  4. Companion images that will be used in the tour stop.**See example.**
5. **A map** of the community with proposed stops. (A Google map image with pins is perfectly acceptable.) To create your own Google Map with Pins, login into Google, and then click [here](#). **See example.**
6. **Copy of an estimate** from a professional printing company for 3,000 rack cards.
7. **Additional support materials** are optional and may include; current walking tour brochures or maps, examples of marketing materials you are using or have used in the past, and/or guides to historic sites in your community.

All uploaded files cannot exceed 3mb each. Preferable file format is Word doc or pdf.

**Any questions please contact:**

Lisa Lennox, Florida Stories Coordinator  
727-873-2018 or [lennox@flahum.org](mailto:lennox@flahum.org)

**Budget Instructions:  
Florida Stories Walking Tours**



**PROJECT EXPENDITURES (\$5,000):**

All funds for the Florida Stories Walking Tours will be allocated to FHC professional contractors to cover the cost of the graphic design, script editing, recording studio fees, voice talent and final sound editing and engineering. FHC will produce invoices that will be submitted to project directors to make timely payments to contractors:

- **Studio Space for Audio Recording and Sound Engineer - \$1625**
- **Voice Talent and Script Editor - \$1375**
- **Design - \$2000**

The design fee includes a custom designed map, icon images of all stops, and a print ready rack card. FHC and the communities will jointly own copyright and will be able to use, reuse and distribute as necessary. (Note: Design does not include printing costs of rack card, which is required in cost share.)

**COST SHARE DETAIL:**

Applicants are required to provide a cash and/or in-kind cost share at least equal to \$5,000. Cost share must include any program expenses not completely covered by FHC funds as well as staffing and volunteer support for all aspects of program implementation. Cost share may include:

- **Project Directors' Meeting – Travel Expenses**  
All Project Directors are required to attend a one-day Project Directors' meeting in St. Petersburg, FL on December 1, 2017.
- **Scholar/expert fees**  
A scholar or expert will need to write a script for each tour stop (up to 12). Each script should be 2-3 pages double spaced. The scholar/expert will also be required to write short and long descriptions of each stop.
- **Image fees**  
Cost for obtaining images from third parties like Florida Memory or iStock.
- **Printing costs**  
Affiliates will be required to print at least 3,000 rack cards and provide 250 to the Florida Humanities Council for statewide distribution. Printing must meet FHC standards, which will be discussed at Project Directors' Meeting. Printing can also include banners, newspaper ads, and other marketing materials.
- **Marketing/Launch Event**  
Affiliates will be required to host a Launch Event that will be free and open to the public. The event should include members of the local media, partners, and local government. The FHC will provide a press release for distribution. Invitations should be sent to all area elected officials. Any printed or online marketing materials must include the Florida Humanities Council Logo and Florida Department of State, Division of Cultural Affairs Logo and be pre-approved by FHC.

**ADDITIONAL FHC SUPPORT:**

In addition to funding, FHC will provide the following to each site:

- Management of script editing, audio recording, uploading all content into the app, attending the Launch Event and other oversight as needed.