

Florida Museum on Main Street Program Description & Site Responsibilities

(updated May 2018)



Funded in part by the United States Congress, Museum on Main Street (MoMS) combines the talents of the Smithsonian Institution, the state humanities councils, and cultural organizations to bring national and local heritage to small communities across the United States. As communities host MoMS exhibits, they provide enriching educational experiences for residents and visitors. They bring recognition to their communities and attract increased visitation. In addition, hosting MoMS exhibits strengthens the institutional capacity of small and volunteer-run organizations.

About the 2019 tour – *Hometown Teams*

The Smithsonian's *Hometown Teams* traveling exhibition examines the many roles that sports play in American society. Hometown sports are more than just games—they shape our lives and unite us and celebrate who we are as Americans. We play on ball fields and sandlots, on courts and on ice, in parks and playgrounds, even in the street. From pick-up games to organized leagues, millions of Americans of all ages play sports.

And, if we're not playing sports, we're watching them. We sit in the stands and root for the local high school team, or gather on the sidelines and cheer on our sons and daughters as they take their first swing or score their first goal. More about the exhibit and its content can be found on the Smithsonian's website at www.museumonmainstreet.org.



Who is eligible to host the exhibit?

- Non-profit Florida organizations (museums, historical societies, libraries, preservation groups, downtown development groups or chambers of commerce) located in communities with populations of approximately 20,000 or less.

What are the venue requirements for the exhibit?

- At least 800 square feet of space and eight-foot ceilings
- Clean, dry, and secure facilities with humidity under 65% and a temperature below 75 degrees
- Incandescent or halogen lighting without too much exposure to direct sunlight
- Handicap accessible with bathroom facilities for visitors
- At least 25 hours per week of public operating hours
- 100 square feet of secure storage space for exhibition crates

What is provided by the Florida Humanities Council for selected host organizations?

- Up to \$5,000 in funds to support exhibition installation and public programming-related expenses
- A training workshop and installation workshop to orient your site to the exhibition content, assist with the development of programming, and review installation and shipping procedures
- An exhibition support manual detailing installation, public relations, and evaluation
- Consultation with FHC staff and a humanities scholar to assist with public program planning
- Promotional materials such as posters, brochures, and a press kit
- Exhibit shipment between sites

What are the host organization's responsibilities?

- Secure appropriate venue for 6-week exhibition schedule
- Identify a project director and assistant project director (staff or volunteer) to coordinate the project and attend all required meetings, direct the installation of the exhibition, and provide leadership during the hosting of the exhibit
- Plan and implement community programs on the theme of the exhibit. These programs should serve a broad public audience.
- Develop a network of collaborating organizations in your community and region to showcase the exhibit and provide audience development
- Organize a committee to support the programming related to the exhibition
- Submit required information about planned public programs to FHC at least 6 weeks in advance of each activity
- Submit information to FHC for marketing purposes when requested
- Invite elected officials to the exhibition opening and related activities
- Maintain records for inclusion in required final report to be submitted to FHC and the Smithsonian Institution
- Communicate regularly with FHC staff

What are the criteria for site selection?

- Geography – FHC intends for the tour to serve as many different parts of the state as possible
- Collaboration - Preference will be given to communities that show evidence of a network of organizations collaborating to host and showcase the exhibit locally
- Public Programming - The creativity and strength of the proposed public programming to accompany the exhibit
- Local Connections - The fit between the exhibit's topic and the community's cultural assets
- Local Need - A demonstrated need for cultural programming in the host community

How do I become a host organization?

FHC is accepting applications from non-profit organizations interested in hosting *Hometown Teams* exhibit in 2019. Six sites will be selected, each of which will host the exhibition for a pre-selected six-week period and create complementary public programming.

Organizations are encouraged to call FHC staff to discuss the program before applying.

For more information:

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