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For questions on these guidelines, please contact:
Alex Buell  |  727-873-2001  |  abuell@flahum.org
Museum on Main Street
Application Guidelines
(updated October 2019)

Award Amount: up to $5,000

Deadlines:

**Crossroads: Change in Rural America**

<table>
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<tr>
<th>Deadline</th>
<th>Notification</th>
<th>Contract Period (12 months)</th>
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<tbody>
<tr>
<td>Friday, March 13, 2020 12:00 pm EST</td>
<td>April 10, 2020</td>
<td>May 1, 2020 – June 30, 2021</td>
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**Upcoming Exhibitions**

<table>
<thead>
<tr>
<th>Exhibit</th>
<th>Tour Period</th>
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<tr>
<td>Water/Ways</td>
<td>June 26, 2021 – April 10, 2022</td>
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Museum on Main Street (MoMS) is a partnership of the Smithsonian Institution and Florida Humanities that brings high-quality traveling exhibits to small and under-resourced communities across Florida. Local partners can access a network of state scholars, obtain program funding, and leverage a variety of capacity-building opportunities. A range of exhibition themes are available. Partners can celebrate their town’s sports story; how water shapes and influences everyday life; or the changes our rural communities have to work through. A MoMS exhibit is an opportunity to highlight your town’s story, and to share that story with the rest of the state.

In addition to a contracted state scholar and Smithsonian resources, selected partners also receive $5,000 to create ancillary programming around the theme of the exhibition. This programming should bring the broader exhibit topic down to the local level and help tell your community’s story. Programming could include, but is not limited to: local exhibitions, local history presentations, panel discussions, guided walking tours, and field trips.

**Funding Eligibility**

**Who Can Apply:**

- Florida nonprofit organizations, municipalities and public intuitions are eligible.
  - Although eligible for grants, colleges and universities are strongly encouraged to partner with and apply through local nonprofit organizations.

**Who are ineligible:**

- Individuals and for profit organizations are ineligible for Museum on Main Street.
Special consideration may be given to the following:

- Proposals from organizations with annual budgets of less than $1 million
- Projects that reach new and/or underserved audiences
  - **Underserved audiences** can be defined as those whose access to the humanities is limited by geography, ethnicity, economics, or disability.
- Projects that build on partnerships between two or more organizations or institutions

**Types of Fundable Complementary Programs***:

- Community conversations
- Digital and audio humanities projects
- Interactive websites that function as public humanities programs
- Museum exhibitions with related programming
- Oral history projects
- Outdoor heritage signage
- Panel Discussions or talk backs following theatrical productions
- Public lectures and panel discussions

*Florida Humanities welcomes innovative, new programs.* To discuss a program you have in mind that may not fit in one of the above categories, please contact Program Coordinator Alex Buell at [abuell@flahum.org](mailto:abuell@flahum.org).

**Types of Programs NOT Fundable:**

- Capital improvements or operating expenses
- Construction or restoration
- Costs of entertainment
- Creation of murals or artistic works that do not involve analysis/interpretation
- Profit-making or fundraising projects
- Projects aimed primarily at audiences outside Florida
- Projects by individuals
- Projects that advocate a single point of view or ideology
- Theatrical productions or performances
- Websites, or other materials, used to promote the organization

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**Applying for Museum on Main Street**

Before beginning the application process, applicants are strongly encouraged to review the entire guidelines and contact Florida Humanities staff with any questions or concerns. Please note that all projects are awarded on a competitive basis and are dependent on the availability of federal funds from the National Endowment for the Humanities.

**To discuss your project, please contact:**

Alex Buell, *Program Coordinator*

Email: [abuell@flahum.org](mailto:abuell@flahum.org); Office: 727-873-2001
Grant Period, Award Payments and Program Dates:
All project reporting must be completed within 30 days of the close of your exhibition or final MoMS-related programming. Awarded grantees will receive funds in two installments:
- 90% at start of project
- 10% on a reimbursement basis contingent upon receipt and approval of all required final reports.

IMPORTANT: All public programs supported by grant funds may not begin sooner than 6 weeks after the contract start date. So, if your contract start date is June 1, 2020, funded programs may not begin sooner than July 12, 2020.

Narrative:
All applicants must complete each of the following narrative fields:

1. History and Mission of the Organization:
   Provide a brief organizational history and mission statement for the applicant organization. Note any prior programmatic history with Florida Humanities.
   (limit 2,000 characters with spaces)

2. Humanities Content:
   Describe the project you would like to implement, and how the project is firmly rooted in the humanities. Outline the issues or themes that will be addressed. Describe any complementary resources that will be developed to extend the reach of the project and how those resources will be made available to the public.
   (limit 3,500 characters with spaces)

3. Venue and Fees:
   Describe the proposed venue for the Smithsonian exhibit and related programming. Include square footage of the exhibit space, seating capacity for programming venue, and whether the building has any accessibility issues. Specify how the venue will be staffed and how many hours per week the exhibit will be open to the public. Is there a fee to enter your venue? While you may charge your normal admission fee during the tour, you may not charge any additional fees to see the Smithsonian exhibit, and this fee cannot present a barrier to public participation.
   (limit 2,000 characters with spaces)

4. Target Audience and Reaching Underserved Communities:
   Describe your target audience and the need for the project in the community. Describe how your project or programming engages diverse audiences or impacts an underserved community. Underserved communities can be defined as those whose access to the humanities is limited by geography, ethnicity, economics, or disability across Florida, or the country writ large.
   (limit 2,000 characters with spaces)
5. **Project Personnel & Partnerships:**
List and describe the project staff, including the project director, and confirmed presenters and/or community partners that will participate in the project. Expand upon each individual’s role in the project and their qualifications for participation.

(limit 3,500 characters with spaces)

**Budget:**
Budget and budget detail must reflect all costs of implementing your project. Request may not exceed $5,000 and Florida Humanities funds may only be used for eligible project expenses incurred during the project period.

The **required** budget form provides line items for the following fundable categories. If uncertain if your proposed budget includes only allowable expenses, please reach out to Florida Humanities staff.

- Honoraria
- Travel, Per Diem, Lodging:
- Facilities/Equipment Rental or Audio/Visual
- Publicity and Promotion
- Supplies
- Exhibit Design/Fabrication
- Other

**The following expenses are not eligible for Florida Humanities funding:**
- political action or advocacy
- fundraising events or products
- purchase of real property
- building construction, maintenance, renovation or preservation
- major acquisitions that are not essential to the success of the project
- projects not available to the general public
- projects or programs with fees that present a barrier to public participation
- visual or performing-arts programs that do not include opportunities for analysis and interpretation
- scholarly research projects or academic or professional conferences
- publications not directly related to humanities programming
- refreshments (i.e. food and drink) or entertainment
- expenses incurred or paid out before a grant award is made
- scholarships and awards

**Cost-Share/Match Requirement:**
**A one-to-one cost share (i.e. match) is required for all Florida Humanities projects.** For example, if you request $5,000, you must provide a match greater than or equal to $5,000 in your proposed budget. The match can be met by either in-kind services (such as volunteer hours or donated services like facilities use rentals) or cash. The match can be entirely in-kind, entirely cash, or a combination of the two.
Cost-share may include **indirect costs (overhead) totaling no more than 15%** of the expended funds. Indirect costs are costs incurred for common or joint objectives and therefore cannot be readily identified with a specific project or activity of an organization. Items that would be regarded as indirect costs include the salaries of executive officers, clerical or fiscal managers, the costs of operating and maintaining facilities, local telephone service, office supplies, and accounting and legal services.

**A Note on SAM.gov:**
Because Florida Humanities is a federally-funded agency, all organizations requesting support are also required to have a DUNS number and be registered in the System for Award Management (SAM.gov), a website used by entities doing business with funds from the U.S. government. Organizations are strongly encouraged to begin the registration process or have an active SAM.gov account prior to submitting their application.

No awarded funds may be distributed to organizations without an active SAM.gov account. Creating and maintaining a SAM.gov account is completely free. **Download** this quick start guide for registering or renewing with SAM.gov.

**Required Supporting Materials:**
The following **REQUIRED** forms and documents must be uploaded to complete the application process:

- **BUDGET FORM:** Download and complete the budget and budget summary form provided in the online application. **All applicants are REQUIRED use the form provided.** Funds may be requested for such reasonable project-related expenses as honoraria and travel for speakers and humanities experts, printing and publicity, exhibit design and fabrication, equipment/facility rental, postage, and other materials necessary for implementation of the project. Applicants must review the list of ineligible expenses before completing the budget. Indirect costs (overhead) may not be included in proposed grant funds, but can be met as a match (cost-share) in the final summary financial report.

- **OPERATING BUDGET:** Applicant must attach a copy of the organization’s current year operating budget. Must not exceed two pages.

- **ATTACHMENT A:** Download and complete the form provided to list the name, title, organizational affiliation, and contact information for all scholars and/or presenters confirmed for participation in the project. **You MUST use the form provided.** Form may be duplicated if needed.

- **SUPPORTING DOCUMENTS:** Support materials should include letters of commitment and resumes (no more than 2 pages each) from participating scholars/presenters; letters of support from partnering agencies who may assist with the development and/or marketing of the project; and any items that demonstrate the past success of the applicant organization in organizing/hosting public programs or developing public resources. Up to three files may be uploaded, each of which may be multiple pages.
Reviewing and Submitting the Final Application

IMPORTANT: Before submitting your final application, please review your entire packet by clicking “Application Packet,” to ensure all documents uploaded properly, and are therefore able to be evaluated. It is very important that applicants review thoroughly and make any changes before submitting. Once submitted, applicants will no longer be able to make any changes without contacting a Florida Humanities staff member to revert the application back to draft. The Application Packet should be saved as a pdf file and kept by you as your official copy of the final application.

Application Tips and Tricks:

- All uploaded files cannot exceed 1mb each. Preferable file format is Word doc or pdf.
- Save your application often by clicking on the “Save” button at the bottom of the form.
- Type your narrative responses in a Word document and copy and paste into the application form. Some formatting such as bold, underlining, bullets and numbers may look different or be deleted once pasted into the application.
- Keep support documents to a minimum and only include those which enhance your application. You may also combine multiple support documents into one saved file (i.e. resumes and letters of support from multiple scholars may all be saved and attached as a single pdf file)
- Review the final Application Packet thoroughly for any errors, particularly with uploaded files.
- Submit your final application well in advance of the deadline to allow time for troubleshooting any technical difficulties that may occur.

Need help or have a few questions? Florida Humanities staff is here to help!

Florida Humanities staff is happy to provide guidance via phone or email on completing an application, determining eligibility, discussing project ideas, addressing budgetary questions, as well as troubleshooting technical difficulties with electronic forms. Please allow for 24-48 hours to return your call or email, and please contact staff well in advance (at least one week) of an application deadline.

Staff comments and suggestions are based solely on prior experience with grant review sessions that include board members. Adherence to staff suggestions does not guarantee funding.

Program/Application Questions:
Alex Buell
Program Coordinator
Office: 727-873-2001
Email: abuell@flahum.org

Web/Technical Questions:
Lisa Lennox
Website Administrator
Office: 727-873-2018
Email: llennox@flahum.org