REQUEST FOR PROPOSALS
WATER/WAYS

ABOUT

The Smithsonian is coming! Florida Humanities is now accepting applications from Florida communities to participate in a 2021-2022 statewide tour of Water/Ways, a compelling exhibition from the Smithsonian Institution’s Museum on Main Street (MoMS) program.

The Water/Ways exhibit explores the endless motion of the water cycle - from water’s effect on landscape, settlement and migration, to its impact on culture and spirituality. Access to water and control of water resources are also a central part of political and economic planning. Interactive stations in the Water/Ways exhibition provide visitors with opportunities to explore water from both scientific and cultural perspectives as well as encourage conversations about water’s enduring impact on our daily lives and culture.

Five communities will be awarded up to $5000/each to host the Water/Ways exhibit and develop complementary public programming. Priority funding will be given to rural communities, communities with a population size less than 25,000, and to projects that reach new and/or underserved audiences.

APPLICATION DEADLINE:

Deadline: January 22, 2021
12:00 PM (noon)

Notification Date: February 19, 2021

Exhibition Tour Dates: June 26, 2021 – April 16, 2022

HOW TO APPLY

Applying is easy (and we’re here to help if you get stuck!). Simply sign into the Online Application Portal or create an account at www.FloridaHumanities.org/Apply.

PLEASE CONTACT:
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Last Updated: 10/08/20
About the Exhibition

Our world is water and, so are we. An essential component of life on our planet, water powers the environment’s engine, impacting climate and helping to shape and sculpt the landscape. Humans and animals rely on water for health, hydration, food supplies and hygiene.

But, water’s impact on humans is much more than just biological and environmental. Water is an important element in American culture. We are attracted to water as a source of peace and contemplation. Water carves out a place in our memories of where we live and we play. We cherish our connections to nature, particularly the sights, the sounds, and the sense of place we feel at the water’s edge. Many faiths revere water as a sacred symbol. Authors and artists are inspired by the duality of water – a substance so seemingly soft and graceful that is yet a powerful and nearly unstoppable force.

Americans are connected to water in ways they may not always realize. And, since water is a shared resource, water connects everyone. The Water/Ways exhibit reveals the central nature of water in our lives by exploring a number of important questions:

- How do Americans use water?
- How is water represented in our society?
- In what ways do we use water as a symbol?
- How does water unite communities?
- How does conflict over water emerge and how do communities resolve it?
- How does water affect the way we live, work, worship, create and play?
- How do we care for water and sustain it for the future?

The Water/Ways exhibit contains:

- five easy-to-assemble, free-standing kiosks with photographs, text panels, and objects
- two interactive stations
- one free-standing sponsor recognition banner
- exhibition support materials including a publicity kit, docent handbooks, and classroom resources

Learn more about the exhibit and downloadable resources at: https://museumonmainstreet.org/content/waterways
Funding Eligibility
Florida nonprofit organizations, municipalities and public intuitions are eligible to apply for funding. Although eligible for grants, colleges and universities are strongly encouraged to partner with and apply through local non-profit organizations.

Special consideration will be given to the following:
- proposals from rural communities and/or communities with a population size less than 25,000
- 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
- sites that collectively represent a broad geographic reach statewide

Exhibition Dates and Venue Requirements
As part of the application process, applicants will be asked to select their preferred exhibition tour dates. Water/Ways will be hosted in five communities statewide according to the following schedule:

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<th>Venue 3:</th>
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All host sites must identify a venue with at least 650 square feet of available exhibition space, a minimum of 8’6” ceiling height clearance and be ADA compliant. Exhibition space does not need to be climate-controlled, but does need to be clean, cool (below 75 degrees F) and dry. Exhibition host sites must also make accommodations to store the exhibition shipping crates, 20 total, with each approximately 31” wide x 53” long x 57” high in size. Florida Humanities is responsible for transporting the exhibit to and from each venue.

The exhibition must be open to the public a minimum of 20 hours per week.
Programming Requirements

All selected exhibition host sites are required to design and develop complementary public programs to enhance the exhibition content. Programming should bring the broader exhibit topic down to the local level and help tell your community’s own water story. Local content possibilities include: the impact of water on local settlement, work and transportation; discussion of public water policies; exploration of the impact of environmental movements at the local level; and, the impact of water on the natural landscape.

Programs may be presented in-person or virtually and may occur before, during, and/or after the exhibition is hosted locally.

Examples of program formats include:
- public lecture series and panel discussions
- community conversations
- digital and audio humanities projects such as podcasts and interactive websites
- local exhibitions that explore the MoMS theme from a local and/or regional perspective
- oral history projects with post-project community engagement
- guided walking tours

Contract Period and Award Payments

All programming must take place during the contract period: March 1, 2021 – April 30, 2022. Funds will be dispersed in 2 installments:
- 90% upon receipt of signed contract and cash request, confirmation of SAM.gov registration, and participation in a mandatory project directors meeting to be held in April 2021 (virtual).
- 10% paid as reimbursement upon completion of programming and approval of final reports.

How to Apply

Before beginning an application, organizations are strongly encouraged to contact Florida Humanities staff for guidance on the application process including questions related to venue requirements or public programming plans.

Please note that all grants are awarded on a competitive basis and are dependent on the availability of federal funds from the National Endowment for the Humanities.

All applications must be submitted electronically via our online portal. Paper applications will not be accepted. To create a new user account, go to www.FloridaHumanities.org/Apply
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.

Application Narrative

All applicants must complete each of the following narrative fields in the online application:

1. History and Mission of the Organization
   Provide a brief organizational history and mission statement for the applicant organization and note any prior programmatic history with Florida Humanities. Also, please identify the project director who will be responsible for oversight of the Museum on Main Street exhibition and the design and implementation of complementary public programming.

2. Exhibition Venue
   Briefly describe the venue where the exhibition will be installed. Be sure to address the exhibition size requirements, ADA compliance, and your organization’s ability to store the exhibit crates. Note the hours the venue is open to the public.

3. Humanities Programming
   Describe how your community connects to the theme of “water” and how that will be reflected in the public programming you would like to implement. Identify any scholars or content-area experts that you have asked to provide public presentations or engage in the overall implementation of your project. Programs may be presented in-person or virtually and may occur before, during, and/or after the exhibition is hosted locally. If the coronavirus pandemic persists, please address your organization’s health and safety protocols for any proposed in-person programming.

4. Fees
   Please detail any admission fees for the exhibition venue and any fees that may be associated with your public programming. Preference is given to projects that are free to the general public, but modest fees may be charged if they do not present a barrier to participation.

5. Target Audience and Reaching Underserved Communities
   Describe your target audience and the need for the project in the community. Describe how your programming will engage diverse audiences or impact an underserved community. Underserved communities can be defined as those whose access to the humanities is limited by geography, ethnicity, economics, or disability.

6. Marketing and Promotion
   Florida Humanities attaches great importance to a project’s marketing and promotional plans. Describe what methods you intend to utilize (i.e. print, digital, social media) to publicize the exhibition as well as the related public programming. Describe any specific strategies for
reaching underserved audiences. (Please note that all host sites will receive a variety of marketing materials from the Smithsonian Institution to assist with publicity efforts. These materials will include posters, postcards, and templated press releases among other items.)

7. Impact and Evaluation
Describe the expected impact of your overall project on your community and target audience. Explain how you will evaluate its success and measure results.

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 is available in the online application portal and provides line items for the following fundable categories:

- Honoraria for presenters for public programs. Please note that presenters associated with the Florida Humanities Speakers Directory may not charge more than $300 per program.
- Travel, per diem and lodging for presenters
- Rental of facilities that are not your own. Rental of audio/visual equipment for recording public programs and making them accessible to larger audiences or for hosting virtual programs.
- Publicity and promotion
- Design and fabrication of local exhibitions to complement the Water/Ways exhibit
- Other costs directly associated with the design and implementation of public programs and/or exhibition installation

The following expenses are not eligible for Florida Humanities funding:
- Capital improvements, building construction, maintenance, restoration, renovation, or preservation
- Costs of political action or advocacy
- Entertainment (i.e. dance or musical performances)
- Expenses incurred or paid out before a grant award is made
- Purchase of real property
- Refreshments (i.e. food and drink)
- Scholarships and awards

Cost Share/Match Requirement
A one-to-one cost share (i.e. match) is required for all 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 also 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

Supporting Documents
The following support documents are REQUIRED uploads to your application:

- Budget and Budget detail (form provided in the online application portal)
- Operating Budget: Applicant must attach a copy of the organization’s current year operating budget. Must not exceed two pages.
- Photos of the exhibition venue

These additional items are OPTIONAL and may enhance your application:

- Letters of support/commitment from community partners
- Marketing and publicity materials or other evidence of prior public programming or hosting of traveling exhibitions
- Resumes/bios (no more than 2 pages each) for presenting scholars or speakers

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. Once submitted, applicants will no longer be able to make any changes without contacting Florida Humanities staff. The Application Packet should be saved as a pdf file and kept by you as your official copy of the final application.

Application Tips

- 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?
Florida Humanities staff are 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 email, and please contact staff well in advance (at least one week) of an application deadline.

Please note, due to the coronavirus crisis, all Florida Humanities staff are working remotely. It is best to send an email first, requesting a time to discuss your grant on the phone. Phone messages may be returned less frequently.

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.

Grant Questions:
Patricia Putman
Associate Director
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Web/Technical Questions:
Lisa Lennox
Digital Media Manager and Program Coordinator
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Water/Ways is part of Museum on Main Street (MoMS), a collaboration between the Smithsonian Institution and Florida Humanities, and was adapted from an exhibition organized by the American Museum of Natural History, New York.