

# *Southern Maryland National Heritage Area*

## Seed Grant Program

### Guidelines for Fiscal Year 2024

**Stated Purpose:** SMNHA’s Seed Grant program is designed to further the mission “to enhance the economic activity of Southern Maryland through combining quality heritage tourism and small business development with preservation, cultural & natural resource conservation and education” by assisting heritage sites and organizations within the heritage area to develop innovative programs, exhibits, tours, events and other initiatives, and to foster collaborative heritage partnerships and enhanced heritage tourism. The Seed Grant is named “seed” in recognition that from this grant opportunity, even bigger opportunities may grow.

**Examples** of programs and events that comprise eligible projects include heritage tours, public programs, signs and brochures, interpretive displays, speakers, reenactments, oral histories, culinary or other types of cultural events, period music, crafts and other types of period demonstrations, murals, and web enhancements. Seed grants are not generally used for administrative expenses.

**Eligibility:** Non-profit organizations and local jurisdictions within the borders of the Certified Maryland Heritage Area (comprised of significant portions of Calvert, Charles and St. Mary’s Counties) are eligible to apply. The Southern Maryland National Heritage Area plans to extend this opportunity into southern Prince George’s County in FY 2025. Individuals with proposals fitting the above guidelines may apply in partnership with non-profit organizations. **Grants are awarded up to \$5,000** and will be made available at project start.

**Criteria for grant awards:**

- a. Enhance heritage tourism or provide educational opportunity
- b. Include collaborative heritage partnership if possible
- c. Leverage other non-state funding, if possible
- d. Demonstrated ability of applicant to initiate, administer and complete project within proposed timeframe and budget

**Application Procedure:**

1. The completed Application is due to the SMNHA email by COB **May 17, 2024**.
2. Please email to [walker@tccsmd.org](mailto:walker@tccsmd.org), and please cc [brosario@tccsmd.org](mailto:brosario@tccsmd.org)
3. Award notifications will be made in June, 2024.

**Terms:** The Southern Maryland National Heritage Area must be acknowledged on any materials produced or in publicity for the project/program/exhibit. The Southern Maryland National Heritage Area Logo must appear on all printed material, signage, and promotion. Logo will be made available to awardees. SMNHA reserves the right to use images and other materials connected with the grant funded project/program/event.

Here are some possible credit lines to use in acknowledgement: in a general way:  
*(Name of program or event) is made possible by the Southern Maryland National Heritage Area*

Or more specific to the project: *This (event/exhibit/publication) is funded by the Southern Maryland National Heritage Area.*

SMNHA should be added to a list of sponsors, the logo should be included in printed material, or when necessary, SMNHA should also be verbally acknowledged during an event.

**Other requirements:**

- A one for one match is required. This can be a dollar-for-dollar match for the full amount in non-state dollars, or it can be in-kind labor and materials, or a combination of both. Please address questions to the Executive Director.
- Project should be completed, and final report submitted within one year of grant award.
- At the completion of the project, **a final report shall be submitted to SMNHA** and should include documentation of products and activities resulting from the grant project. The final report should also include:
  1. a brief narrative about the finalization of the project (this does not need to be longer than a paragraph)
  2. statement of expenditures (cash and/or in-kind) of both the award and the matching funds,
  3. copies of invoices and receipts, where applicable, and
  4. a brief report on the impact of the project (a list of possible impact questions will be included with the grant award).

For printed products such as program schedules or maps, include the number of brochures printed and distributed and include 2 samples, for events please state the approximate number of attendees at event as well as digital photos of the relevant (funded) portions of the event, for new exhibits describe the placement and opening impact of the exhibit and include digital photographs. Include measures of increased tourism and economic impact if possible. If your project is an event, please take photographs and send them to SMNHA.

**Deadline:**

**May 17, 2024.** Please email completed applications by this date to SMNHA:  
[lwalker@tccsmd.org](mailto:lwalker@tccsmd.org) (and please cc [brosario@tccsmd.org](mailto:brosario@tccsmd.org)).

The Southern Maryland National Heritage Area is here to assist you! Please feel free to contact us with any questions.

*Lucille W. Walker*

Executive Director

**Southern Maryland National Heritage Area**

c. 301-343-2771

[lwalker@tccsmd.org](mailto:lwalker@tccsmd.org)

[DestinationSouthernMaryland.com](http://DestinationSouthernMaryland.com)

*The Southern Maryland National Heritage Area gratefully recognizes the contributions of the tourism departments of Calvert County, Charles County, and Visit St. Mary's that help to make this opportunity possible.*