

Beach to Bay Heritage Area (BBHA)

FY21 Mini-Grant Program Guidelines & Requirements

What is the Beach to Bay Heritage Area (BBHA)? Formerly known as the Lower Eastern Shore Heritage Council, BBHA is a tax-exempt, 501(c)3 non-profit organization. BBHA's mission is to promote, preserve, and protect the historical, cultural and natural heritage assets of Maryland's Somerset, Wicomico and Worcester Counties. BBHA funded by the MHAA (Maryland Heritage Areas Authority), donations, individual and organizational memberships and other grant opportunities. BBHA provides education, technical support and resources to local citizens and organizations in order to foster heritage, tourism-oriented economic development. BBHA is the lead management entity in implementing the Management Plan for the Beach to Bay Heritage area.

Purpose of the Mini Grant Program: The mini-grant program is designed to further the BBHA mission by providing grant funding to non-profit organizations, heritage sites and local jurisdictions within the heritage area covering Somerset, Wicomico and Worcester Counties. Funding can be used for small, non-capital grant projects to develop innovative heritage tourism related services, exhibits, tours, signage, etc. These projects shine a spotlight on heritage tourism and the scenic byways. They also foster collaborative partnerships. Both of which help BBHA achieve goals set forth in the State, County and city Heritage Area Certified Management Plan.

Applications are selected for funding by a grant review committee. The committee evaluates applications based on a project's plan to address or complete a priority activity identified in and consistent with the goals, objectives, strategies and actions outlined in the approved MHAA Certified Management Plan. A brief Executive Summary of the approved Management Plan may be reviewed online at https://www.beachesbayswaterways.org/uploads/2/3/5/1/23510836/execsu6a_1.pdf.

What projects are eligible? BBHA encourages proposals that are consistent with our regional thematic heritage-tourism related initiatives and those that include new technology, foster environmentally-friendly and sustainable practices at heritage sites, foster accessibility for visitors with disabilities, and/or create new heritage-related programming in the arts. Other projects not specifically stated here may be eligible.

Eligible activities must address and complement the goals, themes, objectives, strategies and actions outlined in the approved Certified Heritage Area Management Plan. https://www.beachesbayswaterways.org/uploads/2/3/5/1/23510836/execsu6a_1.pdf.

Examples of eligible projects include: the development of heritage tours; collateral creation such as maps, brochures or signage; public programs, exhibits or events; web site development. Certain marketing expenses may be eligible for funding. The proposed project must be consistent with the interpretative themes and/or suggested programs and projects in the Heritage Area Management Plan. The proposed project must enhance the Heritage Area's corridors and scenic byways. The project should also build collaborative heritage partnerships.

Who is eligible? Non-profit organizations and governmental entities located within the footprint of the Heritage Area are eligible to apply, which includes Wicomico, Worcester and Somerset Counties. Individuals with proposals fitting the above guidelines may apply in partnership with an eligible organization.

What is ineligible? Grants are meant to be one-time awards. Mini-grants cannot be used for administrative expenses, operating expenses or capital projects.

If in the previous year, an organization did not comply with the mini-grant guidelines or returned funds due to an incomplete project, they will not be eligible for funding in the next fiscal year.

Mini-Grant Requirements

Grant awards for FY21 can range \$500.00 - \$2,500

- Budget – Grant requests can range from \$500 - \$2,500.
 - No matching or grant funds may be expended prior to the date of award notification.
 - Match requirements:
 - Budget must include a 1 to 1 match. Matches must include a minimum of 50% cash match. In-kind can account for up to 50% of the match. Ex: An applicant who requests \$1,000 in grant funding, must supply at least \$500 in cash match with the remaining \$500 as in-kind. If no in-kind support is available, the match must be all cash.
 - Note: Staff time, paid on an hourly basis, may be eligible as a match, but only for the actual time spent on the project.
 - Applicants providing 100% cash match will be given priority. Cash match cannot be from State funds.
 - Your submitted budget must include a breakdown of cash v in kind and where the funding or in-kind contribution is coming from. Proof of funds must accompany application.
- Meetings
 - New applicants (who have not applied for or received funding within the last three fiscal years, must attend at least one mini-grant technical workshop prior to applying. Locations, times and dates will be announced, or you can email info@beachesbayswaterways.org.
 - Organizations awarded funds will be required to attend a group project meeting. Date TBD.
 - Awardees are required to display their project at the 2021 BBHA Annual Meeting (typically held in May). Information will be distributed via email in advance.
- Reporting
 - Mid-year report: All awardees must submit a mid-year progress report. A due date for this report will be set in grant acceptance agreement and the report will be distributed via email to awardees.
 - Final report: Final reports must be completed by All Projects will submit a final report that must be completed and submitted by **August 31, 2021**. Reports can be submitted before this date if the project is completed. Applicants who do not submit a final report and have not previously requested an extension may forfeit any remaining grant money and must return funds already disbursed.
- Recognition Requirements & Signage
 - BBHA must be recognized, by logo or name, in all written and printed materials produced through the mini-grant program.
 - Bases and imaging for interpretative signage will be required to follow National Park Service specifications as described at <https://www.nps.gov/hfc/pdf/waysides/Wayside-Guide-First-Edition.pdf>. All signage related projects must provide a proof to the Executive Director before ordering.

Deadline to Submit: Monday, November 2 at 5 p.m. Submission can be made via email to info@beachesbayswaterways.org. Any required documentation can be included as an attachment. If you prefer, a hard copy can be mailed to: Lower Eastern Shore Heritage Area, 14 S Main St. Berlin, MD 21811.

Notification of grant awards will be announced by December 1.

*As BBHA is funded through the Maryland Heritage Area Association, fulfillment of mini-grant awards may be delayed or forfeited should MHAA decrease its funding.

BBHA Contact Information:

Questions: Please email info@beachesbayswaterways.org or call 410-251-3163.