

FY 2025 MHAA Marketing Grant Application

Instructions

FY 2025 MARYLAND HERITAGE AREAS PROGRAM MARKETING GRANT APPLICATION

Application Deadline (online submission):
11:59 pm May 17, 2024

The **Maryland Heritage Areas Program Marketing Grants** must be submitted jointly by the Certified Heritage Area and the appropriate Destination Marketing Organization(s) ("DMOs"). The Certified Heritage Area and DMOs must have jointly completed within the last 24 months a heritage areas marketing plan applicable to the time period when marketing activities proposed in this application will occur in order to be eligible to apply for funding of marketing activities. The Primary Applicant will be the organization that will be responsible for administering the grant and any grant funds awarded. The Co-Applicant(s) must provide a letter of authorization, and certify that they support the submission of the application and approve the heritage area marketing plan that is submitted.

Please read the following instructions before beginning your application:

- Funds awarded in this application round will be available no sooner than July 11, 2024.
- Please review the **Marketing Grant Guidelines** before beginning your grant application. The guidelines contain important information about grant amounts, project selection criteria, matching requirements, eligible costs, eligible applicants, and project timeline.
- The grant application must be submitted **online** with all attachments by **11:59 p.m. on May 17, 2024**.
- **Please note that all questions with a red asterisk (*) require answers.** You will not be allowed to submit your application without first answering these questions, or uploading the required documents.
- When you have submitted your application successfully, you will see a confirmation message on the screen, and you will receive a confirmation e-mail.

Notes on completing the online application:

- Please review the **"Quick Start" guide** available **HERE** before beginning your grant application. This document will give you valuable tips on how to use the online application system.
- For assistance with the online application process, please contact andrew.arvizu@maryland.gov.

Acknowledgement

Please click this box to indicate that you have read and understand the MHAA "Fiscal Year 2025 Marketing Grant Guidelines," available [HERE](#) and can provide the administrative and managerial oversight needed to complete the proposed project.

No

Overview

Organization Name

This is the organization that will be the primary applicant for this marketing grant. This organization will be responsible for the administration of the project and any awarded grant funds.

Project Title

FY 2025 Marketing Grant

Heritage Area

Which county or counties are included in the heritage area?

Applicant

Applicant

Legal Name

This may be the same as your organization name but the name provided must match EXACTLY the legal name as registered with the Maryland State Department of Assessments and Taxation (SDAT). You can check your organization's legal name by clicking [here](#).

Organization Type

Tax ID / Federal Employer Identification Number (EIN)

For non-profit organizations and government agencies, this is generally a 9-digit number, e.g. 52-1234567. For individuals/private owners, enter your social security number.

Mailing Address

Mailing Address

City **State**
- Select One -

Zip Code

Website Address (if applicable)

Primary Project Contact

This is the person who will receive all correspondence and communication regarding the grant.

Prefix **First Name**
- Select One -

Last Name

E-mail

Phone

Title

Address

City **State**
<None>

Zip Code

Please upload a resume for the primary contact.

Project Information

Project Information

Project Description

Describe the project, providing background information on how the proposed marketing strategies were developed and what the marketing objectives are.

Project Methodology

Describe the methodology of the project, outlining each step you will use to achieve your marketing objectives. Be sure to describe your inquiry fulfillment process.

Grant Project Start Date

The date you plan to start work.
This date should not be earlier than July 11, 2024.

Grant Project End Date

Should be no more than two years from the project start date. Note - you will not be able to receive another marketing grant until the current grant is closed.

Key Steps and Timeline

Provide an outline schedule / sequence for the project. Include other phases (identified as outside the grant project) if applicable.

Budget Information

Project Budget

- **Your match MUST be expended during the grant period, which will commence no earlier than July 11, 2024.**
- **Before completing the budget fields below on this page, complete your detailed budget using the Excel spreadsheet which you can download and complete by clicking [HERE](#). You must use this form.**

- **You will use the numbers from the Excel spreadsheet to fill out the fields below, on this page.**

Detailed Project Budget

Please complete a detailed project budget. The required form is available [HERE](#).

Once you have completed the project budget, upload it here as an Excel file.

Grant Funds Requested**Grant Funds Requested**

The maximum amount you can request for an MHAA Marketing Grant is \$25,000 if you are requesting a 1-year grant award and \$50,000 if you are requesting a 2-year grant award.

The minimum is \$5,000.

Round up to the nearest dollar.

Matching Funds**Required Match**

A one-to-one total match equal to the amount of your request is required. You may provide any combination of cash and in-kind match from non-state sources. State employee time is eligible as a match.

Other Project Costs

Many projects cost far more than the requested amount and the required match. In order to understand the full cost of the project, we ask that you list the additional project costs as well. So if the total project is going to cost \$200,000, and you are requesting a grant of \$50,000, with a proposed \$50,000 match, the Other Project Costs would be \$100,000.

Total Anticipated Project Cost (Request + Match + Other Non-State Project Costs)

Click the calculator to autofill. If the calculator is not working, check to make sure you haven't included any symbols, including dollar signs or decimals, in any of the number fields above.

0.00

Budget Comments

Provide any additional details about your budget line items that you would like share with grant reviewers.

Please upload any supporting documentation for your budget (e.g. estimates, correspondence containing pricing options, list prices for items described in the budget).

If you need to upload multiple documents, you can upload the first document here, and any others on the Attachments page.

Marketing Plan

Heritage Area Marketing Plan

Using the outline in Appendix E in the [Marketing Grant Guidelines](#), submit a copy of the approved Heritage Area Marketing Plan, which should reflect the goals and objectives of the Heritage Area Management plan, and have been completed in coordination with the affiliated DMO(s) within the last 24 months, and be applicable to the time period when marketing activities will occur.

Project Impact

Impact

What tangible products will the project produce?

Specify the number of products, i.e. 5,000 brochures or 10 newspaper advertisements. Ensure that all listed products are also included in the Project Timetable and Budget.

If the project product(s) include items that require ongoing maintenance, commitment, repair or replacement, how will this be carried out and paid for in the future?

This can include website/smart phone app fees and updates. For technology items, please discuss how long the product will be live and active.

If applicable, what provisions exist or will be made for physical or programmatic access by individuals?

Letters of Support

Support for the Project

Please provide any letters of support for your project.

Letters of support can come from potential partners, local and state elected officials, or anyone else that you feel is an appropriate advocate for your project. Letters of support are encouraged but not required. Only one document can be uploaded here. If you have more than one document, you can either combine them into one PDF and upload here or use the Attachments tab to upload additional documents.

Organizational Documents

Organizational Documents

Please provide your Articles of Incorporation, Bylaws, and Proof of Non-Profit Status. If you are a government agency, you may skip this step. All Non-Profit Applicants are required to submit these documents. Only one document can be uploaded here. If you have more than one document, you can either combine them into one PDF and upload here or use the Attachments tab to upload additional documents.

Co-Applicant(s)

Please list the contact information for the co-applicant(s). Do not include the organization and contact person listed as the primary applicant. There must be at least one co-applicant, either the Certified Heritage Area, or a Destination Marketing Organization where the marketing activities will occur. The co-applicant(s) must provide a letter of authorization for the application, and certify that they support the submission of the application and approve the heritage area marketing plan that is submitted.

Co-Applicant 1

First Name

Last Name

Title

Organization

Office Phone

Extension

E-mail

Co-Applicant 2

First Name

Last Name

Title

Organization

Office Phone

Extension

E-mail

Co-Applicant 3

First Name

Last Name

Title

Organization

Office Phone

Extension

E-mail

Co-Applicant 4

First Name

Last Name

Title

Organization

Office Phone

Extension

E-mail

Co-Applicant Letter of Authorization

Each Co-Applicant must submit a letter of authorization indicating their support of the grant submission and the heritage area marketing plan. If there is more than one co-applicant, additional letters of support can be uploaded on the Attachments page at the end of the application.

Project Management

Project Management

Who will staff your heritage area's marketing activities and who will be responsible for the various components of the heritage area's marketing plan?

Identify any key individuals outside of the applicant organization who will be involved in the implementation of this project (i.e. contractors or consultants who have already been selected).

Release & Consent

Release and Consent

MHT/MHAA regularly shares information about projects that have received grant funding. Application materials, including photographs, maps, text, graphics, and forms may be used by MHT/MHAA for non-profit purposes including, but not limited to, education and publicity via printed material, television broadcasts, and internet postings. MHT/MHAA does NOT share applicants' financial information unless required to do so by law.

Photographs of the project which have been taken by MHT staff may also be made available to the public.

In rare cases, application information may be requested under Maryland's Access to Public Records Act (the "Act").

By executing this release and consent, I hereby consent to the publication of photographs and other application materials relating to the Project for which I have received financial assistance, and I hereby authorize MHT/MHAA to print, publish or post pictures of the Project and to make application materials available to the public.

If you consider information in this application confidential and do not want it made available to the public, please indicate your objections in writing and upload your letter below.

Upload your letter of objection, if applicable, here.

I have read and understand that, by not attaching an objection in writing, I have consented to public use of information in this application and a waiver of any rights I may have under the Act.

Do not check the box if you have uploaded a letter of objection.

No

Legal Authorization

I certify that all the information contained in this application is true and accurate and that I am legally authorized to submit this application on behalf of the applicant organization.

No

Full Name of Legally Authorized Submitter

This must be someone legally authorized to sign for your organization.