

## The National Coal Heritage Area Partnership Grant Program 2021

Due: March 19, 2021



National Coal Heritage Area Authority  
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The National Coal Heritage Area (NCHA) is one of 55 nationally designated heritage areas in the United States. It represents a part of the growing effort of the National Park Service to develop resource protection initiatives for areas of national importance that rely on partnerships and private ownership rather than the traditional methods of federally own parklands. The mission of the National Coal Heritage Area is to ***preserve, protect and interpret lands, structures and communities associated with the coal mining heritage of southern West Virginia.***

The NCHA encompasses 13 counties in southern West Virginia: Boone, Cabell, Fayette, Lincoln, Logan, McDowell, Mercer, Mingo, Raleigh, Summers, Wayne, Wyoming and the Paint Creek and Cabin Creek watersheds in Kanawha County. The National Coal Heritage Area was officially designated as a national heritage area through the Omnibus Parks and Public Lands Management Act of 1996. Coalfield history and culture contain key elements of a unique social and economic history including the stories of industrial might, the struggle for labor unions and the growth of distinctive cultural communities among different ethnic groups who worked side-by-side and lived together in the “company towns” of the region. The stories of the coalfields are uniquely American stories that continue to be expressed in the customs, communities and narratives of this remarkable region and its people.

In 2002, the WV Legislature created the National Coal Heritage Area Authority to manage the development and promotion of the National Coal Heritage Area. The National Coal Heritage Area Authority operates as a public entity and currently maintains offices in Oak Hill. To support community efforts to preserve, interpret and promote coal heritage resources, the National Coal Heritage Area Authority announces a grant round for eligible projects within the National Coal Heritage Area. The NCHA management plan identifies interpretive themes for the area. Each project must address at least one of the interpretive themes in some manner and could go across several thematic areas. You are encouraged to consult with NCHAA staff as you develop your grant proposal. Approximately \$150,000 has been allocated for this round of grants. You should consider this to be a competitive process as all requests for funding cannot be honored at this time. Upon completion of the project, grant recipients will be required to submit a sworn statement of expenditures made under the grant in compliance with WV Code §12-4-14. The deadline for completion of projects in this grant round is June 30, 2022.

## **Interpretive Themes**

- The Business of Coal Mining: Includes early prospectors, coke processing, transportation of coal, uses, mining companies, company records, land speculation, early coalfield development, recruiting laborers, impact on industrialization of country
- Working in Coal: Includes life underground, training of miners, recruitment and integration of miners into the industry, early practices, mining safety, mining disasters, labor conflicts, health hazards, customs and superstitions
- The Company Town: Includes company stores, housing, mining community, role of religion, life of women, educating children, ethnic and racial diversity, food and customs, medical care, social activities and structures, accessibility of goods, folk arts and culture, isolation, community solidarity, service communities and commercial centers, community design and architecture
- Mining Technology: Includes early hand tools, hand loading, beginnings of mechanization, innovations and inventions, advances in underground technology, modern mining practices
- Crisis and Renewal: Includes declines in the industry, loss of jobs, migration from the coalfields, deindustrialization, boom and bust cycles, affect on company towns

## **Eligible Organizations**

Organizations eligible for grant awards are legally established non-profit organizations and institutions (recognized by the IRS) and public and governmental organizations including county and municipal governments, state agencies, economic development authorities and educational institutions, including public and private not-for-profit schools. All organizations must demonstrate they possess the administrative and fiscal capacity to manage awarded grant funds and complete the project in compliance with the grant contract. Community organizations without adequate professional staff are encouraged to seek the assistance of other organizations with fiscal systems and staff capability to manage the grant funds, if necessary. Projects must be implemented within the National Coal Heritage Area.

## **Grant range**

Projects will range in costs from \$1,000 to \$25,000. Applicant organizations must provide 50% of the project cost and may request grants ranging from \$500 to \$12,500 with the remainder provided in documented matching funds.

## **Guidance on Matching Funds**

Funding of this grant offering is provided to the National Coal Heritage Area through a cooperative agreement with the National Park Service. Funds allowed as matching project funds include any non-federal funds provided by the state, local government, foundations, or raised from private sources. In-kind match is also allowed but must be carefully documented. Please consult with NCHAA staff if you have questions regarding matching funds. Matching funds must be available when the application is submitted and documentation of the matching funds must be included with the application. Documentation may include copies of bank statements reflecting balances that show the funds are on-hand, grant award letters, letters of commitment from other funders, organizations, individuals or businesses.

### **Dispersal of Funds**

While grants of this nature are typically based on reimbursement of expenditures, advances will be allowed during this grant round. Please indicate in the budget section whether or not you will need to have funds advanced to you for the project. Projects where grant funds are provided in advance will be required to submit monthly financial and progress reports. At the completion of the project, financial records for the project will be audited by NCHAA staff and the grantee will be required to return any funds remaining or deemed as ineligible costs.

### **Submissions of Grant Applications**

Completed grant applications must be received in the office of the National Coal Heritage Area Authority by 4:00 pm, March 19, 2021. Applications may be mailed to NCHAA, PO Box 15, Oak Hill, WV 25901. Applications can be hand delivered to 100 Kelly Avenue, Oak Hill. Faxed or emailed applications will not be accepted. Two complete copies of the application, with a cover letter signed by the Executive Director or an officer of the corporation indicating institutional support for the project, are required. Please secure application with a clip and **do not** staple or bind in any manner.

### **Eligible Categories**

#### **Interpretation and Heritage Programming:** (Grant awards range from \$ 1,000 - \$10,000)

Projects must create or further develop interpretive opportunities related to coal heritage within the National Coal Heritage Area incorporating at least one of the interpretive themes. Can include community or school based heritage education projects. Designs for printed materials, signage design and interpretive plans must be approved by the National Coal Heritage Area Authority before printing or fabrication of signs begins. Exterior interpretive signage must use the graphic design template currently in use by the National Coal Heritage Area. Historical markers will be allowed under this category, but must be a part of the Division of Culture and History's historical marker program and must include adequate space for a minimum of two vehicles to safely pull off the road.

#### **Examples of eligible projects are:**

- interpretive brochures and guides
- performances
- performance spaces for relevant performances
- interpretive exhibits and signage
- creation of public art exhibits
- development of interpretive signs
- creation of relevant art/photography exhibits
- driving/walking tours
- historical markers

#### **Historic Preservation and Resource Stewardship:** (Grant awards range from \$ 1,000 - \$20,000)

Projects in this category must further the preservation, protection, and/or restoration of historic properties, landscapes and cultural resources with the National Coal Heritage Area. All

structures must be listed on the National Register of Historic Places or determined as eligible for listing by the State Historic Preservation Office. Preservation and restoration of historic structures must adhere to the Secretary of the Interior's "Standards for Treatment of Historic Properties." All preservation projects are subject to approval of the WV State Historic Preservation Office and may not proceed until written notice from SHPO is received. All structures receiving funding under this category must be owned by an eligible non-profit or public agency, open to the public, and have a clear connection to coal history and the specified interpretive themes.

**Examples of eligible projects are:**

- development of a historic preservation master plan for an existing National Register district or structure
- structural analysis for the purpose of stabilizing an eligible structure
- interior and exterior rehabilitation of an eligible structure
- development and submission of a nomination to the National Register of Historic Places

**Archives and Historical Record Collection:** (Grant awards range from \$ 1,000 - \$10,000)

Grants within this category will serve to increase the public's access to historical records and documents or to preserve paper-based archival documents, artifacts, and photographs. All work done under this category must focus on preserving collections or improving the public's access to archival information, but may not include ongoing operational expenses of operating an archival facility. A catalogue of material collected and archived under this grant category must be published and made available to the public either on-line or in print and a copy provided to the National Coal Heritage Area Authority.

**Examples of possible projects in this category are:**

- collecting and cataloguing or archival documents to be made available to the public
- creation of systems to allow on-line access to archival documents
- preservation of collections through proper storage
- curation of collections of historical materials, artifacts, and photographs

**Greenways, Public Parks and Non-motorized Trails:** (Grant awards range from \$ 1,000 - \$25,000)

Grants within this category must focus on creating outdoor interpretive spaces that have an interpretive element, be open to the general public and be generally accessible to the traveling public. Design plans and feasibility studies for these types of projects are also considered to be eligible. In general, playgrounds and recreational facilities will not be eligible for funding. All design plans for approved projects must be submitted to the National Coal Heritage Area Authority for approval before actual construction begins.

**Examples of projects eligible under this category are:**

- a trailhead facility related to the coal heritage of the area
- interpretive trails that pass across mining lands or through historic coal communities with accompanying interpretive materials
- roadside pull-offs featuring interpretive signage and/or historical markers

- gateways and gateway signage to coal communities
- non-motorized trails that connect historic resources or historic communities
- river access sites to provide access to water trails for fishing and non-motorized boating. Special emphasis will be on providing access to the Tug Fork River and the Guyandotte River Water Trail.

**Educational Activities and Events:** (Grant awards range from \$500 - \$10,000)

Grants within this category will focus on providing educational opportunities within the community or schools. Activities should involve preserving and sharing the history of the region with children, young people, community members, and visitors to our area or involve those groups in collecting and preservice history.

**Examples of projects eligible in this category include:**

- field trips to historic sites or to attend historic presentations for young people
- projects that explore the history and culture of coal and coal communities through the arts including drama, literature, photography, visual arts, music, dance, and public art
- special speakers or presentations as stand-alone activities or as part of a festival
- historical research and documentation including oral and family histories
- traditional and digital storytelling
- workshops or presentations designed to assist communities in preserving and interpreting their history

**Marketing and Promotion:** (Grant awards range from \$500 to \$10,000)

Grants within this category will provide for development of promotional materials and advertising for sites, communities, and events that have a clear connection to the coal heritage interpretive themes described above. We will not provide funding for reprint of existing brochures. We are looking for new projects.

**Examples of projects eligible in this category include:**

- initiatives that promote heritage sites as tourism destinations
- projects or strategies that will increase visitation to sites
- projects or strategies that include multiple heritage sites or partners
- creation of brochures, travel guides, rack cards, and other printed materials distributed to visitors or used to attract visitors to a community, region, or site
- signage designed to direct visitors to heritage sites and improve the visitor experience

## APPLICATION INSTRUCTIONS

Applications should include the following information in the order given.

### **Organizational information (Two pages maximum)**

- Name, address, telephone and fax numbers of organization
- Contact person with email address
- Organizational status (Non-profit status must be documented in attachments)
- FEIN and DUNS numbers
- Ability of organization to complete project with descriptions of any similar projects completed
- Fiscal capacity of organization to manage federal grant funds
- Experience of key project staff or volunteers
- If you have an existing grant still open, please provide status of that grant

### **Description of Project (Five pages maximum)**

- Project goals and steps designed to meet these goals
- Activities to be undertaken
- Timeline for completion of project, please provide concrete dates for completion of project
- Target audience including number of people to be served, if applicable
- Connection of project with National Coal Heritage Area interpretive themes
- Description of methods used to ensure products will be of highest quality and professionally produced
- Plan for sustainability and maintenance of project
- Describe how project will be made available to the public including staffing of site, if applicable. Priority will be given to projects that have demonstrated appeal to tourists and will stimulate tourism based economic development.
- Discuss any benefit to the local community.

### **Community Involvement (Two pages maximum)**

- Discuss organizations that will partner with you on this project and their contribution to the project.
- Does this project fit with other community preservation, economic development, or tourism plans?
- How will this project complement other projects within the community?
- Discuss community support of this project. Include at least two letters of support from partners.

### **Budget and Budget Narrative (Two pages maximum)**

- Discuss whether you will complete the project on a reimbursement basis or will require an advance.
- Provide a detailed line item budget for grant funds and matching funds (use budget form attached to this document)

- Provide a detailed narrative describing how each expense will support the overall goal of the project
- Funds may not be used for staff salaries and overhead, although services of a project manager or professional consultant may be allowable

**Attachments (Ten pages maximum)**

Please include the following items as attachments:

- Verification of Non-profit status
- Letters of support (2)
- Resolution from board authorizing submission of the application and appointment of the grant administrator
- Documentation of the availability of matching funds

**SELECTION CRITERIA**

Projects will be judged by the following criteria:

- |  |           |
|--|-----------|
| • Connection to National Coal Heritage Area Themes                   | 20 Points |
| • Organizational capacity to manage and complete project by deadline | 10 Points |
| • Plans for sustainability   | 10 Points |
| • Appeal and accessibility as a heritage tourism venue               | 25 Points |
| • Community support and partnerships                                 | 10 Points |
| • Historical significance of structure, site and/or project          | 15 Points |
| • Benefit to the community   | 10 Points |

**Total points possible: 100**

