

WATER/WAYS FAQs



WHO CAN HOST THE EXHIBIT?

The Museum on Main Street program is focused on small towns and rural areas. Host organizations should be located in communities of 15,000 or fewer people. Tax-exempt organizations including libraries, museums, historical societies, local governments and civic organizations can apply to host the exhibit.

ARE THERE ANY MINIMUM REQUIREMENTS TO HOST THE EXHIBIT?

The host organization must be able to provide a secure, climate-controlled space that can accommodate an exhibit occupying a minimum of 750 square feet. The space also needs at least two electrical outlets to accommodate video monitors, touchscreens and other A/V that are part of the exhibit. On your application, you will be asked to upload two photographs and a floor plan (hand-drawn is fine) of your intended venue.

It's okay if your local exhibit does not fit in the same venue/room as the traveling exhibit.

The host organization also needs to be open for a minimum of 30 hours per week for the duration of the exhibit, including hours on the weekend. It's okay if your organization offers special or extended hours only while the exhibit is in town.

We recommend that your venue be ADA compliant (we'll make an exception for historic buildings) and have ramps, which makes it easier to unload and load the exhibit as well as makes the space more welcoming to all visitors.

Please see the Water/Ways webpage for floor plans and more:
<https://indianahumanities.org/programs/museum-on-main-street-water-ways>

IN ADDITION TO THE EXHIBIT, WHAT DOES INDIANA HUMANITIES PROVIDE?

Host organizations will receive a \$2,000 grant to cover costs associated with the development of the local exhibit component, including design, permissions and fabrication. These funds can also be used for programs and promotion related to the exhibit.

We will cover the costs for one speaker from our speakers bureau (to be announced in the spring of 2021) to give talks as part of your program series. Host organizations will also receive a starter kit of swag, collateral and other goodies to help you promote the exhibit.

Indiana Humanities will host a two-day training for up to four members of your local project team in Indianapolis on December 3-4, 2020. This training is required and will be held virtually, via the Zoom meeting platform. An in-person installation workshop will occur just before the exhibit tour begins, in

June 2021. **The project director is required to attend both trainings (additional project team members are recommended but not required to attend).**

Indiana Humanities will provide communications support, including a media kit with template press release, sample social media posts, program logos and images, and tips.

Exhibit hosts have access to a wide array of exhibition resources developed by the Smithsonian, including program guides, curriculum guides, sample timelines and checklists and much more.

DOES IT COST ANYTHING?

Awarded sites agree to pay a \$200 fee to help offset transportation costs. This fee will be due by November 13, 2020. All other program costs, including the exhibit, program guides, planning workshop and travel, swag and collateral, are covered by Indiana Humanities and the Smithsonian.

Depending on your ambition, there may be additional costs beyond the \$2,000 that we provide. You are welcome to seek additional grants, sponsorships and donations to cover these expenses.

WHAT ARE SOME BENEFITS TO HOSTING THE EXHIBIT?

Wow, where to start?! Communities who have participated in the Museum on Main Street program are nearly universal in their praise. The program helps small organizations bring high-quality exhibitions to underserved rural areas. Staff and volunteers in the local community learn how to create exhibits, develop dynamic public programs and improve their communications skills. They build relationships that last far beyond the duration of the exhibit, including with new audiences, new volunteers and new funders.

WHAT KIND OF COMMITMENTS ARE EXPECTED FROM THE HOST ORGANIZATION AND HOST COMMUNITY?

In addition to the \$200 fee, the host organization agrees to send at least one member of their project team to a two-day virtual training on December 3-4, 2020. Please hold these days on your calendar; failure to attend the training will revoke the award. **The project director is required to attend the full meeting; additional project team members are encouraged, but not required to attend.**

There will be a second statewide training in the week of June 21, 2021. **The project director is required to attend the full training; additional project team members are encouraged, but not required to attend.**

The host organization also agrees to develop and produce a component of the exhibit that relates the broader themes of *Water/Ways* to the local community. We'll help you refine your story, give you tips on how to select objects and write exhibit labels, and provide design support, but the responsibility of creating this piece of the exhibit falls on the host community.

The host organization also agrees to offer at least three public programs leading up and/or during the exhibit. These can include talks, book discussions, film screenings and discussions, scan-a-thons or local history “drives,” or other events that generate interest and help Hoosiers explore the big ideas in the exhibit. To help you, Indiana Humanities will offer a speakers bureau and cover the costs for one talk in your community. We will also provide a curated collection of Novel Conversations books that relate to the theme and can be borrowed for discussion programs.

The host organization agrees to cover any costs to complete the local exhibit and required programs not covered by the \$2,000 grant from Indiana Humanities. Hosts are encouraged to seek sponsorships for costs not covered by Indiana Humanities for publicity, programs, the local exhibit or other aspects of the program.

The host organization agrees to collect attendance and complete a final evaluation and budget, sharing feedback and reflections with the Smithsonian and Indiana Humanities.

Here’s the bottom line: the Museum on Main Street program is a big opportunity, but it is also a lot of work. Indiana Humanities will provide funding, collateral, training and guidance, but at the end of the day, it’s up to the local project team to make the program a success. **This is not a project that only one or two people can pull off.** We’re looking for hosts who share our excitement and enthusiasm but also understand the commitment and hard work involved.

WHAT ARE YOU LOOKING FOR IN THE APPLICATION? WHAT WILL SET MY COMMUNITY APART?

Museum on Main Street is a transformative program that can help you, your organization and your community engage new audiences and spark important conversations about the future of your town and state. But there’s a lot of work involved to make the most of the opportunity. That’s why we’re looking for host organizations and project team members that demonstrate **enthusiasm, commitment, and a healthy dose of imagination.**

We’ll be looking for **buy-in from partners**, whether it’s a school, visitors bureau, history museum, local businesses or the mayor’s office, who will contribute to the program’s success. Applicants are asked to provide at least two letters of support from local partners.

We’ll be evaluating the **quality and creativity of your ideas** (for programs, for local exhibit content, for partnerships) as well as **your ability to execute them.** Show us if you have a track record of success when it comes to pulling off ambitious projects, or why you’re poised to do so for the first time.

At Indiana Humanities, we encourage reflection and conversation. As such, successful applications will indicate not just the unique history of the community’s relationship to water, but **why you wish your community to reflect on those ideas today.**

We’ll also take into consideration geographic diversity and a range of local stories that relate to the broader theme of *Water/Ways*. No two communities are alike so we hope a mix of stories and experiences are represented in our 2021-2022 tour of the exhibit.

WHAT ARE THE KEY DATES?

Tuesday, July 21, 2020	Applications open
Friday, September 18, 2020	Applications due
Week of October 12, 2020	Interviews of finalists
Week of October 19, 2020	Applicants notified of Indiana Humanities decision
November 13, 2020	Return agreement letter and \$200 fee to Indiana Humanities
December 3-4, 2020	Dates for two-day MOMS Training Workshop (virtual)
March – April, 2021	Possible site visits by IH team (we'll tour your exhibit venue and talk through your local plans)
Week of June 21, 2020	Tentative date for project directors' meeting (required); learning how to install exhibit
<i>Tour Dates</i>	
June 26 - August 8, 2021	Venue 1
August 14 - September 26, 2021	Venue 2
October 2 - November 14, 2021	Venue 3
November 20, 2021 - December 30, 2022	Venue 4
January 8 - February 20, 2022	Venue 5
February 26 - April 10, 2022	Venue 6

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