



COVID-19 RESOURCES



ONLINE & MARKETING RESOURCES

- **Resources Web Page:**
silosandsmokestacks.org/covid-19-resources
- **Silos & Smokestacks eInfo**
- **Facebook Group for Partner Sites**
facebook.com/groups/170507247480694/
- **#HeritageAtHome**



Silos & Smokestacks National Heritage Area (SSNHA) established the COVID-19 Resilience Program Award to help those designated SSNHA Partner Sites affected by the impact of the Coronavirus in the heritage area. This program will address the immediate and longer-term needs of heritage area sites in reconnecting with their audiences with agricultural stories and experiences and/or reopening in this new COVID environment.

AWARD CRITERIA

SSNHA will consider award requests to:

- **Support Organizational Adaptivity.** Strengthen the ability of SSNHA Partner Sites to address barriers to organizational functionality. This includes organizational technology and other infrastructure supports, such as PPE and disinfecting supplies, to enable continued work
- **Support Programmatic Adaptivity.** Strengthen the ability of SSNHA Partner Sites to preserve and tell the story of American agriculture by shifting and/or expanding existing work to support audiences, members, and stakeholders. Examples include digital engagement, online outreach, etc.
- **Assist SSNHA Partner Sites experiencing staffing and/or volunteer gaps due to quarantines and physical distancing.**
- **Help SSNHA Partner Sites cover operating expenses incurred during pandemic-related closures and cancellations, such as staffing, utilities, and rent.**



TIMELINE

Award Cycle

- Application cycle opens May 18, 2020 and closes when funds are depleted.
- Funds must be spent by Aug. 31, 2020.
- Applications must be made online at silosandsmokestacks.org/funding-opportunities.

AWARD RANGE

2019 Total Site Expenses	Maximum Funding Award
\$10,000 - \$99,999	\$500
\$100,000 - \$299,999	\$750
\$300,000 - \$499,999	\$1,000
\$500,000+	\$2,500

ELIGIBLE COSTS

Eligible Costs

Funds may be used by designated SSNHA Partner Sites to adapt to the impact of the Coronavirus pandemic. Eligible costs may include:

- PPE and disinfectant supplies (masks, gloves, hand sanitizer/stations)
- Technology, software and equipment (tablets, webcams, laptops, microphones)
- Website development
- Operational costs (staff, rent, utilities)
- Adaptations to site to meet reopening guidelines (contract services, signage)

Funds may NOT be used for historic preservation/infrastructure projects, fundraising campaigns of any type, creation of or addition to endowment funds, payment of debt or legal settlements, and lobbying.



APPLICANT MATCH REQUIREMENT

In accordance with Silos & Smokestacks National Heritage Area's authorizing legislation requiring a minimum of a 1:1 match to each federal dollar spent, each applicant must document their ability to provide matching funds at the time of application by completing the SSNHA Partner Site Match Worksheet.

Your eligible match will be calculated by your site's 2020 budgeted expenses for the award cycle of March 1 – August 31, 2020, and your percentage of your site dedicated to preserving and telling the story of agriculture. See Partner Site Match Worksheet below for further explanation.