

"The Smithsonian is Coming to Town!"

Info Session:

Applying for Museum on Main Street

MEET THE TEAM



Sarah Page

Sarah Page is the Heritage Tourism team lead. She has worked in the Texas tourism industry for over 30 years and is known as a connector of people and resources. Her expertise is in tourism product and experience development, marketing, and community capacity building.




Teresa Caldwell

Teresa Caldwell oversees the Texas Heritage Trails Program. She has worked at the THC for over 20 years. Before that she worked at the former Texas Department of Commerce and the Texas Parks and Wildlife Department. Her expertise is in heritage tourism development and organizational management.

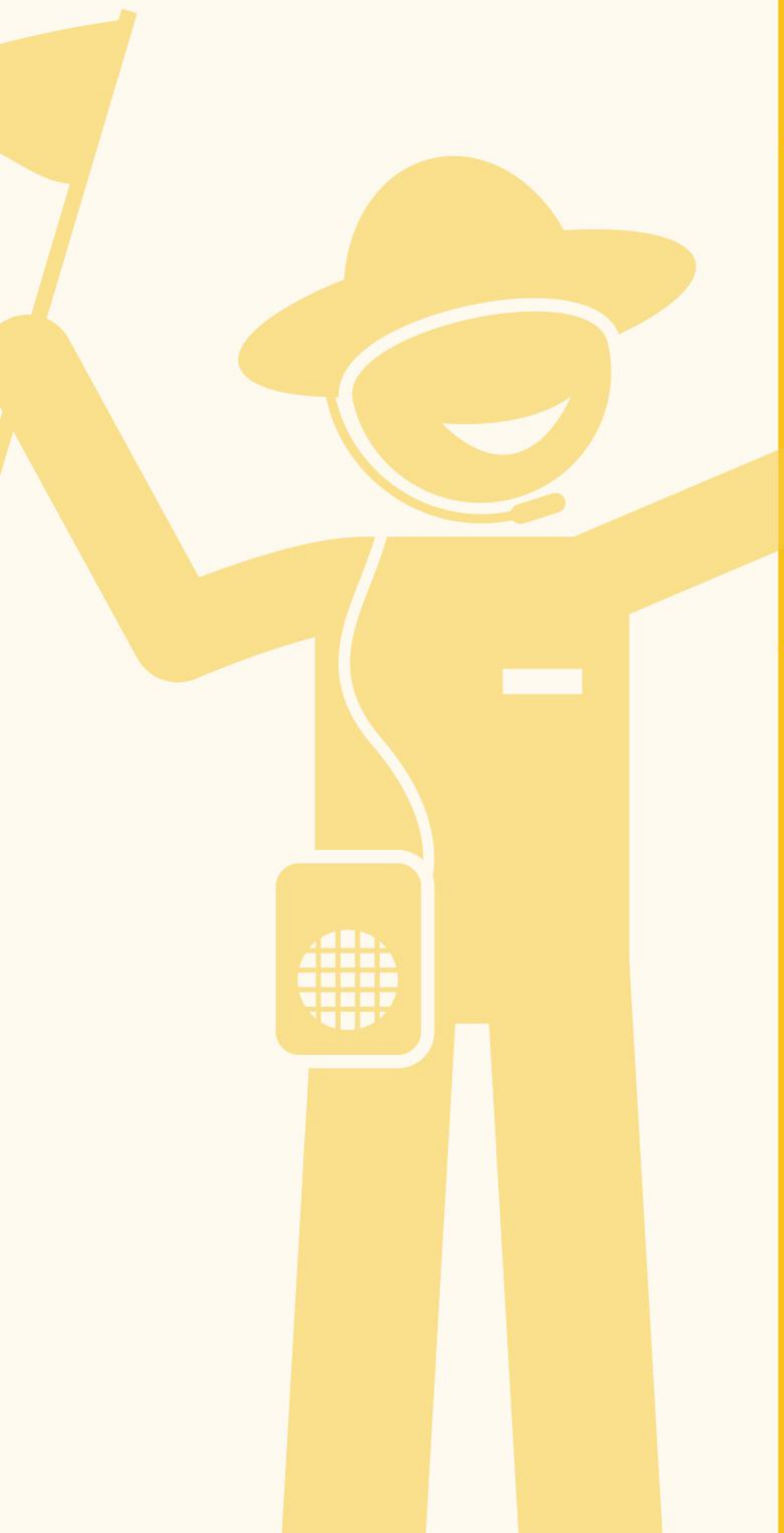


Mallory Laurel

Mallory Laurel coordinates special projects for Heritage Tourism, including the Texas Treasure Business Award and Museum on Main Street. She has worked in museum education, the public humanities, and marketing and branding. Her expertise is in interpretation, storytelling, and experience design.



Heritage tourism is travel directed toward **experiencing** the heritage of a city, region, state, or country. Heritage tourism enables the tourist to learn about, and **be surrounded by**, local customs, traditions, history, and culture.



FROM THE HERITAGE TOURISM GUIDEBOOK:

**PRESENT
YOUR
INFORMATION
AS A STORY**

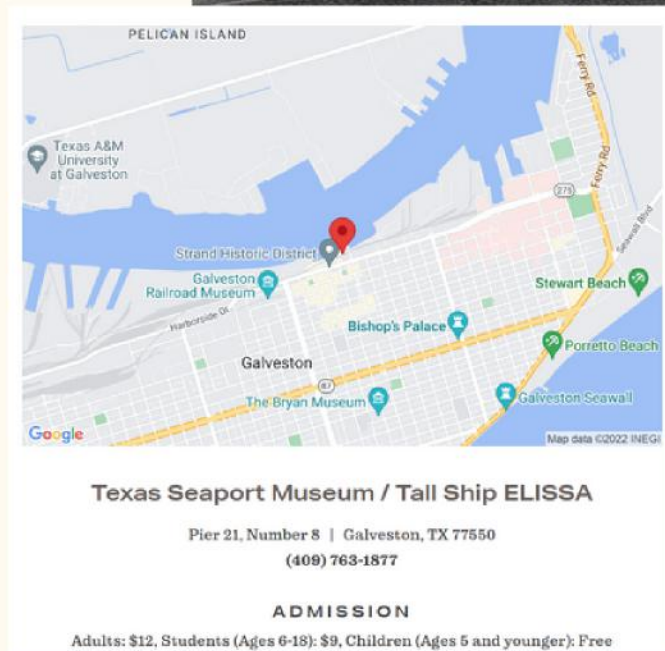
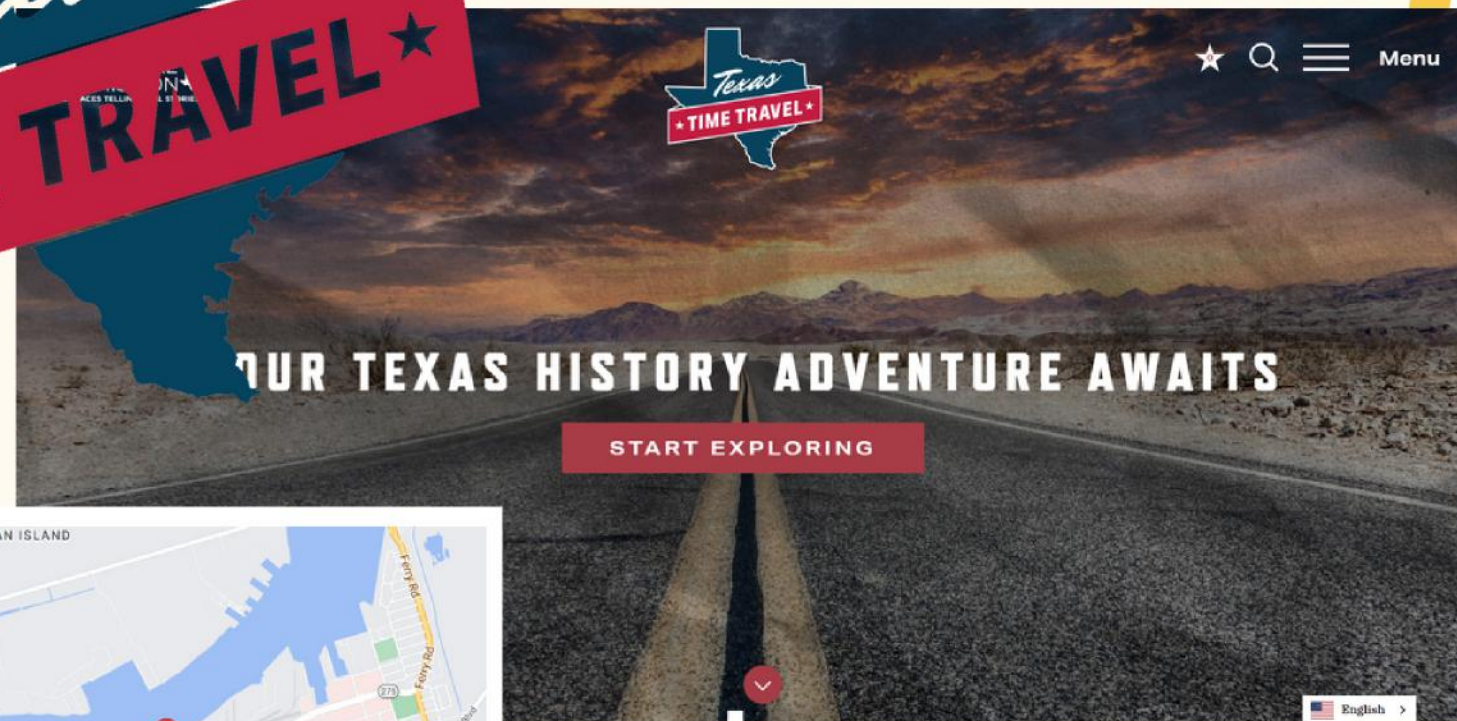
**RELATE TO THE
EVERYDAY LIVES
OF VISITORS**

**IMMERSE
PARTICIPANTS
IN LOCAL
HISTORY,
CULTURE, OR
ECOSYSTEMS**

**EXPLORE THE THEME
THROUGH A CREATIVE
OR UNUSUAL VIEWPOINT**

**CONNECT YOUR
PARTICIPANTS
WITH LOCALS**

What We Do



TexasTimeTravel.com



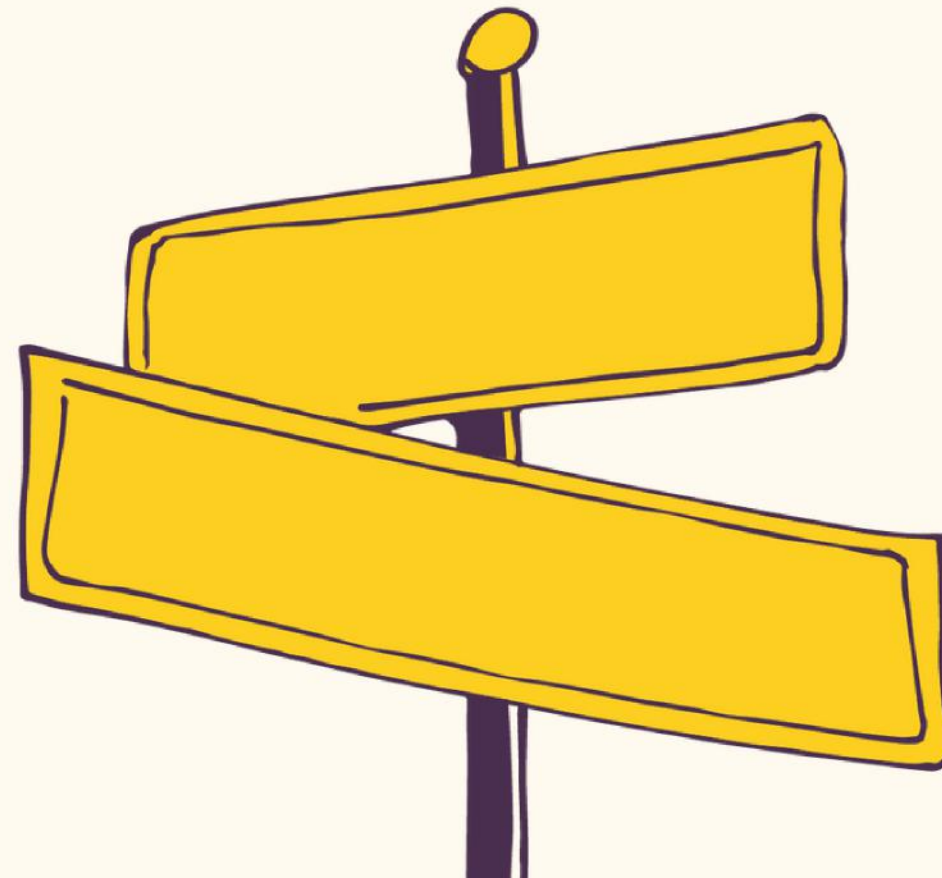
E-newsletter

Travel Guides & Brochures



Texas Heritage Trail Regions

MUSEUM ON MAIN STREET



Museum on Main Street was created to turn an exhibit into an occasion for community revitalization and capacity building.



Smithsonian Institution Traveling Exhibition Service (SITES)



**MUSEUM
on Main Street**

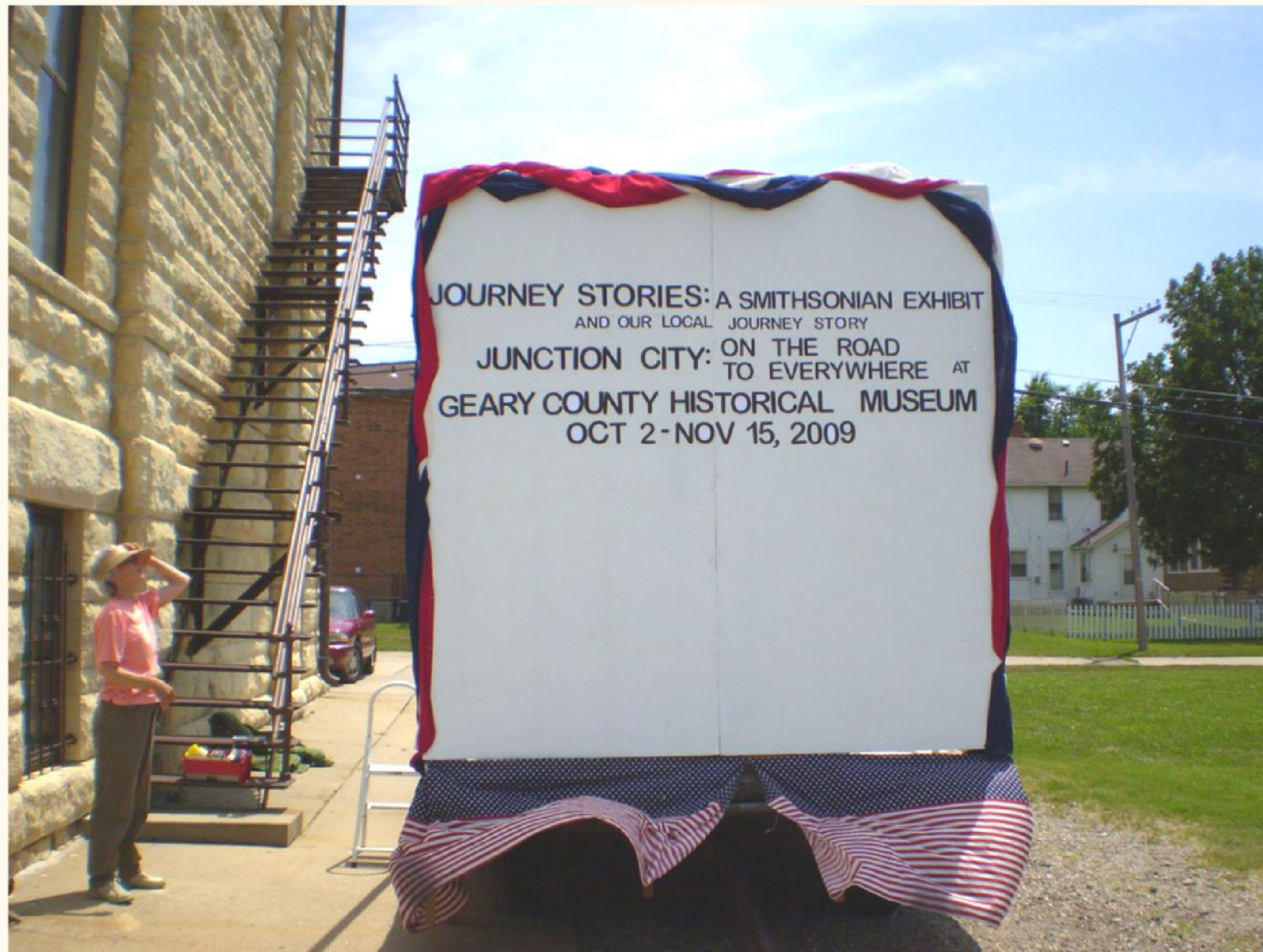


**Distinct from
other SITES
Exhibition
Programs**



"a sister program serving small towns and rural communities across America... You will find MoMS traveling exhibitions are **an excellent starting point for community engagement.**"

"There were people from all over the lower portion of the state coming into tiny Hartland to see the exhibit."



A locally-made MoMS parade float in Junction City, Kansas.

"They literally had everyone in the whole town involved, the mayor, the school principal. There was a parade, and it was just amazing. We visited the site, and they showed us the whole town, how each piece fit together for the arrival and display of the exhibition . . . Everybody got involved and wanted to be a part of it. It had such a huge impact on the community."

—Carol Taggart
Michigan Humanities Council

A STARTING POINT FOR ENGAGEMENT



"... catalyzes exciting collaborations between museums, educational organizations, and local businesses. Entire communities get involved--unleashing a tidal wave of public programs and educational activities. The success of Museum on Main Street is evidenced not only in the broad scope of public programs in host communities, but in how the projects serve as a catalyst in fostering lasting institutional advancements and ambitious capital improvements."

MoMS doesn't replace our heritage tourism efforts.

It integrates them into one coherent project that pulls multiple communities together to support one another in their capacity building efforts.

Like a successful heritage tourism project, a successful MoMS project brings together multiple partners in multiple cities who work together to create local heritage initiatives that coincide with a major promotional opportunity for the region. This collaboration ensures the program's broadest and most meaningful impact.



**Our Goal:
60 partners or
participating
organizations
per tour**

Maryland Humanities, Museum on Main Street Snapshot

2019-2020

42,592 attendees

432 special events, programs, and exhibits

92 partners and hosts

2016-2017

32,980 attendees

615 events, programs, and exhibits

113 partners and hosts

2012-2013

64,452 attendees

185 events, programs, and exhibits

Florida Humanities, Museum on Main Street Snapshot

2012-2021

\$334,000 total federal and state dollars
invested by Florida Humanities in local
programming

\$1.1 million total local funds leveraged to
match Florida Humanities support

186,000+ attendees

60% average attendance increase over the
previous year

Less than 20,000 average population size
of host communities

57 exhibition tours in 33 counties

IMPACT

CROSSROADS: CHANGE IN RURAL AMERICA

Rural America changed dramatically during the 20th century. *Crossroads* explores how people responded to change and sets the stage for people everywhere to engage in thinking about the future of our rural communities.

The exhibit tells the story of rural America by exploring the source of rural identity and its perpetuation in literature, art, film, television and rhetoric. Different media, the hands of different artists, authors, and storytellers, convey the values they associate with rural people and their perceptions of rural places.



**Yes, this is the
actual exhibit!**



EXHIBIT THEMES

Identity:

How has rural America been portrayed in popular culture? What does "rural" mean exactly and is it time for a new definition? What are the current obstacles that those living in rural areas face?

Land:

What does land mean to you? How do communities mediate between private interest and public need? Other topics: land ownership, conflict over land, landscapes and sense of place.

Community:

Where in rural communities do people connect, exchange ideas, build a future? How have local residents found new and different ways to create communities in their small towns? Other topics: Main Streets, Country Life Movement, New Deal, World War II, Civil Rights Movement.

Persistence:

With the many challenges they've faced, how have rural communities developed innovative strategies and solutions in response? Other topics: Main Street revitalization, rethinking farming, the attraction of country life.

Managing Change:


Who will shape the future of rural America? What stake do "outsiders" have? How can rural communities support a dialogue and serve the needs of all residents? Other topics: sustainable agriculture, educational access, poverty, politics.



POTENTIAL PARTNERSHIPS

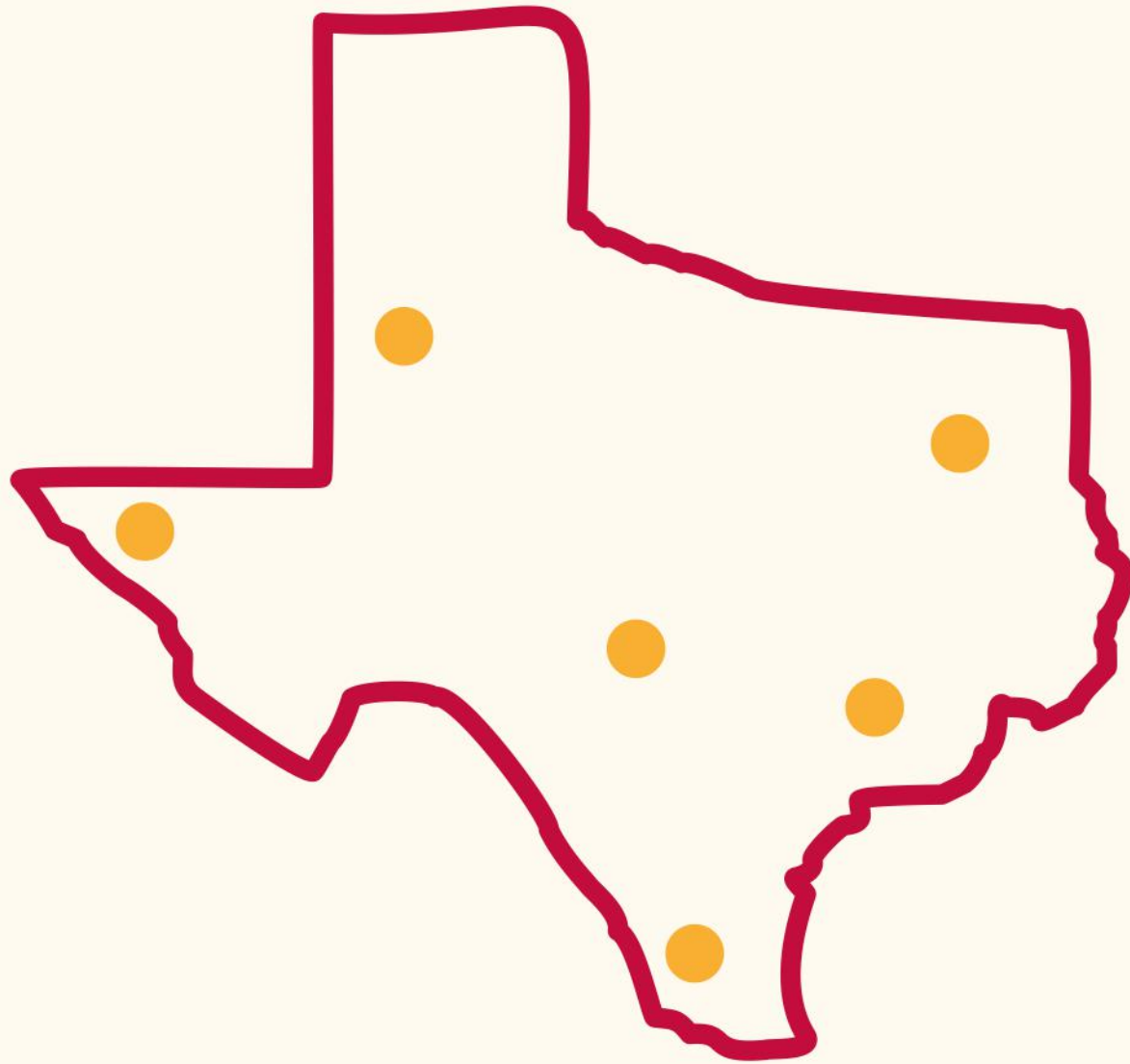
- Historical societies and organizations are critical to understanding who we are as a community.
- Local and regional governments and state, local and regional government agencies will play a significant role in discussions about the future of your rural communities.
- Arts organizations can engage with Crossroads hosts to explore how Americans have viewed rural places through the past century.
- Partnerships between historical organizations, schools, libraries, and other groups can result in creative programming, like plays, performances, poetry readings, essay contests, exhibitions and dramatic readings that encourage both reflection and conversation.



NUTS  **BOLTS**

CROSSROADS

AUGUST 2024 - JUNE 2025



6 unique regions will
host the first tour.

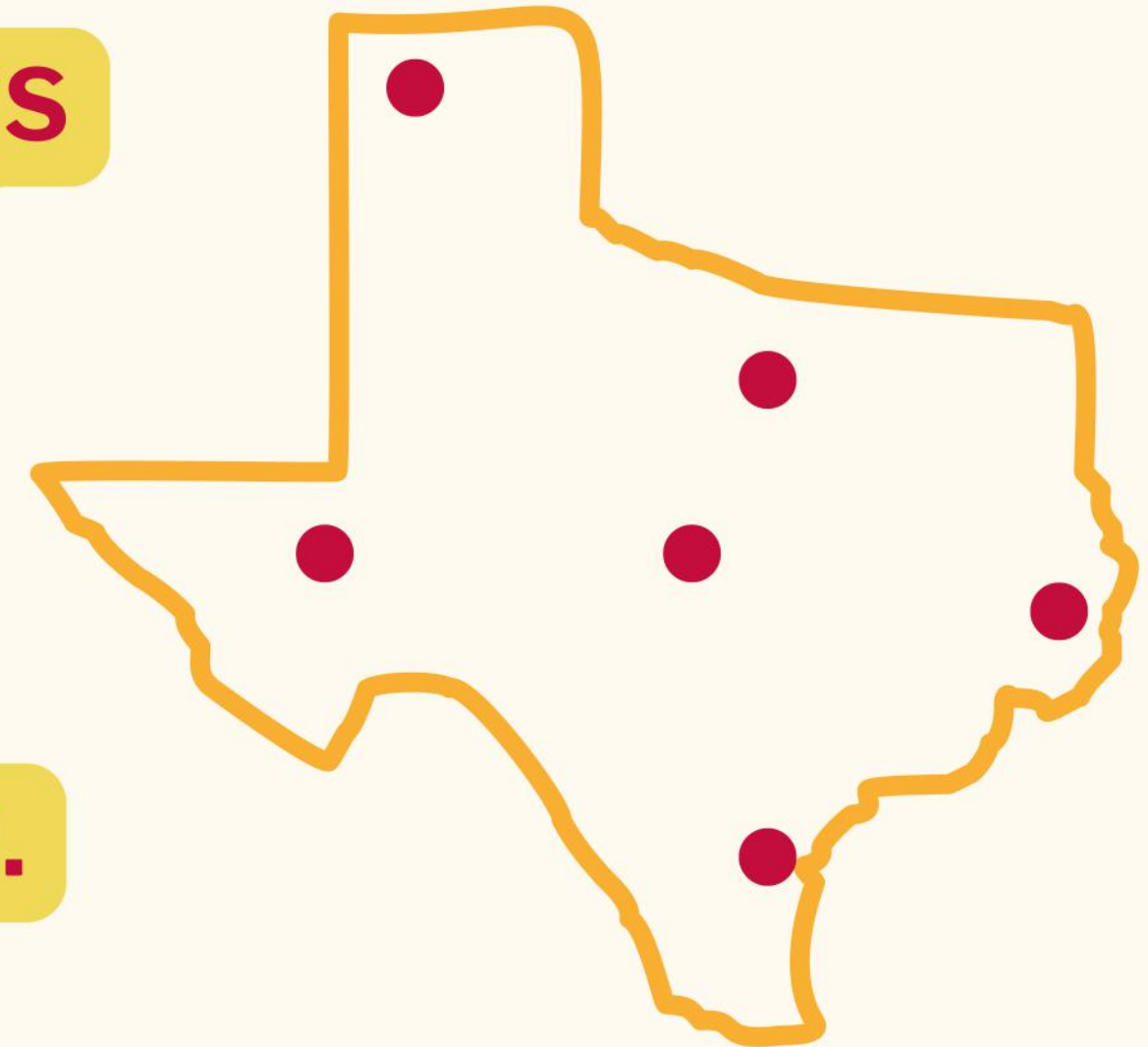
ONE TOUR LASTS
APPROX. 10
MONTHS

=

1 EXHIBIT,
6 TOWNS,
6 WEEKS EACH.

SPARK!

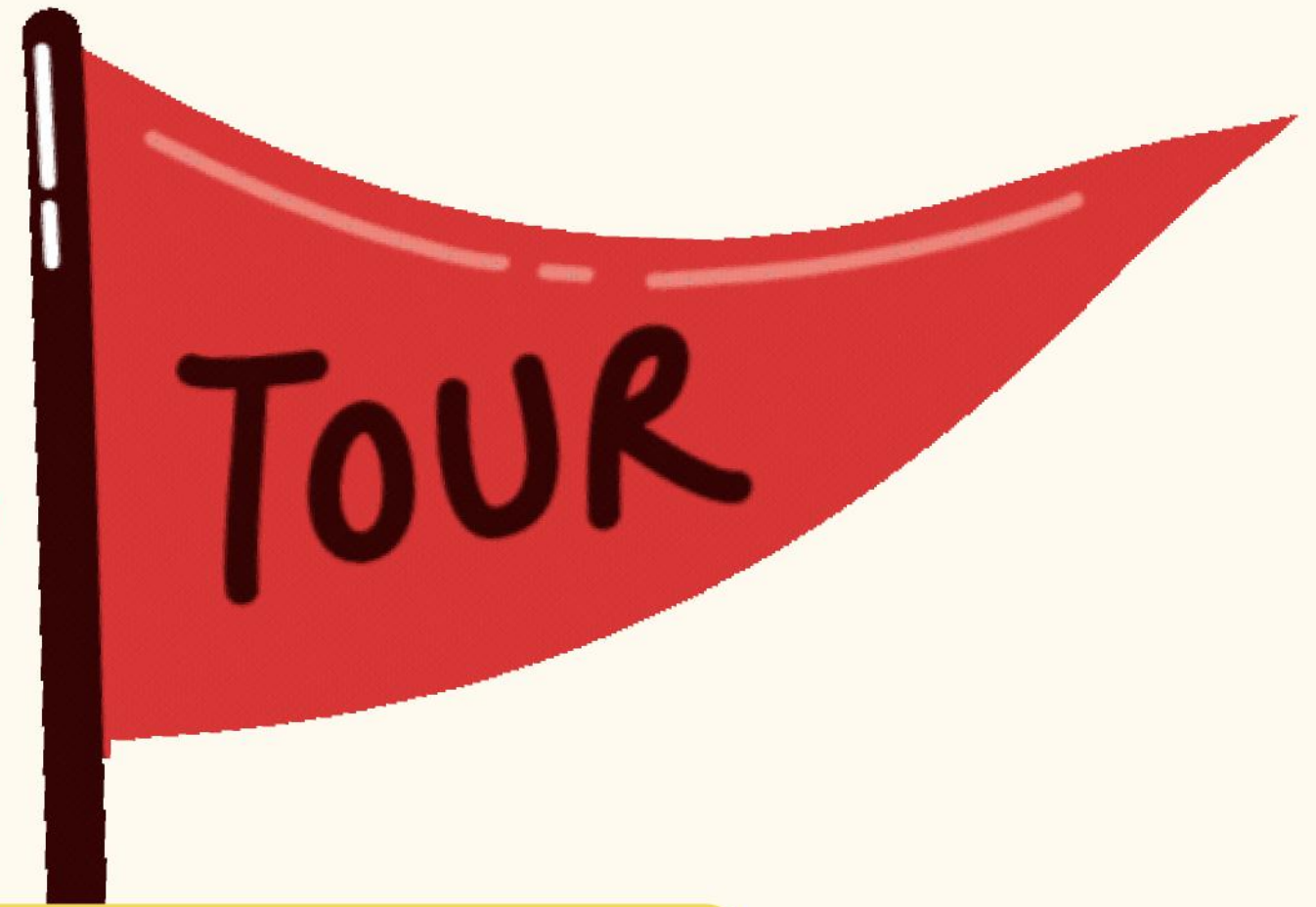
MAY 2026 - MARCH 2027



The remaining 4 regions
plus two veteran regions
will host the next tour.

CROSSROADS

AUGUST 2024 - JUNE 2025



TOUR STOP 1:

AUGUST 24–OCTOBER 6, 2024

TOUR STOP 2:

OCTOBER 12–DECEMBER 1, 2024

TOUR STOP 3:

DECEMBER 7, 2024–JANUARY 19, 2025

TOUR STOP 4:

JANUARY 25–MARCH 9, 2025

TOUR STOP 5:

MARCH 15–APRIL 27, 2025

TOUR STOP 6:

MAY 3–JUNE 15, 2025

EDUCATIONAL COMPONENTS

The following are integrated into our MoMS experience:

Group Support

Idea-sharing and troubleshooting between host communities is a vital part of the collaborative training experience.

Visitor Experience

Through site visits and training workshops, HT staff assesses your current visitor experience and helps you improve it.

Grant Applications

Humanities Texas mini-grants provide \$2000 to projects that have a public-facing component. We'll work with you to apply.

Exhibition Design

Repurposed Museum Services video and printed materials will cover exhibit development and best practices.

Project Workplans

At the start of the project, HT staff work with hosts and their planning partners to create a workplan and timeline.

Sponsorships

Develop a professional sponsor package with THC help to support MoMS in your town and establish relationships for future projects.

Product Development

THC Heritage Trail Regions work with hosts and partners to create a regional travel resource (tour, passport, etc)

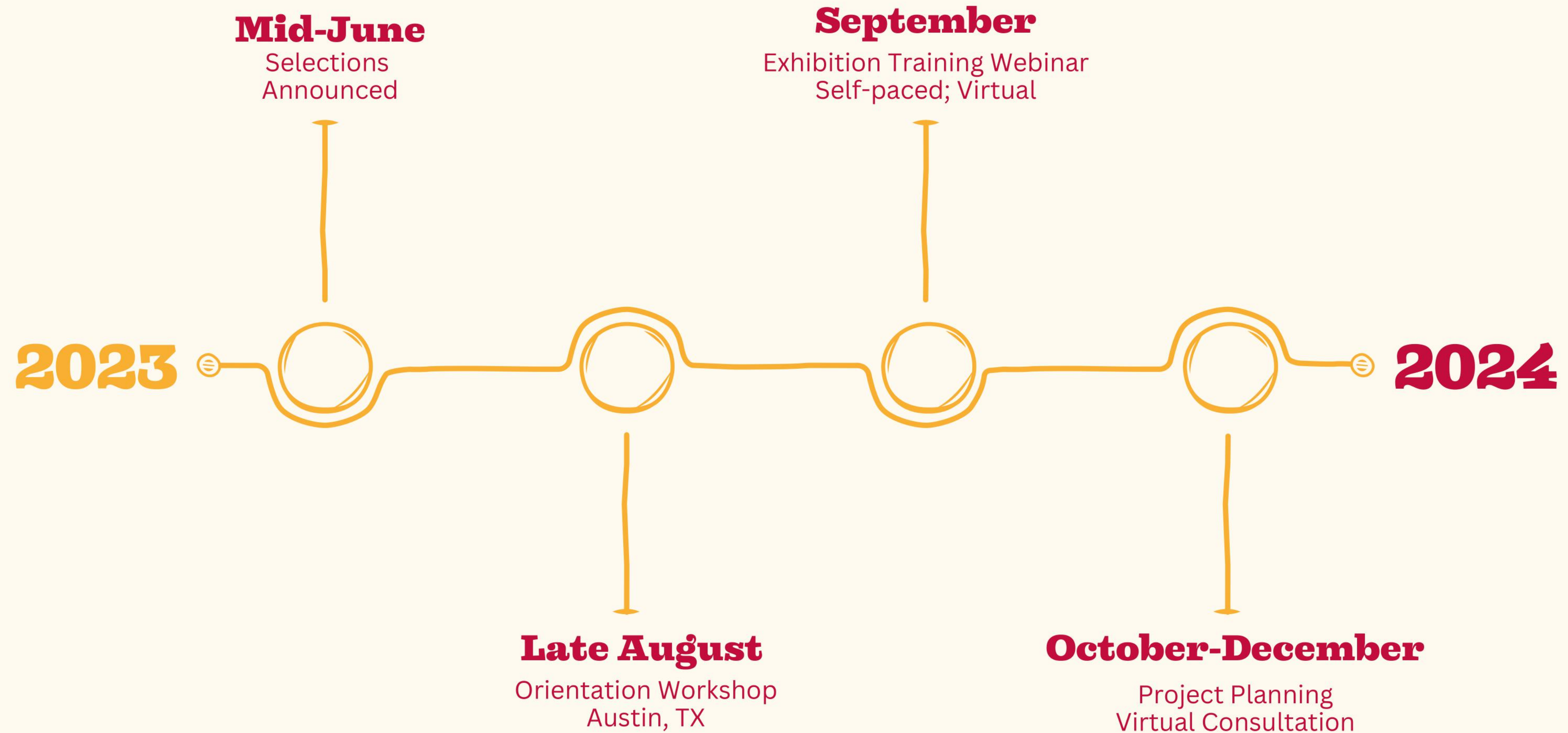
Audience Data Analysis

Learn how to use visitor demographic information, provided by us to every host, to create an audience expansion strategy.

Local/Regional Marketing

With THC staff guidance, apply targeted marketing strategies and create dynamic campaigns that reach new audiences.

*Yellow blocks are learning opportunities directly available to multiple organizations within a region.



February

Site 1:
Visitor Experience Workshop
& Site Assessment

April

Site 3:
Visitor Experience Workshop
& Site Assessment

June

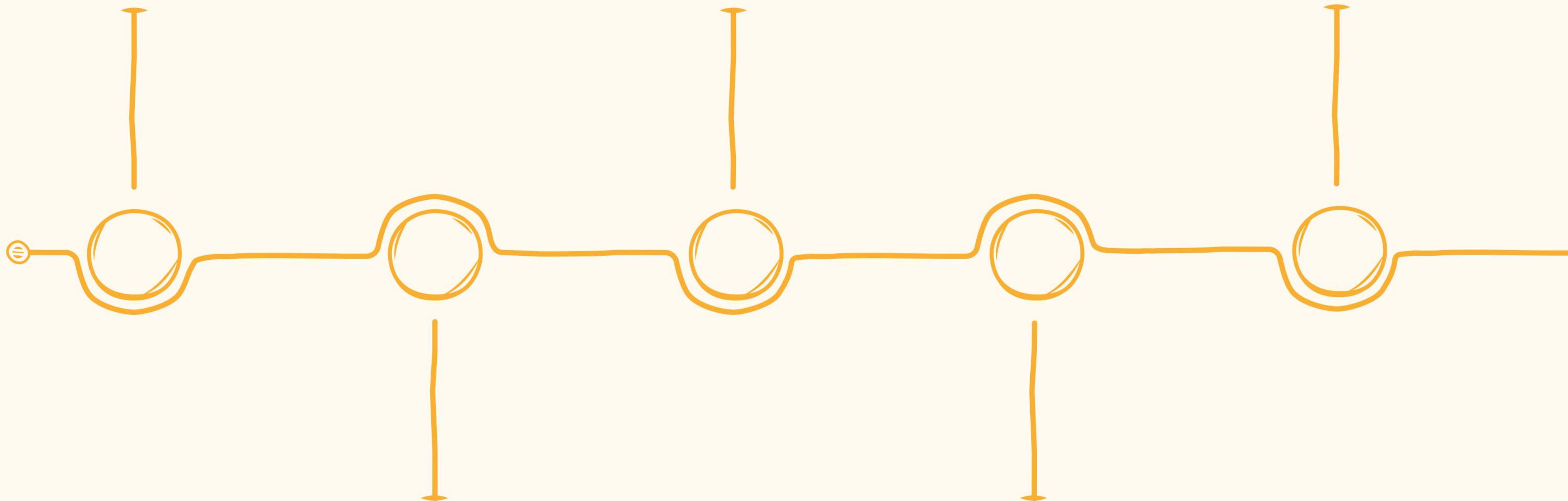
Site 5:
Visitor Experience Workshop
& Site Assessment

March

Site 2:
Visitor Experience Workshop
& Site Assessment

May

Site 4:
Visitor Experience Workshop
& Site Assessment



July

Site 6:
Visitor Experience Workshop
& Site Assessment

October

Site 2 Launches Exhibit

In 2025:

January (Site 4)
March (Site 5)
May (Site 6)

August

Installation Workshop at Site 1
Tour Launches in Texas

December

Site 3 Launches Exhibit

2025



Training Encounters

- ✓ Orientation Workshop (in person)
- ✓ Exhibitions Training with an introductory live webinar (virtual)
- ✓ Project Planning Consultation (virtual)
- ✓ Grants Workshop (virtual)
- ✓ Visitor Experience Workshop and Site Assessment (in person)
- ✓ Installation Workshop (in person)

EXHIBIT



- 6 free-standing kiosks + interactive digital kiosk
- 750 sq ft w/ recommended ADA spacing (36")
- Three sections require electricity
- Need a minimum ceiling height of 8 feet
- For transport, will fit in a 26' U-Haul truck

CRATES



- 15 crates, on wheels
- 46 1/2" W x 30 1/2" L x 81 1/2" H
- 30" W x 42 1/2" L x 81 1/2" H
- 250-350 lbs
- Need approx. 300 sq ft to store

APPLYING TO HOST



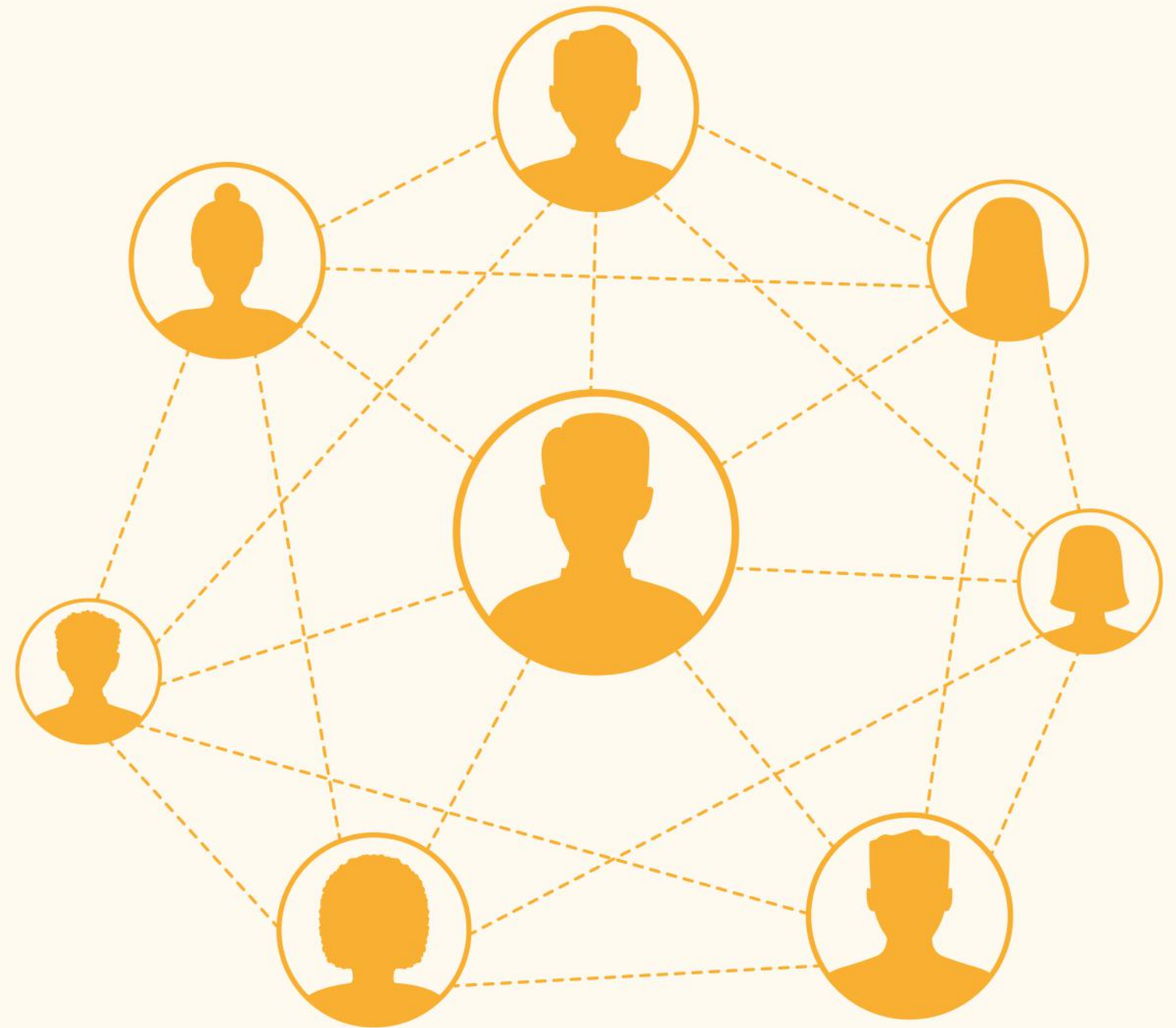
Step 1:

Contact your Texas
Heritage Trail
Region Director



Step 2:

Talk to your
partners and begin
brainstorming.



Step 3:

Complete the application.



Smithsonian's
Museum on Main Street
Host Application Form



TEXAS
HISTORICAL
COMMISSION

Project Coordinator (Primary Contact)

Coordinator Name: Title/Affiliation: Email: Phone:

Organization Information

Organization Name: Organization Address: City: Zip Code: County: Shipping Address: (if different from above) Population of Town: Organization URL: Use 2000 U.S. census.# of Full-Time Staff: # of Part-Time Staff: # of Regular Volunteers:

What is your annual operating budget? Do you have a budget allocation that would apply to this project? What additional financial resources do you plan to utilize?

Next two questions are for museums only. If you're not a museum, skip to next page:

Approx. Annual Visitation:

Hours of Operation (include seasonal changes):

Review Process

Phase I: Scoring, first impression
Phase II: Discussion
Phase III: Scoring, final

The Review Committee consists of THC staff from the following programs:

- Heritage Tourism
- Museum Services
- Texas Main Street Program

In addition, THTP Executive Directors will participate in the review of any applications from their region.

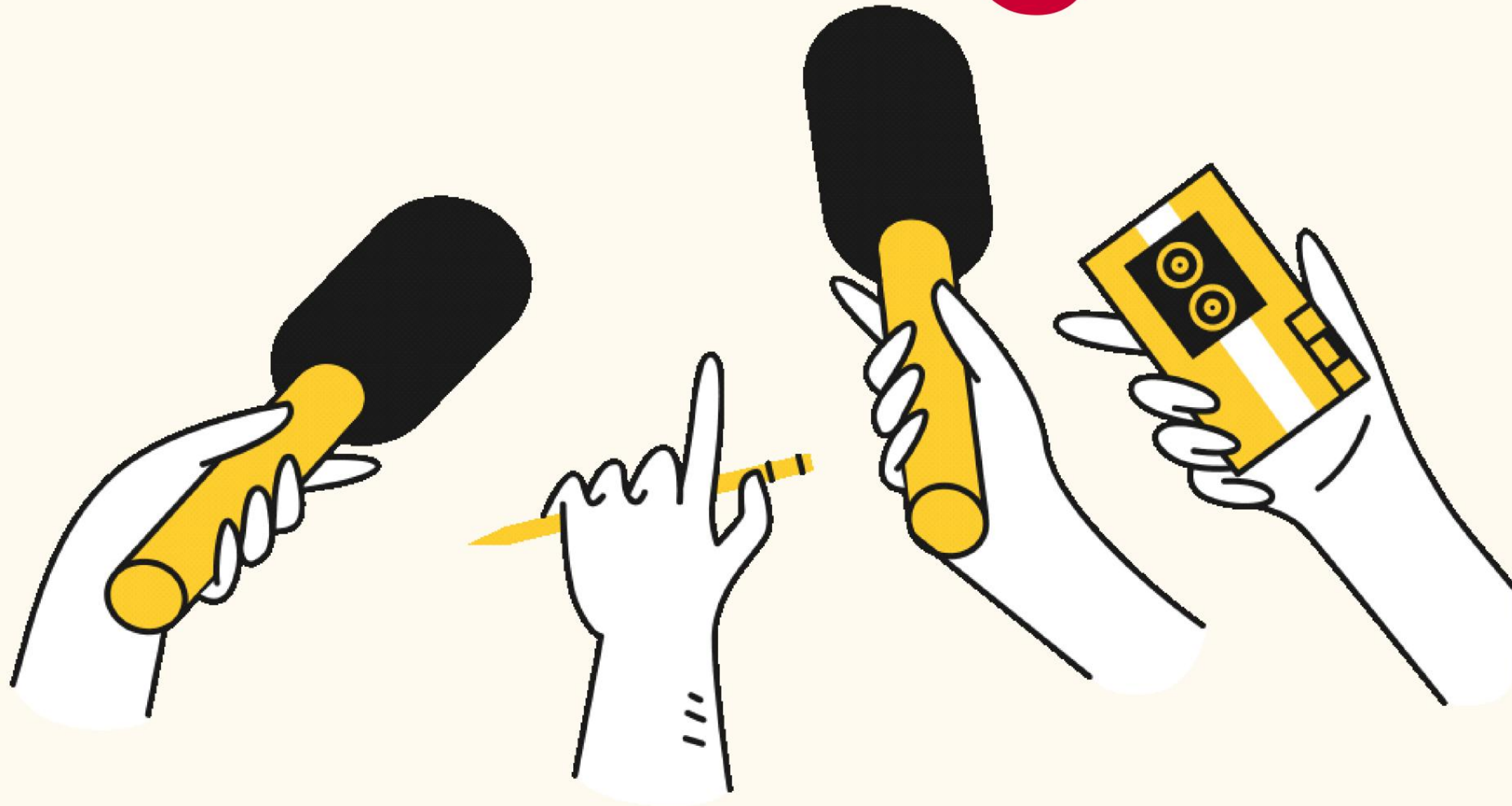
Scored Criteria

- ✓ Organizational Ambition
- ✓ Project Creativity
- ✓ Connection to Crossroads themes
- ✓ Past Collaborations and partnerships
- ✓ Utilization of resources, THC or others
- ✓ Presence of local/regional support
- ✓ Existing heritage and/or tourism landscape
- ✓ Potential for broad geographic impact
- ✓ Capacity for self-assessment and change

Considerations

- Range of abilities: what can these communities learn from each other?
- Geographic distribution: are we serving the entire state?
- Demonstration of need: is this organization too advanced to benefit from this experience?
- Insight from THTP Director: what doesn't come across on paper?

FAQs



Can I still apply if my town's population is over 15,000?

Yes, but.... we won't consider towns that are over by too much. 50,000 is probably too big. Hovering around 20,000? That's probably okay. It also depends on the town. Are you on the outskirts of major metropolitan area? If so, this exhibit may not draw a regional audience quite like it would in communities that are more remote and/or rural.

If you're not sure, contact us first and we can provide an answer more specific to your community.

What kind of organization can become a host?

Many kinds! Because this project is ultimately meant to be a collaboration among many organizations in communities across your region, we're open to different kinds of hosts. That being said, our MoMS training is heritage tourism-focused, combining historical interpretation, experience design, organizational development, non-profit management, so the host that would benefit most from this training is likely in heritage and/or tourism.

Who can participate in the training?

The Visitor Experience Workshop hosted in your community will be open to your local and regional partners. These partners will also have access to certain training documents and pre-recorded videos. Live webinars may also be open to others, depending on the types of activities planned and whether they're manageable with a large audience.

However, due to space and budget limitations, the Orientation Workshop in Austin is limited to only a few individuals from each community.

How much does it cost to host?

It varies. On average, organizations can expect to spend between \$5,000 and \$7,000 on the entire project. Some of the expenses included in this number aren't mandatory, but they can impact how successfully you stage and market your community's leg of the tour.

Example Expenses (*required):

- Shipping of the exhibit from the previous town to yours*
- Supplies for your local exhibition
- Event-related expenses, including speaker or performer fees
- Travel and lodging for out-of-town workshops (including Orientation)*
- Print materials in addition to what the Smithsonian already provides

Regarding sponsorships, there are opportunities to provide sponsors with underwriting credit on the exhibition's title panel.

What if I don't have enough space for the exhibit?

Because all six kiosks are free-standing, the final configuration you place them in is customizable to your space. For example, if your gallery space can only fit five kiosks, you have the option to place the Introduction kiosk just outside the room.

In difficult cases, your assigned Smithsonian representative will help you plan a layout that suits your space.

Questions?

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