



**"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.

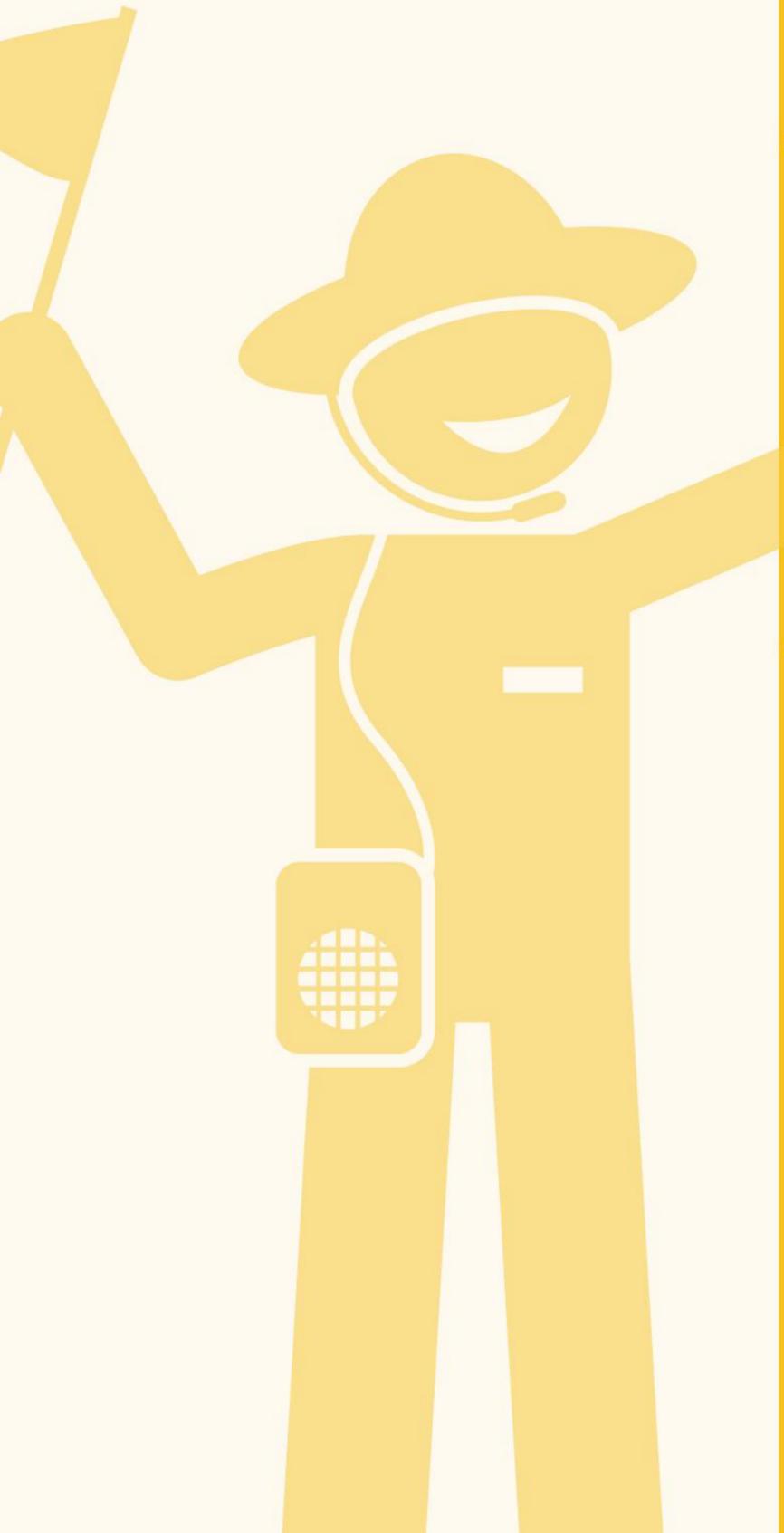


**Mallory Laurel**

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

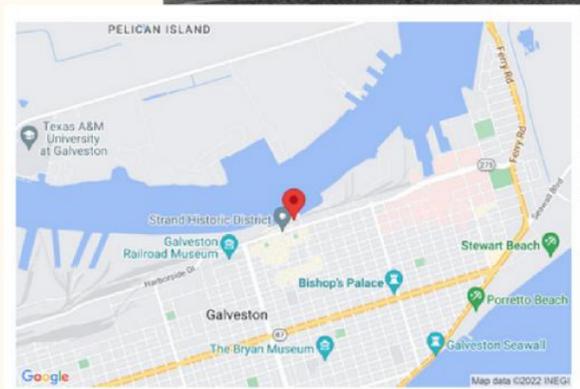
RELATE TO THE  
EVERYDAY LIVES  
OF VISITORS

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



**Texas Seaport Museum / Tall Ship ELISSA**  
Pier 21, Number 8 | Galveston, TX 77550  
(409) 763-1877  
**ADMISSION**  
Adults: \$12, Students (Ages 6-18): \$9, Children (Ages 5 and younger): Free

**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)

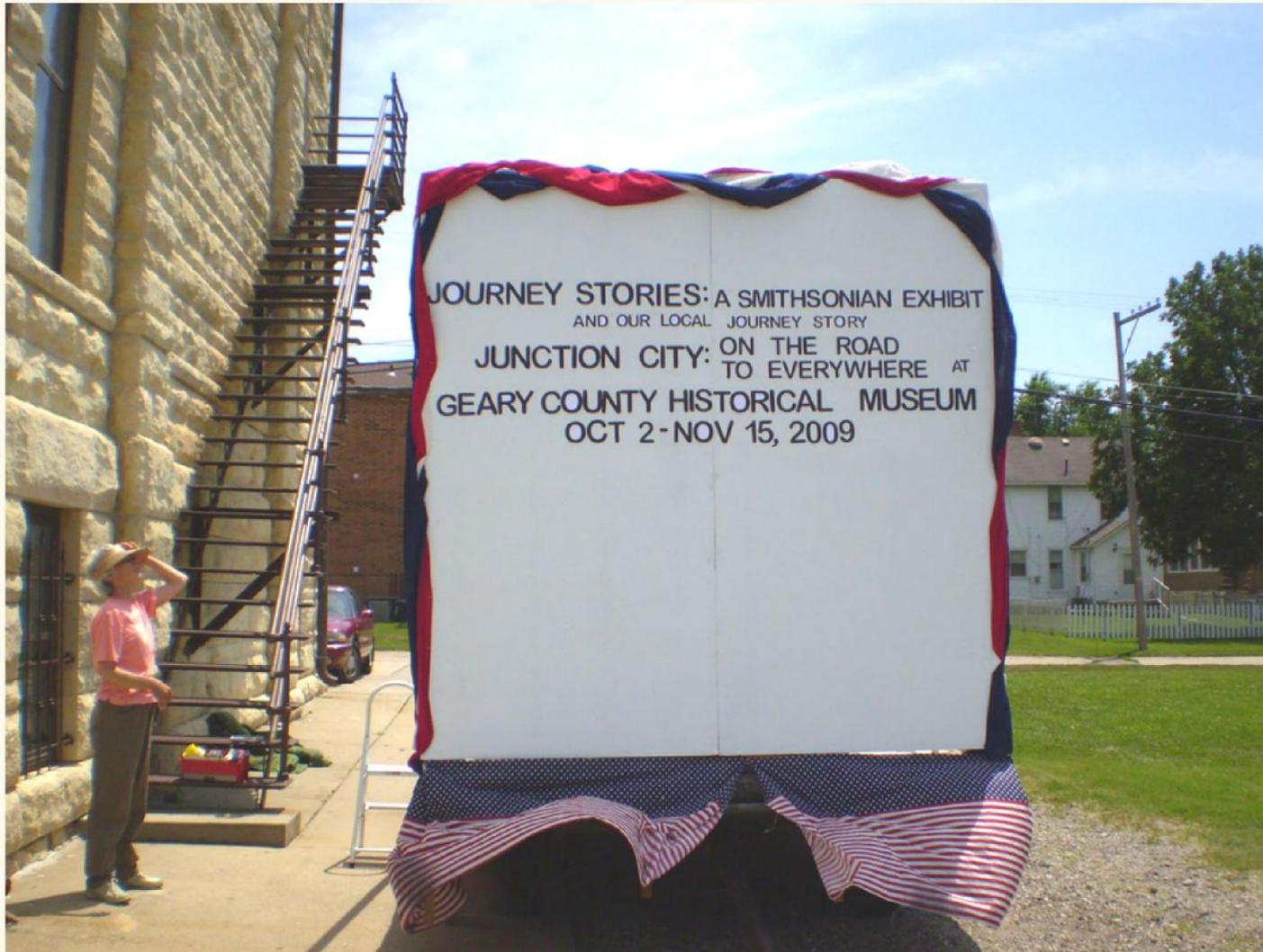


**MUSEUM  
on Main Street**

**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."



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

# A STARTING POINT FOR ENGAGEMENT

A vibrant street scene with historic buildings, parked cars, and a person inspecting a classic car. The scene is set on a sunny day with a clear blue sky. The buildings are multi-story and feature classic architectural details like cornices and varied window styles. An American flag is visible on the left. In the foreground, a man in a plaid shirt is looking at a dark classic car. Other cars, including a red pickup truck and a black pickup truck, are parked along the street. The overall atmosphere is one of a well-maintained, historic urban environment.

"... 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.



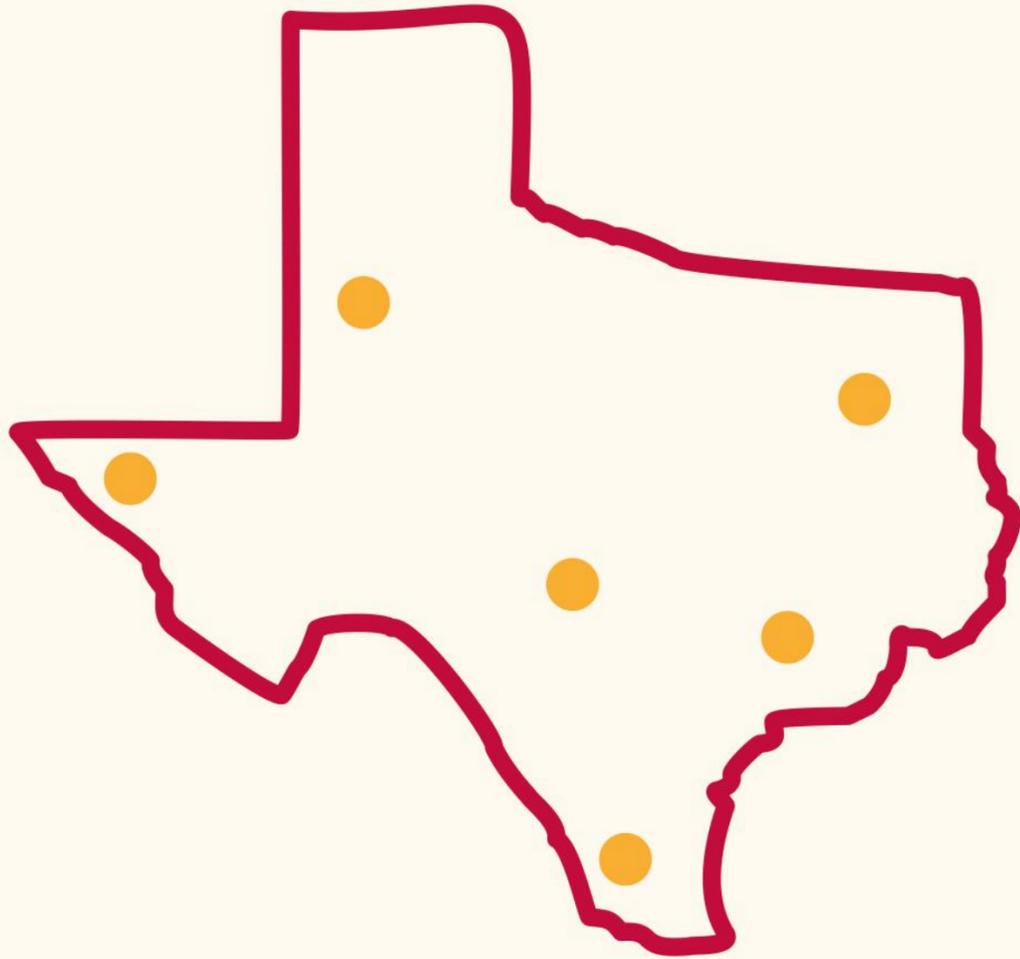
**NUTS**



**BOLTS**

# CROSSROADS

AUGUST 2024 - JUNE 2025



6 unique regions will host the first tour.

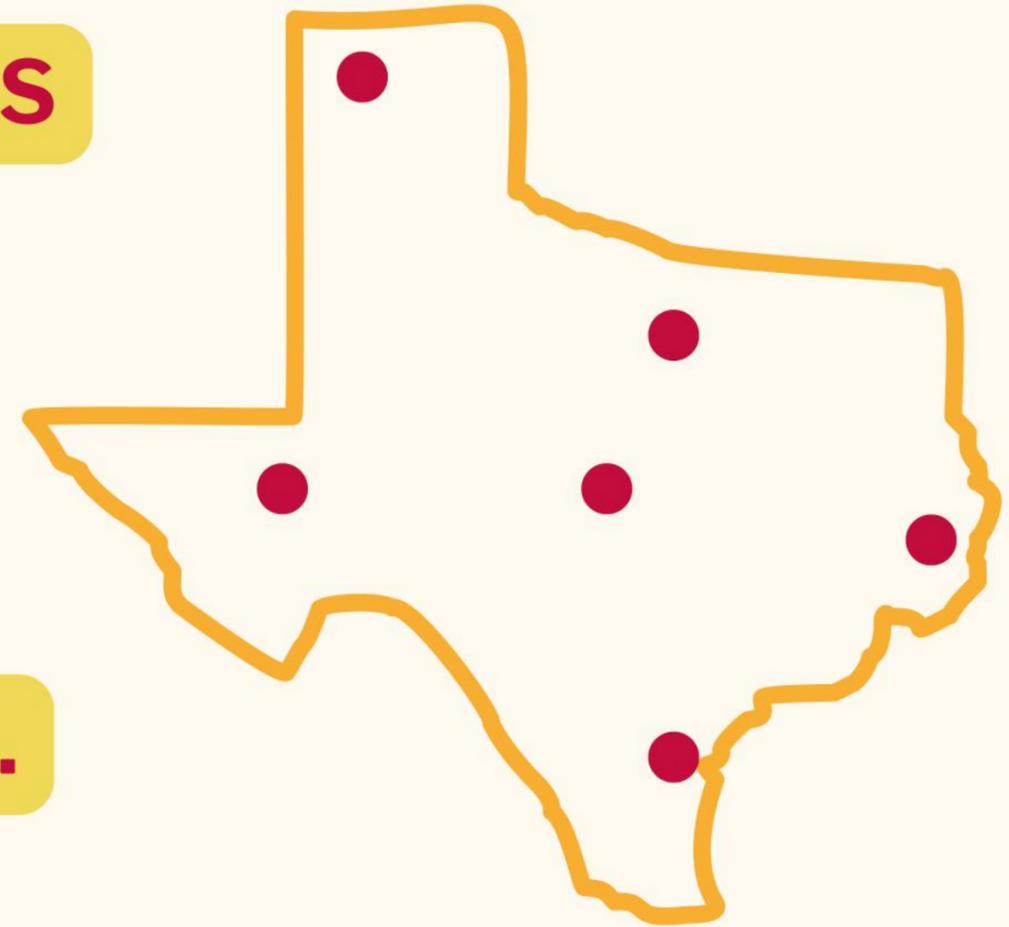
ONE TOUR LASTS APPROX. 10 MONTHS

=

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.

**Mid-June**

Selections  
Announced

**September**

Exhibition Training Webinar  
Self-paced; Virtual

**Late August**

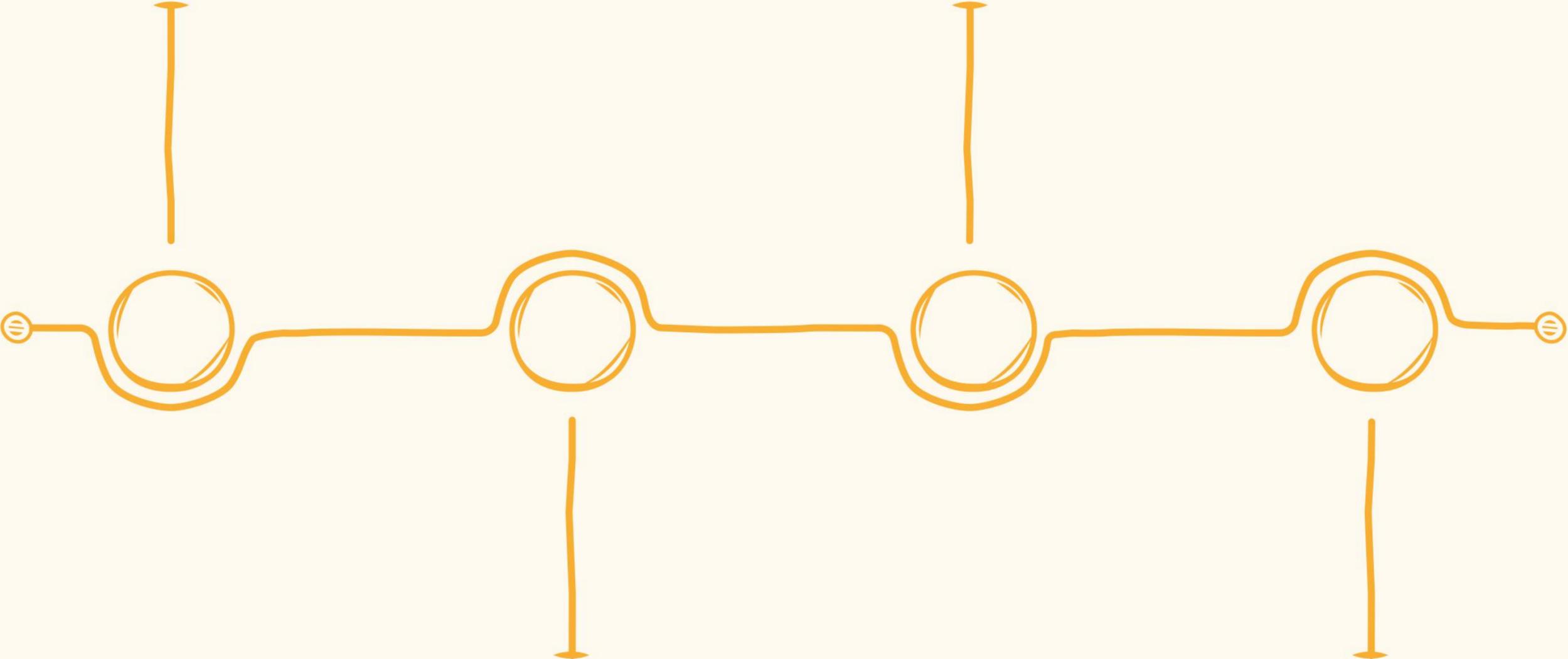
Orientation Workshop  
Austin, TX

**October-December**

Project Planning  
Virtual Consultation

**2023**

**2024**



## February

Site 1:  
Visitor Experience Workshop  
& Site Assessment

## April

Site 3:  
Visitor Experience Workshop  
& Site Assessment

## June

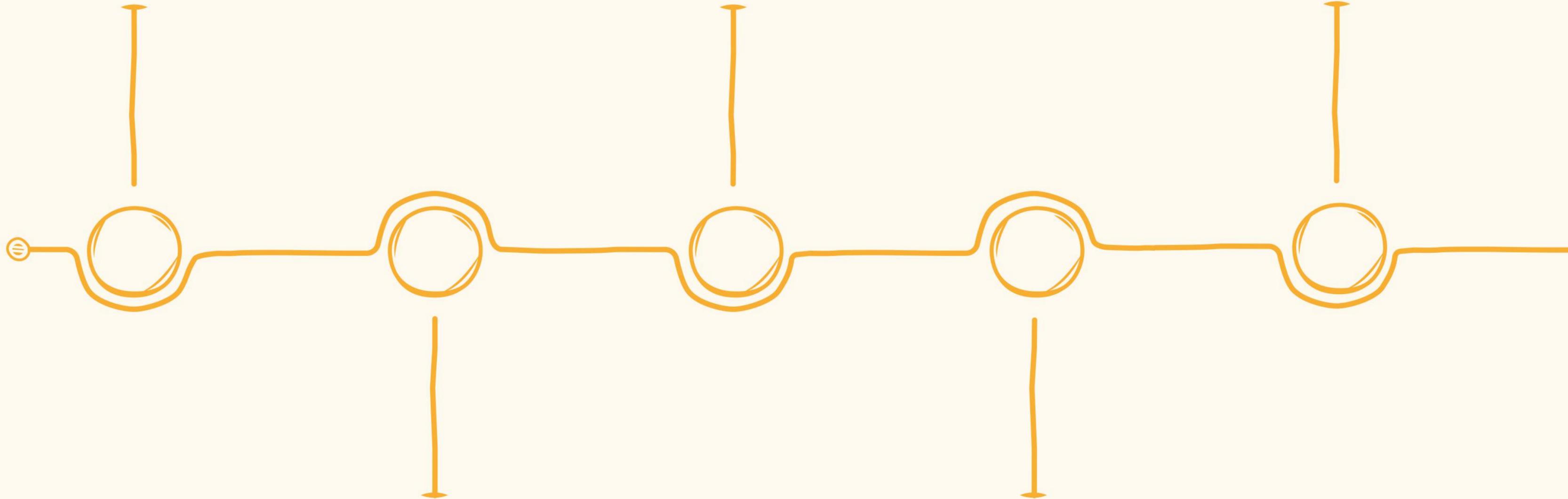
Site 5:  
Visitor Experience Workshop  
& Site Assessment

## 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

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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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[sarah.page@thc.texas.gov](mailto:sarah.page@thc.texas.gov)