

# Minnesota Historical Society Traveling Exhibits Program

## Application Guidelines

*Updated 7.23.2015*

Hosts must demonstrate they are an entity that serves a public good, such as historical organizations, tribal organizations, libraries, or schools. Applicants must be able to explain how hosting will benefit the institution and community. Potential hosts must demonstrate they have the space, staff and resources needed to display and promote the exhibit, and the ability to enhance the traveling exhibit with local objects, stories, and programs.

The following information is designed to help you complete the application.

**Applicant:** Please state the legal name of the applicant along with correct contact information. Please use your US Postal Service Mailing Address, as this is where all correspondence will be directed.

**Authorized Officer:** The authorized officer must be able to sign contracts and bind the applicant to a contract. The Minnesota Historical Society cannot tell you who is authorized to sign for the applicant. The governing authority (board, city council, etc.) must delegate this responsibility.

**Project Director:** The governing authority of the applicant should appoint one person to coordinate hosting the Traveling Exhibit. This must not be an honorary appointment. The person listed will be the direct contact with the Minnesota Historical Society. This person should be available in Minnesota before, during, and immediately after the exhibit is in your community. Do not assign anyone who will be on vacation or will be a snowbird before, during, or immediately after the exhibit comes to your community.

**Traveling Exhibit Choice:** Please check only one.

**Requested Exhibition Dates:** Please consult the blocks of available time posted on the web site for the exhibit. Put your preferred dates here. If you have no preference, please leave blank. Dates will be confirmed with accepted host organizations. Dates are subject to change.

**Give a Brief Description of Your Institution:** Reviewers of proposals to host a Traveling Exhibit may not necessarily know the applicant. Use this box to introduce the applicant, your location in Minnesota (include a county, region—like SW, NE, etc.—or nearby regional center), what audiences you currently serve, recent accomplishments, how many other traveling exhibits you have hosted, and your strategic priorities. This statement should be thorough enough for someone unfamiliar with you to understand how the traveling exhibit complements your organization.

**This is a competitive application process. If multiple institutions request the same dates, the information you provide can influence which applicant is awarded the booking.**

**Why Are You Interested in Hosting This Exhibit?** How does this exhibit relate to your institutional mission? Has a professional evaluator or your governing authority recommended that your organization host a traveling exhibit? Is there an event that you are planning to commemorate? How will it appeal to the community, attract visitors and volunteers, or help your institution develop new skills and

collaborations that will be useful on other projects? Have you had success with other MNHS Traveling Exhibits?

**Describe how you will market the exhibit.**

- How you propose to get the word out about this exhibit before, during, and after?
- Number of people who will train as docents for the exhibit?
- Special events you or others will host in conjunction with the exhibit?
- Outreach to schools?

**How will you use this traveling exhibit to attract new audiences?** How will this exhibit help you attract new and repeat visitors? Have your visitors or supporters requested this exhibit? Will it help your audience see something in a new way or change behavior? Does it appeal to local schools and help them meet education standards? Is this an opportunity to develop and deepen connections within the community?

Will this exhibit help you attract new volunteers or develop new skills and collaborations that will be useful on other projects? More than 70 percent of all historical organizations in Minnesota are entirely volunteer-operated. Volunteers come with an amazing wealth of knowledge, but not necessarily about operating a nonprofit history organization. Libraries, schools, and other collaborators hosting a history exhibit may not have experience in presenting history. How will this exhibit help you build capacity?

**What specifically will you add (additional content, artifacts, programs, etc.) to showcase local history?** One of the goals of the Minnesota Historical Society Traveling Exhibits program is to reach new and underserved audiences. Are there people in your community who have not recently made use of what you offer? This is an opportunity for you to create additional exhibits that present local content related to a broader subject. Please describe:

- the local story you hope to tell;
- illustrations and museum objects from your collection you might use;
- learning goals and objectives (psychomotor, cognitive, and/or affective); and
- intended audience. (Your chosen exhibit may not appeal to everyone, so describe the characteristics of your primary audience members.)

**Describe the space where the traveling exhibit will be displayed.**

**Describe the staff and volunteers who will set up and oversee the exhibit.**

Please specify:

- Hours open to the public;
- Presence of restrooms and other amenities;
- Size of the room (if possible attach a floor plan showing dimensions and location of any windows and doors);
- Type of lighting and whether the room has motion-activated lighting;
- Temperature and humidity set points and daily allowable fluctuation;
- Number of people available to install the exhibit;
- Number of people that will train as docents for the exhibit.
- People who will be involved in developing complimentary local content, programs and activities