Crossroads: Change in Rural America Exhibition
Coming to North Carolina in 2022

Applications Due: October 14, 2021
Apply: www.nchumanities.org

North Carolina Humanities partners with the Smithsonian Institution Traveling Exhibition Service (SITES) to bring high-quality traveling exhibitions to communities across the state. These Museum on Main Street (MoMS) exhibitions are designed to start dialogue, facilitate connections, open doors to community history, culture, people, and build a sense of local pride.

Exhibition Description: Crossroads: Change in Rural America offers small towns a chance to look at their own paths to highlight the changes that affected their fortunes over the past century. The exhibition will prompt discussions about what happened when America’s rural population became a minority of the country’s population and the ripple effects that occurred.

Despite the massive economic and demographic impacts brought on by these changes, America’s small towns continue to creatively focus on new opportunities for growth and development. Economic innovation and a focus on the cultural facets that make small towns unique, comfortable, and desirable have helped many communities create their own renaissance. The future is bright for much of rural America as small towns embrace the notion that their citizens and their cultural uniqueness are important assets.

Many Americans assume that rural communities are endangered and hanging on by a thread—suffering from outmigration, ailing schools, and overused land. But that perception is far from true in many areas. Many rural Americans work hard to sustain their communities. Why should revitalizing the rural places left behind matter to those who remain, those who left, and those who will come in the future? All Americans benefit from rural America’s successes. We can learn great things from listening to those stories. There is much more to the story of rural America!
Major Themes & Core Humanities Questions
Identity | Land | Community | Persistence | Managing Change

- Changes transformed rural America (including global influences), especially during the 1900s.
- What are some of these changes, and what have they meant for rural life?
- People are holding on in their rural communities. Why and how?
- What is rural life like today? How are rural Americans shaping their future?

Exhibition Specification
- Installation requires 800 square feet of space (can fit in multiple galleries) with a minimum ceiling height of 8 feet.
- Door height (and elevator door height as applicable) of 82in required.
- Space must have access to electrical outlets and ensure that the exhibit is not displayed in direct sunlight to maintain the integrity of exhibition panels.
- Six free-standing sections.
- Five audio and video media components.
- Mechanical, tactile, and low-tech interactives.
- Various sized object cases.
- Packed in 16 wheeled crates.

Host Venue Requirements
NC Humanities invites museums, libraries, community venues and other cultural nonprofit organizations to apply. Priority is given to host venues in rural counties. Eligible applicants will:
- Meet the minimum space requirements listed in the Exhibit Specifications section of this document.
- Plan and implement robust public humanities programs on the themes of the exhibit that leverage community partnerships and feature local stories/collections.
- Ensure widespread community participation through public relations campaigns and other promotional means.
- Identify a two-person team who will manage the project for the venue.
- Attend two mandatory NC Humanities-led trainings; a statewide Programming Meeting in early 2022 and Installation Workshop in August 2022.
- Ensure at least a 2:1 cost share match to NC Humanities grant to support the tour at your venue.
- Track and document all staff and volunteer time, facilities, and other resources donated to the project.
• Install and de-install the exhibition according to provided guidelines.
• Have on-site staff presence when exhibition is open.
• Track attendance, maintain budget records, and submit final program reports.

Selected Host Venues Will Receive the Following from NC Humanities
• *Crossroads: Change in Rural America* exhibition for approximately six-weeks, rent free.
• Free exhibition shipping.
• Grant funds of up to $2,000 to support public, humanities-based programming, such as
  lecturers, film series, local exhibit development, oral history collection, workshops, reading
  discussion programs, etc.
• Travel expenses for the two-person venue team to attend required NC Humanities trainings.
• An exhibition support manual covering installation, object collection, and conservation.
• PR and promotional support including, exhibition brochures and posters, public relations
  support, and promotional templates.
• Expert guidance in program-planning from exhibition consultants, scholars, and humanities
  professionals
• Capacity development support for their venue.
• Dedicated NC Humanities staff support for program development, exhibition management,
  and other guidance.

How to Apply
1. Watch this video tutorial on the application process.
2. Get started on your application by clicking “Login/Create Account” in the upper right-hand
corner of the screen. We regret that feedback cannot be given on draft applications.
   • A. *If you are new to the online system, please create an account prior to
      applying.* Once you have created your account and are logged in to your Applicant
      Dashboard, click “Apply” in the upper left-hand corner to view an alphabetical list of
      all open funding opportunities. Please bookmark the login page for ease of access.
   • B. *If you have previously created an account, please click here to login.* Once on
      your Applicant Dashboard click “Apply” in the upper left-hand corner to view an
      alphabetical list of all open funding opportunities. Please bookmark the login page
      for ease of access.
3. We anticipate that decisions will be announced 6-8 weeks after submission following the
   submission deadline, however this is subject to the volume of applications received. All
   decisions will be announced via our online application management system.
   • Incomplete applications will not be reviewed. Submission of an application does not
     guarantee approval. Due to the high volume of applications, we will not be able to
     provide comments on award decisions.
• If you do not have internet access, please call our office at 704.687.1520

Questions? Contact Caitlin Patton Stanley, Director of Grants and Compliance, at cpat-
thon@nchumanities.org or (704) 687-1521

About North Carolina Humanities: North Carolina Humanities is a statewide nonprofit and
affiliate of the National Endowment for the Humanities. Through public humanities programs
and grantmaking, NC Humanities serves to connect North Carolinians with cultural experiences
that spur dialogue, deepen human connections, and inspire community. To learn more, visit
www.nchumanities.org.