

NEH Application Cover sheet (TA-296580)

Public Impact Projects at Smaller Organizations

PROJECT DIRECTOR

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INSTITUTION

Laurel Historical Society
Laurel, MD 20707-3429

APPLICATION INFORMATION

Title: *Strengthening Interpretation and Public Programs at the Laurel Museum*

Grant period: From 2024-03-01 to 2025-12-31

Project field(s): History, General

Description of project: The Laurel Historical Society seeks funds to conduct comprehensive evaluation and analysis of collections and public programs. The proposed project would strengthen interpretation as a result of internal and outward-facing evaluations to assess the gaps in our current collection, evaluate our programs and community needs, engage in listening sessions, and interview community members and stakeholders. These approaches would aid the organization in strengthening interpretation and public programming at the Laurel Historical Society.

BUDGET

Outright request	25,000.00	Cost sharing	0.00
Matching request	0.00	Total budget	25,000.00
Total NEH request	25,000.00		

GRANT ADMINISTRATOR

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Attachment 1: Narrative

Summary

The Laurel Historical Society seeks funds to conduct comprehensive evaluation and analysis of collections and public programs by internal and outward-facing evaluations to assess the gaps in our current collection, evaluate our programs and community needs, engage in listening sessions, and interview community members and stakeholders. These strategies would aid the organization in strengthening interpretation and public programming at the Laurel Historical Society.

We would use a variety of approaches for identifying the interpretive potential of our collections and to support our ability to offer public programs to serve new audiences. The two primary goals for this project would be to evaluate our current collections and exhibitions through internal assessment, and to attain a closer community engagement through public-facing or external evaluation. The final phase of the project would be to compile and analyze the results and incorporate them into the existing Strategic Plan (see Attachments), including dissemination of results to the community.

These primary goals are significant because they align with the status of the organization and recent work we have undertaken in strategic planning. The staff and Board of Directors just completed a six-month strategic planning process with two interpretive consultants that resulted in five strategic goals over the course of the next three years. The proposed project would help us to achieve tasks in two particular Strategic Planning Goals: (1) *Better reflect our role as a community museum through public programs* and (2) *Improve diversity in all aspects of the organization*.

The major activities within this project fall under the Internal and External evaluation categories. For the internal assessment, there are three (3) sub-tasks: a) assess the current collection to identify gaps in interpretation, b) conduct an overall program assessment of events offered by the Laurel Historical Society, and c) evaluation of the organization to assess communities and representation. For the external assessment, there are four (4) sub-tasks: a) conduct “town hall”-type public forums, b) conduct smaller and informal listening sessions for feedback on programs and community needs, c) conduct interviews with key community stakeholders, and d) distribute surveys to the public and organization membership. The final phase or wrap-up would include a) analysis of findings, b) update strategic plan, and c) communicate updated plan and findings to the community.

We would collaborate with Sean Blinn, public interpretive/museum evaluation specialist, Rebecca Kennedy, collections care expert, and Sandra Johnson, retired educator, local historian, and community expert, to complete the project. Mr. Blinn has previously conducted a small program evaluation of our fall 2022 events (see Attachments). Ms. Kennedy has completed a NEH-grant funded project on disaster management at LHS, and we have partnered with Ms. Johnson for more than a decade on African American history in Laurel. The public forums would take place throughout the Laurel area, inviting geographic inclusion in addition to economic and ethnicity diversity.

The key questions and challenges that are driving this project stem from both our strategic planning process and the final report of the Museum Assessment Program (MAP) conducted in the fall of 2021, which noted: *“It would be very helpful if the organization could formally evaluate its education programs*

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to understand if it was meeting the audience's needs." (see Attachments). Thus, our key questions would continue our strategic thinking about our organization and address: where we are as an organization, what we currently offer the public, how the community sees our organization, and what we can do to meet the needs of the community.

At the end of the project, the Laurel Historical Society hopes to achieve both internal changes (strengthen organization awareness of role in the community, identify the gaps in the collection, and understand the programs we currently offer) and outward facing changes (understand community needs, learn more about how the community and our stakeholders view us, and evaluate our community engagement through data-driven surveys and sessions).

Audience

The Laurel Historical Society strives to improve the quality of life for the residents of Laurel by providing outstanding programs and research, special events, and fantastic visitor experiences to our community.

The major needs of Laurel include supporting a growing immigrant population from Africa, Asia, and Latin America; addressing the changing demographics of an evolving society; and fostering a civic dialogue of diverse audiences and histories. A growing need within the community is to serve the recent immigrant population of Laurel. We frequently encounter parents who are foreign-born and sometimes require additional assistance or information to participate in programs or register for activities.

Laurel's demographics have been shifting for several decades toward a society of ethnic, religious, and geographic diversity. The narratives of these communities of color, low-income, and immigrant populations enrich our society and contribute to a vibrant culture in the greater Laurel area. Generations later, the Laurel Historical Society is working to build trust, outreach to diverse audiences, and interpret an inclusive and responsible history of our community.

For example, we engage audiences in interpretation of humanities ideas through our museum exhibits and collecting practices. Since 2020, we have had our text panels translated into Spanish, the majority secondary language in the community. This was the first time in more than 20 exhibits that the panels were bilingual. A second initiative we undertook was to display a land acknowledgement statement, recognizing and honoring the tragic history of the Native American cultures along the Patuxent River in the Laurel area.

When the pandemic closed the Museum in March 2020, we engaged in urgent collecting practices devoted to documenting and collecting the materials, photographs, and stories related to Laurel's responses to the pandemic, protests for social justice, and virtual education and stay-at-home experiences. We also created informal webinars called "Collections Conversation" which have specifically drawn in members of the African American Community and created new insights into Laurel's Jewish community.

We consider our greatest strength at the Laurel Museum to be our evolution as both a past and future facing organization, serving the community in new ways, and engaging with a more diverse audience. The proposed project would advance our audience impact by strengthening our relationship with our

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current partners, identifying new stakeholders and audiences, and gaining a more complete understanding of the needs of the Laurel community and our role in fulfilling some of those needs. This will result in an organization that is more relevant and stronger in interpretation and public programming.

Activities and outcomes

The proposed activities and how they strengthen public interpretation of the humanities at the Laurel Historical society is as follows:

1. Assess the current collection to identify gaps in interpretation – this will allow us to be proactive in our collecting initiatives for stories, histories, and artifacts that are not represented well within the community, thus strengthening our relationship with diverse audiences, and building exhibits, interpretation, and public programs around new, inclusive, and more complete narratives.
2. Conduct an overall program assessment of events offered by the Laurel Historical Society – this will help us to eliminate programs not within mission and assess the audience attendance, diversity, and community needs for our adult and children’s offerings.
3. Evaluation of the organization to assess communities and representation – this internal self-reflection will help us to understand the composition of our organization better and how to include more perspectives and communities in our planning, programs, and interpretation.
4. Conduct “town hall”-type public forums – this will show the public that their feedback is desired and that the residents are co-creating programs and initiatives with us. The forums will be held in locations spread throughout the Laurel area, including access to county facilities, community centers, and churches (North Laurel Community Center, Russett Community Center, West Laurel Community Building, and St. Mark’s United Methodist Church).
5. Conduct smaller and informal listening sessions for feedback on programs and community needs – this will allow for more intimate and honest conversations with individuals and groups that represent the widest range of needs and perspectives in our area. These will take place at the Laurel Museum as well as safe and comfortable spaces mutually agreeable to the participants.
6. Conduct interviews with key community stakeholders – this activity will help document our relationship with the community and how to better meet the needs of the residents.
7. Distribute surveys to the public and organization membership – this will allow us a data-driven approach to meeting the community needs and those of our members, donors, and supporters.

The internally focused activities to expand our interpretive programming would help to address challenges at our organization. This includes an issue identified in our MAP final report: *“help to work though some of the issues related to...the ongoing transition from an all-volunteer organization to a museum with a professionally-trained staff.”* A second challenge would be to increase diversity on the board and their understanding of what it means to be truly a diverse and inclusive organization both internally and with our outward facing strategies. By going through the process of evaluation, self-

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reflection, analysis, and feedback, the Laurel Historical Society will be able to strengthen itself internally as a non-profit small museum and externally as a trusted community resource.

Although we have worked with different organizations such as schools and faith-based groups to bring humanities-based and mission-focused activities to the community, we recognize that LHS requires a greater understanding of the needs of its community and that is why external assessment of interpretation and public programming is one of the primary goals of this project. We look forward to learning how we can better serve our community and take on a greater role within the community.

The desired and expected outcomes of the project include:

Internal

- Collection-wide assessment and report on the current state of our collections with identification of gaps
- Increased understanding of our role in the community and the relevance of the work we do
- Review our current programs and expand to serve the needs of the community

External

- Assessment of the needs of the greater Laurel community
- Attain closer relationship and engagement with the public
- Data-driven plan to strengthen interpretation and public programming (including incorporation into the existing Strategic Plan)

Relationship to the Humanities

The collections at the Laurel Historical Society are used in exhibit displays, genealogical and scholarly research, public interpretation, and educational activities. The Society strives to create awareness and promote the heritage of the Laurel area and interpret broader themes of history and culture, including industrial settlements and factory towns, economic growth and diversity of communities, segregation, minority-owned businesses, recent immigration, and the working class. Emphasis has also been made on everyday life in an industrial town located within rural landscapes, focusing on the contribution of women and African Americans to the domestic economy.

Our research library is available to the public for the purpose of genealogical and scholarly research projects. We accommodate 30-50 research requests per year on topics including local businesses, the train station, schools, theaters, physicians, and past anniversaries. Many requests (60%) relate to family histories. Individual researchers and representatives from organizations such as the National Museum of American History, Old Town Alexandria, and the Community College of Baltimore County access our collections. We have uploaded approximately half of our digitized collections through PastPerfect Online so that researchers can have online access. In 2022, nearly 1,500 unique searches took place on our PPO site. (<https://laurelhistoricalsociety.pastperfectonline.com>)

The Laurel Historical Society collects, preserves, and interprets approximately 10,000 artifacts, photographs, textiles, documents, and books dating from the 1830s to the present. Our collection is used for research, exhibits, educational activities, and public programming by students, local authors, scholars, teachers, and cultural organizations.

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The archival collection comprises newspapers and clippings from local, national, and international sources from the 1890s to the 2010s, focusing on obituaries, community events, and local events; letters and documents from the 1830s-1980s detailing business transactions, family correspondence, and political sentiments; 19th and 20th century maps documenting town growth and transportation development; 19th-century business ledgers, day planners, and scrapbooks; and 19th and 20th century community cookbooks. The archives are most significant to the humanities around the themes of working-class commerce, family life in post-Industrial central Maryland, labor movements, ethnic and racial conflicts, and immigration.

The photographic collection contains photographic prints, cabinet photographs, and postcards detailing mill life, town growth, material culture, and the history of photography from the 1870s to the present. The object collections include glass, ceramic, metal, wood, and plastic artifacts that represent civic associations, entertainment, businesses, children and education, faith-based organizations, and home life from the 1850s to the present. These items help interpret the themes of labor and working-class citizens, segregation and racial conflict, ethnicity, and immigration across two centuries, transportation and urban expansion, and a diversifying and changing society in central-southern Maryland.

The collections of the Laurel Historical Society support public programming and interpretation, as well as exhibits and educational tours. Our activities are mission-driven to foster an understanding of the cultural heritage of our area. We accomplish this through innovating programs, both virtual and in-person, and collaborating with fellow non-profits. For example, within the past year, we have offered: Children's Day at the Museum, Garden Tour, McCeney Walkathon and Fun Day, webinars (topics include Black History at a local Methodist church, Women's History at a site founded by a former enslaved worker, Archaeology Month, Maryland recipes), guided exhibit tours of *What's Cookin', Laurel?* (2022) and *It's All Laurel* (current 2023 exhibit), three summer camps, Archaeology Club at the local high school, volunteer social hours, lecture series with the Laurel Library, native garden planting with Laurel for the Patuxent, and a traveling exhibit from the Poe House Baltimore. Information taken from the archives and collections of the Society provide the basis for educational programs, including scavenger hunts and hands-on activities, and tours for the public, and school and scout groups.

Since 2001, the Laurel Historical Society has created new exhibits each year that dive into segments of Laurel's past, such as the Civil War, World War I, and the 100th anniversary of Laurel Park. Special themed exhibits focused on more personal histories such as the African American community of Muirkirk reflected in ledgers of the benevolent lodge, and the everyday life of a working-class mill family of the 1870s. The 2018 exhibit *How Civic Engagement Shaped Laurel* discussed our collections-based research on segregation, particularly the de-segregation of the community pool in 1967. The 2019 exhibit *Laurel's Healthcare Stories* featured new scholarship and understanding of the role of African American women serving as midwives from the 1860s to the 1970s. The current exhibit, *It's All Laurel: City Limits and Beyond* running from February 2023 – August 2024, focuses on the history, culture, geography, and hyper-local communities in all four Maryland counties where Laurel is home.

This project would employ humanities scholarship and resources by identifying the gaps in our artifacts and archives so that we might be able to strengthen our interpretation of our programs and exhibits and bring more perspectives, representation, and stories to the collective history of Laurel, Maryland.

Attachment 2: Organizational Profile

Institution's URL: <https://www.laurelhistoricalsociety.org/>

1. Relevant facts and statistics about your institution or organization:

a. year founded: **1975**

b. mission statement: **To deepen the understanding of the past and cultural heritage of Laurel, Maryland, to connect and inspire, for today and the future.**

c. annual budget: **\$183,000**

d. number of staff members (full-time and part-time): **1 full-time, 1 part-time (30 hours/week)**

e. number of volunteers and general description of volunteer responsibilities: **52 volunteers**

- **Greet and orient visitors during open hours**
- **Participate in exhibit planning, research, and installation**
- **Annual Gala – planning, decorating, setting up**
- **Holiday House Tour – planning, selecting, researching**
- **Assist with planning and day-of support for lectures, workshops, children's days, summer camps**
- **Development, investment, and fundraising**
- **Marketing and social media**
- **Membership**

f. accreditations or affiliations: **not applicable**

g. hours of public operation: **Friday – Sunday, 12-4pm yearly; school and group tours by appointment**

2. Audience data:

a. the population of the geographic region you serve and the geographic boundary of that region: **29,959 (2020 US Census*) in four Maryland counties: northern Prince George's, western Anne Arundel, eastern Montgomery, and southern Howard.** b. average annual attendance: **1,200 on-site attendance: Online visitors to our website and online catalog number more than 30,000.**

c. racial and ethnic demographics of your audience: **Laurel is a diverse city, and its population consists of various racial and ethnic backgrounds. 51% African American/Black; 21% White; 19% Hispanic; 8% Asian; 6% 2 or more races (Source: 2020 US Census*). 65% of the population speaks only English.**

d. economic demographics of your audience: **76% in civilian labor force; \$85,000 median household income; 9.8% persons in poverty. Laurel benefits from its location near major metropolitan areas, providing residents with access to a wide range of employment opportunities. The city itself has a growing business sector, with industries including technology, healthcare, government, and defense.**

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e. additional information about unique qualities of your audience and region you wish to share:
Laurel is the 10th largest city in Maryland spread over more than 5 square miles. Laurel is located midway between Washington, D.C., and Baltimore. Its strategic position provides residents with convenient access to both cities, making it a popular choice for commuters and graduate students.

f. cost to participants, if any, such as fees for admission, event registration, or special tours:
Admission is free for the Laurel Museum. We do not charge fees for public events such as our webinars and children's days, although we accept donations. Fundraising events include the McCeney March (\$25/adult registration, \$10/child, \$60 family) and the Annual Gala (\$100/ticket).

*<https://www.census.gov/quickfacts/laurelcitymaryland>

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Attachment 3: Work Plan

The Laurel Historical Society is seeking funds to strengthen interpretation and public programming through internal and outward facing strategies. The project will begin in March 2024 and continue through December 2025, in three different phases.

The following key personnel and consultants will help us with the project throughout the various approaches. Ann Bennett, Executive Director of the Laurel Historical Society, will serve as the Key Person and Project Director. Her role will be to oversee the consultants, manage all aspects of the grant, make logistical arrangements, and communicate with the Board of Directors and the public. Sean Blinn is an independent museum consultant who will conduct internal and external assessments and interviews as part of the evaluation process. Rebecca Kennedy is an independent museum curator and collections care expert who will assist in the assessment of the collection and reporting for community feedback and updating of documents. Sandra Johnson is church historian at St. Mark's United Methodist Church and community expert of the African American experience in Laurel. She will assist in community feedback planning and conducting listening sessions and forums, as well as serving as overall subject matter expert for African American history and diversity initiatives for the project.

Other supporting personnel will assist in the project through the fulfillment of their obligations as board members and volunteers for the Laurel Historical Society. For example, Marlene Frazier serves as Chair of the Collections Committee and her experience with our collections will be invaluable during the assessment phase. In addition, the Board of Directors will aid in the internal evaluation of the organization and programs during Phase 1 and be present at the public forums in Phase 2.

Phase 1: Assessment of Current Programs and Collections (March 2024 – September 2024)

1. Assess the current collection to identify gaps in interpretation:

- Review existing artifacts, exhibits, and narratives to identify underrepresented stories, histories, and cultures.
- Conduct research and engage with community members to determine which narratives are missing or inadequately represented.
- Develop a plan for proactive collecting initiatives to fill the gaps and ensure inclusivity.

Responsible Personnel: Ann Bennett, Rebecca Kennedy, Marlene Frazier

2. Conduct an overall program assessment of events offered by the Laurel Historical Society:

- Evaluate the relevance of current programs and events in relation to the organization's mission and objectives.
- Analyze attendance data and gather feedback from participants to assess the impact and reach of each program.
- Identify programs that align with community needs and diversity objectives and consider discontinuing those that do not.

Responsible Personnel: Bennett, LHS Board Members, Sean Blinn

3. Evaluation of the organization to assess communities and representation:

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- Conduct an internal evaluation of the organization's composition, including staff, volunteers, and board members, to identify diversity gaps.
- Review policies, practices, and decision-making processes for inclusivity and representation.
- Develop strategies to include more perspectives and communities in planning, programs, and interpretation.

Responsible Personnel: Bennett, Blinn, LHS Board Members

Phase 2: Collaboration with Community Stakeholders (October 2024 – October 2025)

4. Conduct "town hall"-type public forums:

- Organize public forums or community gatherings to engage residents in discussions about their historical narratives, perspectives, and needs.
- Facilitate open dialogue, encourage participation, and actively listen to community feedback and suggestions.
- Document the outcomes of these forums to inform future programming and initiatives.

Responsible Personnel: Johnson, Bennett

5. Conduct smaller and informal listening sessions for feedback on programs and community needs:

- Organize smaller, focused listening sessions with diverse groups and individuals representing a wide range of perspectives and needs.
- Create a safe and inclusive space for honest conversations and gather valuable feedback on specific programs, events, and community priorities.
- Incorporate the insights and suggestions from these sessions into future planning and decision-making processes.

Responsible Personnel: Bennett, Blinn, Johnson

6. Conduct interviews with key community stakeholders:

- Identify and engage with key community stakeholders, including local leaders, organizations, and individuals with deep knowledge of the community's history and needs.
- Conduct in-depth interviews to gain a deeper understanding of the relationship between the organization and the community.
- Document the insights and perspectives shared by stakeholders and use them to shape future strategies and initiatives.

Responsible Personnel: Blinn

7. Distribute surveys to the public and organization membership:

- Design and distribute surveys to gather quantitative data on community needs, preferences, and satisfaction with existing programs and initiatives.
- Ensure the surveys are accessible and reach a diverse range of respondents.
- Analyze the survey results to identify trends, priorities, and areas for improvement.

Responsible Personnel: Bennett, Blinn

Phase 3: Analysis and Incorporation into Strategic Planning Goals (November 2025 – December 2025)

8. Analyze findings from assessments, feedback, and research:

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- Review and analyze the findings from the assessments conducted in Phase 1, community engagements in Phase 2, and survey responses.
- Identify common themes, gaps, and priorities that emerged throughout the assessment process.
- Identify areas of alignment between community needs, organizational strengths, and strategic goals.

Responsible Personnel: Bennett, Blinn, Kennedy, Johnson

9. Update strategic goals and action plans:

- Based on the analysis, revise the timeline for the strategic goals that prioritize inclusivity, community engagement, and improved representation.
- Identify necessary resources, including funding, partnerships, and staff support, to implement the action plans.

Responsible Personnel: Bennett, LHS Board Members

10. Communicate the strategic plan to stakeholders:

- Develop a communication plan to inform and engage stakeholders, including community members, staff, board members, donors, and partners.
- Clearly articulate the updated strategic goals and planned activities to create a shared understanding and garner support.
- Regularly communicate progress and achievements to maintain transparency and accountability.

Responsible Personnel: Bennett, LHS Board Members

By following this workplan, the Laurel Historical Society can systematically assess their current programs and collections, collaborate with community stakeholders, and incorporate community feedback into strategic planning goals. This approach promotes inclusivity, strengthens community engagement, and ensures that public impact projects are aligned with the needs and aspirations of the communities we serve in the greater Laurel area.

The outcomes from one activity within the workplan and from earlier phases of the workplan can carry over into the next in several ways, ensuring a seamless progression and building upon the insights and results obtained. For example, the following phases can inform and influence the subsequent activities:

1. Needs Assessment and Goal Setting (Phase 1):

- The findings from the assessment of the current collection and program evaluation activities will identify gaps and areas for improvement.
- These insights will directly inform the subsequent activities by identifying specific areas of focus and priorities for collaboration with community stakeholders.

2. Collaboration with Community Stakeholders (Phase 2):

- The insights gathered from the needs assessment, program evaluation, and internal evaluation activities will provide a foundation for engaging with community stakeholders.
- The findings will shape the questions asked during public forums, listening sessions, and interviews, ensuring that the discussions are informed by identified gaps, community needs, and diversity objectives.

3. Analysis and Incorporation into Strategic Planning Goals (Phase 3):

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- The data, feedback, and insights collected during the collaboration with community stakeholders will be analyzed to identify common themes, priorities, and areas of alignment.
- These findings will directly inform the development of strategic goals, action plans, and the allocation of resources.
- The information obtained from surveys and interviews will contribute to the data-driven approach in setting priorities and determining the specific objectives and metrics for each goal.

By carrying over the outcomes from one activity to the next, the workplan ensures a continuous flow of information, learning, and improvement. The insights gained from earlier activities shape the subsequent activities, allowing for an iterative and adaptive approach that is responsive to the needs and perspectives of the community. This cohesive progression helps maintain consistency and alignment throughout the project, maximizing the impact and effectiveness of each activity. In addition to consistency and cohesiveness, the flow of information to our stakeholders and community members will be enriched as well.

Workplan

Public Impact Project - Laurel Historical Society

3/1/2024

12/31/2025

START DATE

END DATE

Task Name	3/1/2024	4/1/2024	5/1/2024	6/1/2024	7/1/2024	8/1/2024	9/1/2024	10/1/2024	11/1/2024	12/1/2024	1/1/2025	2/1/2025	3/1/2025	4/1/2025	5/1/2025	6/1/2025	7/1/2025	8/1/2025	9/1/2025	10/1/2025	11/1/2025	12/1/2025		
Assess the current collection to identify gaps in interpretation																								
Conduct an overall program assessment of events																								
Evaluation of the organization to assess communities and representation																								
Conduct "town hall"-type public forums																								
Conduct smaller and informal listening sessions																								
Conduct interviews with key community stakeholders																								
Distribute surveys to the general public and organization membership																								

- Phase 1: Internal
- Phase 2: External
- Phase 3: Analysis

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Attachment 4: Biographies

Ann Bennett has more than 20 years' experience working in archaeology, museums, and education. Mrs. Bennett completed a two-year internship at the Carnegie Museum of Natural History while working toward an honors B.A. in anthropology from the University of Pittsburgh. Ann also received certificates in Historic Preservation and Russian and East European Studies, and minors in history, history of art and architecture, and Russian language. Mrs. Bennett received her M.A. in historical archaeology from the College of William and Mary in Virginia, where she wrote her thesis on the religion and ethnicity of an immigrant community in the Shenandoah Valley. She is very active in local and regional historical and cultural organizations, and is the past-president of the Archaeological Society of the Northern Chesapeake. Mrs. Bennett currently works as the Executive Director of the Laurel Historical Society in Laurel, Maryland, and is an adjunct professor in anthropology and sociology at Cecil College. She has served on the Small Museums Administrators Committee for the American Alliance of Museums and the Small Museums Committee for the American Association for State and Local History. She is also a Peer Reviewer with the American Alliance of Museums. As the Executive Director, Ann Bennett will oversee the overall project and provide strategic guidance and leadership; her expertise and experiences make her well-suited for managing and coordinating the project's various activities.

Sean Blinn is an independent museum professional based in New Jersey. After a career in the corporate world working in software testing and sales support, he went back to graduate school, earning an M.A. in Museum Studies from Johns Hopkins. He has worked on projects for museums, libraries, and galleries in New Jersey, New York, Maryland, the District of Columbia, and Ukraine. His practice includes strategic planning, social media management, education and interpretation, and evaluation. He is a member of the Board of Directors of the Mid-Atlantic Association of Museums and is Chairman of the American Association for State and Local History's Small Museums Committee. He has worked on strategic plans for multiple organizations and has presented at professional conferences in the United States and Europe, on topics ranging from social media to accessibility to emergency preparedness and broadening museum participation. Sean Blinn will contribute to the project's strategic planning, social media management, education and interpretation, and evaluation aspects, bringing valuable knowledge and insights to enhance the project's planning and outreach efforts.

Sandra Johnson is the Church Historian for St. Mark's United Methodist Church, which was established in 1890. Over the last 18 years, Ms. Johnson has given several presentations to the Laurel Historical Society regarding the African American experience in Laurel. With the

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assistance of St. Mark's members, they have also contributed information to assist with several Laurel Museum exhibits. Ms. Johnson is a retired Business Education Teacher in the Baltimore City Public Schools system and a graduate of Morgan State University (B.A.) and Johns Hopkins University (M.A.). Sandra Johnson will contribute her knowledge and expertise regarding the African American experience in Laurel to inform the project's community engagement and interpretation efforts. Her previous collaborations with the Laurel Historical Society and her presentations on the African American experience demonstrate her ability to contribute valuable insights and resources to the project.

Rebecca Kennedy has worked with a variety of collections and cultural institutions to improve the preservation and management of collections for almost twenty years. After receiving a MA in Museum Studies from The George Washington University, Rebecca worked in preservation and collections management at the Smithsonian Institution for eleven years before starting Curae in 2018. Rebecca received a certification in First Aid to Cultural Heritage in Times of Crisis from ICCROM in 2016 giving her the tools to train other cultural institutions on collections emergencies. Rebecca is the former chair of the ARCS and AIC Emergency Committees and the DC Alliance for Response Steering Committee and was an inaugural member of the Smithsonian's Preparedness and Response in Collections Emergency (PRICE) group. Rebecca serves on committees for the American Institute for Conservation (AIC), American Alliance of Museums (AAM) and the Association of Registrars and Collections Specialist (ARCS) to support the museum field as well is an editor for the Collections Journal. She is an instructor on Collections Management for the George Washington University and is an active mentor in the Collections Stewardship Mentorship Program. Rebecca Kennedy will provide expertise in collections preservation and management, particularly in assessing and improving the organization's collection practices.

An additional 30 pages withheld in their entirety under Exemption 4.

Laurel Historical Society Mission, Vision, Values & Goals

Introduction

Founded on the banks of the Patuxent River in the 19th century, Laurel, Maryland, was Prince George's County's only factory town. Laurel today includes a historic district with several original mill worker's homes, a Main Street with historic shops, and many period houses. In recent decades, exponential suburban growth has brought increasingly diverse residents, new neighborhoods, and commercial ventures to Laurel. Parts of four counties - Prince George's, Anne Arundel, Montgomery, and Howard - comprise the Laurel area. Today, Laurel's residents come from many different backgrounds.

The Laurel Historical Society is housed in a c.1840s mill worker's house. Whether you have deep roots or moved to Laurel more recently, we work to preserve your heritage and to give space to all stories through engaging educational programs, exhibits, and other activities. We welcome and serve all members of the greater Laurel community.

Mission

To deepen the understanding of the past and cultural heritage of Laurel, Maryland to connect and inspire, for today and the future.

We fulfill our mission by:

- Collecting, preserving, interpreting, and researching the historical records and artifacts that document the history and culture of our community.
- Providing access to our collections online, in our library, and through outreach programs.
- Enhancing collections and public programs to better represent present-day and past life as well as the diverse communities in the Laurel area.
- Creating exhibits on the history, current activities, and cultural heritage of the Laurel area.
- Conducting lectures, discussions, and other public programs for adults, children, students, and families.
- Connecting with the community and stakeholders to broaden partnerships and collaborations on collections, exhibits, programs, and other learning opportunities.

Vision

Creating a community that encourages learning about all of our neighbors by collecting, storytelling, cultivating legacies, and sharing history and cultural heritage.

Values Introductory Statement: We consider our greatest strength to be both a past and future facing organization, serving the community in ways to engage with more diverse audiences. We carry the lessons learned from past and current events to inspire us to be active stewards of our community's history as it happens, while encouraging and exploring different perspectives from across the Laurel community. We are welcoming, inclusive, and respectful of all.

Community We believe we have an obligation to promote collaboration, engage in dialogue and encourage participation in our work so we can learn from one another. We conduct our work with cooperation and mutual respect within the Society and within the Laurel community.

Inclusion We recognize the diversity of our community and aspire to reflect the full spectrum of our community in our collections, programs, staff, and governance. We believe that our past should inform our future, and that bringing together diverse groups of people can create new approaches to cultural understanding. We are committed to telling accurate and inclusive stories about Laurel.

Learning We pride ourselves on being a place for our visitors, staff, and volunteers to learn. We value our role as a resource for life-long learning in our community.

Preservation We care for the resources that have been entrusted to us for today and for future generations.

Laurel Historical Society Strategic Plan 2023 - 2026

GOALS

STRATEGIES: How to Achieve

<p>1. Enhance Board engagement & foster leadership by adopting new best governance practices.</p>	<p>Short Term (priority):</p> <ul style="list-style-type: none"> a. Revise the bylaws b. Update the Board Orientation Process <p>Intermediate Term</p> <ul style="list-style-type: none"> a. Educate board & staff around role of the Board vs. Executive Director b. Adopt Board Roles & Responsibilities c. Reevaluate the Committee Structure & add Committee Charters <p>Long Term:</p> <ul style="list-style-type: none"> d. Create a Conflict of Interest and Relationship Disclosure form
<p>2. Improve Diversity in all aspects of the organization</p>	<p>Short Term (priority):</p> <ul style="list-style-type: none"> a. Adopt a Diversity Statement and Land Acknowledgment (define diversity) b. Ensure committees focus on diversity & outreach (especially Exhibits) <p>Intermediate Term:</p> <ul style="list-style-type: none"> a. Enhance diversity on the board & staff <p>Long Term:</p> <ul style="list-style-type: none"> a. Seek professional training around IDEA (Inclusion, Diversity, Equity, Accessibility)
<p>3. Better reflect role as a community museum through public programs and enhance professional staffing.</p>	<p>Short Term (priority):</p> <ul style="list-style-type: none"> a. Hire Educator/Program/Outreach Coordinator b. Revise staff roles/job responsibilities <p>Intermediate Term:</p> <ul style="list-style-type: none"> a. Conduct comprehensive evaluation and analysis of public programs

	<p>b. Continue bringing Collections policies & practices in line with best practices</p> <p>Long Term:</p> <ul style="list-style-type: none"> a. Hire Collections Manager b. Enhance exhibitions and other public content c. Form Academic Advisory Committee to review exhibition scripts and provide guidance and expertise d. Communications planning but components such as website accessibility may move up in priority.
4. Analyze and institute best practices to increase Membership & Development (overall engagement of people)	<ul style="list-style-type: none"> a. Reinvigorate Development/Membership committees b. Analyze past history of funding to develop goals for development activities c. Identify family foundations, governmental and other sources of funding
5. Study Space Needs	<ul style="list-style-type: none"> a. Seek grant to fund b. Hire professional architect or space planner

**Laurel Historical Society Strategic Plan
Expanded Points**

GOAL I. Enhance Board engagement and foster leadership by adopting new best governance practices

A. Adopt Board Roles & Responsibilities



B. Revise the Bylaws

(b) (4)

C. Educate board/staff about the role of the Board vs. the Executive Director

(b) (4)

D. Update the Board Onboarding Process

(b) (4)

E. Evaluate Committee Structure

(b) (4)

(b) (4)

F. Create Conflict of Interest and Relationship Disclosure form

(b) (4)

GOAL II. Improve Diversity in all aspects of the organization

A. Adopt a Diversity Statement and Land Acknowledgment

(b) (4)

B. Enhance diversity on the board and staff.

(b) (4)

(b) (4)

GOAL III. Better reflect role as a community museum through public programs

A. Evaluate programs & increase staffing to reach new audiences

(b) (4)

B. Hire Program/ Outreach Coordinator to reach new audiences

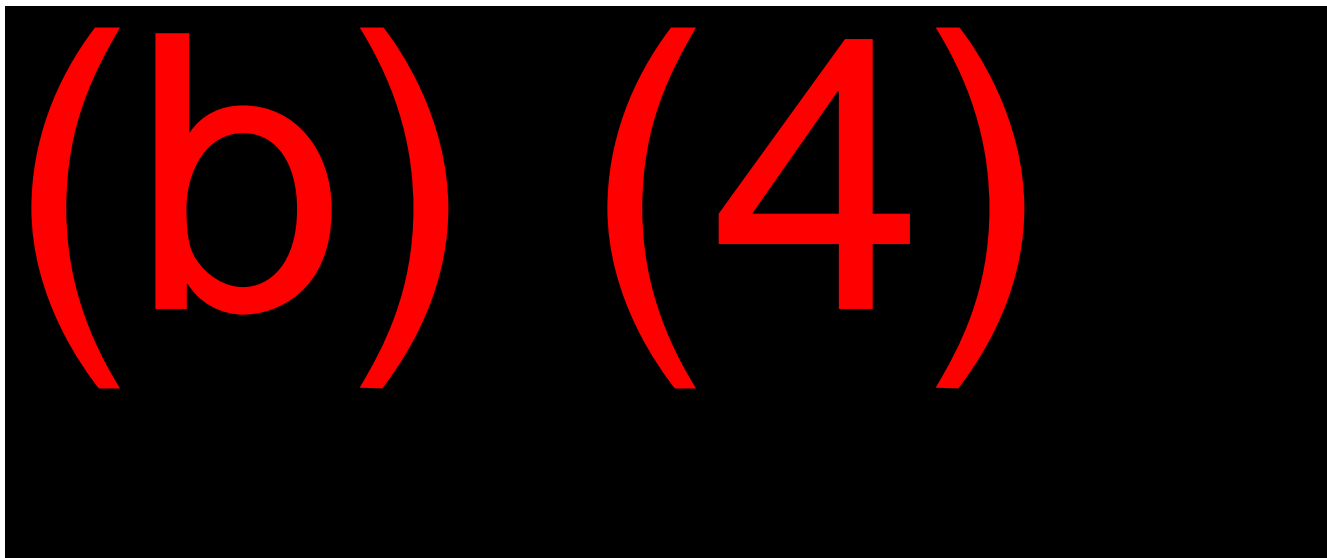
(b) (4)

C. Enhance exhibitions and other public content

(b) (4)



D. Continue bringing Collections policies in line with best practices



E. Enhance Marketing and Communications



GOAL IV. Analyze and institute practices to increase Membership & Development

- A. Reinvigorate a development committee by appointing a Chair and at least one member from the board or from the community
- B. Analyze history of funding (membership and donations)

(b) (4)

- C. Create a draft budget including the priorities of this plan for each of the next 3-5 years. (this will highlight the need for additional funding)
- D. Identify family foundation, governmental, and other sources of grants to fund the Museum's growth and programs.

GOAL V. Study Space needs and explore ways to physically expand

- A. Form a taskforce (consider adding professionals from the board and in the community skilled in architecture and space planning) to list the functions and needs to serve the community within and outside of the current headquarters.
- B. Consider seeking a grant from the National Trust for Historic Preservation, Preservation Services Fund or other funding to underwrite this work.

<https://forum.savingplaces.org/build/funding/grant-seekers/preservation-funds>

- C. Hire a professional space planner/architect to create a space plan and make suggestions for which functions might be moved into other spaces.
- D. Work with the city/local landlords to develop ideas about additional spaces that may be available in the city for various functions that may move offsite

Summary of Evaluation and Survey Findings
for the
Laurel Historical Society

Report submitted by Sean Blinn, consultant
December, 2022

Overview

The Laurel Historical Society (LHS), also called the Laurel Museum (LM), is a small museum in Laurel, Maryland, founded in 1975 and located in a historic building from the early 1800s. Recently, the LHS completed AAM's Museum Assessment Program (MAP), and received detailed feedback from independent reviewers. One recommendation (b) (4)

Following this recommendation, in the Fall of 2022 the LHS commissioned evaluation studies of several of its programs:

- Two online programs: Old Line Plate and Takeout Time Machine. Surveys for these were conducted online using Google Forms.
- The McCeney March, an annual walking tour held in honor of a former LHS Board President. The survey for this event was conducted online, using Google Forms.
- Three in-person programs held at the Laurel Library as part of the LHS's Foods of Fiction series. Surveys for these events were done in person on paper, with results tabulated manually.

Survey questions attempted to gather information about program ratings, visitor interests, and to help determine how they had heard of each program to rate the effectiveness of each aspect of the LHS' marketing. Online surveys also gathered basic demographic data about LHS visitors (paper surveys of the Foods of Fiction events, due to space limitations, did not ask demographic questions).

(b) (4)

Overall, respondents gave strongly positive reviews to LHS programs. Many visitors are repeat attendees, and almost every attendee reported they would recommend LHS programs. Online programs and off-site events at the Laurel Library generated interest in visiting in-person exhibits at the LHS, which is both a positive review of the programs themselves and an indication that attendees view a strong thematic linkage between those programs and the museum's exhibits.

The McCeney March appears to attract a distinct audience, though one with a strong commitment to the LHS. It will be discussed in detail later in this report.

It is important to remember that this report is a snapshot, both in time and in that it represents a summary of specific events in the LHS' annual program. While it indicates trends, additional research into the Laurel Historical Society's audience and programs is recommended. The LHS' upcoming strategic planning process should be an excellent time to perform this study.

Laurel Historical Society Demographics

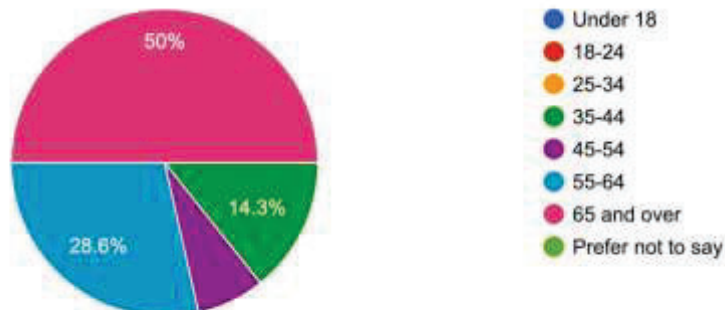
The reported age range for these programs (exclusive of the Foods of Fiction series, which were not surveyed for demographic data) skews towards an older demographic. For each event at least half the respondents gave their age as 65 or older. For two of the programs the 55-64 age range was the second largest. Taken together, attendees over age 55 represented 75% of all responses. This may be a result of the particular programs surveyed and may not reflect the full range of in-person visitors to the LHS outside of special programs. This particular demographic's representation in the survey data may have affected results to some questions, especially seen in a distinct lack of interest in children's programming. A broader survey as part of the upcoming strategic plan, or a survey emailed to the LHS' entire audience, could show a more representative sampling of the museum's total demographic.

Nevertheless, these results are not inconsistent with other historic house museums and local historical societies, which sometimes also skew towards older, whiter audiences than the general public.

Old Line Plate

What is your age?

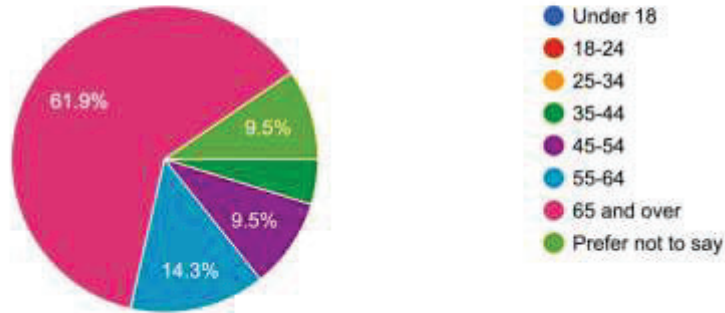
14 responses



Takeout Time Machine

What is your age?

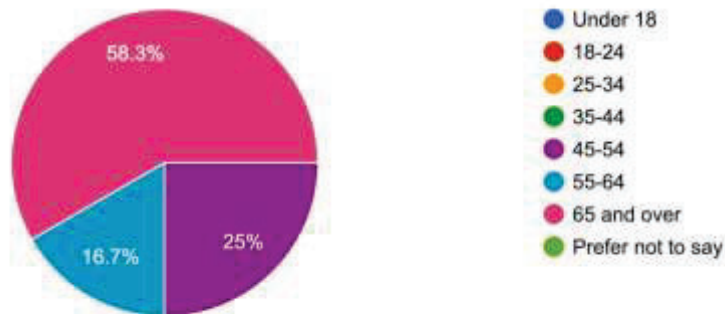
21 responses



McCeney March

What is your age?

12 responses



In each of the three events surveyed, the percentage of respondents who identified as white was over 80% (83% for the McCeney March, 86% for both Old Line Plate and Takeout Time Machine). One Old Line Plate attendee identified as Asian-American or Pacific Islander, and one McCeney March attendee identified as Black. No respondents identified as Latino/a or Hispanic or as being of more than one race.

The majority of respondents identified as female (74% total across all three events).

These data are not fully representative of Laurel as a whole. The 2020 US Census reported Laurel's population as just under 51% African-American or Black, 23.5% white, just over 8% Asian and Pacific Islander, and 6.6% two or more races. Just under 19% reported Hispanic or Latinx ancestry (and could report being of any race). Persons who identify as white represent a larger size of LHS attendees than their share of Laurel's population; people of color appear underrepresented.

Just under 53% of Laurel's population was female, but represented 74% of people who attended these programs.

The upcoming strategic plan should verify if these data represent the LHS' attendee profile as a whole, and develop a plan to address the difference between that profile and the city demographics as a whole. It would be interesting to see if the Laurel Historical Society's online events attract a different audience than regular attendees to the museum (both as part of special events on-site and visitors interested in the museum's exhibitions).

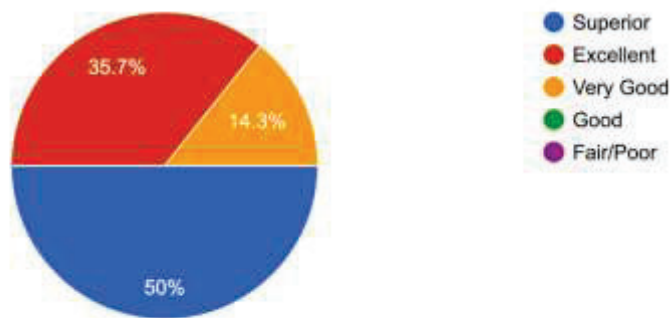
Programs

Overall, survey respondents gave positive ratings to the LHS and its programs. When asked to describe the quality of the program, in all surveys at least 2/3 of respondents rated the program in one of the top two categories (superior or excellent). 100% of Takeout Time Machine's feedback fell into these two categories. Though the McCeney March's feedback is slightly less positive, the reviews are still, on the whole, very strong indeed. Aggregated responses for in-person programs were similar. Of 6 responses received, 5 rated the programs in the top 2 categories, with 50% rating them superior, 33% excellent, and 17% very good. LHS program attendees are clearly satisfied with the programming and the LHS should be pleased with these strongly positive reviews.

Old Line Plate

Overall, how would you rate the quality of this program?

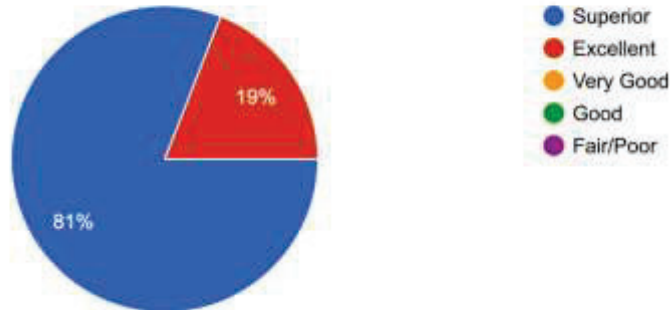
14 responses



Takeout Time Machine

Overall, how would you rate the quality of this program?

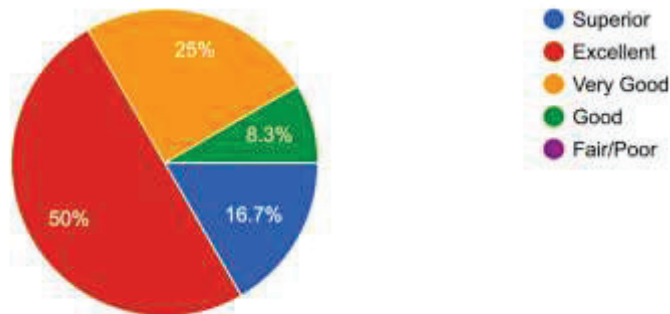
21 responses



McCeney March

Overall, how would you rate the quality of this year's McCeney March?

12 responses



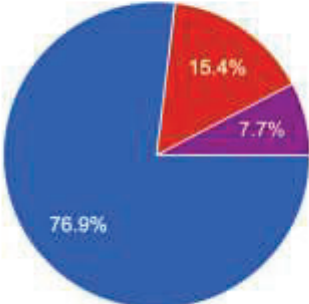
Online surveys asked whether respondents would recommend Laurel Historical Society programs, while the paper surveys of in-person events did not ask this question. **Every** survey respondent was very likely or likely to recommend LHS programs; one reported they already had recommended LHS programs.

This project did not use a Net Promoter Score to measure audience satisfaction, but it is likely such a measure would also report a high degree of positive feelings.

Old Line Plate

How likely are you to recommend Laurel Historical Society programs?

13 responses

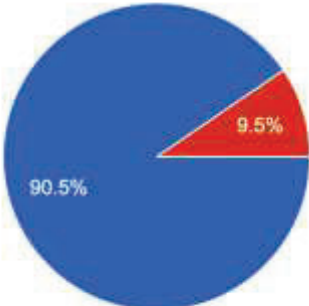


- Very likely
- Likely
- Not very likely
- Will not recommend
- I've already recommended the next webinar in the food series to fellow good cooks who also happen to be locals.

Takeout Time Machine attendees

How likely are you to recommend Laurel Historical Society programs?

21 responses

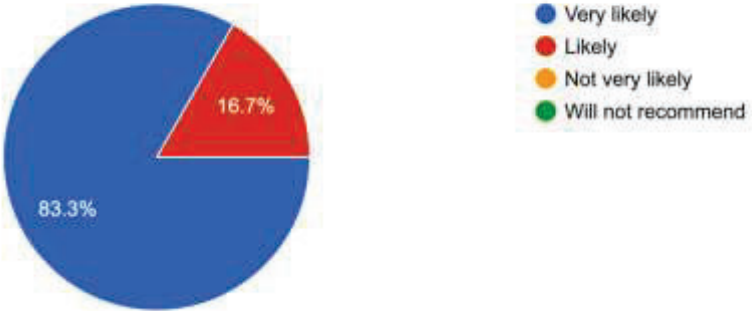


- Very likely
- Likely
- Not very likely
- Will not recommend

McCeney March attendees

How likely are you to recommend Laurel Historical Society programs?

12 responses



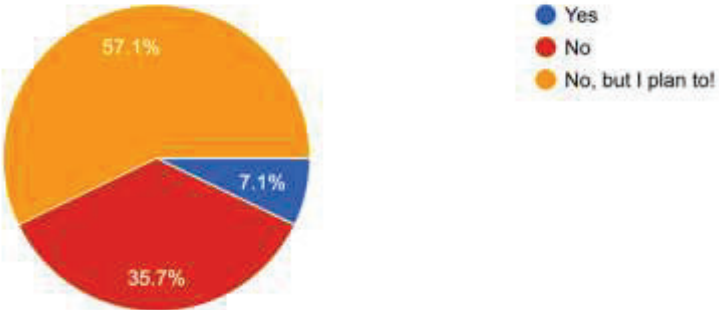
Attendees of in-person Foods of Fiction programs at the Laurel Library were asked if they were interested in attending additional programs in the series. 4 out of 5 (80%) responded they were very likely to attend; one person said they were not very likely. No respondents reported they would not attend.

Additionally, both online and in-person events drove interest in attending the LHS’s special exhibition “What’s Cookin’, Laurel?” In each case, the largest category of responses (and a majority of Old Line Plate attendees) said that as a result of attending online or offsite programs, they planned to see the exhibit. These online events may result in additional in-person visits that the LHS might not otherwise have received and may be helping expand the museum’s audience.

Old Line Plate

Have you attended our in-person exhibit, "What's Cookin', Laurel?"

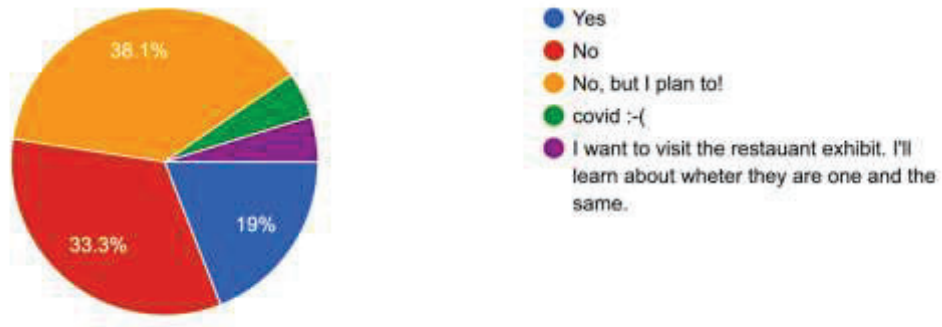
14 responses



Takeout Time Machine

Have you attended our in-person exhibit, "What's Cookin', Laurel?"

21 responses



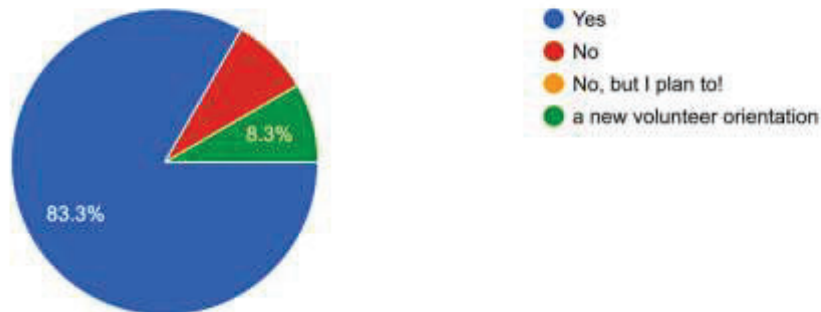
Foods of Fiction attendees

Only 4 attendees across the 3 Foods of Fiction lectures responded to the question asking if they had visited "What's Cookin', Laurel?" The results, however, were similar to the two online programs: 3 of 4 responded that they were very likely to visit the museum exhibition, with one person reporting they had not visited. No respondents said they had visited the exhibition already.

McCeney March attendees

Have you attended our in-person exhibit, "What's Cookin', Laurel?"

12 responses



Responses among McCeney March are substantially different from those of other programs. Over 80% of McCeney March attendees had already visited the exhibit, far more than that of any other program surveyed. This is consistent with the hypothesis that this group is a particularly well-engaged and distinct subset of Laurel Historical Society attendees.

Visitor Motivations

Visitor motivations varied among the programs surveyed. Old Line Plate and Takeout Time Machine visitors fell in one group, McCeney March attendees in a second, and attendees at library programs making up a distinct third group.

Visitors reporting an interest in the history of Laurel and Maryland in general:

- Takeout Time Machine: 95.2%
- Old Line Plate: 78.6%
- McCeney March: 25%
- Library programs (summed together): 0%

Visitors who expressed an interest in learning something new:

- Takeout Time Machine: 71.4%
- Old Line Plate: 64.3%
- McCeney March: 8.3%
- Foods of Fiction (summed together): 67%

The programs held at the library represent an interesting case, bearing in mind that with only 6 surveys received across 3 programs, the results should be taken with caution – even though they may show a trend. When asked what first interested them in attending, respondents said (respondents could select as many options as desired):

- The chance to learn something new: 67%
- Interest in food history: 50%
- Interest in the subject matter (e.g., Lord of the Rings): 50%
- Enjoyment of cooking or fine dining: 50%
- Interest in learning and trying new recipes: 50%
- Looking for something interesting to do that night: 33%
- Interest in the history of Laurel and/or Maryland: 0%

Not one respondent said they were *initially* interested in the program out of interest in the history of Laurel and Maryland, which is a surprising result for a program run by a local historical society. The totality of the responses suggests the programs attracted an intellectually curious crowd, in particular with an interest in food and food history, but not necessarily local history.

And yet 75% of respondents surveyed said they planned to visit What's Cookin', Laurel? in person at the museum, representing a significant growth in audience interest among people who initially expressed little interest in local history. Along with other Laurel Historical Society programs, this series has real potential to attract visitors into the museum itself. In this case, the benefits are considerable, since these attendees, who may have a relatively low interest in local history, might not otherwise consider attending anything at the Laurel Historical Society.

This finding is preliminary, of course, given the small number of responses received. But additional study, perhaps as part of the LHS' upcoming strategic plan development, is recommended.

Again, the McCeney March looks different from other LHS programs. Two-thirds of survey respondents from the March reported they knew Jim McCeney, and one-third attend the march nearly every year. Based on the responses, this event draws an audience that has particularly strong ties to the LHS:

- 83% attended the March in the past
- 92% reported they are Laurel Historical Society members
- 58% have attended LHS in-person programs 4 or more times in the past 12 months, more than attendees at the other two events
- Several attendees' comments mentioned the participation by McCeney family members was a draw for them

It is possible that people who attend the McCeney March view it more as a social event than a museum program. They also seem significantly more engaged with the LHS than most museum attendees typically are. They report high rates of visitation to the LHS in person but are decidedly less interested in Laurel's history or learning new things than attendees of the other programs. A low interest in history is, of course, unusual for someone who attends a historic society program. Thinking of the event less as a museum program and more of a social gathering and opportunity to reach a particular, perhaps unique, group might help the LHS consider new ways to engage this audience and reframe the event. McCeney March attendees are a potential source of support, word of mouth referrals within the community, and outreach. Comments indicated that a substantial number of people did not actually take part in the walking aspect of the March, supporting the hypothesis that they see it more as a social event. It is possible that the walking component could be phased out over time, retaining the other elements of the program, or perhaps replaced with other walking tours (over 90% reported they were interested in walking tours of historic architecture in and around Laurel). Not one respondent said they were interested only in the McCeney March, which also suggests this audience has strong ties to the LHS.

Future Programming

Each survey asked respondents what future programs they might be interested in. Old Line Plate and Takeout Time Machine responses were largely consistent with each other. Respondents could select as many options as they wished.

- 83% and 85%, respectively, expressed interest in online lectures and webinars
- 50% and 55% were interested in in-person lectures
- 33% and 45% were interested in walking tours of the Laurel area
- 33% and 30% were interested in genealogy programs
- 33% and 35% were interested in guided tours of exhibitions at the Laurel Historical Society

With only 5 responses across all three Foods of Fiction events surveyed, the responses were aggregated. Respondents could select as many options as they wished.

- 60% expressed interest in in-person lectures
- 40% were interested in walking tours of the Laurel area
- 20% were interested in genealogy programs
- 20% were interested in online lectures and webinars

Again, McCeney March attendees look significantly different from the results of the other two events.

- The two most-requested types of events were in-person lectures and walking tours (50% each), followed by in-person tours of Laurel Historical Society exhibits.
- Online lectures and webinars were only favored by one-third of respondents.
- Children's programs were towards the bottom of the list of things people were interested in, but this could, again, be a function of the people that chose to attend the March.

Overall, attendees of online events wanted more of those programs, and attendees of in-person events wanted more of those. Children's programs, whether group events or other events geared towards children, were less requested (including no Foods of Fiction attendees), likely reflecting the older demographic responding to the surveys. Without a survey of the broader LHS audience, this particular result should be treated with particular caution.

Marketing

Each survey asked respondents how they had heard about the program they attended. Multiple responses were allowed, and in general, email and social media proved the two most common ways.

- 91% of McCeney March attendees heard about the program through LHS emails, and 41% mentioned social media. This was the only group for which LHS printed newsletters were significant, with 50% reporting that was how they heard of the event.
- Among attendees of the two online programs (Takeout Time Machine and Old Line Plate), a total of 65% reported learning of the programs from LHS emails. 38% said they heard about the program through social media.
- Foods of Fiction survey respondents were more likely to report having heard of those programs through social media (60%), with email and recommendation from friends or family each being cited in 20% of the surveys. No attendees said they first heard of the program from either the Laurel Library or the Prince George's County library system.

Summary and Recommendations

These results reflect a survey of a total of six events, one of which appears to have a unique appeal to a small but deeply committed group of people.

The Laurel Historical Society received strongly positive reviews and most attendees would recommend these programs. Offsite and online programs generated interest in visiting the museum in person, which is not just an indication of a well-received program, but that there is a perceived thematic linkage between these special events and ongoing exhibitions. The LHS has a committed group of visitors.

The LHS could consider (b) (4)

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The Laurel Historical Society should (b) (4)

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Appendix – Survey Questions

The surveys for this project were all created in Google. Online surveys were created in Google Forms, and the surveys for the in-person Foods of Fiction events were created in Google Docs. At the time of this writing these documents are all saved online, with full access to those files given to the Laurel Historical Society through the director@laurelhistoricalsociety.org email address. The consultant will maintain these documents online at least through December 31, 2023.

The online versions of these surveys are online at the following locations. Click the Questions tab at the top of the Google form to see the questions, and the Responses tab to see the survey results. Anyone with ownership of the document (currently the consultant and the Laurel Historical Society) can create a copy of the file in Google Forms, and edit the new form to avoid losing the existing data.

- Old Line Plate survey: <https://docs.google.com/forms/d/1Pp-E73CEj1o6hmnpBqeh4ZreK9XgbHLilFYtMjyqvtk/edit>
- Takeout Time Machine survey: <https://docs.google.com/forms/d/1Uu08QjxWq0BmfrMMTsPpcSrRPwZkoVvRPVqMFyDbFek/edit>
- McCeney March survey: <https://docs.google.com/forms/d/1h59hf3XUt0GgR2HjDh8yqTF5GupcOc3YaYUCO-NOFsig/edit>
- Foods of Fiction (survey only, no online results): https://docs.google.com/document/d/19XQXh-9FxAfgCLO_cC0-mNdt0CwddQYmkkdXJfT13XA/edit

Copies of the blank online surveys are attached in the pages below. Only the first page is visible; the full documents are embedded within this report and can be accessed by double-clicking the page that is visible. To create new surveys, it is strongly recommended to use the original Google links, as some formatting is lost in the transition.



Foods of Fiction

Thank you for attending the Laurel Historical Society's recent Foods of Fiction event at the Laurel Library! Please take just a couple of minutes to complete this survey so we can continue to better serve you and create interesting programs. At the end of this survey you will be able to enter our drawing for a chance to win a \$25 gift card.

1. Overall, how would you rate the quality of this program?
 - Superior
 - Excellent
 - Very Good
 - Good
 - Fair / Poor

2. What was the most memorable part of this event for you? Did you learn anything you hadn't known before?

3. What first made you interested in attending this event? (check all that apply)
 - The chance to learn something new
 - Looking for something interesting to do that night
 - Interest in food history
 - Interest in the history of Laurel and/or Maryland
 - Interest in the Lord of the Rings and The Hobbit
 - I enjoy cooking and/or fine dining
 - I want to learn and try new recipes

Takeout Time Machine: The Restaurants of Laurel's Past - Attendee Feedback

Thank you for attending the Laurel Historical Society's recent webinar "**Takeout Time Machine: The Restaurants of Laurel's Past.**" Please take just a couple of minutes to complete this survey so we can continue to better serve you and create interesting programs. At the end of this survey you will be able to enter our drawing for a chance to win a \$25 gift card.

* Required



1. Overall, how would you rate the quality of this program? *

Mark only one oval.

- Superior
- Excellent
- Very Good
- Good
- Fair/Poor

McCeney March - Attendee Feedback

Thank you for attending the Laurel Historical Society's 7th annual McCeney March! Please take just a couple of minutes to complete this survey so we can continue to better serve you and create interesting programs. At the end of this survey you will be able to enter our drawing for a chance to win a \$25 gift card.

* Required



1. Overall, how would you rate the quality of this year's McCeney March? *

Mark only one oval.

- Superior
- Excellent
- Very Good
- Good
- Fair/Poor

2. What was the most memorable part of this event for you? *

Old Line Plate: Maryland Cookbooks and their Stories - Attendee Feedback

Thank you for attending the Laurel Historical Society's recent webinar "**Old Line Plate: Maryland Cookbooks and their Stories.**" Please take just a couple of minutes to complete this survey so we can continue to better serve you and create interesting programs. At the end of this survey you will be able to enter our drawing for a chance to win a \$25 gift card.

* Required



1. Overall, how would you rate the quality of this program? *

Mark only one oval.

Superior

Excellent

Very Good

Good

Fair/Poor

Proposal for Evaluation and Program Assessment (Blinn)

This proposal is to continue and extend the evaluation services performed for the Laurel Historical Society (LHS) in the latter part of 2022. That project involved creation of surveys to measure visitor thoughts about specific programs, both online and in-person, conducted by the LHS. The results showed that LHS programs were well-received and gathered basic data about LHS visitors, their motivations, and thoughts about upcoming programs.

This new project, as part of an NEH Public Impact Projects grant, will extend and deepen that research. Over a period from approximately March 2024 through December 2025, the consultant will continue previous surveys to continue to gauge the effectiveness and visitor reception to the LHS's programs. Additionally, this proposed project will dive much deeper into the LHS and its role in the community.

Evaluation surveys. This project will build on the success of the evaluation done in 2022 for the Laurel Historical Society by refining the survey forms. In addition to surveys at special LHS events, this phase of the project may include a brief in-person evaluation study, if feasible. It may also involve conversations with LHS board members and volunteers to get their perspective on the museum's strengths and potential points of improvement.

An additional component of this element of the project will include development of a new community-wide survey, using both print and online forms. Surveying the broader community is essential to understanding the community's needs so the LHS can best serve its neighbors and partners. It is expected that this survey may generate considerably more responses than the event surveys, and will require more time to collect and analyze the data.

Most quantitative data from the project will be generated in this part of the analysis.

Estimated time and cost:

- Program and event surveys: these can be done quickly, likely within two weeks of program launch, and based on surveys created in the 2022 project. Cost: \$500 to update and continue to analyze data during the lifecycle of the project.
- Community-wide survey should be able to be completed within two weeks of the date the request is made from the LHS. Data collection and analysis will be ongoing for a period of time to be determined at a later date, presumably a significant portion of the total project duration. Cost: \$1000 to create the surveys and analyze the data.

In-depth interviews. This aspect of the project will involve in-depth interviews with community leaders, key stakeholders, and LHS board members, with names provided by the LHS. These interviews will be long-form conversations to get as deep an understanding as possible of the interviewees' thoughts and perspectives. This part of the project will focus more on qualitative, not quantitative, research, generating verbatim quotes and other data that complements the quantitative data from the other components of the project.

Long-form interviews are essential to the success of this project, since they have the potential to uncover information and perspectives that a survey or brief conversation may miss, including raising critical questions the museum and project team may not have considered. Optimally, many of these interviews, especially with community members not directly affiliated with the LHS, will be conducted in person, requiring the consultant to spend several days on-site in Laurel to better understand the community and the museum's place in the city.

Estimated time and cost:

- Travel and hotel expenses: \$750
- The time needed to conduct interviews, transcribe recordings (if made), and generate a report is still to be determined. Estimated cost: \$750

Estimated total cost: \$3,000

Sandra C. Johnson
5512 N. Charles Street
Baltimore, MD 21210

June 21, 2023

To Whom It May Concern:

Upon speaking with Ann Bennett, Executive Director of the Laurel Historical Society, she informed me of a new project for the Laurel Museum. Ann explained that the project is an evaluation of the organization and community members to bring together a deeper awareness of the community of Laurel. She also stated that the Laurel Museum is pursuing a NEH grant for this project.

Because I am focused on the African American experience in Laurel, Ann feels I would be a wonderful match as a consultant. I am the Church Historian for St. Mark's United Methodist Church in Laurel. St. Mark's is a historic African American church established in 1890. Over the last 18 years, I have given several presentations to the Laurel Historical Society regarding the African American experience in Laurel. With the assistance of St. Mark's members, we have also contributed information to assist with several Laurel Museum exhibits.

I am interested in becoming a part of this project.

Sincerely,



Sandra Johnson



Rebecca Kennedy, Collections Care Specialist and Principal

Ann Bennett
Executive Director
Laurel Historical Society
817 Main Street
Laurel, MD 20707

June 27, 2023

Dear Ms. Bennett,

I am writing to express my commitment to research and generate an evaluation on the diversity of the collections at the Laurel Historical Society with suggestions on continuing collecting in a way that fully represents the community of Laurel. As the consultant, I am prepared to work within the National Endowment for the Humanities' proposal to provide an evaluation that will be in tune with local communities in Laurel, MD and for the betterment of the Laurel Historical Society.

For almost 20 years I have been engaged with museums and local communities. This has included following and learning all ethics for collections management and registration and its role in diversity, equality, and inclusion.

I wish you the best of luck with this proposal and look forward to a successful grant application!

Sincerely,

A handwritten signature in blue ink that reads "Rebecca Kennedy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rebecca Kennedy
Collections Care Specialist
Curae Collections Care, LLC

RESEARCH & RELATED BUDGET - Budget Period 1

OMB Number: 4040-0001
Expiration Date: 11/30/2025

UEI: (b) (4)

Enter name of Organization: Laurel Historical Society

Budget Type: Project Subaward/Consortium

Budget Period: 1 Start Date: 03/01/2024 End Date: 12/31/2025

A. Senior/Key Person

Prefix	First	Middle	Last	Suffix	Base Salary (\$)	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
						Cal.	Acad.	Sum.			
	Ann		Bennett		(b) (6)	22.00			3,960.00	0.00	3,960.00

Project Role: PD/PI

Additional Senior Key Persons: Total Funds requested for all Senior Key Persons in the attached file
Total Senior/Key Person

B. Other Personnel

Number of Personnel	Project Role	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)	
		Cal.	Acad.	Sum.				
<input type="text"/>	Post Doctoral Associates	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Undergraduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Secretarial/Clerical	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Total Number Other Personnel						Total Other Personnel	<input type="text"/>
							Total Salary, Wages and Fringe Benefits (A+B)	<input type="text" value="3,960.00"/>

C. Equipment Description

List items and dollar amount for each item exceeding \$5,000

Equipment item	Funds Requested (\$)
<input type="text"/>	<input type="text"/>

Additional Equipment:

Total funds requested for all equipment listed in the attached file

Total Equipment

D. Travel**Funds Requested (\$)**

1. Domestic Travel Costs (Incl. Canada, Mexico and U.S. Possessions)	924 .00
2. Foreign Travel Costs	
Total Travel Cost	924 .00

E. Participant/Trainee Support Costs**Funds Requested (\$)**

1. Tuition/Fees/Health Insurance	
2. Stipends	
3. Travel	
4. Subsistence	
5. Other <input type="text"/>	
<input type="text"/> Number of Participants/Trainees	
Total Participant/Trainee Support Costs	

F. Other Direct Costs

Funds Requested (\$)

1. Materials and Supplies	0.00
2. Publication Costs	892.33
3. Consultant Services	16,050.00
4. ADP/Computer Services	0.00
5. Subawards/Consortium/Contractual Costs	0.00
6. Equipment or Facility Rental/User Fees	905.00
7. Alterations and Renovations	0.00
8. <input type="text"/>	
9. <input type="text"/>	
10. <input type="text"/>	
11. <input type="text"/>	
12. <input type="text"/>	
13. <input type="text"/>	
14. <input type="text"/>	
15. <input type="text"/>	
16. <input type="text"/>	
17. <input type="text"/>	
Total Other Direct Costs	17,847.33

G. Direct Costs

Funds Requested (\$)

Total Direct Costs (A thru F) 22,731.33

H. Indirect Costs

Indirect Cost Type	Indirect Cost Rate (%)	Indirect Cost Base (\$)	Funds Requested (\$)
de minimis rate	10.00		2,273.00
Total Indirect Costs			2,273.00

Cognizant Federal Agency
(Agency Name, POC Name, and
POC Phone Number)

I. Total Direct and Indirect Costs

Funds Requested (\$)

Total Direct and Indirect Institutional Costs (G + H) 25,004.33

J. Fee

Funds Requested (\$)

K. Total Costs and Fee

Funds Requested (\$)

Total Costs and Fee (I + J) 25,004.33

L. Budget Justification

(Only attach one file.)

Add Attachment

Delete Attachment

View Attachment

RESEARCH & RELATED BUDGET - Cumulative Budget

		Totals (\$)
Section A, Senior/Key Person		3,960.00
Section B, Other Personnel		
Total Number Other Personnel		
Total Salary, Wages and Fringe Benefits (A+B)		3,960.00
Section C, Equipment		
Section D, Travel		924.00
1. Domestic	924.00	
2. Foreign		
Section E, Participant/Trainee Support Costs		
1. Tuition/Fees/Health Insurance		
2. Stipends		
3. Travel		
4. Subsistence		
5. Other		
6. Number of Participants/Trainees		
Section F, Other Direct Costs		17,847.33
1. Materials and Supplies	0.00	
2. Publication Costs	892.33	
3. Consultant Services	16,050.00	
4. ADP/Computer Services	0.00	
5. Subawards/Consortium/Contractual Costs	0.00	
6. Equipment or Facility Rental/User Fees	905.00	
7. Alterations and Renovations	0.00	
8. Other 1		
9. Other 2		
10. Other 3		
11. Other 4		
12. Other 5		
13. Other 6		
14. Other 7		
15. Other 8		
16. Other 9		
17. Other 10		

Section G, Direct Costs (A thru F)

22,731.33

Section H, Indirect Costs

2,273.00

Section I, Total Direct and Indirect Costs (G + H)

25,004.33

Section J, Fee

--

Section K, Total Costs and Fee (I + J)

25,004.33

Laurel Historical Society
Public Impact Projects at Smaller Organizations

Attachment: Budget Justification

The Laurel Historical Society seeks funds to conduct comprehensive evaluation and analysis of collections and public programs. The following line items are included in the budget:

A. Senior/Key Person - \$3,960

Ann Bennett, Executive Director of the Laurel Historical Society, will serve as the Key Person and Project Director. Her role will be to oversee the consultants, manage all aspects of the grant, make logistical arrangements, and communicate with the Board of Directors and the public. She brings experience in anthropology, archaeology, museum studies, and education to the project.

Mrs. Bennett's base salary is (b) (6) and she will be engaged for the entire 22-month project, averaging 6 hours per month for 22 months.

$\$30/\text{hour} \times 6 \text{ hours/month} \times 22 \text{ months} = \$3,960$

B. Other Personnel – none requested

C. Equipment Description – no funds requested

D. Travel – \$750 (Blinn) + \$174 (Kennedy) = \$924

Ms. Kennedy has estimated \$174 for 6 days of travel mileage from NW Washington, DC, to Laurel for on-site review of collections, meetings, and research. Rebecca will be driving from Northwest Washington, D.C. to Laurel, Maryland. The distance between the two locations is approximately 30 miles, depending on the specific route taken. Rebecca can take advantage of the MARC (Maryland Area Regional Commuter) train service, of which the Camden Line would be the most suitable since there is a station at the far end of Main Street from the Museum.

Ms. Kennedy will not require lodging since her travel will be local and has not estimated a full per diem amount since her breakfast and dinner meals will be at home. Estimating one-third of the going per diem rate of \$61, Rebecca will allot approximately \$120 for per diem for six days of on-site visits.

Mr. Blinn has estimated \$750 for travel, as “many of these interviews, especially with community members not directly affiliated with the LHS, will be conducted in person, requiring the consultant to spend several days on-site in Laurel to better understand the community and the museum’s place in the city.”

Transportation:

Driving: The distance between Bedminster, NJ, and Laurel, MD is approximately 200 miles, depending on the specific route taken. Assuming an average fuel efficiency of 25 miles per gallon (mpg) and an average gas price of \$3.50 per gallon, the cost of round-trip gas would be approximately \$56.

Lodging:

Laurel Historical Society
Public Impact Projects at Smaller Organizations

Since Sean will be staying in Laurel for several nights the estimated range is \$100-\$150 per night. Assuming a three-night stay, the lodging cost would be approximately \$450.

Per Diem:

The per diem rates for meals and incidentals, as provided by the U.S. General Services Administration (GSA), are \$61 per day for Laurel, Maryland multiplied by 3 days is \$183. LHS does not have currently have a written institutional policy regarding per diem and will use the GSA rates.

E. Participant/Trainee Support Costs – no funds requested

F. Other Direct Costs - \$16, 942.33

1. Materials and supplies - no funds requested

2. Publication costs - \$892.33

The purpose of this budget request is to cover the costs associated with printing and mailing 2,000 brochures containing surveys. These surveys will enable us to gather crucial quantitative data on community needs, preferences, and satisfaction with existing programs and initiatives. By ensuring the accessibility and diverse reach of the surveys, we will be able to analyze the results effectively, identify trends, prioritize areas for improvement, and enhance our services accordingly.

Printing and Mailing Costs:

1. Printing of 2,000 8.5 x 11 Brochures:

The cost of printing 2,000 brochures at a rate of \$345.83 will provide us with the necessary materials to distribute the surveys effectively. The brochures will be designed to include clear instructions, multiple-choice questions, and adequate space for respondents to provide additional comments. This printed format will facilitate ease of use and accurate data collection. (Please note that the estimate shows tax from which we are exempt and will not include on the costs).

2. Shipping for Brochures:

Shipping costs of \$47.91 will be incurred to ensure that the printed brochures reach our organization safely and in a timely manner. Proper packaging and secure transportation are essential to prevent any damage or delays that may hinder the distribution process.

3. Inner Reply Envelopes:

To encourage respondents to return their completed surveys conveniently, we will include inner reply envelopes with each brochure. The cost of \$201.95 will cover the purchase of 2,000 inner reply envelopes. These envelopes will be pre-addressed and postage-paid (not included in cost), streamlining the process and reducing potential barriers to participation.

4. Outer Mailing Envelopes:

To protect the brochures and inner reply envelopes during the mailing process, we will utilize outer mailing envelopes. The cost of \$258.95 will ensure the purchase of 2,000 outer mailing envelopes, providing an additional layer of security and professionalism to the survey distribution.

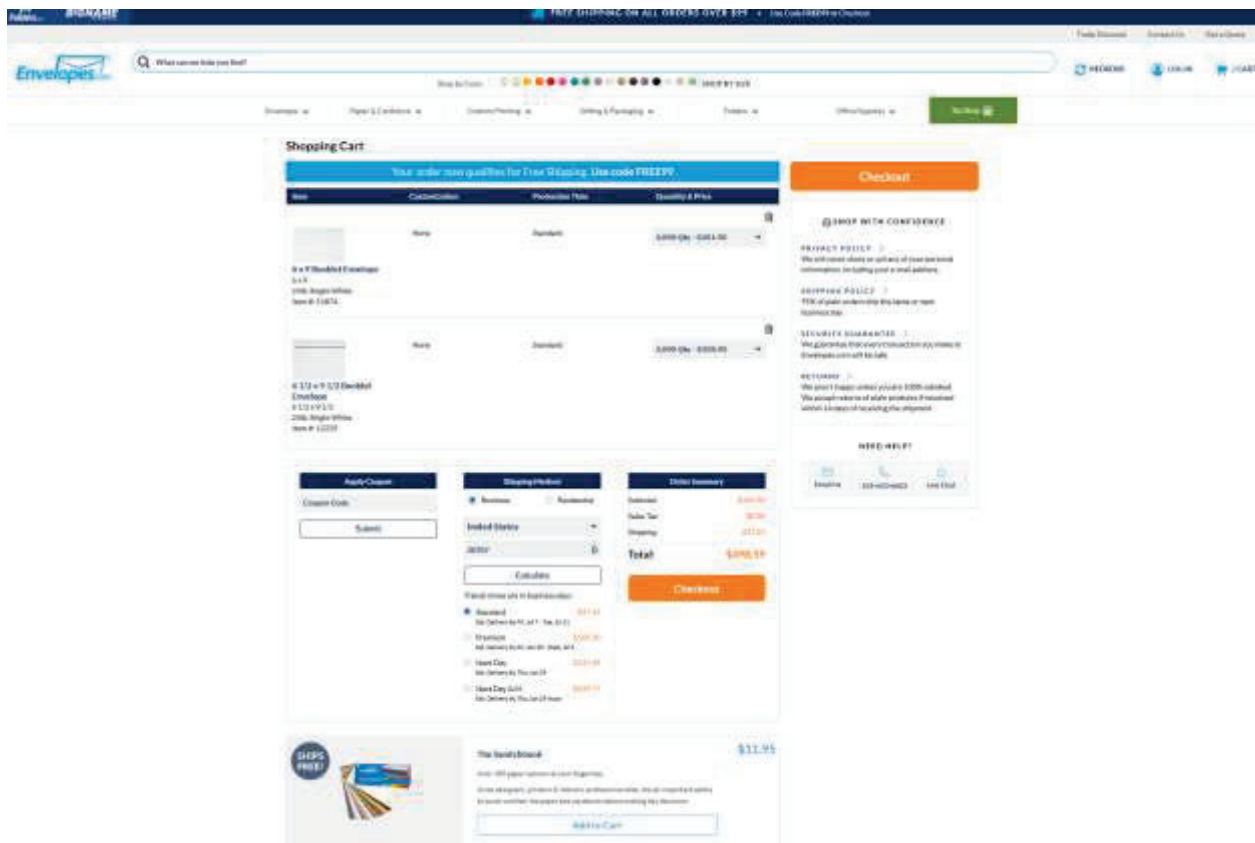
5. Shipping for Envelopes:

Laurel Historical Society
Public Impact Projects at Smaller Organizations

Shipping costs for the envelopes, totaling \$37.69, will be necessary to ensure they are delivered to our organization in a timely manner and ready for use.

Total Budget Allocation:

The total requested budget for printing and mailing the surveys is \$892.33. This allocation includes the printing cost of brochures (\$345.83), shipping for brochures (\$47.91), inner reply envelopes (\$201.95), outer mailing envelopes (\$258.95), and shipping for envelopes (\$37.69). These expenses are vital to facilitate the distribution of surveys, encourage participation, and collect accurate quantitative data from a diverse range of respondents. By investing in these materials and services, we ensure that the surveys are accessible to a wide audience and can capture valuable quantitative data on community needs, preferences, and satisfaction. The requested budget is a justified investment in improving our programs and initiatives based on the analysis of the survey results.



3. Consultant services - \$2,250 (Blinn) + \$12,000 (Kennedy) + \$1,800 (Johnson honorarium) = \$16,050

Sean Blinn has committed to serving as the consultant for the evaluations. The budget reflects his time for creation and analysis of evaluation surveys and in-depth interviews. The total consultant time plus travel costs is \$3,000 (travel expenses included in section D). Mr. Blinn's proposal is included in this budget justification and in the Attachments section.

Laurel Historical Society
Public Impact Projects at Smaller Organizations

“Proposal for Evaluation and Program Assessment (Blinn)

This proposal is to continue and extend the evaluation services performed for the Laurel Historical Society (LHS) in the latter part of 2022. That project involved creation of surveys to measure visitor thoughts about specific programs, both online and in-person, conducted by the LHS. The results showed that LHS programs were well-received and gathered basic data about LHS visitors, their motivations, and thoughts about upcoming programs.

This new project, as part of an NEH Public Impact Projects grant, will extend and deepen that research. Over a period from approximately March 2024 through December 2025, the consultant will continue previous surveys to continue to gauge the effectiveness and visitor reception to the LHS’s programs. Additionally, this proposed project will dive much deeper into the LHS and its role in the community.

Evaluation surveys. This project will build on the success of the evaluation done in 2022 for the Laurel Historical Society by refining the survey forms. In addition to surveys at special LHS events, this phase of the project may include a brief in-person evaluation study, if feasible. It may also involve conversations with LHS board members and volunteers to get their perspective on the museum’s strengths and potential points of improvement.

An additional component of this element of the project will include development of a new community-wide survey, using both print and online forms. Surveying the broader community is essential to understanding the community’s needs so the LHS can best serve its neighbors and partners. It is expected that this survey may generate considerably more responses than the event surveys, and will require more time to collect and analyze the data.

Most quantitative data from the project will be generated in this part of the analysis.

Estimated time and cost:

- Program and event surveys: these can be done quickly, likely within two weeks of program launch, and based on surveys created in the 2022 project. Cost: \$500 to update and continue to analyze data during the lifecycle of the project.
- Community-wide survey should be able to be completed within two weeks of the date the request is made from the LHS. Data collection and analysis will be ongoing for a period of time to be determined at a later date, presumably a significant portion of the total project duration. Cost: \$1000 to create the surveys and analyze the data.

In-depth interviews. This aspect of the project will involve in-depth interviews with community leaders, key stakeholders, and LHS board members, with names

Laurel Historical Society
Public Impact Projects at Smaller Organizations

provided by the LHS. These interviews will be long-form conversations to get as deep an understanding as possible of the interviewees' thoughts and perspectives. This part of the project will focus more on qualitative, not quantitative, research, generating verbatim quotes and other data that complements the quantitative data from the other components of the project. Long-form interviews are essential to the success of this project, since they have the potential to uncover information and perspectives that a survey or brief conversation may miss, including raising critical questions the museum and project team may not have considered. Optimally, many of these interviews, especially with community members not directly affiliated with the LHS, will be conducted in person, requiring the consultant to spend several days on-site in Laurel to better understand the community and the museum's place in the city.

Estimated time and cost:

- Travel and hotel expenses: \$750
 - The time needed to conduct interviews, transcribe recordings (if made), and generate a report is still to be determined. Estimated cost: \$750
- Estimated total cost: \$3,000"

Rebecca Kennedy has committed to serving as the consultant for the collections assessment. The budget reflects \$12,174, which covers on-site visits, meetings, and report development (travel expenses included in section D). Ms. Kennedy's proposal is included in this budget justification below and in the Attachments section. Her expertise will be invaluable for the achievement of the project objectives to create a written plan for the Society to further community engagement and audience inclusion through diversifying the permanent collections.

"Services provided by Curae consist of collections management, registration, preservation, emergency preparedness and response, and exhibition preparation and installation. These services, include, but is not limited to:

- Cataloging and registration of collections
- Environmental, pest, and light studies
- Rehousing objects
- Storage organizations and buildout
- Rehousing objects
- Condition reports
- Implementation or management of Collections Management Systems
- Inventory control
- Policy development
- Emergency documents
- Risk assessments
- Exhibition and storage design review for preservation standards
- Object preparation for exhibition
- Light and environment studies for exhibition
- Object exhibition installation

Laurel Historical Society
Public Impact Projects at Smaller Organizations

Proposed Schedule

Activity
Review collections and related constituents in files, online, and databases
Compare to relevant demographics and community needs
Write evaluation of statistical findings on diversity and inclusions
Identify suggested avenues for future collecting my LHS
Provide methodologies for cataloging and documenting community information currently in collection

Price

Description of Service		Cost
Review of Collections	10 days	\$8,000
Meetings, Research, and Report Development	5 days	\$4,000
Travel mileage	6 days (estimate)	\$174
TOTAL		\$12,174

Sandra Johnson has committed to assisting in the project as the community expert and local historian. Ms. Johnson has been an invaluable resource and a prominent figure in the field of African American history in Laurel for over a decade. Her extensive knowledge and expertise make her an ideal candidate for providing guidance, insight, and community engagement on our project. To recognize her significant contributions, we propose offering a \$1,800 honorarium for her assistance in facilitating public forums, providing community feedback, and participating in external evaluations. Ms. Johnson's involvement in this project is essential to ensuring its success. As a local community expert, her deep understanding of African American history in Laurel will enrich our initiatives and help bridge the gap between academic research and public engagement. Specifically, her responsibilities will include:

Facilitating Public Forums:

Ms. Johnson will help facilitate a series of public forums throughout the Laurel area. These forums will serve as inclusive spaces for residents of diverse backgrounds, including various geographic locations, economic statuses, and ethnicities. By providing historical context, answering questions, and encouraging discussions, Ms. Johnson will help foster a sense of belonging and create opportunities for meaningful dialogue among participants.

Community Feedback:

Ms. Johnson's involvement in community feedback sessions is crucial to ensure that the project aligns with the needs and interests of the local residents. She will actively engage with attendees, gather their input, and provide insightful feedback. Her expertise and experience will help shape the project to address the concerns and aspirations of the community effectively.

External Evaluations:

Laurel Historical Society
Public Impact Projects at Smaller Organizations

To measure the impact and success of the project, external evaluations will be conducted. Ms. Johnson will collaborate with the evaluation team, sharing her expertise to refine evaluation criteria, review data collection instruments, and provide valuable insights during the analysis process. Her participation will contribute to accurate and comprehensive assessments of the project's outcomes.

Estimation of Hours:

Given the magnitude of Ms. Johnson's contributions, we estimate that she will dedicate approximately 40 hours to this project. This estimation includes the time required for preparing and facilitating public forums, attending community feedback sessions, and collaborating on external evaluations. The hours may be distributed over a period of several months to ensure that Ms. Johnson's efforts are comprehensive, impactful, and aligned with the project timeline.

Budget Allocation:

Based on the estimated hours and the significance of Ms. Johnson's involvement, we propose allocating a \$1,800 honorarium for her contributions. This compensation is a token of our gratitude for her commitment to promoting African American history in Laurel and will also help offset any expenses incurred during her participation, such as transportation costs or materials required for the public forums. Recognizing the invaluable expertise and experience of Ms. Johnson, we strongly believe that providing a \$1,800 honorarium is a justifiable investment in the success of our project. Her contributions will ensure geographic inclusion, economic diversity, and ethnic representation in the public forums, fostering a sense of community and deepening the understanding of African American history in Laurel.

- 4. ADP/Computer Services- no funds requested
- 5. Subawards - no funds requested
- 6. **Equipment or facility rental – \$905**

Since one goal and challenge of the project is to engage the entire Laurel community and its diverse audiences, one way to show community engagement is to hold the public forums at places spread out within the greater Laurel area, including 3 of the 4 Maryland counties in which Laurel is located (the fourth county accounts for only several hundred residents).

- a. North Laurel Community Center: Chesapeake Rooms for 6 hours at \$40/hour = \$240 + Kitchen access = \$20 + Audio/Video access = \$40, TOTAL = \$300
- b. Russett Community Center: Nonprofit rate with Kitchen access for 6 hours at \$40/hour= \$240 + cleaning fee \$105, TOTAL = \$345
- c. West Laurel Community Building: 6 hour rental = \$220 + key fee \$40, TOTAL = \$260
- d. St. Mark's United Methodist Church/Church Hall = parishioner rental with kitchen access provided as courtesy = \$0.

- 7. Alterations and renovations - no funds requested

G. Direct Costs - \$22,731.33

H. Indirect Costs - \$2,273

10% de minimis rate

Laurel Historical Society
Public Impact Projects at Smaller Organizations

I. Total direct and indirect costs - \$25,004.33

J. Fee

K. Total costs and fee - \$25,004.33

Proposal for Evaluation and Program Assessment (Blinn)

This proposal is to continue and extend the evaluation services performed for the Laurel Historical Society (LHS) in the latter part of 2022. That project involved creation of surveys to measure visitor thoughts about specific programs, both online and in-person, conducted by the LHS. The results showed that LHS programs were well-received and gathered basic data about LHS visitors, their motivations, and thoughts about upcoming programs.

This new project, as part of an NEH Public Impact Projects grant, will extend and deepen that research. Over a period from approximately March 2024 through December 2025, the consultant will continue previous surveys to continue to gauge the effectiveness and visitor reception to the LHS's programs. Additionally, this proposed project will dive much deeper into the LHS and its role in the community.

Evaluation surveys. This project will build on the success of the evaluation done in 2022 for the Laurel Historical Society by refining the survey forms. In addition to surveys at special LHS events, this phase of the project may include a brief in-person evaluation study, if feasible. It may also involve conversations with LHS board members and volunteers to get their perspective on the museum's strengths and potential points of improvement.

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Estimated time and cost:

- Travel and hotel expenses: \$750
- The time needed to conduct interviews, transcribe recordings (if made), and generate a report is still to be determined. Estimated cost: \$750

Estimated total cost: \$3,000



Rebecca Kennedy, Collections Care Specialist and Principal

Ann Bennett
Executive Director
Laurel Historical Society
817 Main Street
Laurel, MD 20707

June 27, 2023

Dear Ms. Bennett,

I am writing to express my commitment to research and generate an evaluation on the diversity of the collections at the Laurel Historical Society with suggestions on continuing collecting in a way that fully represents the community of Laurel. As the consultant, I am prepared to work within the National Endowment for the Humanities' proposal to provide an evaluation that will be in tune with local communities in Laurel, MD and for the betterment of the Laurel Historical Society.

For almost 20 years I have been engaged with museums and local communities. This has included following and learning all ethics for collections management and registration and its role in diversity, equality, and inclusion.

I wish you the best of luck with this proposal and look forward to a successful grant application!

Sincerely,

A handwritten signature in blue ink that reads "Rebecca Kennedy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rebecca Kennedy
Collections Care Specialist
Curae Collections Care, LLC

Business Information and Contact

Business Name: Curae Collections Care, LLC
Business Status: Woman-Owned Small Business (WOSB)
Point of Contact: Rebecca Kennedy
Address: 1707 Kilbourne Place NW, Apt 1
Washington, DC 20010
Phone Number: 352-281-4821
Email: RKennedy@CuraeCollections.com
Website: www.Curaecollections.com
Duns Number: (b) (4)

Curae Collections Care, LLC is a woman-owned small business that provides quality collections care and preservation services to all museums, cultural heritage institutions, and private collectors. Based in Washington, DC, Curae travels to or works virtually with clients to provide professional collections care services. All projects are executed following the Association of Registrars and Collections Specialists (ARCS), American Alliance of Museums (AAM), American Institute for Conservation (AIC), and International Committee of Museums' (ICOM) standards of ethics.

Curae Collections Care, LLC was founded by Rebecca Kennedy in 2018 to provide practical and creative solutions to collections management, registration, preservation, exhibition, and emergency response for cultural heritage institutions. Curae is Latin. Meaning "to care for" and collections care encompasses all the challenges encountered while managing objects at museums and cultural institutions, which is Curae's mission.

Curae addresses collections needs while considering the institution's mission, capacity, and goals. As the museum world evolves, Rebecca keeps up to date on the latest standards and expectations and adapts that information to the museum's needs.

Services provided by Curae consist of collections management, registration, preservation, emergency preparedness and response, and exhibition preparation and installation. These services, include, but is not limited to:

- Cataloging and registration of collections
- Environmental, pest, and light studies
- Rehousing objects
- Storage organizations and buildout
- Rehousing objects
- Condition reports
- Implementation or management of Collections Management Systems (database)
- Inventory control
- Policy development
- Emergency documents
- Risk assessments
- Exhibition and storage design review for preservation standards

- Object preparation for exhibition
- Light and environment studies for exhibition
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Proposed Schedule

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Review collections and related constituents in files, online, and databases
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Write evaluation of statistical findings on diversity and inclusions
Identify suggested avenues for future collecting my LHS
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Travel mileage	6 days (estimate)	\$174
TOTAL		\$12,174

*This estimate is fully burdened.
Price valid through December 27, 2023*

Sandra C. Johnson
5512 N. Charles Street
Baltimore, MD 21210

June 21, 2023

To Whom It May Concern:

Upon speaking with Ann Bennett, Executive Director of the Laurel Historical Society, she informed me of a new project for the Laurel Museum. Ann explained that the project is an evaluation of the organization and community members to bring together a deeper awareness of the community of Laurel. She also stated that the Laurel Museum is pursuing a NEH grant for this project.

Because I am focused on the African American experience in Laurel, Ann feels I would be a wonderful match as a consultant. I am the Church Historian for St. Mark's United Methodist Church in Laurel. St. Mark's is a historic African American church established in 1890. Over the last 18 years, I have given several presentations to the Laurel Historical Society regarding the African American experience in Laurel. With the assistance of St. Mark's members, we have also contributed information to assist with several Laurel Museum exhibits.

I am interested in becoming a part of this project.

Sincerely,



Sandra Johnson



RUSSETT COMMUNITY ASSOCIATION, INC.
ONE-DAY SINGLE USE
AMENITIES RENTAL AGREEMENT

RENTER MUST READ ENTIRE AGREEMENT, INITIAL, AND SIGN WHERE INDICATED.

THIS RENTAL AGREEMENT is made this ___ day of ___, 20___, by and between Russett Community Association (RCA), Inc., a Maryland corporation and owners of Russett amenities, having an address of 3500 Russett Common, Laurel, Maryland 20724 (hereinafter referred to as "RCA") and

_____ who acknowledges him/herself to be a Russett Homeowner
Name (hereinafter the "Renter")

or Russett Renter is over twenty-one (21) years of age with residence at

_____, Laurel, Maryland 20724,
Street Address

Renter acknowledges Russett Homeowner has: [] no outstanding financial obligations to RCA and [] no outstanding covenants violations.

WHEREAS, Renter desires to rent, and RCA is willing to give, a non-exclusive one-day single use rental agreement for Renter's right to use those certain areas within the:

- [] Community Center (maximum capacity 130)
[] Community Room and Balcony [] With Kitchen privileges
[] Bathhouse (maximum capacity 60)
[] Bathhouse (when pools are open) [] Bathhouse and Patio (when pools are closed)

hereafter referred to as the "Facility", solely for the following intended purpose(s):

during the Rental Term specified as the ___ day of ___, 20___, from ___ a.m. / p.m. until ___ a.m. / p.m. (no later than 10:30 PM) for a total of ___ hours and subject to the conditions stated herein below. These hours shall include time for set up and clean up of the Facility. Renter is responsible for punctual termination. Failure to do so will result in additional per hour charges and could result in loss of all or part of Security Deposit Fee. All other uses of the Facility by Renter are strictly prohibited.



Now, therefore, the parties hereto do mutually agree and covenant with the accompanying rights and privileges and subject to the obligations and duties of this agreement as follows:

- 1. **RUSSETT COMMUNITY ASSOCIATION, INC.** RCA will have no obligation to provide any additional facilities, equipment, utilities, or services to Renter or the Facility. RCA, in its sole discretion, hereby reserves the right to refuse to enter into a Rental Agreement with any prospective Renter even if Renter meets one of the below noted requirements.
- 2. **RENTER (*Russett Homeowner*)**. Renter must meet the requirements of one these provisions and certifies that:
 - Renter is a member in good standing of RCA and is using the Facility for personal social or recreational use; or
 - Renter is a member in good standing of RCA, is renting the Facility for use by a non-profit service organization to provide a service to the members of RCA, and is not soliciting contributions. Proof that the organization is registered in the State of Maryland and that Renter is a current member of the organization is required; or
 - Renter is a member in good standing of RCA, is providing a service to the members of RCA, and is using the Facility for the purpose of promoting or performing said services for profit. A Tax Identification Number (TIN) is required.

RENTER (*Russett Renter*)

- Renter is a *Russett Renter* who occupies an investor-owned unit with a signed written lease on file with RCA that provides for use of Russett amenities. The unit owner (*Russett Homeowner*) must be without outstanding financial obligations to RCA and without outstanding covenants violations.

RCA management staff verifies that:

<input type="checkbox"/> Homeowner has no unpaid assessments over 90 days	<input type="checkbox"/> Homeowner has no outstanding covenants violations/fines	<input type="checkbox"/> Homeowner has signed written lease on file with RCA
---	--	--

Renter must meet the requirements of one of these provisions and certifies that:

- Russett Renter* is using the Facility for personal social or recreational use; or
- Russett Renter* is renting the Facility for use by a non-profit service organization to provide a service to the members of RCA, and is not soliciting contributions. Proof that the organization is registered in the State of Maryland and that Renter is a current member of the organization is required; or
- Russett Renter* is providing a service to the members of RCA, and is using the Facility for the purpose of promoting or performing said services for profit. A Tax Identification Number (TIN) is required.

- 3. **FACILITY RESERVATION**. The Facility will be reserved for Renter’s use only upon execution of this Rental Agreement and payments of the Security Deposit Fee, Rental Fee, and Cleaning/Trash Removal Fee. RCA management staff will record the reservation on the Community Calendar only after completion of this Rental Agreement and receipt of the security deposit fee, rental fee, and cleaning fee.
- 4. **SECURITY DEPOSIT FEE**. Upon executing this Rental Agreement, Renter will remit the Security Deposit Fee only by certified check, cashier's check, or money order made payable to “Russett Community Association” in accordance with Exhibit B. The amount incurred by RCA to return the Facility to the original configuration and condition will be charged in accordance with Exhibits B-E and deducted from the Security Deposit Fee. The total amount incurred by RCA to remedy conditions noted

_____ (Management Initials)

_____ (Renter Initials)

in Exhibit C will be deducted from the Security Deposit Fee in accordance with Exhibit D. Excess charges not covered by the Security Deposit Fee will be billed directly to Renter.

The remainder of the Security Deposit Fee, if any, will be returned to Renter after ten (10) working days of termination of the Rental Agreement **and only after the post-rental inspection findings have been documented and reviewed with Renter**. If the Security Deposit Fee is insufficient to remedy the damage, RCA will send Renter an invoice for the difference. Renter agrees to remit the invoice amount within ten (10) working days of receipt of the invoice. Any court costs and attorney's fees incurred by RCA in collecting this amount will be billed to Renter.

- 5. **RENTAL FEE & CLEANING/TRASH REMOVAL FEE:** Renter hereby expressly agrees to pay a Rental Fee and Cleaning/Trash Removal Fee in accordance with the Rental Fee & Cleaning/Trash Removal Fee Rate Schedule established by the RCA Board of Directors in Exhibit A for the use of the Facility. The Rental Fee will be charged on an hourly rate in accordance with Exhibit B. The Cleaning Fee/Trash Removal will be in accordance with Exhibit B. Renter agrees the Rental Term includes time allotted for set up and clean up of the Facility. Entry and exit times can be verified through the Alarm Company, security Patrol Company, cleaning crew, and security camera footage. Additional time will be charged in per hour increments.

Upon executing this Rental Agreement, Renter will remit the full Rental Fee & Cleaning/Trash Removal Fee only by certified check, cashier's check, or money order made payable to "Russett Community Association." The Rental Fee & Cleaning/Trash Removal Fee is separate from the Security Deposit Fee and should be treated as such; separate and individual monetary transactions will occur for each.

- 6. **CERTIFICATE OF LIABILITY INSURANCE.** Renter will provide a Certificate of Liability Insurance in the amount of \$500,000.00, designating "Russett Community Association, Inc." as an additional insured. The Certificate of Liability Insurance must clearly and accurately reflect the coverage being provided (Maryland Insurance Administration, Bulletin 08-34). See Exhibit F for example.

Renter will provide the Certificate of Liability Insurance to RCA prior to receiving the key to the Facility and no later than seven (7) business days prior to the commencement of the Rental Term.

- 7. **CANCELLATION POLICY.** Three different conditions exist regarding cancellations.

10-Business Days Cancellation. Renter will be entitled to full return of Rental Fee, minus a \$50.00 processing fee if Renter notifies RCA of the cancellation at least ten (10) business days prior to the Rental Term. Renter will be refunded the full Cleaning/Trash Removal Fee and Security Deposit Fee if cancellation conditions are met.

9 - 5 Business Days Cancellation. Renter will be entitled to a fifty percent (50%) return of Rental Fee if Renter notifies RCA of the cancellation at least nine (9) to five (5) business days prior to the Rental Term. Renter will be refunded the full Cleaning/Trash Removal and Security Deposit Fee if cancellation conditions are met.

Less Than 5 Business Days Cancellation. Renter will forfeit the entire Rental Fee if Renter notifies RCA of the cancellation less than five (5) business days prior to the Rental Term except as noted in Clause 8. Renter will be refunded the full Cleaning/Trash Removal and Security Deposit Fee if cancellation conditions are met.

- 8. **Force Majeure.** If the Facility becomes unavailable due to Acts of God (including fire, flood, earthquake, storm, hurricane or other natural disaster), war, invasion, act of foreign enemies, hostilities (regardless of

9. whether war is declared), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation, terrorist activities, nationalization, government sanction, blockage, embargo, labor dispute, strike, lockout or interruption or failure of electricity, neither party is liable for failure to perform their obligations under this contract. No party is entitled to terminate this Agreement under such circumstances. If a party asserts Force Majeure as an excuse for failure to perform the party's obligation, then the nonperforming party must prove that the party took reasonable steps to minimize delay or damages caused by foreseeable events, that the party substantially fulfilled all non-excused obligations, and that the other party was timely notified of the actual occurrence of an event described in Cause 8 (Force Majeure).

10. INSPECTION PROCEDURES. Prior to the commencement of the Rental Term, RCA will inspect the Facility and will note any areas of damage to the Facility on the Inspection Check List (see Exhibit C). Renter will sign the Inspection Check List. RCA recommends Renter accompany RCA on the inspection.

Rental Terms falling on Saturdays or Sundays, and in the event a new Rental Agreement begins, the new Renter (Renter B) will be responsible for completing the Pre-Rental portion of the Inspection Check List. Renter B will be required to call RCA office (301-498-3897) and leave a voice mail message detailing the condition of the Facility. The call must be time-stamped during the first hour of the new Rental Term, otherwise Renter B will be held responsible. The completed Inspection Check List must be left under the office door on the day of the rental.

If there are damages to windows or doors that breach the security of the Facility or other extreme conditions (i.e., fire or flood), Renter B will call the afterhours emergency operator. The call must be time-stamped during the first hour of the new Rental Term, otherwise Renter B will be held responsible. The emergency operator will contact the on-call member of the RCA management staff. The management staff will call Renter B to discuss the inspection results. If the management staff decides a personal inspection of the Facility is required, Renter for this Rental Agreement (Renter A) could be charged for time and mileage. The management staff will attempt to contact a member of the RCA Board of Directors to perform the emergency inspection. Renter A will be held responsible for window, door, fire, or flood damages and chargeable items reported by Renter B and verified by the re-inspection of the Facility.

11. KEYS AND ALARM. Keys and security system alarm code for Facility will be picked up from the RCA office during established business hours no earlier than the Thursday prior to the Rental Term and not later than 4:00 p.m. on the business day before the Rental Term.

Failure to secure Facility upon completion of Term of Use will result in forfeiture of Security Deposit Fee in addition to any damages caused to Facility as a result of Facility being left unsecured.

Keys must be returned to the RCA office the next business day following termination of the Rental Agreement. Duplicating keys is strictly prohibited. See RCA Administrative Resolution #5, Community Center, Offices, and Bathhouse Access Policy. Additional fees, fines, and costs may apply, see Exhibits D and G.

12. FALSE ALARMS. Renter acknowledges responsibility for any and all false alarms resulting from use of Facility. Renter agrees he/she understands how to turn off the alarm upon entering and turn on the alarm upon exiting the Facility. **The cost per false alarm specifically associated with this Rental Agreement is \$250.**

13. RULES AND REGULATIONS. Renter agrees to abide by RCA Declaration of Covenants, Conditions and Restrictions and its duly enacted rules and regulations, including Policy Resolution #5 Use of Common Area: Swimming Pool Rules, and the Rental Rules and Regulations, attached as Exhibit G. Renter agrees to abide by all applicable RCA Policy and Administrative Resolutions.

- 14. INTENDED USE OF FACILITY.** RCA makes no representations or warranties to Renter regarding the condition of the Facility, or the suitability or safety of the Facility, for the uses intended by Renter. Renter will be solely responsible and liable for satisfying the requirements of all laws, rules and regulations of governmental authorities with respect to the use of the Facility by Renter, Renter’s employees, agents, customers, and/or guests (hereafter collectively referred to as guests).
- 15. ASSIGNMENT.** The Rental Agreement will not be assignable, saleable or transferable in any fashion, same being deemed personal to Renter. Any attempt to transfer the Rental Agreement will cause an immediate termination of the same. Renter will not occupy or use the Facility nor permit the same to be used for any purpose not designated and described herein.
- 16. NUMBER OF GUESTS:** Renter agrees that the permission granted herein for use of the Facility is conditioned upon and limited to the use of Facility by a maximum of sixty (60) persons in the Bathhouse and one hundred thirty (130) persons in the Community Center. The total number of persons is defined as the sum of the Renter, guests, entertainment staff, catering staff, and all other person hired by Renter. If it will come to the attention of RCA (e.g., from the RCA management staff, security patrols employed by the RCA or Renter, or from any civil authority) that Renter exceeded the maximum number of guests, the Rental Agreement will be terminated immediately and Renter will forfeit the full Security Deposit Fee.
- 17. USE OF POOL.** In compliance with Policy Resolution #5, Section II.B.26 (extracted below), Renter agrees to notify the Pool Management Company at least two (2) weeks prior to the Rental Term when there will be from eleven (11) to fifteen (15) guests using the pool during the Rental Term. Each guest using the pool must have a guest pass or an Amenities Badge. Renter must purchase additional guest passes in advance of Rental Term. Guest passes are sold at the RCA onsite office during normal business hours. Renter agrees no more than fifteen (15) guests will use the pool during the Rental Term.
- Policy #5, Section II.B.26. The maximum number of patrons in a single group that do not require prior notification or approval is ten (10). Groups over ten (10) must notify and obtain permission from the...pool manager, at least two (2) weeks prior to the expected visit date. Large parties shall be limited to a maximum of fifteen (15) persons.
- 18. PARKING:** designated parking spaces immediately around the Facility will be used by guests. Renter must ensure guests comply with RCA Policy Resolution #1, Vehicle Policies.
- 19. USE BY MINORS.** Renter agrees if Facility is used by minor members of Renter’s immediate household for the entertainment of guests, Renter will be personally responsible and liable for any and all damages which may occur during the use of the Facility, or as a result thereof. Renter further agrees to provide not less than one (1) responsible adult for every ten (10) minor attendees (i.e., under the age of 21) who will be present at all times while the Facility is in use by minor members of the immediate household and guests.
- 20. NOISE CONTROL.** Noise will be kept to a minimum in deference to residences and commercial establishments near Facility. Renter agrees to abide by and follow all applicable environmental noise standards, sound level limits, and noise control rules and regulations adopted by Anne Arundel County and the State of Maryland. If a complaint is called into the police due to noise, the Renter will forfeit the entire security deposit.
- 21. DISORDERLY ACTIVITY.** Renter agrees to terminate disorderly activity and to vacate Facility upon request by RCA, RCA-contracted patrol service, or any civil authority in the event of a disruptive or disorderly conduct on the part of Renter or guests.

22. **ALTERATIONS**. Renter will make no alterations or modifications, structural or non-structural, to the Facility. Notwithstanding the foregoing, Renter may decorate the Facility in accordance with the Rental Rules and Regulations (see Exhibit G).
23. **DAMAGE TO FACILITY**. Renter accepts responsibility and liability for the payment of any and all damages to the Facility. In the event Renter fails to pay for any such damage, this failure will constitute a debt due the RCA, and as such, will be pursued through all appropriate legal channels. Additionally, future rental requests will result in an exponential increase of the community center rental deposit for homeowners with historical facility damage that resulted in the entire security deposit being withheld.
24. **INDEMNIFICATION**. Except for any claim, cost, damage, liability or expense arising from, or out of, a willful act or the gross negligence by RCA, its employees, agents, subcontractors, directors, officers, or assigns, Renter will indemnify and save harmless RCA, and its employees, agents, subcontractors, directors, officers, or assigns from and against any claim, cost, action, damage, liability and expense in connection with the loss of life, personal injury and/or damage to personal property and/or contractual claim arising from or out of the use of the Facility by Renter and guests. The terms and provisions of this section will survive the expiration or termination of Rental Agreement.
25. **DEFAULT**. The parties agree that in the event of default of any of the obligations set forth herein, RCA will have the right to immediately terminate this Rental Agreement whereupon Renter will immediately cease use of the Facility, but such termination will not release Renter from the payment of all damages sustained by the RCA. RCA will have the right to pursue any remedies to which it might be entitled on account of a breach of any condition of this Rental Agreement. Renter will pay all costs, expenses, court costs and damages, including reasonable attorney's fees, incurred by RCA in connection with any default by Renter or any action or proceeding between RCA and Renter arising out of or by reason of this agreement, or to enforce the provisions hereof.
26. **NOTICES**. Notices from Renter to RCA will be directed to Russett Community Association, 3500 Russett Common, Laurel, Maryland 20724; or any other address which RCA may specify upon notice to Renter, from time to time. Signed notices may be faxed to (301) 498- 7673.
27. **RENTER CHECKLIST**. A Renter Checklist is provided as Exhibit H.
28. **ENTIRE AGREEMENT**. This Agreement contains the entire agreement between the parties, and any amendment to the terms hereof will be in writing, signed by the parties hereto.



Effective January 01, 2020

ANY VIOLATION OF THIS AGREEMENT can serve as just cause not to allow Renter to rent the Facility again.

RUSSETT COMMUNITY ASSOCIATION, INC.
a Maryland corporation

RCA Management Staff Signature

Date

I have read and understand the Rental Agreement and the Rental Rules and Regulations (Exhibit G) and agree to abide by both. I further understand that any violation of this Rental Agreement could result in monetary deduction from the Security Deposit Fee and other additional fees, fines, and costs.

Renter Signature

Date

Cell Phone Number

Home/Work Phone Number

Emergency Contact Name

Phone Number



EXHIBIT A
RENTAL FEE RATE SCHEDULE

COMMUNITY CENTER. Per hour rental rate as noted below. Fractions of an hour will be charged in per hour increments. Entry and exit times may be verified through the security company and security camera footage.

Table with 2 columns: Community Center and Balcony (checkbox options) and PER HOUR (rates: \$20, \$30, \$50)

Table with 2 columns: Community Center and Balcony with Kitchen Privileges (checkbox options) and PER HOUR (rates: \$30, \$40, \$60)

BATHHOUSE. Per hour rental rate as noted below. Fractions of an hour will be charged in per hour increments. Entry and exit times may be verified through the security company and security camera footage. The patio is the open area surrounding the guard shack. The pools and pool deck are off limits when the pools are closed.

Table with 2 columns: Bathhouse (when pools are open/closed) (checkbox options) and PER HOUR (rates: \$20, \$30, \$50)

CLEANING/TRASH REMOVAL FEE. Flat rate fee per event as noted below.

Table with 2 columns: After Event Cleaning Fee for Community Center & Bath House (checkbox option) and PER EVENT (\$105)

Pool usage: Yes / No
Number of guests: _____
Pool rules issued: _____
(Initials/Date)



EXHIBIT B
RENTAL WORKSHEET

1. RENTAL FEE. Charge for Facility rental from Exhibit A:

Rental Term: _____ day of _____, 20____, from _____ a.m./p.m. until
_____ a.m./p.m., for _____ hours at \$ _____ per hour for a total of \$ _____.

2. SECURITY DEPOSIT FEE. Security Deposit Fee for Facility:

Community Center

- Community Room and Balcony \$200
Community Room and Balcony with kitchen \$400

Bathhouse

- Bathhouse (when pools are open/closed) \$100

3. TOTAL FEES

Table with 2 columns: Fee Description, Amount. Rows include Rental Fee, *Cleaning Fee/Trash Removal, Security Deposit Fee, and GRAND TOTAL.

4. ADDITIONAL FEES, FINES, AND COSTS. Additional fees, fines, and costs will be charged in accordance with Exhibit D.

5. PAYMENT METHOD. The Rental Fee, Cleaning/Trash Removal Fee, and Security Deposit Fee must be paid upon execution of this Rental Agreement. Payment can be made only by certified check, cashier's check, or money order and payable to Russett Community Association. NO CASH ACCEPTED.

Rental Fee & Cleaning/Trash Removal Fee (Paid Together)

Date Paid: _____ Date of Rental: _____

Certified Check, Cashier's Check, or Money Order #: _____ Receipt #: _____

Security Deposit Fee (Paid Separately)

Date Paid: _____ Date of Rental _____

Certified Check, Cashier's Check, or Money Order # _____ Receipt # _____



6. **CERTIFICATE OF LIABILITY INSURANCE.** Renter will provide a Certificate of Liability Insurance in the amount of \$500,000.00, designating "Russett Community Association, Inc." as an additional insured. The Certificate of Liability Insurance must clearly and accurately reflect the coverage being provided. Renter will provide the Certificate of Liability Insurance to RCA **prior to receiving the key to the Facility.** Renter will provide the Certificate of Liability Insurance no later than seven (7) business days prior to the commencement of the Rental Term.

Insurance Company _____ Date _____

Additional Insured _____ Certificate # _____

MANAGEMENT STAFF SHALL NOT PROVIDE KEY TO FACILITY WITHOUT RECEIPT OF A VALID CERTIFICATE OF LIABILITY INSURANCE. LATE CANCELLATION PROCESSING FEES WILL APPLY.

8. **NON-PROFIT REGISTRATION AND TAX EXEMPTION.** Renter will provide proof that the organization is registered with the Office of the Secretary of State as a charitable organization and a copy of the Treasury Sales and Use Tax Exemption from the Comptroller of the Treasury for the State of Maryland. Renter will provide proof of current membership in the organization.

Non-Profit Registration #: _____

Tax Exemption Certificate #: _____

Membership #: _____

9. **TAX IDENTIFICATION NUMBER.** Renter will provide a Tax Identification Number if using the Facility for the purpose of promoting or performing said services for profit.

Tax Identification #: _____

RCA Management Staff Signature

Date

Renter Signature

Date

For RCA Management Use Only. Fill in date received and/or completed. Append copies to Rental Agreement package. Rental Agreement packages are available for inspection by RCA.					
Membership Verified	_____	Good Standing Verified	_____	Lease on File	_____
Rental Fee	_____	TIN	_____	Membership	_____
Security Deposit Fee	_____	Registration	_____	Pre-Inspection	_____
Insurance Certificate	_____	Exemption	_____	Post-Inspection	_____



EXHIBIT C
INSPECTION CHECK LIST

On this _____ day of _____, 20_____, an inspection was made of the:

- Community Room and Balcony
Community Room and Balcony with Kitchen
Bathhouse (when pools are open)
Bathhouse with front patio privileges (when pools are closed)

by _____ and _____
Renter RCA Management Staff

PRE-RENTAL: RCA inspected Facility and found the following items to be damaged, soiled, stained, or inoperative:

Four horizontal lines for listing damaged items.

RCA recognizes the above named item(s) as being damaged, soiled, stained, or inoperative before Rental Term and will not hold Renter responsible for cleaning, repair, or replacement.

Signature and Date lines for RCA Management Staff and Renter.

POST-RENTAL: RCA re-inspected Facility on _____, the _____ day of _____, 20_____ and found the following:

- No damage was found
Damage was found as itemized below
Additional fees, fines, or costs assessed (See Exhibit D)

Four horizontal lines for listing post-rental findings.

Signature and Date lines for RCA Management Staff and Renter.



EXHIBIT D

ADDITIONAL FEES, FINES, AND COSTS

Following termination of Rental Agreement, RCA will inspect the Facility, verify hours Facility was used, review security camera footage if necessary, and determine any and all applicable additional fees, fines, and costs. Fees, fines, and costs first will be deducted from the Security Deposit Fee and retained by RCA. Any remaining fees, fines, and costs will be billed directly to Renter.

- Unauthorized use of, access, or damage to reception desk 100% Security Deposit \$
Unauthorized use of pools/pool deck when pools are closed 100% Security Deposit \$
Additional Time Fee per hour rate \$
Additional Time After 10:30 PM Double the hourly rate \$
10-day Notice Cancellation Processing Fee \$50 \$
9 - 5 day Notice Cancellation Processing Fee 50% Rental Fee \$
Less than 5-day Notice Cancellation Processing Fee 100% Rental Fee \$
1-day Inclement Weather Cancellation Processing Fee \$50 \$
After-hours/emergency response by RCA management staff As billed \$
Noise Complaint 100% Security Deposit \$
Failure to Secure Facility Fine 100% Security Deposit \$
Late Key Return Fine \$100 (plus \$10/day) \$
Lost Key/Key Not Returned Fine Security Deposit plus Time & Materials \$
False Alarm Fine \$250 per false alarm \$
Exceed Maximum Capacity Fine 100% Security Deposit \$
Excessive Cleaning Needed As billed \$
Trash Removal Fine. \$150 will be charged to remove trash left outside of the Facility (including objects thrown into the pool area), deposited in commercial dumpsters, or left in the recycling bin inside the Facility. \$150 \$

TOTAL \$

RCA Management Staff Signature

Date

Renter Signature

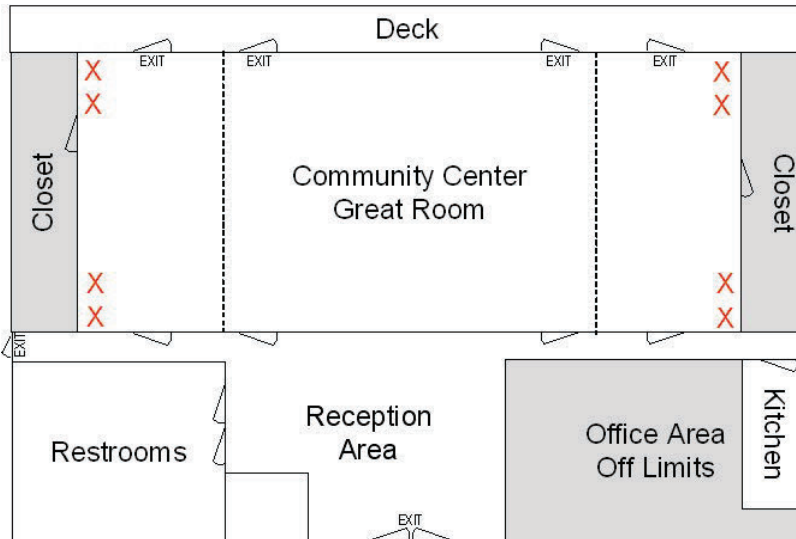
Date

EXHIBIT E

INVENTORY

COMMUNITY CENTER approximately 1500 SF (quantities are estimated)

Quantity	Item	Quantity	Item
5	5 foot Folding Table	96	Blue Hard Plastic Chair
10	6 foot Folding Table	13	Padded Chair
2	3/4 Round Rolling Table	1	Rolling Podium
1	4 foot Rolling Table	1	Coat Rack with Hangers (cold seasons only)
2	6 foot Rolling Table		



BATHHOUSE (quantities are estimated)

Quantity	Item	Quantity	Item
1	4 foot Folding Table	2	Loveseats (cloth)
4	5 foot Folding Table	2	White End Table (particle board)
4	6 foot Folding Table	4	Ottomans
1	60 inch Round Folding Table	1	Coat Rack with Hangers
76	Tan Hard Plastic/Metal Chair		

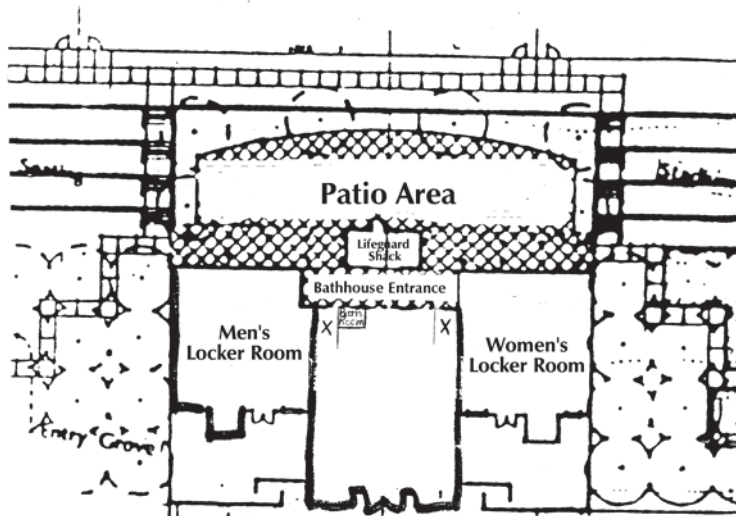




EXHIBIT F

EXAMPLE: CERTIFICATE OF LIABILITY INSURANCE

<b style="font-size: 1.2em;">CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY)																																																	
PRODUCER INSURED	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.																																																		
	INSURERS AFFORDING COVERAGE INSURER A: INSURER B: INSURER C: INSURER D: INSURER E:	NAIC #																																																	
COVERAGES THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.																																																			
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_____ (Management Initials)

_____ (Renter Initials)

IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

DISCLAIMER

This Certificate of Insurance does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

ACORD 25 (2009/01)

EXHIBIT G
RENTAL RULES AND REGULATIONS

1. Renters, their employees, agents, customers and guests (hereafter collectively referred to as guests) will only use the Facility for the intended purpose(s) set forth in the Rental Agreement. Only the common areas will be used during the Rental Term.
2. Renters and guests will abide by all restrictions and prohibitions identified in the Rental Agreement regarding the Community Center Reception Desk, the pools and pool deck when the pools are closed, and the patio when the pools are open.
3. Renters and guests will abide by all applicable RCA Policy and Administrative Resolutions. Renters are responsible for ensuring guests are informed of applicable RCA resolutions.
4. Emergency exits shall not be blocked.
5. Smoking is prohibited within the Facility at all times. Should persons choose to smoke outdoors, Renter will be responsible for removing all debris.
6. Renters shall not enter the Facility prior to the commencement of the Rental Term and must leave the Facility at the expiration of the Rental Term.
7. **COMMUNITY CENTER RECEPTION DESK.** Renter agrees access to the reception desk is prohibited. Renter agrees no one shall attempt to gain access behind, on, or over the reception desk or to any materials stored within the reception desk. Renter agrees the reception desk shall not be used as a buffet area for food and drink. Renter agrees the reception desk shall not be pierced, tacked, stapled, or glued; and that use of tape or adhesives on the reception desk is prohibited. Renter agrees the Security Deposit Fee will be forfeited if reception desk is accessed, damaged, or used as a buffet area for food or drink. Renter agrees the cost to repair, replace, or clean the reception desk if damaged or marred will be paid for by Renter.
8. **POOLS, POOL DECK, AND PATIO.** Renter agrees access to the pools and pool deck is prohibited when the pools are closed. The patio is defined as the open area surrounding the guard shack. Renter agrees the Security Deposit Fee will be forfeited if the pools or pool deck are accessed when the pools are closed. Renter agrees when the pools are open that guests will use the pools in accordance with RCA Policy Resolution #5, Use of Common Area: Swimming Pool Rules.
9. **KEYS AND ALARM.** The door key and security system alarm code for the Facility will be picked up from the RCA office during established business hours no earlier than the Thursday prior to the Rental Term and not later than 4:00 p.m. on the business day before the Rental Term. Practice turning the alarm off/on and unlocking/locking doors with the RCA Management Staff.

Upon entering the Facility for the first time, the security system must be turned **OFF**. At the end of the Rental Term, the security system must be turned **ON**. The door must be closed to turn on alarm. All lights must be turned **OFF**. The door must be **LOCKED** upon exiting the Facility.

Anne Arundel County assesses a civil penalty for false alarms. If Renter is responsible for a false alarm(s) to which Anne Arundel County police respond, **Renter agrees to pay a \$250 per false alarm fine. Fines are cumulative.**

A \$100 fine will be charged if keys are not returned to the RCA office the next business day following termination of the Rental Agreement. A fine of \$10 per day will be assessed for each additional day the key is not returned. The fine will be deducted from the Security Deposit Fee. Renter will forfeit the entire deposit should a key be lost or not returned and be fined the total cost required to re-key the locks. Duplicating a key is strictly prohibited. See Administrative Resolution #12, Community Center, Offices, and Bathhouse Access Policy

10. Renter is permitted to decorate the Facility with restrictions as follows. Walls and beams may not be pierced, tacked, stapled, or glued. Use of glue, scotch tape, or permanent adhesives on walls or beams is prohibited. Tacks or push pins may not be used on furniture to attach any type of decorations. Only non-permanent adhesive materials that leave no residue or damage surfaces, e.g., 3M's Command Adhesive, will be used.
11. Alcohol consumption in the Facility is restricted by Anne Arundel County Code. Beer, wine, and liquor (hereinafter referred to as "alcoholic beverages") may be **serv**ed only. Alcoholic beverages may not be **sol**d. Under no circumstances will alcoholic beverages be served to a minor (a person under the age of 21). Anyone found serving alcoholic beverages to a minor will be denied use of the Facility in the future and will be prosecuted in accordance with the law. Consumption of red wine or drinks containing red dye is cautioned due to the possibility of stains. Renter will be held liable for all costs incurred to clean, repair, or replace stained carpet, walls, or furniture; and those costs will be deducted from the Security Deposit Fee. Additional costs not covered by the Security Deposit Fee will be billed directly to Renter.
12. If Renter violates any County, State or Federal laws, the Rental Agreement will automatically terminate. RCA will retain the Rental Fee and the Security Deposit Fee.
13. Renter may bring equipment into the Facility. All such items must be removed at the expiration of the Rental Term.
14. Renter is not permitted to deposit trash outside of the Facility or in the recycling bin inside the Facility. Renter is not permitted to deposit trash in receptacles located in common, recreational, or commercial areas.
15. The Bathhouse bathroom door must be left open at the termination of the Rental Agreement (to prevent the water pipes from freezing in cold weather).
16. Helium tanks are not permitted in the Facility under any circumstances.
17. **BALLOONS & DECORATIONS.** Helium-filled balloons are not permitted in the Facility. Air-filled balloons are allowed in the Facility. All balloons from inside the Facility must be deflated and any decorations that can set off the alarm must be taken down upon termination of Rental Agreement. Balloons left inflated and decoration that move when the air comes on in the Facility can set off the security alarm. When the alarm is triggered, Anne Arundel County Police responds. A fee is charged for false alarms and the police coming out in response to the triggered alarm.



- 18. Renter will provide cleaning products and equipment.
- 19. All kitchen utensils, serving items, and kitchen supplies (paper towels, napkins, dish towels, detergent, etc.) will be provided by Renter.
- 20. Cooking, frying, grilling, or baking in the Facility are strictly prohibited. The Community Center kitchen will be used only to reheat food. Grilling is permitted outside the Facility and only in designated grill pits or picnic area.
- 21. Open flame-devices that could create a fire hazard or cause smoke damage are not to be used inside or outside the Facility. Decorative lighting devices with open flames (e.g., tiki torches) will not be used outside the Facility unless securely supported in noncombustible holders, strategically located away from combustible materials, and protected so combustible materials cannot come into contact with or be ignited by the flames.

I have read and understand the Rental Rules and Regulations and agree to abide by them. I further understand that any violation of the Rental Rules and Regulations could result in monetary deduction from the Security Deposit Fee and other additional fees, fines, and costs.

Renter Signature

Date



EXHIBIT H
RENTER CHECKLIST

1. Contact RCA management staff to determine availability of Facility.
2. Complete, sign, and execute Rental Agreement.
3. Pay Security Deposit Fee by certified check, cashier's check, or money order upon execution of Rental Agreement – NO CASH ACCEPTED.
4. Pay Rental Fee by certified check, cashier's check, or money order upon execution of Rental Agreement – NO CASH ACCEPTED.
5. Provide Certificate of Liability Insurance no later than seven (7) business days prior to Rental Term – NO OTHER PROOF OF INSURANCE ACCEPTED.
6. Inspect Facility with RCA management staff no later than three (3) business days prior to Rental Term. Sign inspection sheet.
7. Obtain key and alarm code no earlier than the Thursday prior to the Rental Term and not later than 4:00 p.m. on the business day before the Rental Term.
8. Practice turning alarm off /on and unlocking/locking doors with RCA management staff.
9. Unlock door and unarm security alarm upon entering Facility at start of rental.
10. Inspect facility upon entering at start of rental (See Rental Agreement, 8. Inspection Procedures).
11. Deflate balloons and take down any decorations that may set the alarm off at end of rental.
12. Arm security alarm and lock door upon exiting Facility at end of rental.
13. Accompany RCA management staff on post-inspection of Facility to document and review findings and assess any additional fees, fines, and costs (See Exhibit D).



North Laurel Community Center

9411 Whiskey Bottom Road, Laurel, MD 20723
 Information/Rentals: 410-313-0390
 Hours: 8 AM-9 PM, M-Sa; 9 AM-6 PM, Su
www.howardcountymd.gov/NLCC

The North Laurel Community Center was built to serve the southeastern portion of the county. The facility is shared by the Departments of Recreation & Parks, Health, Police and the Office on Aging. Features include a fitness room, commercial kitchen, double gymnasium, preschool classrooms, multipurpose rooms, senior activity room and so much more. ***This center is located within North Laurel Park, which includes a pavilion (page 34). Audio/Visual Fee is \$40 per rental each day.***

Room	Square Feet	Capacity	Hourly Charge (HC Resident)	Hourly Charge (Non-Resident)	Hourly Charge (HC Non-Profit)
Activity/Meeting Room	750	40	\$50	\$60	\$40
Hammond Branch Meeting Room	950	50	\$60	\$70	\$50
Chesapeake Multipurpose Room (3)	850/room	40/room	\$50	\$60	\$40
Savage Mill Activity Room	450	20	\$40	\$50	\$30
Kitchen	N/A	N/A	\$30	\$40	\$20
Athletic Court (per court)	N/A	N/A	\$75	\$85	\$65
Large Rental Packages	N/A	N/A	\$1250/6 hours	\$1350/6 hours	\$1150/6 hours

West Laurel Community Building



16501 Supplee Lane, Laurel, MD 20707

Located in the T. Howard Duckett Park, at the intersection of Bond Mill and Brooklyn Bridge Road. Use this [map](#) link to see where the building is located or to find your own area.

The West Laurel Community Building, opened December 1994, at a cost of just \$500,000. It consists of a foyer and two large rooms: A-Side 1700 square feet holding 200 people; the B-Side 1300 square feet holding 170. Each has a refrigerator and sink; one side has a stove. Each has 10, six-foot tables and 100 chairs. The large room is available to the public for private functions, by calling by [M-NCPPC Permit Office](#). The B-side room is for the use by community groups approved by the WLRC but can occasionally be rented, if available, by calling the [M-NCPPC Representative](#).

A variety of [classes](#) (for Complex use West Laurel Community Building) sponsored by the WLRC are held in this building.

Room A is available for rental by bi-county residents. Weekend/Holiday rates = \$220 for 6 hours (plus \$40 for a key and \$150 deposit).

- [West Laurel Recreation Council](#)
 - [West Laurel Civic Association](#)
 - [The Maryland-National Capital Park and Planning Commission](#)
-

Comments, suggestions, and submissions should be directed to
Rush Kester at RWKester@aol.com or 301-490-1310



[Return to the West Laurel Home Page](#)
[Return to Unofficial Home Page of Laurel, Marland](#)

Brochures

4.8 Stars | 277 Reviews



1 Select Product Options

Size
8.5" x 11" ▾

Printed Side
Full Color Both Sides ▾

Paper
100 lb. Gloss Text ▾

Hole Drilling
No Hole ▾

Perforation
 No Yes

Folding
Half-Fold ▾

Quantity
2,000 ▾

[Product Options Details](#)

2 Choose Design & Proofing

Upload Your Design
OR
 Browse Our Designs

Upload Design (Optional)

Upload Now

OR

[Select from My Files](#)

Hardcopy Proof
No Hardcopy ▾

[Design & Proofing Details](#)

3 Select Delivery Options

Estimated Production Time
5 Business Days ▾

Delivery Method
 Ship it to me
 Mail it for me

Zip Code
20707

Shipping Option
07/10 Ground \$47.91

Estimated Arrival Date: 07/10/2023

Print ready files must be submitted by 6 p.m. PST in order to begin production on the next business day.

[Delivery Options Details](#)

Job Summary

Printing Cost:	\$345.83
Shipping & Handling:	\$47.91
Tax:	\$23.62
Job Total:	\$417.36

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Options

Print Guidelines

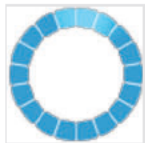
Tips & Ideas

Design Templates

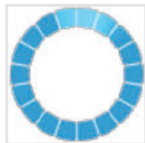
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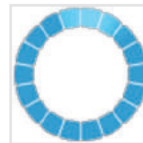
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Green Floral Flow



Purple Flower



Golden Wave



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GUARANTEE**

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

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- Next Day A.M. \$147.77
Est. Delivery: Thu, Jul 07 before

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