



MUSEUM ASSOCIATION
OF NEW YORK

MANY is pleased to announce that it will be the organizational partner for the statewide tour of the Smithsonian Institutions' Museum on Main Street *Water/Ways* exhibition.

MANY is delighted to help build the capacity of our state's museums and cultural heritage organizations by bringing this national program to our state as we celebrate the Erie Canal Bicentennial. The exhibition and programs produced across the state about our waters will tie stories about New York's history, art, and culture to the story of our nation and our world. Museum on Main Street (MoMS) exhibitions are designed to start dialogue, facilitate connections, and open doors to the history of a community's culture and people while building a sense of local pride.

MANY is seeking six museums to host the *Water/Ways* exhibition for six weeks each. Three museums along the Erie Canalway National Heritage Corridor will be selected. The fourth site will be located in the Hudson River National Heritage Area, the fifth in Suffolk County, and the sixth location will be any New York museum that makes a strong case for the importance of water to its history and cultural heritage. Sites will be selected through an application process; successful applicants will have a proven track record of community collaborations, the ability to care for the exhibition, commit to plan and implement public programs, and experience developing exhibitions that interpret the natural environment through the arts and humanities.

Application Deadline: August 10, 2018

Contact: Erika Sanger
Executive Director
Museum Association of New York
265 River Street, Troy NY 12180
(518) 273-3400 esanger@nysmuseums.org

Notification: August 24, 2018



About Museum on Main Street

Museum on Main Street will enable New Yorkers to experience Smithsonian-produced exhibitions in their own communities. It will give host organizations the opportunity to enhance their role in their region, engage new audiences and volunteers, expand their knowledge and resource bases, and develop skills that can be applied toward future exhibits and programs. For many host communities, this experience is transformative. More information can be found on the Smithsonian's Museum on Main Street website: www.museumonmainstreet.org.

About New York and *Water/Ways*

The Smithsonian's *Water/Ways* exhibition is an exploration of the connections between human beings and water—focusing on environment, culture, and history.

New York State has more than 7,600 freshwater lakes, ponds, and reservoirs, as well as portions of two of the five Great Lakes, the Atlantic Ocean, and the Long Island Sound. Over 70,000 miles of rivers and streams flow within our state's geographical boundaries. These waterbodies supply our drinking water, provide flood control to protect life and property, support recreation, tourism, agriculture, fishing, power generation, and manufacturing, provide habitats for aquatic plant and animal life, and inspire the human imagination.

Water is an essential component of life on our planet. It powers the environment's engine, impacting climate and helping to shape and sculpt the landscape. Water's impact on humans is not just biological and environmental; it serves as a source of peace and contemplation. Literary, visual, and performing artists inspired by water create works that carry this critical resource into cultural expression. We cherish our connections to nature, particularly the sights, sounds, and sense of place we feel at the water's edge. Many faiths revere water as a sacred symbol.

Water also plays a practical role in our state's history. The availability of water affected settlement and migration patterns of all of New York's peoples as a source of food, livelihood, and transportation. As we celebrate the Bicentennial of the Erie Canal, the *Water/Ways* exhibition will enable host sites to tell the story of how their communities helped New York become the Empire State, how canals and river communities played strategically important roles in the development of our transportation, trade, commerce, industry, and culture, and how our lake shores connect us to other states and our oceanfront communities connect us to our nation and peoples around the globe.

Proposed Tour Dates

- Site 1 - June 29 (Saturday) - August 11 (Sunday)
- Site 2 - August 17 (Saturday) - September 29 (Sunday)
- Site 3 - October 5 (Saturday) - November 17 (Sunday)
- Site 4 - November 23 (Saturday) - Jan 5 (Sunday)
- Site 5 - January 11 (Saturday) - February 23 (Sunday)
- Site 6 - February 29 (Saturday) - April 11 (Sunday)



Financial support for the New York tour of *Water/Ways* has been provided, in part, by Hadley Exhibits.



Connecting New York State Museums to Resources and Communities

MANY invites interested museums to explore the rich meaning of water, to tell their local water stories, and to collectively envision their water future. We strongly encourage sites to: envision how the *Water/Ways* exhibition can launch local exhibitions and programs; offer experiences that reflect how communities relate to rivers, canals, beaches, and bays; celebrate how artists engage with water; and express their desires to pass this critical resource to future generations undiminished.

The *Water/Ways* exhibition is comprised of five easy-to-assemble, free-standing sections and two interactive kiosk monitors with audio and video clips and iPad interactives. Additional information and a sneak-peek video about the exhibition can be found here: [Museum on Main Street Water/Ways](#) Through collaborative trainings, meetings, discussions, and sharing resources before the Smithsonian exhibition arrives, MANY will advise and collaborate with selected sites to create companion exhibits and develop programs, events, and stewardship projects that facilitate community-wide conversations about water and its value to the community and the state.

Host sites will join a “cohort of MoMS communities” who will share ideas and resources for maximizing the impact of the exhibits and related programming. Types of programs developed for the *Water/Ways* exhibition are listed below to help inspire your community engagement plans.

Program Ideas

- Reading and Discussion Programs
- Concerts
- Visual Art Exhibitions
- Film and discussion series
- Speakers
- Living History Performances
- Music, Dance, and Spoken Word Performances
- Rain Gardens, Shoreline Plantings
- Environmental Stewardship Workshops
- K-12 Exhibition Visits
- Teacher Workshops
- School Service Projects
- Communitywide Water Conservation Challenge
- Peer-to-peer sharing of best practices for farmers, watermen, or other agricultural professions
- Paddle & Picnic learning tours
- Photography, art, short story, and poetry contests
- Student Writing Contests
- Girl Scout Badges

MoMS exhibitions have been most transformational in communities where museums and cultural organizations partner with arts, environmental and other non-profit organizations in their communities. Types of organizations MoMS sites that have partnered with are listed below to help inspire your partnership building.

Partner Ideas

- Multi-Arts Organizations
- Art Galleries
- Performance Venues
- Faith-based organizations
- Public Libraries
- School Districts
- Colleges and Universities
- Community Colleges
- Watershed Districts
- Soil & Water Conservation Districts
- New York State Office of Parks, Recreation and Historic Preservation
- New York State Department of Environmental Conservation
- Private Lakes and Boating Associations
- Conservation, Fishing & Hunting groups
- Chamber of Commerce
- Land Trusts
- Lifelong Learning/Senior groups
- Arts and Music Schools
- Regional or Local media
- Watermen's Associations
- Civic Groups
- Farming/Food Cooperatives
- Businesses
- Town/County Government
- Health/Wellness groups
- Girl Scouts, Boy Scouts
- 4H Groups
- Youth Groups

Host Site Responsibilities and Requirements

Participation fee, payable to MANY

Organization: All Volunteer	\$250
Organization Budget: less than \$50,000	\$300
Organization Budget: \$50,000-\$100,000	\$350
Organization Budget: \$100,000-\$499,999	\$400
Organization Budget: \$500,000 - \$999,999	\$450
Organization Budget: \$1,000,000 or more	\$500

Physical:

- At least 800 square feet of secure exhibition space with at least 8.5-foot ceilings
- At least 100 square feet of secure space for crate storage
- ADA compliant exhibition space with public restrooms
- At least 25 hours per week of public operating hours
- Site is located in a community with a strong local, cultural, and historic connection to water

Staff and Resources:

- Two staff to travel and attend two required training meetings (NY location TBD)
- Supervise/direct unpacking and installation of exhibition
- Supervise exhibition during at least 25 open hours a week
- Supervise/direct de-installation and packing of exhibition
- Provide leadership for community collaborations and develop a network of organizations to support the exhibition and related programming
- Plan and implement at least four public programs/events during six weeks duration of exhibit that relate the exhibit themes of water to the site's community, history, and culture
- Track staff and volunteer time and use of facilities and resources that are donated to project
- Complete project evaluation and report

Shipping Fee

MANY will work with a shipping company to coordinate the shipments of exhibits from each city. Although we are actively seeking funds to help cover the cost of shipping the exhibition from host to host, **as of July 2, we will require a commitment for a contribution of \$2,500 from each site for the shipping.**

Funding Sources

In the summer of 2018 MANY will be submitting requests to federal, state, and private agencies to help off-set the cost of exhibition, program, travel, and shipping expenses.

Humanities New York has agreed to accept applications from selected host sites on their 2018/2019 scheduled deadlines for consideration for *Water/Ways* program funding <https://humanitiesny.org/our-work/grants/>

Host Selection Process

Museums interested in being considered as a *Water/Ways* host site are required to complete the application and submit as an email attachment to esanger@nysmuseums.org before 5pm on August 10, 2018.

Sites will be selected based on review their submission of their short essay “Our Community Water Story” that is a strong articulation of local cultural and historic connections water. A list and brief description of potential public programs and the total of a cumulative point system outlined below.

Preference will be given to organizations with a proven track record of community collaborations, the ability to care for the exhibition, a strong commitment to plan and implement public programs, and experience developing exhibitions that interpret the natural environment through the arts and humanities. Up to five work samples may be sent as PDF attachments with the application. These may include newsletters, program announcements, exhibition invitations, and press clippings.

MANY intends for the exhibition tour to serve as many different parts of the state as possible, with preference given to locations in the Erie Canalway National Heritage Corridor, the Hudson River National Heritage Area, or in Suffolk County (Long Island).

In addition to the requirements outlined above, points will be awarded based upon answers to the following questions. The **total score** will contribute to site selection.

Physical (10 points each)

- Site is located along the Erie Canalway National Heritage Corridor in either the Western, Central or Capital REDC Region, OR the Hudson River National Heritage Area or Suffolk County (Long Island)
- Site is able to offer complimentary Wi-Fi access to all visitors
- Site is open more than 25 hours a week
- Town in which museum is located has a population of 30,000 or less (2010 census data)

Community Partners (10 points each)

Site has identified

- at least 1 business or government partner with whom they have previously partnered
- at least 1 education partner with whom they have previously partnered
- at least 1 non-profit / partner with whom site has previously partnered

Exhibition/Program (10 points each)

- Site commits to plan and implement more than the required four public programs/events during the duration of the *Water/Ways* exhibition time
- Site has previous success in developing exhibitions that interpret the natural environment through the arts and humanities.
- Site has proven previous success in development public programming that involve the natural environment
- Site has proven previous success marketing exhibitions and programming

Experience with MANY (5 points each)

- Museum is an Organizational MANY member
- Site staff have participated in a MANY professional development program

What Will MANY provide?

With the support of the Museum on Main Street program of the Smithsonian Institution and financial support provided, in part, by Hadley Exhibits, as of July 2, MANY has secured the funding to commit to:

- Free registration for two staff to attend MANY's Fall 2018 Meet-Ups and Workshops with the exception of the Museum Institute at Great Camp Sagamore
- Rental cost of the Smithsonian exhibition for a six-week period
- Background materials and support to help selected sites apply for local funding
- Arrangement/Coordination of exhibit transportation of exhibit to/from each site
- One State Planning/Training workshop (December 2018) and a two-day Installation Workshop (Late Spring 2019) to orient selected sites to exhibition content, assist with development of the local companion exhibit and programming, work on capacity building activities, and review installation and shipping procedures
- Exhibition support manual detailing project planning, promotion, and evaluation
- Promotional materials (including banners, posters, brochures, social media tools)
- Program support materials (docent handbook, teacher resources)
- Ongoing consultation and support from MANY staff

Additional Project Support

In the summer of 2018, MANY will be submitting requests to federal, state, and private funding agencies to help support planning and promoting local exhibitions, public programs, trainings, travel, and shipping. These programs may include working with public history students, folklorists, or historians to collect local water stories from community members, as well as state-wide and local media advertising purchases.

Application Process & Project Timeline

Application deadline	August 10, 2018
Host communities announced	August 24, 2018
Exhibition Rental Fee & Shipping Fee Due	December 1, 2018
Water/Ways State Planning/Training Meeting	December 2018
Water/Ways Installation Workshop	Spring 2019
Water/Ways exhibition tour	June 29, 2019 – April 12, 2020

Don't miss the opportunity to bring a Smithsonian Institution traveling exhibition to your hometown! Apply today!

Questions? Contact
MANY Executive Director Erika Sanger
esanger@nysmuseums.org

