

## Sample Quick Grant Application

**Project Title:** Discrimination, Urban Renewal and New London's Lost Neighborhood: a Walking and Virtual Tour

**Organization:** New London Landmarks

**Project Summary:**

*Please describe your project and its major components in 2-3 sentences. Please include key information about your project like exhibition and public program dates.*

*Note: This description will be used both internally to reference the project for which you are seeking funding support, and, if funded, externally by CTH to describe your grant to the public on our website and in press releases.*

Using photographs, oral histories and appraisal forms, this program will explore the effects of urban renewal on residents of a neighborhood which was razed as part of the Winthrop Cove Redevelopment Project, as well as the 20th century policies which made this neighborhood vulnerable to demolition. We will offer a guided walking tour and digital tour including audio clips, and will produce a program booklet which we will both print and make available for download free of charge.

**Project Description and Details:**

*Please tell us in more detail about the project for which you are requesting funding.*

*This is the heart of your grant application and your opportunity to tell us about your project's background, structure, components, and why it should be funded.*

*If your program has multiple sessions (i.e., a 4-part lecture series), please include a 2-3 sentence description for each program session.*

*If your project has multiple components (i.e., an exhibition and lecture series), please describe both the project as a whole as well as the individual components.*

This project will explore the impact of the Winthrop Cove Redevelopment Project on what was one of the oldest sections of New London, a predominantly black neighborhood on and around Shapley Street, a street which now exists only in memory. Drawing on oral histories of former residents as well as historic and contemporary photographs, presenters will discuss the history of this demolished neighborhood in the context of twentieth century policies such as exclusionary zoning, redlining, restrictive covenants and the G.I. Bill. In doing so, it will build on "Discrimination, Urban Renewal and New London's Lost Neighborhood," a program New London Landmarks put on in April 2018 in partnership with Connecticut Fair Housing Center, held in the Imani Center of Mount Moriah Fire Baptized Holiness Church.

In 1962, New London voters approved the Winthrop Cove Redevelopment Project, an urban renewal project which cost over twelve million dollars, destroyed 690 dwelling units and displaced 667 families. Although the majority of displaced families were white, the project had a disparate impact on New London's black community: 24% of the displaced families were black at a time when New London's black population was only 7.8%.

Our April program on the Winthrop Cove Redevelopment Project attracted a diverse, standing room only audience. The discussion was lively, the audience engaged. We heard from multiple people after the program that they hoped there would be a follow-up, either because they weren't able to attend that evening and hoped we would offer it again, or because they had attended and wanted the material to be made available online.

Now we want to expand and make permanently available this program in three ways.

First, we will put together a program booklet with before and after photos of this area and its immediate vicinity, as well as information on twentieth century housing policies and the Winthrop Cove Redevelopment Project. This booklet will be available both digitally and in print, and will include photos from the 1960's owned by the New London County Historical Society as well as contemporary photographs and images.

Second, we will offer a wheelchair accessible guided walking tour in and near the Shapley Street neighborhood, allowing us to compare what the area looked like pre-urban renewal to what it looks like today and to play audio clips describing what life was like in this neighborhood, the type of relocation assistance residents received, and how life changed for the former residents of this neighborhood after they were relocated. Presenters will be First Vice President of the Norwich branch of the NAACP Lonnie Braxton II, New London Landmarks executive director Laura Natusch and Connecticut Fair Housing Center Education and Community Outreach Coordinator Fionnuala Darby-Hudgens. This tour will be as much walking discussion as lecture, with opportunities for questions and comments.

Third, we will produce a digital version of this walking tour, including contemporary commentary and excerpts from oral histories, which will be freely available to the general public.

We believe that this program is both timely and important. The Fair Housing Act is celebrating the 50th anniversary of its passage in 2018, and we hope to show how discriminatory housing practices helped shape New London's built environment. Additionally, several people who allowed us to interview them for this program moved to the federally subsidized Thames River Apartments shortly after their homes were demolished. The Thames River Apartments were constructed as part of the Winthrop Cove Urban Renewal Project, as were other subsidized housing projects in New London. Today these apartments are in the process of being vacated and are scheduled for demolition by early next year. We believe that by listening to excerpts from oral histories, people will better understand what it's like to experience a forced loss of community and appreciate the difficulty of weighing that loss against a hoped-for improvement in living conditions.

We also believe that by discussing events that took place within the lifetimes of people who still reside in New London, we will deepen people's appreciation of history as something that didn't just happen centuries ago, but which happens continually and remains continually relevant.

**Humanities Goals, Learning Objectives, and Evaluation:**

*What do you want participants to better understand after having participated in your project?*

*Please articulate your project's humanities goals and learning objectives--the aspects of human history, culture, values, and beliefs that your project will explore and what people will learn about them.*

*Please also describe the evaluation techniques you will use to determine if your project has achieved its humanities goals & learning objectives.*

First, we aim to celebrate and preserve the memory of a nearly forgotten, close-knit African American community. Looking at before-and-after photos of urban renewal, it's easy to see the loss of historic architecture. It's harder to see the loss of community. We hope people will be able to imagine this neighborhood not just as an assemblage of buildings, but as an area where everybody knew everybody, people left their doors unlocked, and children had safe places to play.

We also want to provide information and facilitate discussion about why some neighborhood residents and local organizations including the NAACP supported the Winthrop Cove Redevelopment Project. We hope tourgoers will learn that some members of the NAACP hoped that if New London demolished this neighborhood, the city would become more integrated and former residents would move into higher quality housing. We anticipate this will challenge people's assumptions about urban renewal. We are more interested in sparking conversation and thought than in providing definitive answers about whether urban renewal benefitted New London.

Additionally, we hope tourgoers will learn some of the ways the Winthrop Cove Redevelopment Project affected New Londoners both during and after the urban renewal era: First, its effects were not race-neutral: the project disproportionately displaced people of color. Second, the people who were displaced had varied experiences. For example, one woman said that when she moved into the Thames River Apartments, she felt rich, while another person told us of a family member who owned his own home, but received so little compensation from the New London Redevelopment Agency that he was never able to purchase a house again. The project also widened roads, sacrificing walkability for increased automobile traffic flow and parking while decreasing the amount of taxable property. It led to the construction of affordable housing for the elderly and disabled while reducing the amount of housing available to families with children. All of these have ripple effects in segregation, education, environmental degradation and human health.

Finally, we hope tourgoers will learn that a mix of population growth and public policy contributed to the decline of the Shapley Street neighborhood housing stock long before voters approved the Winthrop Cove Redevelopment Project.

We will evaluate goals and learning objectives through a post-tour survey and by observing people's level of engagement with the subject matter, as demonstrated by their questions and comments during the tour.

**Audience, Marketing, and Relevance:**

*Who is your target audience for this project?*

*Please identify the groups you hope will attend your programs and the methods you will use to promote your project to them (e.g., print, broadcast, social media, specific groups).*

*Why is this project important to your intended audience? Does it fill a community need? How do you know and why?*

Our target audience is the general population of New London and the surrounding community. For our walking tour, we hope to attract a diverse group of people interested in local history, in African American history and in public policy. Additionally, we will be inviting local lawmakers to join our tour so that history can inform their decision making. We hope that over a longer period of time, tourists and local college students will take the digital tour, and we will facilitate this by reaching out to college staff and public officials.

We will promote this program via social media, fliers, email, a press release and outreach at local churches, as well as sending program information to local organizations including the New London branch of the NAACP, the New London County Historical Society and the Hempsted Houses.

This program will fill a gap in our community's understanding of the forces which shaped and continue to shape New London's built environment. In the past, we've offered programs focusing on Benedict Arnold's torching of New London and our rebirth during the whaling era. However, until 2018, we had not offered programs centered on the histories of New London's African American population. We recognize that inclusive histories are important to our entire population's understanding of New London, and that by telling these histories we affirm the importance of our minority communities' presence, contributions and experiences.

This program will also make clear that our present is shaped by our past, just as our future will be shaped by our present. Although we will not discuss current urban planning issues in this program, we believe that by exploring how and why this section of our city changed, we will better enable attendees to understand the complex ramifications of future urban planning decisions.

We know that this history is relevant to our community because of the attendance at and reception of our previous program "Discrimination, Urban Renewal and New London's Lost Neighborhood." Not only was that presentation standing room only, but afterward, we heard comments like, "This program changed my life" (from an attendee who hadn't understood the policies which encouraged segregation and the racially disparate accumulation of wealth through home equity) and received post cards and social media messages from people thanking us for this program and asking us to expand or repeat it.

**Total # of Audience Members Anticipated for Entire Project (Total Project Attendance):**

200

**Admissions and Other Fees:**

No admission fee required.

**Program Location and Audience Capacity:**

Some of the program will be a walking tour on sidewalks in New London. This component will have a capacity of approximately 35 people. The virtual component of this program will have an infinite capacity and will be able to be experienced as a self-guided walking tour or anywhere with Internet access.

**Dates and Times of Programs OR Open and Close Date of Exhibition:**

The walking tour will be Saturday, September 15th at 1:00 p.m. The digital tour and booklet will be permanently available.

**Tours (if applicable):**

**Please include your tour's itinerary, including a brief statement of significance for each site/stop:**

This tour will begin at New London's City Hall at 165 State Street, an appropriate place to discuss the municipal decisions which led to the Winthrop Cove Redevelopment Project.

From there, we will walk along Union Street until it intersects with Governor Winthrop Boulevard, formerly known as Church Street. Here we will compare the residential, pedestrian-friendly Church Street with the wider, auto-centric Governor Winthrop Boulevard. We'll turn left onto Gov. Winthrop Boulevard, then right onto Meridian Street, where we will look at another pre-urban renewal photo.

At the intersection of Meridian and Federal Street, we will be able to see 68 Federal Street, formerly owned by an outspoken critic of the redevelopment project. Turning left towards Huntington Street, we will see the border of the redevelopment area. Several residents who allowed us to interview them were relocated to apartments on Huntington Street.

Crossing Federal Street and heading back, we will stop at the entrance of the Winthrop Square apartments. These apartments are located where Shapley Street, Schoolhouse Lane and other lost streets once were. Without trespassing onto land owned by the New London Housing Authority, we will hear audio clips about living in the Shapley Street neighborhood and the relocation process.

We will continue on Federal Street until Eugene O'Neill Drive, formerly known as Main Street. Here we will listen to audio about growing up on Main Street and look at a photo showing Main Street as a two-way road lined with small businesses with residential apartments upstairs.

Turning left, we will walk until the Thames River apartments are visible. We'll hear audio from someone who moved into the apartments when they were first constructed, and will also discuss how New London's first public housing was racially segregated.

We'll walk back downtown, concluding at the site of the old Beit Brothers market at the intersection of Eugene O'Neill Drive and Masonic Street.

**Presenters, Consultants, and Project Team:**

*Please list ALL presenters, consultants, scholars, and other key individuals working on the project, indicate if they will be paid with CTH grant funding, and list their major project responsibilities AND qualifications. Be sure to highlight humanities scholarship and expertise that they add to the project and, for presenters, indicate on which programs they are participating/presenting.*

Fionnuala Darby-Hudgens

Community Education and Outreach Coordinator

Connecticut Fair Housing Center

Not paid with CTH grant funds

Responsible for compiling and presenting images and information on public policy related to housing and the impact of the Winthrop Cove Redevelopment Project on housing in New London, co-writing guidebook. Ms. Darby-Hudgens' research on exclusionary zoning was published in Connecticut's 2013 Analysis of Impediments to Fair Housing. She earned her B.A. from Trinity College and her M.P.A. from the University of Connecticut.

Presenting on Discrimination, Urban Renewal and New London's Lost Neighborhood: a Walking and Virtual Tour

Lonnie Braxton II

First Vice President

NAACP, Norwich branch

Paid with CTH grant funds

Responsible for presenting memories of the Shapley Street neighborhood as relayed to him by his close friend, the late Lynwood Bland, Jr., a former president of the New London branch of the NAACP and former resident of the Shapley Street neighborhood. Will also discuss the history of urban renewal and its impact on urban populations. Mr. Braxton is a graduate of UConn law school, a veteran of the U.S. Navy and a state prosecutor. He currently serves on the City of New London's Board of Finance and is First Vice President of the Norwich branch of the NAACP.

Presenting on Discrimination, Urban Renewal and New London's Lost Neighborhood: a Walking and Virtual Tour

Laura Natusch

Executive Director

New London Landmarks

Not paid with CTH grant funds

Compiling, editing and presenting information including oral histories and images on the Shapley Street neighborhood and the effects of urban renewal on its former residents. Co-writing guidebook. Publicizing event. Conducted and transcribed oral histories. Former Chief Administrative Officer of the City of New London, former adjunct instructor at Mitchell College. B.F.A. from Rhode Island School of Design.

Presenting on Discrimination, Urban Renewal and New London's Lost Neighborhood: a Walking and Virtual Tour

**Budget:** *See end of document*

**Budget Notes and Justification:**

Key historic images of the Shapley Street neighborhood and other areas affected by the Winthrop Cove Redevelopment Project are owned by the New London County Historical Society. Without these images, we would not have a program, as these are our primary images of the streetscapes prior to urban renewal. We wish to see the NLCH fairly compensated for these images because once we make them freely digitally available, they will no longer be a potential source of revenue.

Audio equipment: Three voice amplifiers with the capability to play audio clips will enable presenters to be heard by walking tour attendees over traffic and other background noise.

A portable digital recorder will enable us to record high sound quality commentary for the walking and digital tour.

**SALARIES & WAGES:** Total amount of Salaries & Wages requested in CTHF Funds may not exceed 10% of the total grant request.

There is no cap on Salaries & Wages used as Applicant Cash Contributions.

Note: Quick Grants do not fund Salaries & Wages, but it can be used as Applicant Cash Contributions.

NOTE: The total of each item detail must match the total of each source of funds. X indicates a problem.

Item Detail				CTHF Funds Requested and Matching Funds (Source of Funds)					
Name/Position		Rate	#	Total	CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
1	F. Darby-Hudgens CTFHC @30.77/hr	\$30.27	35	\$1,059				\$1,059.45	\$1,059
2	L. Natusch Executive Director @20.77/hr	\$20.77	35	\$727			\$727.00		\$727 X
3				\$0					\$0
4				\$0					\$0
5				\$0					\$0
6				\$0					\$0
7				\$0					\$0
8				\$0					\$0
9				\$0					\$0
10				\$0					\$0
11				\$0					\$0
12				\$0					\$0
13				\$0					\$0
14				\$0					\$0
15				\$0					\$0
Total				\$1,786	\$0	\$0	\$727	\$1,059	\$1,786 X

**SAMPLE:**

Item Detail				Source of Funds and Cost Share					
Name/Position		Rate	#	Total	CTHF Funds	Cash	Cash	Contributions	Total
1	Pat Tanaka - Executive Director @ \$50/hr	\$50.00	100	\$5,000		\$2,500.00	\$2,500.00		\$5,000
2	Mary Jones - Project Manager @ \$25/hr	\$25.00	250	\$6,250			\$6,250.00		\$6,250
3	Tim Arthur - Program Assistant @ \$15/hr	\$15.00	200	\$3,000			\$3,000.00		\$3,000
4	Volunteer Time - valued at \$20/hr	\$20.00	500	\$10,000				\$10,000.00	\$10,000
5				\$0					\$0
Total				\$24,250	\$0	\$2,500	\$11,750	\$10,000	\$24,250



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**HONORARIA & CONSULTING**

NOTE: The total of each item detail must match the total of each source of funds. X indicates a problem.

Item Detail				
	Name/Position	Rate	#	Total
1	NL Historical Society Use of Documents	\$500.00	1	\$500
2	Lonnie Braxton II presenter	\$200.00	1	\$200
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
11				\$0
12				\$0
13				\$0
14				\$0
15				\$0
			Total	\$700

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
\$500.00				\$500
\$200.00				\$200
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$700	\$0	\$0	\$0	\$700

**SAMPLE:**

Item Detail				
	Name/Position	Rate	#	Total
1	John Smith @\$250 per lecture	\$250.00	2	\$500
2	Seth Horowitz - Graduate Asst. @ \$15/hr	\$25.00	15	\$375
3	Elena Cruz - Scholar - Flat Fee	\$1,000.00	1	\$1,000
4	Susan Thomas - Consultant \$500/day	\$500.00	5	\$2,500
5				\$0
			Total	\$4,375

Source of Funds and Cost Share				
CTHF Funds	Cash	Cash	Contributions	Total
			\$500.00	\$500
		\$375.00		\$375
\$800.00		\$200.00		\$1,000
	\$500.00			\$500 X
				\$0
\$800	\$500	\$575	\$500	\$2,375 X

**TECHNICAL DESIGN SERVICES**

NOTE: The total of each item detail must match the total of each source of funds. X indicates a problem.

Item Detail				
	Name/Position	Rate	#	Total
1	S. Houston, CFHC, Communications Director	\$35.00	5	\$175
2				\$0
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
			Total	\$175

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
			\$175.00	\$175
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$0	\$0	\$0	\$175	\$175

**SAMPLE:**

Item Detail				
	Name/Position	Rate	#	Total
1	Jonathan Reale - Panel Layout/Design	\$250.00	10	\$2,500
2	Enliven Digital Design - Website Update	\$800.00	1	\$800
3				\$0
4				\$0
5				\$0
			Total	\$3,300

Source of Funds and Cost Share				
CTHF Funds	Cash	Cash	Contributions	Total
\$500.00	\$500.00	\$1,500.00		\$2,500
\$555.00	\$70.00	\$175.00		\$800
				\$0
				\$0
				\$0
\$1,055	\$570	\$1,675	\$0	\$3,300

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**PRINTING, COPYING & SUPPLIES:** Total photocopying or printing expenses may not exceed 40% of total grant request

NOTE: The total of each item detail must match the total of each source of funds. X indicates a problem.

Item Detail				
	Description	Rate	#	Total
1	Walking tour booklet	\$7.00	75	\$525
2	Fliers	\$0.20	100	\$20
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
11				\$0
12				\$0
13				\$0
14				\$0
15				\$0
16				\$0
17				\$0
18				\$0
19				\$0
20				\$0
			Total	\$545

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
\$525.00				\$525
\$20.00				\$20
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$545	\$0	\$0	\$0	\$545

**SAMPLE:**

Item Detail				
	Description	Rate	#	Total
1	Program Copies	\$0.10	1000	\$100
2	Custom Display Case for Carved Pipes	\$755.00	1	\$755
3	Mannequin for Uniform Display	\$350.00	1	\$350

Source of Funds and Cost Share				
CTHF Funds	Cash	Cash	Contributions	Total
\$50.00	\$50.00			\$100
\$755.00				\$755
\$350.00				\$350

4				\$0					\$0
5				\$0					\$0
Total				\$1,205	\$1,155	\$50	\$0	\$0	\$1,205

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EQUIPMENT AND ROOM RENTAL OR PURCHASE: Total Equipment expenses may not exceed 40% of total grant request.

NOTE: The total of each item detail must match the total of each source of funds. X indicates a problem.

Item Detail				
	Description	Rate	#	Total
1	voice amplifier w/mp3 capability	\$59.00	3	\$177
2	portable digital voice recorder	\$99.00	1	\$99
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
			Total	\$276

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
\$177.00				\$177
\$99.00				\$99
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$276	\$0	\$0	\$0	\$276

SAMPLE:

Item Detail				
	Description	Rate	#	Total
1	Church Hall Rental @\$100 per hour	\$100.00	4	\$400
2	A/V equipment - hourly rental @ \$15/hr.	\$15.00	8	\$120
3				\$0
4				\$0
5				\$0
			Total	\$520

Source of Funds and Cost Share				
CTHF Funds	Cash	Cash	Contributions	Total
\$250.00				\$250 X
		\$120.00		\$120
				\$0
				\$0
				\$0
\$250	\$0	\$120	\$0	\$370 X

PROMOTION

NOTE: The total of each item detail must match the total of each source of funds. X indicates a problem.

Item Detail				
	Description	Rate	#	Total
1	Facebook Sponsored Promotion	\$10.00	5	\$50
2				\$0
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
			Total	\$50

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
\$50.00	\$0.00			\$50
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$50	\$0	\$0	\$0	\$50

SAMPLE:

Item Detail				
	Description	Rate	#	Total
1	Radio Advertisements @ \$250 each	\$250.00	5	\$1,250
2	Exhibition Advertising Banner @ \$75 each	\$75.00	2	\$150
3				\$0
4				\$0
5				\$0
			Total	\$1,400

Source of Funds and Cost Share				
CTHF Funds	Cash	Cash	Contributions	Total
\$250.00	\$50.00			\$300 X
		\$150.00		\$150
				\$0
				\$0
				\$0
\$250	\$50	\$150	\$0	\$450 X