

Sample Planning Grant Application

Project Title: Planning & Development of Exhibition on Sports and Athletic Pastimes in Greenwich

Organization: Greenwich Historical Society

Project Case Statement:

Why should Connecticut Humanities Fund this project?

Give a brief project abstract and explain how this project supports both [CTH funding priorities](#) and your organization's mission.

In February 2022 the Greenwich Historical Society will open the first exhibition in its 90-year history dedicated to the legacy of sports and athletic pastimes in Greenwich and its surrounding towns. This exhibition will examine themes of human athletic achievement and community pride, celebrating the stories of ordinary and extraordinary athletes alike. It will advance GHS's mission to connect our visitors to the past in meaningful ways, presenting first-hand stories about the development of modern American society through the lens of leisure time, sports and athletic competition. It will be enhanced by a series of innovative and fun activity-oriented educational programs for young and adult audiences, bringing new and diverse visitors to the Greenwich Historical Society and fostering communal gatherings on the GHS's reimagined museum campus, following what may be a year or more of restricted activities due to the COVID19 pandemic.

At the time of writing, the country is in the midst of an unprecedented shutdown of all communal athletic, social, and cultural activities in response to the pandemic. GHS is mindful it must remain dedicated to fostering community connections and opportunities to learn from the past, and each other. This actual and virtual exhibition, with its wide appeal and ample community-based tie-in programs, will be an ideal platform to further CTH's goals of addressing social issues and reaching broad audiences, while telling a rich and local Greenwich story.

Greenwich has been home to many athletic heroes (figure skater Dorothy Hamill, running advocate Jim Fixx, and current NBA star Donovan Mitchell among them). However, rather than only telling the stories of athletic greats, this exhibition will be dedicated to highlighting interesting stories from diverse areas of sporting history – across time, and across class, race and gender lines. By highlighting these disparate and uplifting stories, this exhibition will support GHS's mission to "strengthen the community's connection to our past, to each other and to our future."

A CTH Planning Grant will support a Guest Researcher/Curator in developing the exhibition themes, creating an object checklist and exhibition outline, and overseeing the exhibition design development. The Planning Grant will also support an exhibition design firm to develop an installation scheme, exhibit floorplan, elevations, and a series of first draft graphics, text panels, and labels. The exhibition designers will likewise assist GHS staff in conceptualizing and implementing an innovative online exhibition component, which will act as a supplemental educational resource for

the exhibition. The Planning Grant will also support the work of a Marketing/PR professional who will support GHS in responding to current research about changes in audience behavior by crafting a dynamic and relevant marketing plan to bring the show into a broader arena, engaging a large audience and expanding GHS's outreach.

Project Description and Background:

Explain how this project came about, describe the planning process you will use, and state specifically what you would like CTH to fund in that process.

Include resources you will consult during planning including: scholars, archives, collections, institutions, etc.

In 2018 GHS reimagined its approach to serving its local and regional community and opened a new expanded museum building that significantly increased our ability to present public programs, exhibitions, and events. As part of this reinvigoration, GHS debuted a new mission statement, to "preserve and interpret Greenwich history to strengthen the community's connection to our past, to each other and to our future." The GHS Strategic Plan, adopted in 2018, states we will actively engage with existing and new audiences by connecting them to Greenwich's past in the broad context of American history through exhibitions and programs, offering a space for visitors to connect with each other and their shared history.

To further our Mission and Strategic Plan GHS is dedicated to presenting events and exhibitions that will engage individuals and groups who have not previously felt a connection to local history, have never before visited our site, or have not taken part in our cultural offerings. We are actively seeking exhibitions and programs that amplify historically underrepresented voices and explore topics of interest beyond our core program of Revolutionary War history, the Cos Cob Art Colony and recognition/preservation of historically significant architecture.

Further, in the aftermath of institutional closures across the globe amid the COVID-19 pandemic, GHS is reexamining many of our previous assumptions about how we prioritize our offerings, who our audience is, and how we reach them. At the time of writing, we have introduced a History at Home component to our website, supported schools with online learning resources, taken measures to extend our current exhibition on the women's suffrage movement to run for an additional 6 to 8 weeks to account for time lost under COVID-19 closures, and are developing an online suffrage exhibition to extend its reach while our doors are closed. A planned fall 2020 exhibition of paintings by American Impressionist John H. Twachtman will likely be postponed by a full year to improve chances of attracting a strong audience. The museum world has changed, and our exhibitions, program, and anticipate audience reach must change with it.

This project seeks to further GHS's mission and strategic plan by facilitating development of a dynamic exhibition exploring the role that sports and athletic pastimes played in the lives of people living in Greenwich and its surrounding communities, to open in February 2022. Athletics – from organized team sports and athletic clubs to pick-up leagues and backyard games—are a pastime enjoyed by Greenwich citizens across time, social and economic classes, and racial and gender lines.

Sport leagues are a glue that holds a community together. People of diverse economic and racial backgrounds, and those in search of a new community, such as immigrants, find common ground through sports. Interest in sporting history and its memorabilia unites many regardless of athletic ability or cultural background.

During a time when we anticipate our local community will seek out more experiences that involve outdoor events, cross-generational appeal, and a focus on local history and community, this exhibition will provide an opportunity to learn about sports history while engaging in fun interactive activities. Although this exhibition concept has been on the docket for several years, and the idea further refined by several meetings of the GHS Exhibition Committee, in recent months and weeks the strategic importance of pursuing a sports-themed exhibition has become more resonant.

GHS staff has worked to supplement early sports exhibition concepts within an inclusive historical framework. In 2018 an Exhibition Subcommittee for Sports was formed to provide a supportive sounding board and initiate outreach opportunities for sport-themed exhibition ideas. Subcommittee members recommended contacts and resources, and suggested project goals (for example: organizing Oral History interviews with members of local athletic leagues, sports memorabilia collectors and other local enthusiasts).

To organize and refine the concept for this exhibition, GHS seeks CTH funds to support continued research, development, and planning and the development of its attending Educational Plan and Public Programs, its Marketing and Communications Plan, and a concept for online exhibition content. To enact these plans GHS will employ CTH funds to engage guest curator Kathy Craughwell-Varda, a team of three project advisors, exhibition design firm Whirlwind Creative, and PR/Marketing professional Laura McCormick.

CTH funds will support work undertaken by Kathy Craughwell-Varda who has been engaged as a researcher and curator for the planning phase of exhibition development. Craughwell-Varda has over 30 years of experience in the Connecticut museum field during which time she has curated or co-curated over 20 exhibitions, including seven at GHS. Her curatorial research frequently focuses on amplifying the voices of historically underrepresented communities, including people of color, marginalized racial and ethnic groups, and women. Years of past work researching, cataloging, and curating the museum and archival collections at GHS have given her a unique, deep knowledge of our collection holdings, and an equal depth of knowledge of Greenwich history. Craughwell-Varda has been the Project Director for Conservation ConneCTion since 2008 and for 20 years she has worked as an independent consultant for museums, historical societies and private collectors. In addition to her practiced research skills and broad historical knowledge, Craughwell-Varda is an avid sporting enthusiast with a creative curatorial practice. Her unique qualifications make her an invaluable resource for this exhibition planning period.

Craughwell-Varda will be responsible for conducting and coordinating historical research to support the exhibition, identifying humanities themes to guide its interpretation, and fleshing out an interpretive framework for the gallery experience and related online resources. Through research and consultation with the project advisors and other relevant scholars, Craughwell-Varda will develop an exhibition object checklist, ascertaining the availability, restrictions, and fees associated with proposed loan objects or reproductions. She will work with GHS staff to identify objects in the GHS collections appropriate to the exhibition. She will also work with exhibition design firm

Whirlwind Creative to create an exhibition framework and installation design. Together, they will produce an exhibit floorplan, elevations, and several demonstrational graphic panels and labels for presentation to the GHS Board, its Exhibitions Committee and other stakeholders, guiding the creation of the exhibition Education Plan, Marketing Plan, Development Plan, and an online exhibition component.

CTH funds will be used to support consultation meeting(s) between Craughwell-Varda and a team of three museum curators and historians who will act as Project Advisors for the exhibition. They will contribute to exhibition development by identifying collections and resources statewide to strengthen the scope of the exhibition checklist. They will also facilitate connections with subject-matter experts in the areas of Sports and Athletics history, American history, Connecticut history, and material culture studies to advise on key sporting events, historical figures, and other relevant content. CTH funds will support individual consultation meetings between these advisors and Craughwell-Varda, and a half-day team meeting at GHS in February 2021 to assess the proposed exhibition design and public program schedule.

These project advisors are: Alex Dubois, Curator of Collections at Litchfield Historical Society, who oversaw a 2016 exhibition on athletics (America's Pastimes: Sport and Recreation in Litchfield) and authored a 2018 article for Connecticut Explored on the history of wicket in Connecticut. His successful outreach to Litchfield community members will serve as a model for GHS; Dave Corrigan, former Curator of the Museum of Connecticut History (retiring fall 2020) whose long career acquiring and curating objects relating to Connecticut history makes him uniquely qualified to advise on collections and organizations rich in sporting history; and Dr. Walt Woodward, Associate Professor of History at UConn and Connecticut State Historian, a specialist in Connecticut Public History and a conduit to people and places that promote and present Connecticut history.

GHS has begun a roster of subject-area experts to be tapped for consultation as the scope of the exhibition is further defined -- including for example, sports historian John Thorn, author and Official Baseball Historian for Major League Baseball, and Don Harrison, former sportswriter and author of several books on Connecticut sporting history. During the initial research phase of this planning grant, this roster will be broadened and expanded.

In addition to these scholars, many community supporters who have offered assistance in outreach relating to this exhibition, including Greenwich First Selectman Fred Camillo, GHS Board Member Thomas Clephane and former GHS board member and retired New York Giants player Bob Simms, a member of the National Football Hall of Fame.

The GHS Museum Collection consists of several objects suitable for the exhibition, including a pair of early 20th century bathing costumes, a croquet set, polo mallet, skis, archery equipment, racquetball and paddleball equipment (a sport invented at the Greenwich YMCA in 1950), and historic implements relating to athletics and leisure activities. Kathy has identified several possibilities for loan objects from regional museums including the Connecticut Historical Society – a source for historic bicycles and athletic equipment, especially hockey gear— and the Museum of Connecticut History.

Project Description and Background (continued):

Use this text area if you need additional space to finish explaining your Project Description and Background. (OPTIONAL)

(continued)

CTH funds will support the work undertaken by exhibition design firm Whirlwind Creative to work with Craughwell-Varda to develop the exhibition's graphic identity, layout, and elevations, as well as sample introductory text, and panels and labels. Whirlwind Creative specializes in the planning, design and implementation of permanent, temporary, virtual and traveling exhibits for museums, corporations and cultural centers. They have designed and implemented a number of successful exhibitions for GHS, including *Voices from the Civil War* (CTH-funded 2003), *Everyday Heroes: Greenwich First Responders* (CTH-funded 2011), *History Is...* (2018) and *An Unfinished Revolution: The Woman's Suffrage Centennial* (CTH-funded 2020). Whirlwind's designs consistently employ unique approaches to presenting concepts in ways that make history engaging and sensible to a broad audience.

CTH funds will also enable GHS to engage McCormick PR, a communications services firm, to consult with GHS staff in creating a long-term plan to reach new and relevant audiences for the exhibition and its online content. GHS's plan will incorporate findings from the emergency COVID Study currently underway by Culture Track to answer a range of urgent questions about audience participation patterns in the US and to help make strategic sense of the answers. McCormick PR Principle Laura McCormick is an accomplished professional with world-class corporate and PR agency experience, having represented some of the world's most recognizable brands. She will work with GHS Director of Communications Cai Boldt Pandolfino to identify strategies for presenting this exhibition and its content to new and diverse audiences via local and regional print media coverage, social media, and other methods.

COVID-19 update: while current projections indicate shelter at home guidelines may be relaxed by late summer 2020, it is very possible that concept meetings, interviews, and research for this exhibition will be slowed considerably by continued institutional closures and limits on in-person meetings. GHS staff and all consultants and vendors listed in this grant have made strides to adapt to these work conditions, hosting virtual calls and meetings in place of in-person interactions. But as with all of our upcoming exhibitions for 2021 and beyond, we need to be prepared to be flexible. It is very likely we will need to be more reliant on local collections and archival content that is readily available through digital sources.

Project Outcomes:

Describe the specific elements of a project plan that will come out of the planning process, such as an exhibition checklist, exhibition script, educational materials, etc.

(1) Exhibition Checklist and Bibliography

At the conclusion of the planning period, researcher and curator Kathy Craughwell-Varda will produce an exhibition checklist consisting of objects from the GHS Museum and Archival collections, local and regional museums and historic societies, athletic organizations and sporting clubs, and

private collections. This preliminary checklist and attending exhibition outline will guide GHS Staff in the development of an Exhibition Implementation Plan. It will also enable GHS staff to develop plans for the Implementation Phase of this exhibition, consisting of submitting loan requests, finalizing of the exhibition's installation design, and implementing its attending Education Plan, its Marketing and Communications Plan, and its development strategy

Craughwell-Varda will also provide a Research Bibliography detailing sources referenced for historical, cultural, and social context. This Bibliography will help in developing an interpretive and education plan used to train GHS staff and inform the broader Education and Programming Plan.

(2) Exhibition Outline

To guide in the interpretation and presentation of the items on the exhibition checklist, Kathy Craughwell-Varda will produce an exhibition outline and sample labels for script detailing the exhibition's major sections, the objects contained within each section, and historical, social, and humanities themes explored within each section.

(3) Exhibition Design Concept

Working with Whirlwind Creative, Craughwell-Varda and the GHS Curator will develop the look and feel of the exhibition, and an exhibition design plan and fabrication budget. Using the preliminary object checklist, the exhibition outline, and a sample exhibition script (consisting of a sample introductory text, one thematic text panel, and 3-5 sample exhibit labels), Whirlwind will produce a floorplan, elevation(s), and sample graphics to communicate the exhibition's design concept, and demonstrate interpretive framework(s). These graphics and elevations will be presented to GHS and the team of Project Advisors at a team meeting held at GHS in February 2021. It will also be presented to the GHS Exhibitions Committee at their February 2021 meeting.

(4) Identify Subject Area Experts

Through recommendations received by the team of sports Project Advisors and further research, Kathy Craughwell-Varda will assist GHS in continuing to develop a roster of subject area experts specializing in sports or athletic history. These individuals, who may be scholars, public figures, writers, curators, or community figures, will serve as possible future exhibition consultants and may figure into the Education Plan, by delivering lectures or demonstrations to accompany the exhibition.

(5) Identify Key Audiences and Community Partners

Working with suggestions from Kathy Craughwell-Varda and the team of Sports Project Advisors, GHS staff will identify key community partnering organizations to potentially support the exhibition, contribute personal narratives to its development, participate or co-sponsor associated public programs and events, and act as community liaisons in its marketing and outreach.

(6) Education Plan and Public Programs

GHS Director of Education Anna Greco will work with GHS Curator Maggie Dimock with input from Kathy Craughwell-Varda, Laura McCormick and the team of Sports Project Advisors to outline innovative strategies to engage adults, families and students in an array of sport and athletic-themed programs tied to the exhibition. Greco will present these preliminary strategies and program ideas to the GHS Programs Committee and Exhibitions Committee in winter and spring 2021 and solicit further recommendations for collaborative partners in (for example) local athletic clubs, sporting organizations, and school athletic groups. Greco will float exhibition themes and contents to the GHS Education Advisory Committee consisting of local high school students and teachers to gauge their interest and obtain feedback. By the conclusion of the planning period GHS will have a working Education Plan for the exhibition, consisting of a schedule and intended audience reach for an array of programs to be presented over the duration of the exhibition.

(7) Plan for Online Exhibition Component

In consultation with Whirlwind Creative, Kathy Craughwell-Varda will meet with GHS Director of Communications Cai Boldt Pandolfino, GHS Director of Education Anna Greco and GHS curator Maggie Dimock to create a plan for web-based exhibition concept and digital learning to accompany the in-gallery experience. Whirlwind will provide models and templates for web content focused on exhibition themes, and Pandolfino and Collins will utilize Whirlwind's concepts to strategize the integration of exhibition content into the GHS website and associated social media platforms.

While online exhibition content and digital learning has long been a strategy GHS intends to pursue more aggressively, the recent COVID19 pandemic and worldwide closure of public history organizations has reemphasized the importance of utilizing digital strategies to connect with audiences. Going forward we intend to integrate web-based learning and interpretation into every exhibition and collections project we undertake.

(8) Marketing, Communications, and PR Plan

Kathy Craughwell-Varda will provide GHS Director of Communications Cai Boldt Pandolfino and McCormick PR with copy and a selection of images and/or video that effectively and dynamically illustrate the exhibition themes and content. Laura McCormick will write a Marketing Plan to consist of a media, communications and distribution plan and budget to promote the special exhibition and public programs to our target audiences through traditional media and online. Drawing from copy and images provided by Craughwell-Varda, McCormick PR will draft the PR materials to include a Media backgrounder, Media Fact Sheet (FAQs), high resolution visuals, and infographics.

GHS Director of Communications Cai Pandolfino will outline approaches to using both traditional and social media for broad, yet highly targeted reach: traditional media to reach the Historical Society's main constituency and social media for immediate and highly accessible information that can be

shared broadly with a wider audience. Themes will be developed to attract editorial for each of the primary media targets in lifestyle, sports, business media, arts and cultural media and broadcast media.

(9) Fundraising Plan

GHS Director of Development Ryan Nuckel will work with GHS Executive Director Debra Mecky and Curator Maggie Dimock with input from Kathy Craughwell-Varda to establish a preliminary budget for the exhibition, fundraising goals, and brainstorm possible underwriters or sponsors based on Craughwell-Varda's research. He will work with GHS staff and the Development Committee of the GHS Board to identify further corporate sponsors, foundation grants and individual patrons to fund for the future implementation of the sports exhibition and its associated educational programs.

Humanities Content:

How do you expect the final project will help the audience understand and appreciate human history, culture, values, and beliefs?

What preliminary themes will you explore during planning?

Sports and athletics – whether presented through the lens of those playing the games themselves or those following along as fans – play a vital role in American life. Many of our closest family bonds, friendships, and relationships are rooted in a shared appreciation of athletics. Beyond the games themselves, team rivalries, celebrity athletes, and the trophies and accolades, American sport activities illustrate many facets of American life. Sporting history is a social history, and an athletic history of Greenwich and its surrounding communities must necessarily explore all facets of community life – including the changes, growth, and struggles that have defined American (and Greenwich) society over the last 150+ years.

Initial historical and cultural themes we hope to explore in this exhibition include social trends in Greenwich that gave rise to the development of leisure activities and organized sports organizations; for example, the arrival of new concepts like “the weekend” and establishment of public parks and beaches, which enabled the development of communal and amateur athletics. Shifting attitudes in the 19th and 20th centuries about women's bodies and female athleticism led to new clothing fashions, and innovations like the bicycle offered many Americans (including women) the power to move freely and live more active lifestyles.

The 19th century saw the arrival of many wealthy New York financiers in Greenwich, a shift in population demographics that led to the establishment of many “elite” sporting organizations and pastimes, including yacht clubs and polo grounds. While these prestigious organizations often boast well-documented histories and count significant figures among their membership, an exhibition on Greenwich sporting history must necessarily reflect the full picture of Greenwich history and society. Racial, class, and gender discrimination are as much a part of sporting history as they are American history, and this exhibition will seek to amplify voices that have not always been highlighted,

including those of immigrants, people of color, female athletes, LGBTQ+ athletes, and persons with disabilities.

The exhibition will provide visitors an opportunity to see objects, photographs, and footage that illuminates Greenwich's sporting past, emphasizing the way society has changed over time and inviting questions about athletes' relationships to the public and to the media.

Project Audience:

What target audience do you have in mind for the final project? Why did you choose this audience? Will you involve potential audience members in the planning process? If so, how?

The GHS Strategic Plan identifies target audiences for exhibitions and programs as adults 45 and older, families with children under 12, and community groups. The strategic planning committee identified these three categories after discussing the results of an Audience Survey and Data Collection Findings by Penn Flood Consulting that illustrated potential for growth.

This exhibition provides an opportunity to bring in newer, and potentially younger, audiences of diverse backgrounds and interests. A robust outreach and marketing strategy will be key to reaching these audiences.

Local schools are an important existing community partner for our exhibition programs. To lay groundwork in promoting the exhibition to local schools, GHS Director of Education Anna Greco will work with our Education Advisory Group to coordinate with teachers of American history classes in both the public and private schools to produce exhibition materials for students. We also see an opportunity to partner with gym teachers and athletic coaches and coordinators at local schools, summer camps, and community centers such as the YMCA and YWCA.

Other potential community partners include Greenwich athletic clubs and sporting clubs (both for youths and adults), and city- and county-wide sport leagues. The Greenwich Historical Society's location on the waterfront in Cos Cob puts us in close proximity to the Greenwich Racquet Club and several local rowing and yacht clubs. Outreach to these organizations originating in the planning phase for this exhibition may form the basis of ongoing future partnerships, with opportunities to partner on outdoor events and fundraising efforts.

This exhibition will appeal to non-athletes and athletes alike and will have a heavy history component. Sports history enthusiasts, memorabilia collectors, and local historians will all form a key segment of the exhibition audience. Outreach informed by research during the planning phase – and recommendations from community stakeholders – will be essential in strategizing how to best reach these individuals, and encourage their attendance. The possibility of using the online component of the exhibition to disseminate historic objects, documents, and other content in the show will also offer a method of extending our reach far beyond the immediate Greenwich community, and offers the potential to attract athletic historians and scholars world-wide.

The GHS newsletter (print and electronic) and local media coverage forms an essential core part of our local audience outreach. Further outreach opportunities will be achieved through social media marketing. Following a model established during the COVID19 shutdown, in the lead-up to (and throughout the run of) the exhibition GHS will experiment with soliciting our local community to submit photographs from their family collections – contemporary and historic – that tie into their personal history of sports and athletics in Greenwich. These submissions, collected through social media and the GHS website, may form the basis of a changing, interactive slideshow that will run within the exhibition gallery and on the exhibition website.

Schedule:

Describe the major tasks to complete the project, specific dates for both the beginning and completion, and the team member(s) responsible for each. Include ONLY tasks during the requested grant period.

Please use the following format:

- 1 Start & End Date; Task; Team Member(s)*
- 2 Start & End Date; Task; Team Member(s)*
- etc*

1. Start: July 1; End: Sep 30

Team Members: Kathy Craughwell-Varda, GHS Curator, GHS Director, Sports Project Advisors

Task: Research and outreach. Make contact and visits to possible exhibition lenders and subject area experts. One-on-one consulting meetings/conversations with Project Advisors to brainstorm collections and objects to include in checklist.

Task: Kickoff meeting with of Exhibitions Subcommittee on Sports.

2. Start: Oct 1, End: Oct 15

Team Members: Kathy Craughwell-Varda, GHS Curator, GHS Exhibitions Subcommittee on Sports, GHS Exhibitions Committee

Task: Create object checklist, exhibit outline, and research bibliography. Check-in meeting with Exhibition Subcommittee on Sports.

Task: Report on exhibition planning to GHS Exhibition Committee.

3. Start: Oct 1; End: Oct 31

Team Members: GHS Director of Education; GHS Curator; Kathy Craughwell-Varda

Task: Develop exhibition programming, speakers and community partners. Research speaker availability and begin outreach.

4. Start: Oct 16; End: Oct 31

Team Members: Kathy Craughwell-Varda

Task: Draft copy for sample exhibit sections including introductory text, one sample thematic panel, and 3-5 object labels.

5. Start: Nov 1; End: Nov 15

Team Members: Kathy Craughwell-Varda, Whirlwind Creative, GHS Curator

Task: Meet with Whirlwind Creative to discuss exhibition look and feel, graphic identity. Discuss concept and implementation schedule for web-based exhibition content.

6. Start: Nov 1; End: Nov 15

Team Members: GHS Director of Education

Task: Draft of Education and Programming Plan presented at Programs Committee Meeting.

7. Start: Nov 15, 2020; End: Jan 29, 2021

Team Members: Whirlwind Creative, Kathy Craughwell-Varda, GHS Curator

Task: Develop exhibition graphic design, gallery floorplan and general organization of thematic sections. Work with Kathy and GHS to refine graphic elements, layout, floorplans, elevations, and sample graphic panels and labels. Develop concepts for web-based exhibition content.

8. Start: Jan 8; End: Jan 29

Team Members: GHS Curator, GHS Dir. of Communications, McCormick PR, GHS Director of Development, GHS Director of Education

Task: Work on strategy for marketing the exhibition (1st draft Marketing and PR Plan). Begin outreach to key audiences and community partners.

Task: Identify corporate sponsors, individual patrons, and other sources of funding and begin drafting Development Plan.

Task: Float Education and Program plan to Education Advisory group to gauge interest and obtain feedback. Present to GHS Programs Committee meeting in late January/February 2021.

Task: Submit Exhibition Outline to sports Project Advisors for review and comments prior to February team meeting.

9. Start: Feb 5; End: Feb 17

Team Members: Kathy Craughwell-Varda, Whirlwind, Sports Project Advisors, GHS staff

Task: Team Meeting with Sports Project Advisors, Kathy, Whirlwind, and GHS staff to review exhibit design and Education Plan.

Task: Kathy and Whirlwind present exhibition design and object checklist for feedback at GHS Exhibitions Committee Meeting.

Task: GHS Curator prepares draft exhibition budget.

10. Start: Feb 17; End: Mar 1

Team Members: Kathy Craughwell-Varda, GHS Curator, Whirlwind

Task: Whirlwind submits final estimate for completion of exhibition design and web exhibition content. Set timeline for implementation.

11. Start: Mar 1; End: Apr 1

Team Members: GHS Curator, GHS Director of Education, GHS Director of Communications, McCormick PR, GHS Director of Finance

Task: Finalize education and programming plan, with a full slate of programs, intended audiences, and budget.

Task: Finalize marketing and PR plan, with graphic identity and intended audience reach. Develop and write press releases. GHS Director of Communications and McCormick PR establish PR strategy. Finalize budget.

Task: Reach out to consultants and vendors to confirm availability and define scope of their involvement. Finalize budget for consultants and vendors.

Task: Finalize exhibition implementation plan and exhibition budget.

12. April 1, 2021

Task: GHS submits application for CTH Implementation Grant to support further work on exhibit (securing and transporting loan objects, finalizing, proofing, fabrication and installation of exhibition design, deployment of online exhibition content, execution of Marketing Plan, Education Plan).

13. Start: May 1; End: Jul 31

Team Members: GHS Curator, GHS Director of Communications, McCormick PR

Task: Finalize look and feel of all exhibition marketing material.

14. Start: Aug 1; End: Dec 31

Team Members: GHS Curator, Whirlwind Creative

Task: Finalize look and feel, functionality, and content of online exhibition component.

Start: Jan 2022; End: Feb 2022

Team Members: Whirlwind, GHS Curator

Task: Exhibit fabrication and installation.

15. Start Date: February 9, 2022

Exhibition opens to the public.

Project Team:

Please list your project's major participants including presenters, consultants, scholars, staff, etc.; indicate if they will be paid with CTH grant funding; and list their major project responsibilities.

Make sure you include ALL participants for whom you are requesting CTH funding in this section.

Please attach resumes or bios for all listed in the Project Team in the next question.

Please use the following format:

Team Member 1 Name

Team Member 1 Title

Team Member 1 Organization

Paid with CTH grant funds

Major Responsibilities

Team Member 2 Name

Team Member 2 Title

Team Member 2 Organization

Not paid with CTH grant funds

Major Responsibilities

Etc

Kathy Craughwell-Varda
Exhibition Researcher/Curator

Paid with CTH grant funds

Conduct original research, develop the major exhibition themes relating to local sporting and athletic pastimes, identify possible research or curatorial consultants, create a preliminary exhibition checklist, write preliminary draft introduction copy and one section of sample exhibit labels, work with exhibition designers to develop interpretive strategy and general design concepts and graphic identity of exhibition, work with GHS staff to develop ideas for online exhibition content, conduct research and advise on community engagement strategies, meet with GHS staff to provide needed content for the education and marketing plans.

David Lackey and Terren Baker, Whirlwind Creative
Exhibition Designers

Paid with CTH grant funds

Create look and feel of the exhibition and work with Kathy Craughwell-Varda on strategies to interpret and present exhibit themes. Develop elevations, title graphic, and graphic identity to be used in all related material—invitations, rack cards, banners, etc. Work with guest curator and GHS staff to develop approaches to online exhibition content.

Laura McCormick
Principal, McCormick PR

Paid with CTH grant funds

Work with GHS Director Communications, Strategy and Business Development Cai Boldt Pandolfino to develop an Exhibition Marketing and PR plan. McCormick's work will include meetings with stakeholders on messaging/story concepts, media list development and refinements, preparation of all press material backgrounders (press releases, backgrounders, FAQs and coordination of visual requirements, long lead outreach with all targeted media), plus any 1:1 meetings associated with the outreach; development of a social media strategy working with Cai Pandolfino and internal team; outreach to all key media, including lifestyle magazines, local newspapers, broadcast media, arts/cultural, business, etc.

Dave Corrigan, Former Curator, Museum of Connecticut History, Connecticut State Library (retiring Fall 2020, will work as independent consultant)

Project Advisor

Paid with CTH grant funds

Corrigan's knowledge of Connecticut collections and historical objects will be crucial in the early phase of exhibition research and building the object checklist. In addition to at least 1 one-on-one conversation/email with Kathy, Corrigan will participate in a half-day Project Team Meeting at GHS in February 2021 to review and comment on the exhibit design and script, and proposed public programs.

Alex Dubois, Curator of Collections, Litchfield Historical Society

Project Advisor

Not paid with CTH grant funds (\$500 honorarium recorded as in-kind contribution)

Dubois curated and researched sporting and athletic history in Connecticut for a 2016 exhibition at Litchfield Historical Society. His advice on community outreach and possible research topics will be invaluable to GHS. In addition to at least 1 one-on-one conversation/email with Kathy, Dubois will participate in a half-day Project Team Meeting at GHS in February 2021 to review and comment on the exhibit design and script, and proposed public programs.

Dr. Walt Woodward, Associate Professor of History, University of Connecticut, Connecticut State Historian

Project Advisor

Not paid with CTH grant funds (\$500 honorarium recorded as in-kind contribution)

A specialist in Connecticut Public History and an important conduit connecting people and places that promote and present Connecticut history. In addition to at least 1 one-on-one conversation/email with Kathy, Woodward will participate in a half-day Project Team Meeting at GHS in February 2021 to review and comment on the exhibit design and script, and proposed public programs.

Maggie Dimock, Curator of Exhibitions and Collections
Greenwich Historical Society

Not paid with CTH grant funds

Support the work of the guest curator and coordinate meetings with Exhibition Committee, Subcommittee for Sports, and (as needed) Whirlwind Creative. Develop final exhibition budget with input from guest researcher/curator. Facilitate communication between guest researcher/curator and GHS staff.

Anna Greco, Director of Education
Greenwich Historical Society

Not paid with CTH grant funds

Work with guest researcher/curator and GHS Curator to develop exhibition Education Plan and public programs. Present program proposals to GHS Programs and Exhibitions Committees and solicit feedback. By end of planning phase, produce full Education Plan and budget for all public programs.

Debra Mecky, Executive Director and CEO
Greenwich Historical Society

Not paid with CTH grant funds

Serve as Project Director; attend exhibit committee and project meetings, work on proposals for funding, meet with external stakeholders, monitor grant compliance and write final report.

Ryan Nuckel, Director of Development
Greenwich Historical Society

Not paid with CTH grant funds

Work with researcher and GHS staff to establish a preliminary exhibition budget and identify likely sources of funding. Raise funds required for the exhibition's implementation phase through targeted appeals. Develop prospect list, write and submit requests for funding, set up meetings with potential sponsors

Cai Boldt Pandolfino, Director of Communications, Strategy and Business Development
Greenwich Historical Society

Not paid with CTH funds

Work with the curator and GHS staff to develop the Exhibition Marketing & PR Plan in conjunction with McCormick PR; work with researcher and web developer to brainstorm concepts for web-based exhibition content.

Christopher Shields, Curator of Archives
Greenwich Historical Society

Not paid with CTH grant funds

Provide research support to the guest researcher/curator as needed, including sourcing and scanning documents, and printing material.

Jingwei Li, Director of Finance
Greenwich Historical Society

Not paid with CTH grant funds

Maintain all financial records on project, submit financials for final report

Project Team Resumes and Bios:

Please attach a CV or resume of up to 3 pages for each person for whom CTH grant funding is being sought that demonstrates appropriate skills and/or scholarship to carry out their role in the project.

Short (one- or two-paragraph) bios of vital team members NOT paid through CTH funds may also be included.

Note: Only 1 attachment can be uploaded in this space. If you have multiple resumes to share, please combine into 1 document before uploading.

[NOTE: Sample Model Grants do not share this upload]

Budget: [\[See the appendix for this upload\]](#)

In addition to the attachments required in previous sections, applications for planning interpretive digital projects must also include:

- **The process you will use to select technology (include proposals from vendors detailing the scope and duration of work);**

- Technologies to be used (if already selected) and justification for selection. If you plan to use proprietary technologies, give justification for choosing them over open-source options;
- Existing database or archival resources from which content will be drawn (sample entries may be provided).

****PLEASE NOTE:** Applications of all types may also include pertinent audio and video digital files in standard formats as well. Contact Connecticut Humanities staff for details.

File Upload

Please attach one (1) document containing all of the materials required as outlined above, based on the project type(s) for which you are requesting funding, to help us evaluate the quality and humanities content of your project.

Note: Only 1 attachment can be uploaded in this space. If you have multiple documents to share, please combine into 1 file before uploading.

[\[See the appendix for this upload\]](#)

Appendix

While Project Team Resumes and Bios are required for this application, this upload is not included with this sample model grant application.

This sample model grant includes the following documents:

1. Budget
2. Optional Attachment

SALARIES & WAGES: Total amount of Salaries & Wages requested in CTHF Funds may not exceed 25% of the total grant request.

Note: Quick Grants cannot fund Salaries & Wages, but it can be used as Matching Funds (Applicant Cash Contributions).

There is no cap on Salaries & Wages 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				
Name/Position		Rate	#	Total
1	Debra Mecky, Exec. Dir @ \$400/day	\$400.00	12	\$4,800
2	Maggie Dimock, Curator @ 250/day	\$260.00	15	\$3,900
3	Anna Greco, Director of Education @ \$250	\$260.00	12	\$3,120
4	Cai Pandolfino @ \$250/day	\$260.00	12	\$3,120
5	Ryan Nuckel, Dev. Dir @350/day	\$300.00	7	\$2,100
6	Christopher Sheilds, Archivist @ 250/day	\$260.00	5	\$1,300
7	Jingwei Li, Finance Manager	\$260.00	2	\$520
8	Exhbit Committee 10 @ \$25/hour x 4 hrs	\$250.00	4	\$1,000
9	Program Committee 10 @ \$25/hour x 4 hrs	\$250.00	4	\$1,000
10	Education Advisory 7 @ 25/hour x 4 hrs	\$175.00	4	\$700
11				\$0
12				\$0
13				\$0
14				\$0
15				\$0
			Total	\$21,560

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
		\$4,800.00		\$4,800
		\$3,900.00		\$3,900
		\$3,120.00		\$3,120
		\$3,120.00		\$3,120
		\$2,100.00		\$2,100
		\$1,300.00		\$1,300
		\$520.00		\$520
			\$1,000.00	\$1,000
			\$1,000.00	\$1,000
			\$700.00	\$700
				\$0
				\$0
				\$0
				\$0
				\$0
\$0	\$0	\$18,860	\$2,700	\$21,560

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	Kathleen Craughwell-Varda, Guest Curator			\$0
2	rate is \$350/day	\$350.00	26	\$9,100
3	Laura McCormick, PR Consultant \$90/hour	\$90.00	60	\$5,400
4	Walter Woodward, CT State historian/day	\$500.00	1	\$500
5	Dave Corrigan, CT State Museum (retired)	\$500.00	1	\$500
6	Alex Dubois, Litchfield curator/day	\$500.00	1	\$500
7				\$0
8				\$0
9				\$0
10				\$0
11				\$0
12				\$0
13				\$0
14				\$0
15				\$0
Total				\$16,000

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
				\$0
\$9,100.00				\$9,100
\$5,400.00				\$5,400
			\$500.00	\$500
\$500.00				\$500
			\$500.00	\$500
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$15,000	\$0	\$0	\$1,000	\$16,000

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				\$0
2	Whirlwind Creative, Exhibition Design	\$6,550.00	1	\$6,550
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
Total				\$6,550

CTHF Funds Requested and Matching Funds (Source of Funds)				
CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
				\$0
\$6,550.00				\$6,550
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
\$6,550	\$0	\$0	\$0	\$6,550

TRAVEL: CTH may cover mileage up to .545 per mile. Enter rate and number of miles below.
Total travel expenses may not exceed 20% 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					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	Varda @.545/mile	\$0.55	863	\$470	\$470.00				\$470
2	Woodward @.545/mile	\$0.55	140	\$76	\$76.00				\$76
3	Corrigan @.545/mile	\$0.55	140	\$76	\$76.00				\$76
4	Dubois @.545 mile	\$0.55	140	\$76	\$76.00				\$76
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				\$699	\$698	\$0	\$0	\$0	\$698

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					CTHF Funds Requested and Matching Funds (Source of Funds)				
Description		Rate	#	Total	CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
1	Photocopying plans & images @ .10/page	\$0.10	500	\$50			\$50.00		\$50
2				\$0					\$0
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
16				\$0					\$0
17				\$0					\$0
18				\$0					\$0
19				\$0					\$0
20				\$0					\$0
Total				\$50	\$0	\$0	\$50	\$0	\$50

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					CTHF Funds Requested and Matching Funds (Source of Funds)				
Description		Rate	#	Total	CTHF Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
1				\$0					\$0
2				\$0					\$0
3				\$0					\$0
4				\$0					\$0
5				\$0					\$0
6				\$0					\$0
7				\$0					\$0
8				\$0					\$0
9				\$0					\$0
10				\$0					\$0
Total				\$0	\$0	\$0	\$0	\$0	\$0

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				\$0
2				#VALUE!
3				\$0
4				\$0
5				\$0
6				\$0
7				\$0
8				\$0
9				\$0
10				\$0
Total				#VALUE!

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

EVALUATION

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				\$0
2				\$0
3				\$0
4				\$0
5				\$0
Total				\$0

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

BUDGET SUMMARY: Values fill automatically from the detail pages.

Budget Summary	Source of Funds Summary				
	CTH Funds	External Cash Contributions	Applicant Cash Contributions	In-Kind Contributions	Total
Salaries & Wages	\$0.00	\$0.00	\$18,860.00	\$2,700.00	\$21,560
Honoraria	\$15,000.00	\$0.00	\$0.00	\$1,000.00	\$16,000
Technical Design Services	\$6,550.00	\$0.00	\$0.00	\$0.00	\$6,550
Travel	\$698.00	\$0.00	\$0.00	\$0.00	\$698
Printing, Copying and Supplies	\$0.00	\$0.00	\$50.00	\$0.00	\$50
Equipment and Room Rental or Purchase	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Promotion	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Evaluation	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Total	\$22,248	\$0	\$18,910	\$3,700	\$44,858

Greenwich Historical Society

Application for CTH Planning Grant: Exhibition on Sports and Athletic Pastimes in Greenwich

Note from GHS Curator: This selection of images and photographs from the Greenwich Historical Society museum and archival collections provides glimpses into stories GHS would like to explore in this exhibition. Unfortunately, museum closures due to COVID-19 have prevented us from photographing several examples of sporting equipment from the museum collection. However, this sampling of collection items available digitally nonetheless capture an element of the spirit of this planned exhibition.



Woman's (left) and Man's (right) bathing costumes, c. 1915

Wool and cotton

Greenwich Historical Society, Museum purchase with funds from Mr. and Mrs. Hugh B. Vanderbilt



Swimmers enjoying the Mianus River in Cos Cob, CT, ca. 1910
Glass plate negative (scan), Greenwich Historical Society, Photographs Collection



Lady's silver chatelaine, ca. 1890

With 9 trinkets including golf score tally with "Stella" on verso and two golf clubs on face

8 ½ x 10 ½ inches

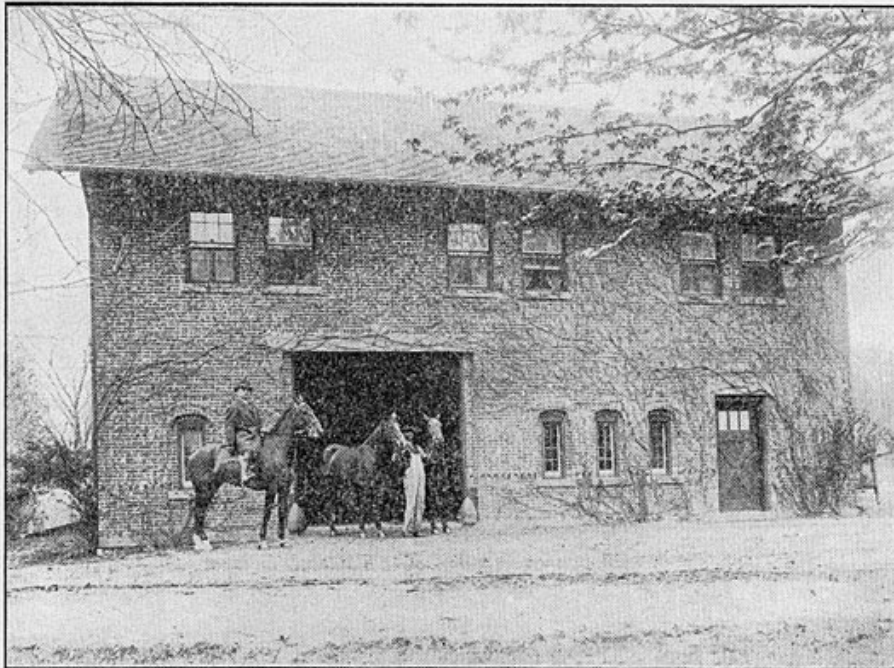
Greenwich Historical Society, Gift of Wilbur E. Prior, 1935.11.02



Golfers at Innis Arden Club, Greenwich, CT, ca. 1905
Greenwich Historical Society, Photographs Collection



Equestrian saddle, ca. 1915-1920
Greenwich Historical Society, Gift of Dorothy Wahl Smith, 1997.05.15



JOHN WAHL ON HIS FAMOUS IRISH HUNTER JUGGLER

JOHN WAHL Equestrian Establishment

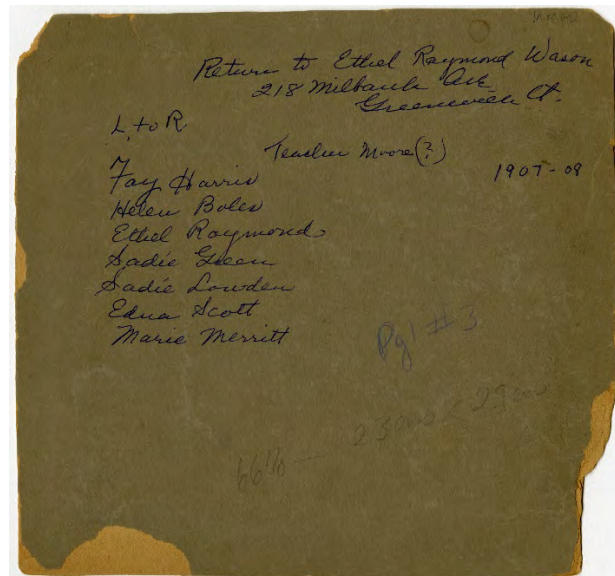
A FINE SELECTION OF
TRAINED SADDLE HORSES
CONSTANTLY ON HAND

Lessons Given Under Personal Supervision
Corner BRIDGE and PROSPECT STREETS
Near Field Point Road
Greenwich, Conn.
TELEPHONE 228

Advertisement for John Wahl's Equestrian Establishment. *Greenwich Beautiful*, 1913.
Greenwich Historical Society



Emma Constant Holley with her bicycle behind Bush-Holley House, ca. 1900
Glass plate negative (scanned)
Greenwich Historical Society, Photographs Collection



Team portrait of Greenwich High School Women's Basketball team, 1907-08
Greenwich Historical Society, Photographs Collection



Competitive diver Helen Meany of Greenwich, gold medalist in 1928 Olympics
Greenwich Historical Society, Photographs Collection



[A.1.98]

G. H. S. Baseball Team 1915
 Taken at old ball park in S. Norwalk
 Top of bleacher - Lloyd Turner
 Top row, left to right
 Ted Walworth - Next three ? - Joe Tammany - Fred Hassert
 Lower row, left to right,
 George Sprague - Wolf Arner - Joe Corley (?) - Joe Babcock
 Welden Turner - Wiley Dodds
 I was manager and have a photo of myself,
 solo, taken at same time.

McE
 1971
 5/13

12670 098

00B

Team portrait of Greenwich High School Baseball Team, 1915
 Greenwich Historical Society, Photographs Collection



Riverside Yacht Club

Get Set! Let's Go! Here's Fun!

The Big Day of the Season

WATER SPORTS DAY

Labor Day, September 2, 1929

STARTING GUN AT TEN A. M., SHARP

SPECIAL LUNCHEON SERVED, \$1.00

TENNIS TOURNAMENT MATCHES
IN AFTERNOON

NAVAL MILITIA BAND

There is a large Entry Card posted on the Bulletin Board at the Club House. Entries may be made by simply writing your name under the events you desire to enter. Your Committee earnestly requests YOUR attendance and YOUR hearty cooperation to make this day a BIG success.

THE ENTERTAINMENT COMMITTEE

Postcard and other ephemera from Riverside Yacht Club, ca. 1910-1930
Greenwich Historical Society



Greenwich High School football team at practice, 1902
Greenwich Historical Society, Photographs Collection

TWO SPARKLING BENEFIT PERFORMANCES

DOROTHY



FOR
HAMILL
RINK

ICE REVUE FEATURING DOROTHY HAMILL

SAT., MARCH 24TH '84 2:30/7:30 PM

DOROTHY HAMILL SKATING RINK, GREENWICH, CT.

SPONSORED BY: GREENWICH DEPT. OF PARKS &
RECREATION AND WINDY HILL SKATING CLUB

SANCTIONED BY THE UNITED STATES FIGURE SKATING ASSOCIATION

Poster, Benefit Ice Revue Featuring Dorothy Hamill, Saturday March 24, 1984
Dorothy Hamill Skating Rink, Greenwich, CT
Greenwich Historical Society