



Smithsonian
Institution

Crossroads: Change in Rural America

Host a Smithsonian exhibition in your town

The Smithsonian is coming to Idaho! Museum on Main Street (MoMS) is a partnership between the Smithsonian Institution and the Idaho Humanities Council that brings high-quality traveling exhibitions to small towns across the state. The IHC is currently accepting applications to host the Crossroads exhibition during its 2019-2020 tour of Idaho.



Application due: October 1, 2018
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About Museum on Main Street

Museum on Main Street enables Idahoans to experience Smithsonian-produced exhibits in their own communities. It gives the local cultural organizations hosting the exhibit opportunities to enhance their roles within their communities and regions, 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 past host communities, the experience has been transformative. More information at the Smithsonian's Museum on Main Street website: www.museumonmainstreet.org.

About Crossroads

Contemporary rural America is a complex environment. Some communities struggle to retain people and remain viable. Many others are vibrant and thriving in the face of major change. Where are towns in Idaho headed?

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

Crossroads: Change in Rural America offers small towns a chance to examine their own paths to highlight the changes that affected their fortunes over the past century.

Hopeful. Participatory. Community-building.

Six Idaho communities will be invited to explore the identity, rich history, and future of rural America. The Smithsonian exhibition, and local exhibit and programs will address issues such as the sense of community in rural areas; how rural identity has changed; the role of land in defining what it means to be rural; and how Idaho's rapid growth is reshaping the rural areas of the state.

Who is eligible to host the exhibit?

Idaho organizations (museums, historical societies, libraries, arts councils, preservation groups) located in small communities.

What are the venue requirements for the exhibit?



- At least 800 square feet of space and eight-foot ceilings
- Handicapped accessible bathroom facilities for visitors
- At least 35 hours per week of public operating hours
- Secure area for exhibit displays, plus 100 sq. ft. storage space for exhibition crates
- Applicants should consider nearby facilities that can accommodate groups attending supplementary events associated with hosting the exhibit.
- Be creative. If host facilities are not large enough to house the exhibit consider other locations and partnerships (i.e. secure store fronts, community service club locations, etc.).

What is provided by the Idaho Humanities Council for selected host sites?

- Rental of the Smithsonian exhibit for a six week period;
- Free exhibition shipping;
- An exhibit support manual covering installation, object collection and conservation, public relations and evaluation;
- Smithsonian-created marketing materials including a banner, and posters;
- IHC assistance in program planning and ready-made promotional materials such as PSA's;
- Travel and lodging expenses for host site project director and site manager to attend two two-day meetings: a planning meeting in Boise and an installation meeting at the opening site of the Idaho tour;
- Up to \$1,500 in grant funds to support local exhibition development and public programming;
- Access to humanities scholars who can speak to a variety of topics related to the exhibit, providing opening keynote lectures in your community, and available for consultation on local exhibits related to the theme.
- Ongoing consultation with the IHC to assist with exhibit and program planning.

What are the host organizations' responsibilities?

- Provide two staff members or volunteers who will serve as a project director and a site manager for the duration of the exhibition. Both individuals must attend the statewide planning meeting and site installation meeting;
- Secure appropriate venue for 6-week exhibition schedule; supervise exhibit space during exhibit hours;
- Design and create a small companion exhibit that expands on the themes of Crossroads as it relates to your town or region's local history; or develop programs that explore local issues pertaining to rural identity
- Plan and implement at least two humanities-based public programs alongside the MoMS project
- Form and regularly convene a committee composed of organization members and community representatives to help plan and implement programs, displays, promotion, installation, and reporting;
- Provide in-kind support for the exhibition and related public programs;
- Have the exhibition accessible to the public at least 35 hours a week;
- Track all staff and volunteer time, facilities, and other resources donated to the project and provide a report of this local cost share, as well as audience figures, at the project's conclusion.
- Pay a \$200 exhibition booking fee

What are the criteria for host community selection?

- Collaboration – preference will be given to communities that show evidence of multi-sector network of organizations collaborating to:
 - explore issues facing rural Idaho
 - cultivate increased understanding of rural issues among many sectors including: arts, culture, K-12 education, faith, local water entities, ethnicities, library, tribal nations, parks, food/agriculture, health, business, government
- Evidence that the project could help the community build awareness and/or initiate action around an important rural issues
- Public programming – creativity and strength of proposed public programming
- Local cultural and historic connections to rural Idaho
- Geography – the IHC intends for the tour to serve as many different parts of the state as possible

Application process and project timeline

Application due	October 1, 2018
Host communities announced	November 15, 2018
State planning meeting in Boise	Mid-March, 2019
Installation Workshop (first host site)	August 21-22, 2019
Crossroads exhibit tour	August 23, 2019 – June 5, 2020