



# THE ROAD AHEAD PARTNERSHIP

## BLACK EXPERIENCES GRANT PROGRAM PURPOSE & GUIDELINES

### Purpose:

The Route 66 Road Ahead Partnership is holding a “Party with a Purpose” to celebrate the upcoming Route 66 Centennial. The Road Ahead’s goal is to help the millions of people who live, work and travel along Route 66, through projects focused on preservation, promotion, research/education, and the economic development of Route 66.

The Black Experiences Grant Program is funded by support from American Express. The Program is designed to:

- Help retain and sustain Black owned/operated businesses and attractions along Route 66 that have experienced economic hardships due to the COVID-19 pandemic.
- Fund research that documents untold/under-told Black stories of hardship, racism, and success along Route 66.
- Support research regarding, and the preservation of, Green Book sites along Route 66.

### Awards:

Awards of up to \$5,000 will be made to qualified projects.

Up to nine Grant Awards will be made in each of the following years: 2022, 2023, 2024, 2025, and 2026.

### Eligibility:

Applications to the Black Experiences Grant Program may be submitted by businesses/attractions and by individuals/organizations along Route 66, that fall into one of the following categories:

- For-profit businesses and attractions fully owned/operated by a Black person or persons
- For-profit businesses and attractions partially owned/operated by a Black person or persons
- Not-for-profit attractions [such as museums or community organizations] owned and/or operated by a Black person or persons
- A Black person or persons pursuing research, preservation, or interpretation projects focused on Black experiences along Route 66.

### Deadlines:

- Grant Application must be received via online application by midnight [Central Time] March 4, 2022
- Grant Awards will be announced by March 25, 2022
- Grant funds will be distributed by April 15, 2022
- Final Reports are due within 90 days of completion of a project

### Review Criteria:

2022 Black Experiences Grant Projects will be reviewed per the following criteria. Projects that:

- Help keep a Black owned/operated Route 66 Business/Attraction in operation.
- Help a Black owned/operated Route 66 Business/Attraction reopen.
- Help preserve, restore and/or expand a Black owned/operated Route 66 Business/Attraction, per Secretary of the Interior Standards [<https://www.nps.gov/tps/standards/rehabilitation.htm>].
- Help a new, Black owned/operated Route 66 Business/Attraction open.
- Support research, preservation, and/or interpretation of Black experiences and sites along Route 66, especially ones related to the Green Book.

## **Preferences:**

Preference in awarding grants will be given to projects that:

- Provide or obtain matching funds for their project. [Matching funds, however, are not required for a project to be considered for a grant award.]
- Contribute their own funding to help with the project.
- Are Black owned/operated small Businesses/Attractions, that reflect the spirit of Route 66.
- Are likely to have a positive impact on the local community.
- Are located on, or close to, original alignments of Route 66.
- Are listed on the National Register of Historic Places, or located in a District listed in the National Register of Historic Places, or is a property deemed eligible to be listed on the National Register of Historic Places.
- Help expand knowledge, understanding, and appreciation of Black experiences along Route 66 for the purpose of improving relations between groups in our society.
- Help ensure - based on applications actually received - at least one grant is awarded in each of the Route 66 states.

## **General Conditions:**

- Registered not-for-profit organizations with 501(c)(3) status must provide their IRS letter of determination.
- All grant application materials submitted become the property of the Black Experiences Grant Program.
- Grant applications will not be returned.
- The Black Experiences Grant Review Committee may request additional information to assist in its evaluation of an application.
- The Black Experiences Grant Review Committee reserves the right to reject any and all applications, in whole or in part, at any time and from time to time, in its sole discretion.
- There is no guarantee that any particular Business/Attraction, individual, or organization will receive funding. Applicants who submit qualified applications, but do not receive funding - due to insufficient funding or lower review scores compared to other applications – may submit applications to future rounds of the Black Experiences Grant Program.
- Grant funds awarded cannot be used in support of any political campaign, election activities, or other political activity.
- If there are significant changes to a Business/Attraction's structure or personnel during the grant period, the grant applicant shall bring this to the attention of the Black Experiences Grant Review Committee.
- Grantees are responsible for the proper expenditure of funds and for maintaining supporting documents that provide full and complete disclosure of the use of grant funds, should such records be requested with a project's Final Report. The Route 66 Road Ahead Partnership does not and shall not discriminate on the basis of race, color, religion [creed], gender, gender expression, age, national origin [ancestry], disability, marital status, sexual orientation, or military status in any of its activities or operations. Decisions regarding grant awards are based on guidelines that promote diversity, equity, and inclusion.
- In most instances, grant funds to individuals are counted as taxable income on the recipient's federal tax return. Please contact your accountant if you have questions.
- Privacy: Information provided through the application process is the responsibility of each applicant. Applications submitted to the Black Experiences Grant remain confidential to the general public and any fellow applicants. Applicants will not hold the Route 66 Road Ahead Partnership's officers, employees, and/or agents liable for any losses, damages, costs, or expenses of any kind relating to the use or the adequacy, accuracy, or completeness of any information submitted via the application process.
- Conflict of Interest: Current directors, officers, employees and contractors of the Route 66 Road Ahead Partnership, Black Experiences Grant Review Committee, and such individuals' family members (spouse, parents, children, grandchildren, great-grandchildren, and spouses of children, grandchildren, and great-grandchildren) are not eligible to receive an award.
- Publicity: If awarded, please be advised that the business, attraction, individual, or organization's application information, name, statements, and other information provided during the application process may be used for promotional purposes in all forms and media and the business, attraction, individual, or organization may be contacted by the Route 66 Road Ahead Partnership for such purposes. Applications to the Black Experiences Grant Program entails a perpetual license to use such information without additional compensation (except where prohibited by law), and without any right to review and/or approve such content. Until notified, applicants must agree not to share any status as a grant recipient publicly, including but not limited to all social media platforms, news media, or local publications.