

# APPENDIX E: PARTNER APPLICATIONS

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# **PARTNERSHIP APPLICATION**

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## **Gullah Geechee Cultural Heritage Corridor**

### **INSTRUCTIONS**

**Before you begin**, please read the *Partnership Application Support Document*. Fill out the application form, check the boxes and answer questions in the space provided, when applicable. For questions with no extra space provided, please provide a single, separate word-processed document with typed responses. Please make sure to clearly identify responses to questions which are provided outside of this application by using the page number, topic heading, and full question text as a reference before giving your response. Some questions require attaching other documents of pre-prepared material. These also should be clearly labeled with the page number, topic heading, and full question text as a reference, but do not need to be submitted in a single file. **All** lettered sections of this application are **required**, unless otherwise indicated.

### **SUPPORTING MATERIALS**

You should provide other types of supporting materials that describe your organization, such as brochures, letters of support, press clippings, or other information. Please make sure that each piece of supporting material is labeled with the name of your organization and complete contact information (contact person, phone number, email address).

### **SIGNATURES**

Please sign the Affirmation of Support, Statement of Consent, and Renewal Acknowledgement found at the end of this application form. All three signatures are required for designation as a Partnership. Electronic signatures will be accepted.

### **SUBMITTING YOUR APPLICATION**

You are encouraged to submit your application electronically. This PDF form enables you to type directly into the form fields within the application. Text size must be no smaller than 10-point.

Electronic applications should be submitted to [partnerapplication@gullahgeecheecorridor.org](mailto:partnerapplication@gullahgeecheecorridor.org). Please include "Gullah Geechee Partnership Application" as the subject line of the email.

Hard-copy applications and any non-electronic supporting material may be mailed to:

Gullah Geechee Cultural Heritage Corridor Commission  
c/o NPS Partnership Specialist  
1214 Middle Street  
Sullivan's Island, SC 29482

### **INFORMATION AND ASSISTANCE**

To obtain more information on the Gullah Geechee Cultural Heritage Corridor (the Corridor) Partnership Programs or if you have questions regarding your application, please visit [www.gullahgeecheecorridor.org](http://www.gullahgeecheecorridor.org).

Applications will be reviewed within six (6) to nine (9) months of receipt. Partnership Certificates will be awarded and distributed to selected partners, and the names will be posted on the Corridor Web site.
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# Gullah Geechee Cultural Heritage Corridor | Partnership Application

## A. GENERAL INFORMATION

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title of Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Physical Address \_\_\_\_\_

County \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Web site \_\_\_\_\_

## B. MANAGEMENT

- Charity or Non-Profit  College/University
- Private Business  Interested Citizen (*if checked, skip to Section D*)
- Citizen's Group
- Other: \_\_\_\_\_

1. Please list the names and titles of the members of your organization's leadership and attach resumes and/or short bios for each.

2. Please fill out the following information about your paid and volunteer staff:

Number of paid staff: \_\_\_\_\_ Total hours of paid staff per year: \_\_\_\_\_

Number of volunteer staff: \_\_\_\_\_ Total hours of volunteer staff per year: \_\_\_\_\_

## C. MISSION AND GOALS

Please state your organizational mission, date of most recent revision, and key goals:

## D. PROGRAMS FOR PARTNERSHIP

The Gullah Geechee Cultural Heritage Corridor Commission (the Commission) has developed nine partnership programs that are directly aligned with the three pillars of the overall management approach for the Corridor – education, economic development, and documentation/preservation. Implementation of these programs will support the protection, preservation, and restoration of tangible and intangible community resources with historical and cultural significance, will enhance quality of life within the Corridor, and will foster public awareness and appreciation of the history and contributions of the Gullah Geechee people in the United States and their connections to the African Diaspora and other cultures.

The nine programs are preceded by roman numerals. Under each program, multiple categories have been identified that you can choose from. Each category has a box next to it. Please indicate the category under which your partnership would best fit by placing an (X) in the box next to that category. If elements of your proposal fit into more than one category, please choose the category which best represents what you are proposing. Only place an

# Gullah Geechee Cultural Heritage Corridor | Partnership Application

(X) next to more than one category if you are turning in more than one proposal as part of this application. No more than two proposals are allowed per application. Please mark the “Other” category for any proposal that does not neatly fit into any other category within the program you are applying under.

## **I. Education Program**

This program educates all age groups across the Corridor about Gullah Geechee culture and history.

- Primary and Secondary (i.e. curriculum guides, field trips guides, teacher education)
- Higher Education (i.e. classes, internships, Gullah Geechee studies program at college/university level)
- Community Based Education (i.e. cultural training, apprenticeships)
- Other

## **II. Research Program**

This program builds upon the existing research about Gullah Geechee history and culture.

- Academic (i.e. community-based research, fellowships, scholarships, field work)
- Other

## **III. Interpretation Program**

This program enhances interpretation and awareness of Gullah Geechee history and culture.

- Exhibits (permanent and/or traveling)
- Brochures
- Other

## **IV. Business Development Program**

This program enhances existing businesses and generates new ones.

- Festivals
- Enterprise Zones (local or state)
- Heritage Tax Credits (local or state)
- Marketing/Promotion (local, state, or Corridor-wide)
- Other

## **V. Explore the Corridor Program**

This program develops and promotes visitor and resident opportunities to experience the Corridor.

- Signage
- Heritage Tourism
- Scenic Byway Designation
- Traditional Recreation
- Other

## **VI. Community Outreach and Training Program**

This program enhances public engagement, involvement, and participation in sustaining the Gullah Geechee culture.

- Culture Forum
- Listening Sessions
- Training and Curriculum on land retention and ownership
- Community Involvement
- Other

## **VII. Environmental Sustainability Program**

This program promotes environmental conservation, education, and awareness within the Corridor.

- Environmental Education
- Conservation and Restoration
- Access to cultural/historic sites and or areas of traditional use
- Other

**VIII. Cultural Documentation Program**

This program documents Gullah Geechee history and culture.

- Oral Histories
- Language Preservation
- Crafts and Skills
- Sites
- Other

**IX. Preservation Program**

This program preserves tangible and intangible Gullah Geechee resources.

- Physical Repositories
- Digital Repositories
- Land and Waterways
- Sites and Structures
- Objects
- Most Endangered Gullah Geechee Resources List
- Other

**X.  Other**

Project proposals that are applicable, but not included above, that enhance the vision, mission and goals of the Corridor.

1. **Proposal #1.** Please describe in what way(s) your organization would like to contribute to the program and category next to which you placed an (X). Be as specific and detailed as possible. If you placed an (X) next to more than one category, please indicate your first priority as Proposal #1.

2. **Proposal #2.** If more than one category was selected, please describe in what way(s) your organization would like to contribute to the program and category next to which you placed an (X). Be as specific and detailed as possible.

3. Please attach description(s) and/or example(s) of your past project work that demonstrate your experience, skills, and ability to successfully complete the contributions you have described above.

4. Please estimate the total amount of money your organization proposes to contribute to this initiative and over what timeframe those funds will apply.

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5. Please estimate the total number of staff hours your organization proposes to contribute to this initiative. You may provide this information in hours per week, per month or per year, as appropriate.

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# Gullah Geechee Cultural Heritage Corridor | Partnership Application

## E. AFFIRMATION OF SUPPORT

On behalf of \_\_\_\_\_,

(Name of Organization)

for which I am authorized to sign, I affirm our organization's intent to form a partnership with the Gullah Geechee Cultural Heritage Corridor Commission. If selected, we pledge to advance the vision, mission and goals of the Gullah Geechee Cultural Heritage Corridor Management Plan and agree to contribute to an environment in which collaboration based on mutual respect and interest flourishes.

\_\_\_\_\_

*Signature*

\_\_\_\_\_

*Date*

\_\_\_\_\_

*Printed Name*

## F. STATEMENT OF CONSENT

I agree that I have been notified of and consent to the use of my company/organization/site/facility name upon acceptance as a Partner, for the purpose of promoting the Gullah Geechee Cultural Heritage Corridor including, but not limited to, print and digital media.

\_\_\_\_\_

*Signature*

\_\_\_\_\_

*Date*

## G. DESIGNATION TERM ACKNOWLEDGEMENT

I understand that, if accepted, the term of the Partner designation would be mutually determined by both the Commission and the Partner. I further understand that if it becomes evident that the agreed upon work will likely not be completed within that term, that I must fill out an extension proposal to be submitted to the Commission. Lastly, I acknowledge that if, after the completion of the project, my organization wishes to partner with the Commission on a new proposal, that a new application would be required.

\_\_\_\_\_

*Signature*

\_\_\_\_\_

*Date*



## **PARTNERSHIP APPLICATION SUPPORT DOCUMENT**

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**Gullah Geechee Cultural Heritage Corridor**

Gullah Geechee Cultural Heritage Corridor Commission | 1214 Middle Street | Sullivan's Island, SC 29482  
Phone: 843.881.5516 x12 | Web: [www.gullahgeecheecorridor.org](http://www.gullahgeecheecorridor.org)

## Part I: Becoming A Partner

### About Partnerships

Partnerships are key to implementation of the various strategies and actions outlined in the management plan. Throughout implementation, the Gullah Geechee Cultural Heritage Corridor Commission (the Commission) would continually evaluate partnerships and implementation relative to the vision, mission and goals of the Gullah Geechee Cultural Heritage Corridor (the Corridor). Partners will assist in implementing the Corridor’s programs focused on education, economic development, and documentation and preservation of resources.

The purpose of the Partnership Application is to gather proposals from potential partners, and to give organizations and members of the community a way to become involved in the Corridor and contribute to preserving Gullah Geechee heritage. This application process will formalize the relationships that the Commission seeks to build, and will also assist in prioritization of effort and resources in order to operate effectively.

### Types of Partners

For the purposes of this application, a partner is an organization, company, or individual that would work with the Commission on various initiatives that support the Corridor’s vision, mission, and goals.

### Partner Site vs. Partnership

The Commission has created two categories of partners for ease of implementation. Applicants should fill out the Partner Site application if they are associated with a physical location and interested in incorporating and enhancing the interpretation of Gullah Geechee history and culture. Those not associated with a physical location should fill out the Partnership application. The following is a list of examples to help determine who should apply to be a partner site versus who should apply for a partnership. The list is not exhaustive, but a basic guide.

<b>Apply as a Partner Site if you represent a...</b>	<b>Apply for a Partnership if you represent a(n)...</b>
Building or Structure (open to the public)	Historical Society or Conservation Organization
District, Neighborhood, or Community	Theatrical Performer or Storyteller
Landscape or Natural Feature	Festival or Special Event
Restaurant, Art Gallery, or Theater	Artist or Artisan
Museum or Archive	Historian or Researcher
Visitor Facility or Welcome Center	Tourism Agency or Tour Guide
Place of Worship	Chamber of Commerce

If you are unsure of whether to fill out the Partner Site or Partnership Application, please feel free to contact us by visiting us online at [www.gullahgeecheecorridor.org](http://www.gullahgeecheecorridor.org), sending an email to [partnerapplication@gullahgeecheecorridor.org](mailto:partnerapplication@gullahgeecheecorridor.org), or via regular mail at the following address:



Gullah Geechee Cultural Heritage Corridor Commission  
c/o NPS Partnership Specialist  
1214 Middle Street  
Sullivan's Island, SC 29482

## **Program Objectives**

### Education

- Promote knowledge and awareness of Gullah Geechee history and culture.
- Communicate Gullah Geechee history, culture, and heritage through interpretation within the Gullah Geechee community and throughout the Corridor.
- Encourage research and other activities designed to expand the body of knowledge on the culture and history of the Gullah Geechee people.
- Develop and enhance links, associations, and connectivity between Gullah Geechee communities, resources, themes, and cultural traditions.

### Economic Development

- Promote Gullah Geechee community-supported industries and businesses that have positive consequences for Gullah Geechee culture.
- Promote and assist Gullah Geechee communities in preserving Gullah Geechee land and waterways through economic development.
- Advocate for rapid cleanup of contaminated sites in Gullah Geechee communities.

### Documentation/Preservation

- Document tangible and intangible resources to provide a foundation for the preservation of assets, educational opportunities, and increased heritage tourism.
- Preserve tangible and intangible resources for the benefit of current and future generations.

## **Benefits of Partner Designation**

The partner designation would create a mutually beneficial relationship between the Commission and the partner. The Commission would be able to work toward achieving its goals, and would do so with significant involvement from key stakeholders in the community. There are also numerous benefits for the partners.

### Marketing and Promotion

All partners will be promoted on the Corridor webpage and in print materials to the extent possible. By working with the Commission, partners' work will receive increased exposure.

### Cooperation and Collaboration

The Commission can also assist in facilitating information sharing between partners, resulting in increased opportunities for cooperation and collaboration. Organizations submitting similar

proposals, for example, might be able to leverage their resources and individual strengths by working together. Given that the Corridor spans four states, efficiencies may be realized between organizations and people that otherwise would not have connected. The Commission is in a unique position to facilitate the development of a network of partners that are directly or indirectly working toward the broader goals of the Corridor.

Funding and Support

Partnering with the Commission will not only result in technical support and assistance from a national organization, but could also generate increased funding opportunities. The Commission may be able to match funding contributions for projects, and may be able to assist in securing grants.

**Partnership Programs**

<b>Program</b>	<b>Description</b>
Education	This program educates all age groups across the Corridor about Gullah Geechee history and culture.
Research	This program builds upon the existing research about Gullah Geechee history and culture.
Interpretation	This program enhances interpretation and awareness of Gullah Geechee history and culture.
Business Development	This program enhances existing businesses and generates new ones.
Explore the Corridor	This program develops and promotes visitor and resident opportunities to experience the Corridor.
Community Outreach and Training	This program enhances public engagement, involvement, and participation in sustaining the Gullah Geechee culture.
Environmental Sustainability	This program promotes environmental conservation, education, and awareness within the Corridor.
Cultural Documentation	This program documents Gullah Geechee history and culture.
Preservation	This program preserves tangible and intangible Gullah Geechee resources.
Other	Project proposals that are applicable, but not included above, that enhance the vision, mission and goals of the Corridor.

**Partner Expectations/Obligations**

All partners will be required to designate one or more individuals to serve as the liaison(s) to the Commission, oversee partner status, and be the intermediary by which the Commission and Partner communicate on an ongoing basis. This representative also will keep the Commission informed of any major changes occurring in relation to the project or within the organization.

It is expected that partners will provide staff time, technical expertise, at least partial funding, and other resources that are necessary for working on the proposed projects. It is further expected that the work of partners will at all times be mindful of protection of both tangible and intangible resources, and that all work will be undertaken in accordance with the vision, mission, and goals of the Corridor.

Partners are able to use the official Corridor logo, but must do so in accordance with the logo usage guidelines.

All partners must comply with all applicable laws and regulations and obtain any necessary permits or legal permission before proceeding to work on a project. Further, organizations receiving National Heritage Area funds from the Commission shall make available for audit, upon request, all records and other information pertaining to the expenditure of such funds.

### **Basic Conflict of Interest Statement**

The Commission is committed to maintaining a high standard of professional integrity and transparency throughout implementation. It is essential that its partners, members, stakeholders, and the general public recognize and have confidence in this commitment. Even the appearance of a conflict of interest should be avoided.

It is the policy of the Commission that all persons acting as representatives of the Corridor (Commission Members, Board of Directors, Staff, Partners, Partner Sites, Stakeholders, and Members) should conduct themselves at all times in a manner that would reflect the best interests and intentions of the Corridor. In performing their duties, representatives in any capacity should be focused on achieving the vision, mission, and goals of the Corridor. Representatives should not be influenced by a desire for personal gain that would adversely impact the potential gain of the Corridor.

### **Duty to Disclose**

Prior to being designated as a partner, a *Conflict of Interest Disclosure Form* must be completed and signed by the applicant. Applicants would be required to disclose any possible conflicts of interest or situations where such a perception could reasonably be anticipated to arise, in order to help avoid injury to the Corridor. This includes the existence of financial or other material interests that could conflict with the agreement reached with the Commission.

Conflict of Interest: Any situation in which the primary interest of the Corridor has been improperly influenced by a different interest (such as for financial gain by an organization or individual).

## **Partner Designation Process**

The following step-by-step process is designed to ensure the creation of a relationship between the Commission and partners. The Commission will work to ensure that this process is not overly burdensome, but mutually beneficial. This process is intended to be collaborative in nature and not bureaucratic. The Commission is committed to reaching out to as many potential partners as possible throughout implementation. However, please feel free to contact the Commission at any time to discuss ideas or ways to meet shared interests and goals. The Commission will always welcome informal discussions of ways to partner and work together. The process outlined below can be undertaken by potential partners prior to, or following, initial informal conversations with the Commission. The process outlined below should be undertaken when a specific project proposal or way to work together is known.

Step 1: Potential partners review the Partnership Application Support Document (this document)

Step 2: Potential partners complete the Partnership Application

Step 3: Applications will be reviewed by representatives of the Commission

Step 4: A meeting or conference call will be arranged between the Commission and the potential partner(s) to further discuss the proposal

Step 5: The Commission will make a decision of whether or not to enter into the partnership based on a variety of factors, including the content of the proposal, its feasibility, and its priority in relation to other proposals across all programs, among other factors. If a proposal is not accepted, an explanation will be provided and the applicant may be invited to re-submit the proposal in the future or to add more detail to the proposal.

Step 6: If a partner agreement is solidified and signed by both parties, the Commission and the Partner will continue to communicate regularly about project developments, issues, changes, etc.

Step 7: The partnership designation term will be determined in mutual agreement by both parties. If it becomes evident that the agreed upon project work will likely not be completed within that term, it is the responsibility of the partner to fill out an extension proposal to be submitted to the Commission.

## **Part II: Partnership Application Technical Assistance Guide**

This section is intended to clarify the terminology used on the Partnership Application, and to further explain what each question and field is seeking to obtain. This document should be used while completing the application so that there is no uncertainty or misinterpretation of the questions. If, after referring to this document, a question or field is still unclear, please direct your questions to [partnerapplication@gullahgeecheecorridor.org](mailto:partnerapplication@gullahgeecheecorridor.org).

## **A. General Information**

Organization Name: The official name of what specifically is being nominated for the partnership designation. This is the name that would be listed in promotional materials for the Corridor.

Contact Person: The person who will be acting, at least initially, as the partnership liaison to the Commission.

Title of Contact Person: The professional title, including the name of the employer, of the person who will be acting, at least initially, as the partnership liaison to the Commission.

Mailing Address: The street address or post office box at which written correspondence regarding the partnership application and designation status should be mailed, when needed.

City/State/Zip: The city, state, and zip code of the mailing address listed above. Nine-digit zip codes, if available, are preferred.

Physical Address: The actual location, which would be referenced to provide directions, of the main contact office for the organization, if applicable.

County: The county in which the organization is located.

Phone: The complete phone number, including area code (and extension, if applicable), to be used for verbal correspondence regarding the partnership application and designation status, when needed.

Fax: The complete fax number, including area code, to which written correspondence regarding the partnership application and designation status should be faxed, when needed.

Email: The email address for which electronic communication regarding the partnership application and designation status should be sent, when needed.

Web site: The primary web address associated with the organization (if applicable).

## **B. Management**

### Charity and Non-Profit

Non-profit status is a state law concept. Non-profit status may make an organization eligible for certain benefits, such as state sales, property, and income tax exemptions. Although most federal tax-exempt organizations are non-profit organizations, organizing as a non-profit organization at the state level does not automatically grant the organization exemption from federal income tax. There are specific laws, including tax laws, which govern and regulate the many types of organizations that fall within this category.

Every exempt charitable organization is classified as either a *public charity* or a *private foundation*. Examples include churches, hospitals, schools, colleges, universities, conservation organizations, etc. To be tax-exempt, an organization must be organized and operated exclusively for exempt purposes and none of its earnings may inure to any private shareholder or individual. In addition, it may not be an action organization, *i.e.*, it may not attempt to influence legislation as a substantial part of its activities and it may not participate in any campaign activity for or against political candidates.

Other types of nonprofits include business leagues, labor and agricultural organizations, veterans organizations, and political organizations. These organizations must comply with their own requirements for exemption. The term nonprofit is most often associated with public charities and foundations (Internal Revenue Service 2011).

#### Private Business

Private businesses come in many forms. The most common forms of business are the sole proprietorship, partnership, corporation, and Limited Liability Company. Each of these business structures has one thing in common; they provide goods and services in order to make a profit for the owners of the business.

#### Citizens' Group

A citizens' group refers to one or more citizens that voluntarily gather together or work together for a common purpose. The term *citizens' group*, in this context, should not be equated with a nonprofit.

#### College/University

An educational institution, typically considered to be a degree-awarding institution, offering instruction to students having a high school diploma or equivalent certificate.

Colleges/Universities can be either private institutions or public institutions receiving government assistance.

#### Interested Citizen

Any person that would like to work with the Commission in their personal capacity.

1. The "organization's leadership" may be a board of directors, business owner, executive committee, or a variety of other structural bodies. It is at the discretion of the applicant to determine the individual(s) who should be listed under this question. The resumes and/or short bios will assist the Commission in determining the capability of the organization in implementing its proposal. For interested citizens, the only resume/bio needed is that of the applicant.

2. Please provide information about your paid and volunteer staff, as well as the number of annual staff/volunteer hours, to further assist the Commission in determining the capability of the organization in implementing its proposal.

### **C. Mission and Goals**

Provide the mission statement, as well as any vision, purpose, or goals statements for your organization, if applicable. Be sure to also include the date of the most recent revision of the statements you provide. This section does **not** apply to Interested Citizens.

### **D. Programs for Partnership**

Please pay careful attention to the instructions and description provided. A title, brief overview, and examples of specific initiatives are listed for each program. Think carefully and indicate as accurately as possible the category below, which program(s) you believe your proposal(s) best fits.

1. Proposals submitted should be well thought out and detailed. They should be presented in an organized fashion to ensure understanding by the Commission. The more clear and specific the proposals are, the better chance they will have of being included in the prioritization analysis and being awarded the partnership designation. When writing the proposal, please include the name of the overall program as well as the subcategory, if applicable. If more than one proposal is submitted, Proposal #1 will be considered the top priority of the potential partner.
2. If a second proposal is submitted, it should follow the same guidelines as the first. Although it will be considered the second priority of the potential partner, it may be chosen instead of the first proposal, at the Commission's discretion.
3. It is at the discretion of the applicant to determine what to submit as examples of past project work. Work submitted should be clearly connected to the skill sets and abilities necessary for providing quality work on the proposed project. Please do not submit extra, unrelated work.
4. Please note: this question is asking what funding the organization is willing to contribute and not necessarily what the organization expects the project to cost in total. It is acknowledged that the organization may not be able to put up the entire funds, but it is expected that the organization will make a significant contribution. Please be aware that the Commission is not able to spend more than 50% of the total cost of any project if National Heritage Area funds are used.
5. Please note: this question is asking what staff/volunteer time the organization is willing to contribute and not necessarily what the organization expects the project to require in total hours of effort. It is acknowledged that the organization may not be able to provide all of the staff/volunteer time, but it is expected that the organization will make a significant contribution.

### **E. Affirmation of Support**

This section and the two subsequent sections must be signed by an individual who is authorized to sign on behalf of the organization or owner applying; if you are applying as an interested citizen, please sign on your own behalf. By providing this signature, you acknowledge that

completion of the application **does not** guarantee designation as a partner. The signature further acknowledges the awareness and understanding of the vision, mission and goals of the Corridor. This signature is required for consideration as a Partner. The printed name should be the same as the applicant name, and should be the name of the person providing all three signatures.

**F. Statement of Consent**

By providing this signature, and if selected, you consent to and grant permission for the Commission's use of the organization or company name on the Corridor's Web site, promotional material, including, but not limited to, print and digital media. This signature is required for consideration as a Partner.

**G. Designation Term Acknowledgement**

By providing this signature, the applicant acknowledges that, if selected, the Partner Designation is for a term of three (3) years. It is the responsibility of the liaison or another designee to complete the renewal process at least six (6) months and no more than nine (9) months prior to the expiration of the three (3) year term. Renewal documents received within six (6) months before the expiration of the designation may result in a lapse of the site's designation. Renewal of the designation is not guaranteed. This signature is required for consideration as a Partner.

*Disclaimer:* All aspects of the Partnership Designation are subject to change at the discretion of the Corridor. All partners are subject to any changes made by the Commission. Existing partners will receive written notification of any changes that may occur.





# **PARTNER SITE APPLICATION**

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## **Gullah Geechee Cultural Heritage Corridor**

**Please note:** This is an application to become a Partner Site of the Gullah Geechee Cultural Heritage Corridor (the Corridor). This is **not** an application to become a Coastal Heritage Center.

### **INSTRUCTIONS**

**Before you begin**, please read the *Partner Site Application Support Document*. Fill out the application form, check the boxes and answer questions in the space provided, when applicable. For questions with no extra space provided, please provide a single, separate word-processed document with typed responses. Please make sure to clearly identify responses to questions which are provided outside of this application by using the page number, topic heading, and full question text as a reference before giving your response. Some questions require attaching other documents of pre-prepared material. These also should be clearly labeled with the page number, topic heading, and full question text as a reference, but do not need to be submitted in a single file. **All** lettered sections of this application are **required**, unless otherwise indicated.

### **SUPPORTING MATERIALS**

You may provide other types of supporting materials that describe your site, such as brochures, maps, letters of support, press clippings, or other information. Please make sure this information is labeled with the name of your site and complete contact information (contact person, phone number, email address).

### **SIGNATURES**

Please sign the Affirmation of Support, Statement of Consent, and Renewal Acknowledgement found at the end of this application form. All three signatures are required for designation as a partner site. Electronic signatures will be accepted.

### **SUBMITTING YOUR APPLICATION**

You are encouraged to submit your application electronically. This PDF form enables you to type directly into the form fields within the application. Text size must be no smaller than 10-point. Times New Roman font is preferred.

Electronic applications should be submitted to [partnerapplication@gullahgeecheecorridor.org](mailto:partnerapplication@gullahgeecheecorridor.org). Please include "Gullah Geechee Partner Site Application" as the subject line of the email.

Hard-copy applications and any non-electronic supporting material may be mailed to:

Gullah Geechee Cultural Heritage Corridor Commission  
c/o NPS Partnership Specialist  
1214 Middle Street  
Sullivan's Island, SC 29482

### **INFORMATION AND ASSISTANCE**

To obtain more information on the Gullah Geechee Cultural Heritage Corridor Partner Site designation or if you have questions regarding your application, please visit [www.gullahgeecheecorridor.org](http://www.gullahgeecheecorridor.org).

Applications will be reviewed within six (6) to nine (9) months of receipt. Partner Site Certificates will be awarded and distributed to selected Partner Sites, and the names will be posted on the Gullah Geechee Cultural Heritage Corridor Web site.
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# Gullah Geechee Cultural Heritage Corridor | Partner Site Application

## A. PARTNER SITE STATUS

Please indicate your preferred designation:

Affiliated Site

Associated Site

Point of Interest

## B. GENERAL INFORMATION

Site Name \_\_\_\_\_

Owner Name \_\_\_\_\_  
(Name of property owner, if different than site name)

Applicant Name \_\_\_\_\_  
(Name of the individual authorized to sign on behalf of the owner)

Title of Applicant: \_\_\_\_\_

Physical Address \_\_\_\_\_

Contact Person \_\_\_\_\_  
(If different than applicant)

Title of Contact Person: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

County \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Web site \_\_\_\_\_

## C. NOMINATION QUESTIONS

1. Describe what is being nominated for partner site status. Please target the description toward a visitor or customer as it would be included in promotion material and/or on the Corridor Web site upon acceptance of the application.
2. Describe how your site is associated with Gullah Geechee history and/or culture.
3. Please attach supporting documentation that verifies your site's association with Gullah Geechee history and/or culture.
4. Please describe what prevention strategies and/or mitigation measures are in place to protect the resource(s) from visitor damage. If none are currently in place, please indicate as such and describe your plan and timeframe for implementing such measures.

Gullah Geechee Cultural Heritage Corridor | Partner Site Application

**D. AMENITIES / SERVICES (check all that apply)**

- Public Rest Rooms
- Cafeteria / Food Service
- Covered Space / Shaded Area
- Safe Drinking Water
- Guided Tours
- No amenities/services
- Parking
- Bike Rack
- Other: \_\_\_\_\_
- Interpretation
- Wi-Fi
- \_\_\_\_\_
- Gift Shop
- Public Meeting Space
- Visitor Information
- max size \_\_\_\_\_

**E. MANAGEMENT OR OWNERSHIP**

- Charity or Non-Profit
- Municipality
- Citizens' Group
- Private Business
- State Agency/Authority
- Other: \_\_\_\_\_

Number of paid staff: \_\_\_\_\_ Total hours of paid staff per year: \_\_\_\_\_  
 Number of volunteer staff: \_\_\_\_\_ Total hours of volunteer staff per year: \_\_\_\_\_

- No staff or volunteers (*should be checked by Points of Interest applicants only*)

**F. HOURS OF OPERATION**

Total number of scheduled open hours in a calendar year: \_\_\_\_\_

Please indicate the specific months, days, and hours that you are open to the public. If you are open by appointment only, please specify.

For example, if you have consistent hours year round, you may put:  
*M-F by appointment Sat-Sun: 10am-4pm*

If your hours are seasonal, it may look like:  
*Dec-Mar: by appointment only Nov, Apr: Sat-Sun 1pm-4pm May-Oct: 10am-5pm*

**If you are applying as a Point of Interest, please explicitly indicate any times when the site would be considered closed / when accessing the site would be considered trespassing, if applicable (e.g., closed after dark)**

Operating hours:

**G. VISITOR INFORMATION**

Visitors per year: \_\_\_\_\_

- No formal/accurate tracking is kept; Approximate visitors per year:
- < 500
- 1,500 – 4,499
- 10,000 – 24,999
- 50,000 – 99,999
- 500 – 1,499
- 5,000 – 9,999
- 25,000 – 49,999
- 100,000+

What information do you collect?  Visitor name, location (guest book)  Zip code  
 Number of visitors (turnstile, other counting device)

**H. INTERPRETIVE THEMES**

1. Please indicate the chief interpretive theme(s) of your site. The chief interpretive theme(s) is/are the main theme(s) upon which your site’s interpretive material is based. Check all that are covered in-depth at your site; if a theme is merely touched upon, please **do not** indicate it as a chief theme. If you are applying as a Point of Interest, please indicate which theme(s) is/are most related to your site.

Origins and Early Development

The Corridor preserves and protects many elements essential to understanding the plantation economy such as the TransAtlantic Slave Trade, the isolated geographical setting, cultural formation, the cultivation of rice and other staple crops, and the task system.

The Quest for Freedom, Equality, Education and Recognition

The Corridor provides opportunities for examining the evolution and development of significant institutions and events from the antebellum period to the present including the period of the TransAtlantic Slave Trade, religious and spiritual development, education, the Civil War and Reconstruction, civil rights, and race relations.

Global Connections

The Corridor offers opportunities to examine and understand the development and evolution of Gullah Geechee identify as part of a larger, global Creole cultural identity linked to diverse regions of the world, including Africa and the Caribbean and Pacific Islands.

Connection with the Land

The Corridor promotes awareness that Gullah Geechee people have influenced the natural and cultural landscapes of the region, and their cultural identity is connected to a particular geographical setting. The ownership and retention of land and built environments, as well as access to significant cultural sites, are crucial for the preservation and survival of Gullah Geechee culture.

Cultural and Spiritual Expression

The Corridor promotes awareness that the influence of Gullah Geechee people has made a lasting impact in all areas of society throughout the country, including music, arts, handicrafts, foodways, spirituality, spirituality, education, and economic development.

Gullah Geechee Language

The Corridor promotes awareness that a distinctive Creole language is a characteristic trait of Gullah Geechee cultural identity.

Other

*Please indicate in an attached document*

2. How are these interpretive themes conveyed to visitors? Check all that apply.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Educational Programs            | <input type="checkbox"/> Living History / Live Interpretation | <input type="checkbox"/> Land Use          |
| <input type="checkbox"/> Permanent Interpretive Exhibits | <input type="checkbox"/> Special Events                       | <input type="checkbox"/> Gift Shop         |
| <input type="checkbox"/> Temporary/Changing Exhibits     | <input type="checkbox"/> Workshops                            | <input type="checkbox"/> Dance/Performance |
| <input type="checkbox"/> Outdoor Exhibits                | <input type="checkbox"/> Lecture Programs                     | <input type="checkbox"/> Cuisine           |
| <input type="checkbox"/> Interpretive Signs              | <input type="checkbox"/> Hands-On Activities/Demonstrations   | <input type="checkbox"/> Web site          |
| <input type="checkbox"/> Artwork                         |   |  |
| <input type="checkbox"/> Other _____                     |   |  |

3. Please describe the main visitor program, event, or activity at your site as an attachment.

## Gullah Geechee Cultural Heritage Corridor | Partner Site Application

### I. PROMOTION

Please indicate ways in which visitors find your site (check all that apply):

- Word-of-mouth
- Web site
- Tourism promotion materials (e.g., brochures)
- Information distributed by historic sites or museums located *within* the Corridor
- Information distributed by historic sites or museums located *outside* the Corridor
- Convention & Visitors Bureau or county tourism promotion agency
- City/town/village helps to promote via Web site or brochure distribution
- Local Chamber of Commerce
- Other: \_\_\_\_\_

### J. PROPOSED INTERPRETATION

If you are applying to become either an *Affiliated Site* or *Associated Site*, please answer the following questions to the best of your abilities.

- Please check here if you are applying to become a *Point of Interest*. (If checked, skip to page 6).**
1. Please describe in detail how you are interpreting or planning to interpret one or more of the Corridor's interpretive themes outlined on page 4.
  2. Please briefly describe the products/services that you are currently providing and/or those that you are proposing to provide to visitors in the future.
  3. If you are requesting assistance from the Commission in the form of technical assistance or limited funding, please describe your needs in detail (and when assistance is expected to be needed), with as much specificity as possible.
  4. If you are applying as an *Associated Site*, but wish to become an *Affiliated Site*, please describe your plan for meeting the requirements of an *Affiliated Site* and when do you expect to have completed the requirements.

### K. MISSION AND GOALS

Please state your organization's mission, date of most recent revision, and key goals (if applicable):

**L. AFFIRMATION OF SUPPORT**

On behalf of \_\_\_\_\_,

(Name of Site)

for which I am authorized to sign, I affirm the site owner’s intent to participate as a Gullah Geechee Cultural Heritage Corridor Partner Site. If selected, we pledge to advance the vision, mission and goals of the Gullah Geechee Cultural Heritage Corridor Management Plan and agree to contribute to an environment in which collaboration based on mutual respect and interest flourishes.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Printed Name*

**M. STATEMENT OF CONSENT**

I agree that I have been notified of and consent to the use of my site name upon acceptance as a Partner Site, for the purpose of promoting the Gullah Geechee Cultural Heritage Corridor including, but not limited to, print and digital media.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**N. RENEWAL ACKNOWLEDGEMENT**

I understand that, if accepted, the term of the designation would be three (3) years. I further understand that if I wish to retain my Partner Site designation without any lapse in status, I must complete the renewal process within six (6) to nine (9) months prior to the expiration of the three year term.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*



## **PARTNER SITE APPLICATION SUPPORT DOCUMENT**

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**Gullah Geechee Cultural Heritage Corridor**

Gullah Geechee Cultural Heritage Corridor Commission | 1214 Middle Street | Sullivan's Island, SC 29482  
Phone: 843.881.5516 x12 | Web: [www.gullahgeecheecorridor.org](http://www.gullahgeecheecorridor.org)

## **Part I: Partner Site Designation**

### **Partner Site Designation Overview**

The Gullah Geechee Cultural Heritage Corridor Commission (the Commission) has developed three categories of partner sites. The following categories are distinguished solely by the level of interpretation and visitor opportunities. All designated partner sites must be able to verify their association with Gullah Geechee history and culture, but the categories (Affiliated Site, Associated Site, or Point of Interest) do not represent a difference or acknowledgement of level of historical significance or connection to Gullah Geechee history and culture.

#### Affiliated Site

A full-service site within the Gullah Geechee Cultural Heritage Corridor (the Corridor) that is open to the public with the following characteristics:

- Has well-developed interpretive programming
- Provides visitors with more than one way to learn about and experience the site (an example would be a site that provides visitors with a guided tour and printed brochure or a site that provides self-guided tours and interpretive signage, etc.).

An Affiliated Site must be currently interpreting at least one of the six themes of the Corridor. Sites applying for this designation are encouraged to work with the Commission to expand their interpretation to include as many of the six identified themes as possible.

#### Associated Site

A site within the Corridor that is open to the public with the following characteristics:

- Have a developing interpretation program
- Currently provide visitors with one way to learn about or experience the site.

In addition, an Associated Site may not be currently interpreting any of the six themes of the Corridor, but may be planning to enhance interpretation at the site. Sites applying for this designation are encouraged to work with the Commission to enhance interpretation at their site to become an Affiliated Site in the future.

#### Point of Interest

A site within the Corridor that is safely accessible and open to the public, but may not have staff or visitor services. To receive this designation, the owner of the site (private individual, company, non-profit, state agency or authority, or municipality, etc.) must assume responsibility for the site and for participating as a partner. Sites with existing interpretation (i.e. wayside sign, Web site content, or other approved interpretive material) would be given initial priority. However, the Commission welcomes applications that propose new interpretation for sites where none currently exists. A single entity may register for multiple Points of Interest.



**PLEASE NOTE:** The partner site designations are **not** based on level of significance or importance to Gullah Geechee culture. Rather, they are determined by the level of interpretive services and programs provided to the public and by level of need. Please see the interpretive criteria on page 6 for more detailed information on what characteristics qualify for each designation. Any site may apply for a change in type of designation if the level of interpretive services and programs provided to the public or level of need change for any reason.

### **Definition of a Site**

A site is a physical location that can be visited by the public and is not the office of an organization or agency that does only programmatic work. Definitions of site types, with examples, are as follows.

**Building:** A construction created principally to shelter any form of human activity. *Examples:* houses, churches, schools, carriage houses, stores, town halls, visitor centers, etc.

**Object:** A construction that is primarily artistic in nature and is associated with a specific setting or environment. Small moveable “objects” not designated to a specific location are not normally eligible under this category. To be eligible as a Partner Site, objects should be located in a public space or visible and accessible to the public. *Examples:* fountains, monuments, sculptures, statuaries, etc.

**District:** A significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically, culturally, or aesthetically by plan or physical development. This definition includes neighborhoods and large rural properties containing multiple physical features (architectural, archeological, or landscape components). A district must be a definable geographic area that can be distinguished from surrounding properties. The defined boundary for a district must be based upon a shared relationship between the properties constituting the district. Be clear about what is being included in the nomination. A district can contain buildings, structures, sites, objects, or open spaces that do not contribute to the significance of the district. *Examples:* neighborhood, family compounds, college campuses, ferry crossings, etc.

**Structure:** A functional construction made usually for purposes other than creating human shelter. *Examples:* boats or ships, bridges, docks, canals, dams, lighthouses, railroad grades, tunnels, etc.

**Landscape / Natural Feature:** A natural location with cultural significance. *Examples:* estates and plantations with large acreage, waterfronts, riverways, open farm land, roads and trails, groves of trees, cemeteries, etc.

**Archeological Site:** The location of a significant historical event, occupation or activity, or a ruin or vanished building or structure, where the location itself possesses the potential to yield information through an archeological examination of cultural remains, usually requiring excavation or remote sensing techniques. *Examples:* battlefields, campsites, ruins of a building or structure, etc.

**Definition of a Visitor**

A visitor is anyone who comes to a site, including not only tourists but also local residents.

**Partner Site vs. Partnership**

The Commission has created two categories of partners for ease of implementation. Applicants should fill out the Partner Site application if they are associated with a physical location and interested in incorporating and enhancing the interpretation of Gullah Geechee history and culture. Those not associated with a physical location should fill out the Partnership application. The following is a list of examples to help determine who should apply to be a partner site versus who should apply for a partnership. The list is not exhaustive, but a basic guide.

<b>Apply as a Partner Site if you represent a....</b>	<b>Apply for a Partnership if you represent a...</b>
Building or Structure (open to the public)	College or University
District, Neighborhood, or Community	Theatrical Performer or Storyteller
Landscape or Natural Feature	Festival or Special Event
Restaurant, Art Gallery, or Theater	Artist or Artisan
Museum or Archive	Historian or Researcher
Visitor Facility or Welcome Center	Tourism Agency or Tour Guide
Place of Worship	Chamber of Commerce

If you are unsure of whether to fill out the Partner Site or Partnership Application, please feel free to contact us by visiting us online at [www.gullahgeecheecorridor.org](http://www.gullahgeecheecorridor.org), sending an email to [partnerapplication@gullahgeecheecorridor.org](mailto:partnerapplication@gullahgeecheecorridor.org), or via regular mail at the following address:

Gullah Geechee Cultural Heritage Corridor Commission  
c/o NPS Partnership Specialist  
1214 Middle Street  
Sullivan’s Island, SC 29482

**General Partner Site Criteria**

The following general criteria are intended to serve as a guide when determining which Partner Site designation to seek.

	<b>Affiliated Site</b>	<b>Associated Site</b>	<b>Point of Interest</b>
<b>Association</b>	Must demonstrate association to at least one theme related to Gullah Geechee culture.	<i>Same as Affiliated Site</i>	<i>Same as Affiliated Site</i>
<b>Staffing</b>	Must be staffed and open to the public at scheduled hours, including weekends and/or by appointment.	<i>Same as Affiliated Site</i>	No staff required, although staffed sites may still qualify for this designation.
<b>Access</b>	Directional signs in place, where appropriate, to ensure accessibility. Access is safe and well-maintained.	<i>Same as Affiliated Site</i>	<i>Same as Affiliated Site</i>
<b>Facilities</b>	Provide safe drinking water, public restrooms, and parking.	<i>Same as Affiliated Site</i>	On-site resources are protected (as appropriate) and periodically inspected for vandalism, graffiti, or other problems.
<b>Resource Protection</b>	Prevention strategies and/or mitigation measures must be in place to protect the resource(s) from visitor damage.	<i>Same as Affiliated Site</i>	<i>Same as Affiliated Site</i>
<b>Reporting</b>	Track visitation and provide periodic updates regarding resource condition and any notable occurrences to GGCHCC.	<i>Same as Affiliated Site</i>	Visitation does not need to be tracked, but there must be a designated individual to act as a liaison to the Commission and provide periodic updates regarding resource condition and any notable occurrences.
<b>Visitor Information</b>	Must make available to the public a schedule of appointed times when the resource is open to the public.  Must advertise visitor fees, if applicable.	<i>Same as Affiliated Site</i>	Must make visitors aware of any times when the site would be considered closed and/or when accessing the site would be considered trespassing (e.g., after dark), if applicable.
<b>Scheduled Hours of Operation</b>	Open at least 1,000 scheduled hours year (approx. 20 hours per week).	Open at least 500 scheduled hours per year (approximately 10 hours per week).	No scheduled hours of operation necessary.

**Interpretive Criteria**

The interpretive criteria are the main deciding factors attributed to the determination of designation. Interpretative programs and services must actively interpret Gullah Geechee history and culture. Interpretation related to topics such as local history or the institution of slavery in the South, for example, do not qualify unless there is clear association to Gullah Geechee history and culture.

#### Affiliated Site

- Demonstrates a clear connection of programs and services to at least one theme of the Corridor
- Provides well-organized, user-friendly information that allows visitors to quickly and easily learn what opportunities are available to them
- Likely has interactive experiences that get visitors directly involved in the learning process
- Has multiple mediums of interpretation that accommodate different visitors' personal learning styles (e.g., interpretive talks, videos, activities, printed material, events, etc.)
- Interpretive programming is self-sustaining, with no assistance required from the Commission (Commission assistance may be requested, but is not required)

There is not a concrete distinction between the exact level of interpretation between Affiliated Sites and Associated Sites. The basic difference is that Associated Sites do not meet one or more of the interpretive criteria of an Affiliated Site, as determined by Commission representatives.

#### Associated Site

- May need assistance in developing interpretive programming and/or services related to one or more of the six themes of the Corridor.
- May need assistance in organizing information for visitors so that it is easy to use and understand.
- May not have interactive experiences that get visitors directly involved in the learning process
- Has only one medium of interpretation that does not accommodate different visitors' personal learning styles

#### Point of Interest

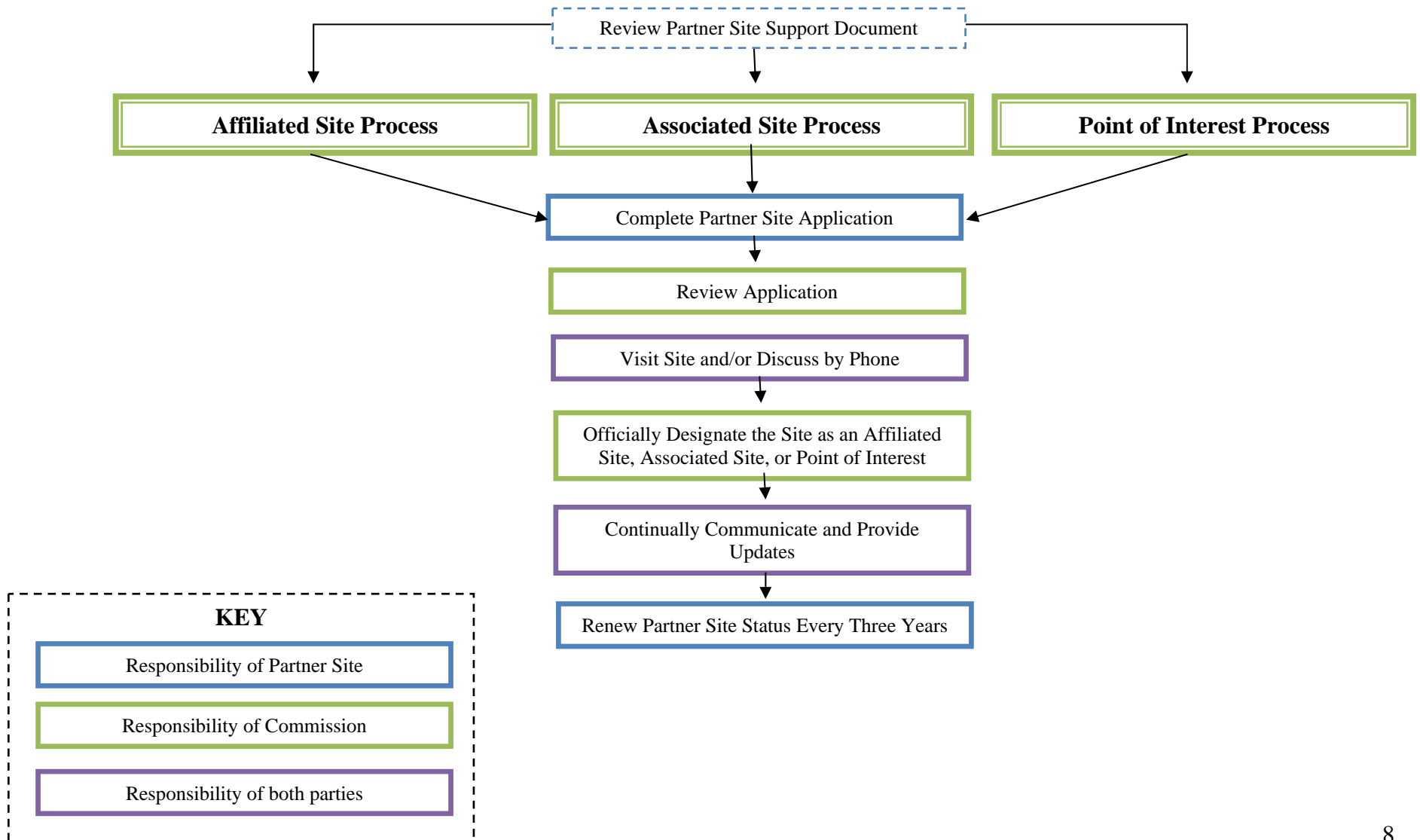
Points of Interest are not required to have any interpretive programs or services at the time of application, but sites with existing interpretation (i.e. wayside sign, Web site content, or other approved interpretive material) would be given initial priority. The Commission welcomes applications that propose new interpretation for sites where none currently exists. A single applicant/owner may apply to designate multiple Points of Interest on one application.

### **Partner Designation Process**

The following step-by-step process is designed to ensure the creation of a relationship between the Commission and partner sites. The Commission will work to ensure that this process is not overly burdensome, but mutually beneficial. This process is intended to be collaborative in nature and not bureaucratic. The Commission is committed to reaching out to as many potential partner sites as possible throughout implementation. Please feel free to contact the Commission at any time to discuss ideas or ways to meet shared interests and goals. The Commission will always welcome informal discussions about ideas for ways to partner and work together. The process outlined below can be undertaken by potential partner sites prior to, or following, initial informal conversations about ways to work together.

Seeking out initial conversations with the Commission is recommended prior to filling out and submitting the application, but not required.

### Partner Site Designation Process



## **Benefits of Partner Site Designation**

Partner Site designation adds value to individual sites by denoting their connection to the nationally-significant heritage of the Corridor. The designation also confirms the authenticity of the site's relation to Gullah Geechee culture, and its importance as a cultural or natural resource.

### Marketing and Promotion

All Affiliated Sites, Associated Sites, and Points of Interest will be promoted on the Corridor webpage and in print materials to the extent practicable. This provides virtual visitors and potential visitors to the Corridor a central source of information about sites that interpret or are related to Gullah Geechee culture.

### Funding and Support

Partner Sites would receive priority for assistance from the Commission, whether in the form of technical assistance and/or assistance with funding, to the extent practicable.

### Cooperation and Collaboration

The Commission can also assist in facilitating information sharing between partners, resulting in increased opportunities for cooperation and collaboration. Organizations submitting similar proposals, for example, might be able to leverage their resources and individual strengths by working together. Given that the Corridor spans four states, efficiencies may be realized between organizations and people that otherwise wouldn't have connected. The Commission is in a unique position to facilitate the development of a network of partners that are directly or indirectly working toward the broader goals of the Corridor.

### Use of Logo and Signs

Designated partner sites would be able to utilize the official Corridor logo, in accordance with the logo usage guidelines and erect destination signs in accordance with the destination sign design guidelines.

*Affiliated Sites only* will be able to use the official Destination Signs of the Corridor. However, the cost of the sign, including installation and maintenance would be borne by the Affiliated Site.

## **Partner Site Obligations/Expectations**

All sites receiving the Partner Site designation will be required to designate one or more individuals to serve as the liaison(s) to the Commission, oversee partner status, and be the intermediary through whom the Commission and partner communicate on an ongoing basis. This representative also will keep the Commission informed of any major changes occurring at the site or within its programs.

- Partner sites must comply with the Americans with Disabilities Act, to the extent required by law.
- Partner sites must use the Corridor logo in accordance with the logo usage guidelines.
- Partner sites are allowed to erect destination signs, but must do so in accordance with the destination sign design guidelines.

Collaboration across the Corridor is also expected, and partner sites are encouraged to cross-promote other designated Affiliated Sites, Associated Sites, and Points of Interest to boost connections between sites and provide a more complete learning experience for visitors. This may be accomplished by:

- Providing web links and information regarding neighboring partner sites
- Providing brochures along with visitor information
- Recommending neighboring partner sites when talking to visitors, particularly those who interpret or relate to a different of the six themes
- Encouraging staff/volunteers to visit neighboring partner sites so that they can become familiar with those resources
- Administering the *Passport to Your National Parks* program within the Corridor. Currently, Gullah Geechee Corridor stamps are only available at national park units within the Corridor.

When the partner site status is up for renewal, the site liaison must provide the Commission with information about projects completed and other successes while a partner site, as well as any changes to the site's condition, visitation, or programming.

### **Conflict of Interest**

The Commission is committed to maintaining a high standard of professional integrity and transparency throughout implementation. It is essential that its partner sites, members, stakeholders, and the general public recognize and have confidence in this commitment. Even the appearance of a conflict of interest should be avoided.

It is the policy of the Commission that all persons acting as representatives of the Corridor (Commission Members, Board of Directors, Staff, Partners, Partner Sites, Stakeholders, and Members) should conduct themselves at all times in a manner that would reflect the best interests and intentions of the Corridor. In performing their duties, representatives in any capacity should be focused on achieving the vision, mission, and goals of the Corridor. Representatives should not be influenced by a desire for personal gain that would adversely impact the potential gain of the Corridor.

### **Duty to Disclose**

Prior to being designated as a partner site, a *Conflict of Interest Disclosure Form* must be completed and signed by the applicant. Applicants would be required to disclose any possible conflicts of interest or situations in which such a perception could reasonably be anticipated to



arise, in order to help avoid injury to the Commission. This includes the existence of financial or other material interests that could conflict with the agreement reached with the Commission.

Conflict of Interest: Any situation in which the primary interest of the Commission has been improperly influenced by a different interest (such as for financial gain by an organization or individual).

### **Terms of the Partnership**

The partner site designation is a non-binding agreement. The Commission or the partner site may terminate the designation at any time for any reason.

If at any time a designated partner site no longer wishes to be formally associated with the Corridor, the site liaison must provide written notification of the decision to the Commission to terminate the relationship. The Commission then has four (4) weeks to remove reference of the site in all digital media, and up to six (6) months to remove reference of the site in print materials.

If at any time it becomes apparent to the Commission that (1) the resource is being degraded, (2) the site no longer meets the criteria of a partner site, or (3) that the site is not upholding the vision, mission, or goals of the Corridor, the Commission reserves the right to terminate the relationship. The Commission is responsible for sending a written letter notifying the site liaison of the removal of the site's designation, including the reason(s) for the termination.

The Commission further reserves the right to change a site's designation if the level of interpretive programming no longer meets the qualifications of the designated partner site type, but does meet the qualifications of another designation type. The site liaison is responsible for communicating any significant changes in interpretive programming, and the Commission is responsible for sending a written letter notifying the site liaison when the change of the site's designation is official.

## **PART II: Partner Site Application Technical Assistance Guide**

This document is intended to clarify the terminology used on the Partner Site Application, and to further explain what each question and field is seeking to obtain. This document should be utilized while completing the application so that there is no uncertainty or misinterpretation of the questions. If, after referring to this document, a question or field is still unclear, please direct your questions to [partnerapplication@gullahgeecheecorridor.org](mailto:partnerapplication@gullahgeecheecorridor.org).

### **A. Partner Site Status**

An overview of the three designation options is provided on Page 2 of this document. The General Site Criteria and Interpretive Criteria are explained in more detail on Pages 5 and 6. Please read these descriptions and the criteria carefully, and make an honest self-assessment of which designation is the best fit for your site.

### **B. General Information**

Site Name: The officially recognized name of what specifically is being nominated for partner site designation. This is the name that would be listed in promotional materials for the Corridor.

Owner Name: The name of the owner (person, organization, or agency) of the property (land, building, structure) that is being nominated. If the site is a privately owned business, for instance, the name of the/an individual who owns the property would be entered. If the site is on public land, the name of the city, county, or state government that owns and manages the land would be entered.

Applicant Name: The name of the/an individual who is authorized to sign legal documents on behalf of the owner. If the site is a privately owned business, for instance, the name of the/an individual who owns the property would be entered. If the site is on public land, the name of *an employee* of the city, county, or state government who has been granted legal authority to sign on behalf of his/her employer would be entered.

Title of Applicant: The professional title, including the name of the employer, of the person authorized to sign on behalf of the site. For example: *John Smith, Proprietor - Gullah Diner* or *Jane Doe, Secretary of the Department of Natural Resources - State of South Carolina*.

Physical Address: The street address or physical location of the site being nominated. A post office box address is not sufficient for this field. If the site does not have a specific address, give the names of the nearest roads and describe, if possible, the site's relationship to the roads (e.g. 1 mile west of junction US 17 and State Road S-10-504). Please keep in mind that each designation requires that the site be accessible to the public.

Contact Person: The person who will be acting, at least initially, as the site liaison to the Commission. If the contact person is the same as the Applicant Name, you may leave this line blank.

Title of Contact Person: The professional title, including the name of the employer, of the person who will be acting, at least initially, as the site liaison to the Commission.

Mailing Address: The street address or post office box at which written correspondence regarding the site's application and designation status should be mailed, when needed.

City/State/Zip: The city, state, and zip code of the mailing address listed above. Nine-digit zip codes, if available, are preferred.

County: The county in which the site is physically located.

Phone: The complete phone number, including area code (and extension, if applicable) to be used for verbal correspondence regarding the site's application and designation status, when needed.

Fax: The complete fax number, including area code, to which written correspondence regarding the site's application and designation status should be faxed, when needed.

Email: The email address for which electronic communication regarding the site's application and designation status should be sent, when needed.

Web site: The primary web address associated with the site, or with its owner, where appropriate.

### **C. Nomination Questions**

1. In 300 words or less, describe the site that is being nominated. This description is a brief overview, meant to give the Commission (and, if accepted for designations, visitors) a general idea about what is at the site. Potential information to consider includes a physical description of the site, what opportunities the site provides to visitors, and brief mention of the connection to Gullah Geechee culture. It may be helpful to prepare this summary after you have completed the rest of the application.
2. Providing a clear and accurate description of the site's association to Gullah Geechee history and/or culture is crucial to acceptance of a nomination. Statements should be as definitive or authoritative as possible. Be mindful that statements made in C2 must be verified by supporting material in C3.
3. As much documentation as is available to verify a site's association with Gullah Geechee history and/or culture should be submitted. A good place to start is contacting the State Historic Preservation Officer (SHPO) for the state in which the site is located. The SHPO can help you:

- Determine if the site is listed in the National Register of Historic Places or is included in a state survey and if so, the SHPO can provide a copy of the National Register or state survey forms documenting the site's cultural significance.
- Determine if the property has any other local, state, or federal historic designations or is already protected by a local or state ordinance.

Other means of demonstrating association to Gullah Geechee culture include:

- Photographs
  - Photographs should illustrate the current condition of the site
  - Historic photographs, if available, should be included
  - Photographs of current interpretative products and/or services that relate to Gullah Geechee culture, are also encouraged
- Maps
  - One map should depict the location of the site within the Corridor
  - A sketch map or site map should be included to show the site in context of its surroundings and nearby features such as roads, waterways, etc.
- Videos
  - Videos may include virtual tours, with narrated explanation of association to Gullah Geechee culture
  - Videos may record current programs that are interpreting Gullah Geechee culture
- Letters
  - Written testimony of corroboration from a member of the community
  - May support accounts passed down through oral history
- Historical Documentation
  - Personal letters/notes
  - Diaries/memoirs
  - Newspaper clippings, historical and/or contemporary
- Oral History (could be video and/or audio)
  - Accounts of past stories or events related to the site; the inclusion of more than one individual source is encouraged
  - Preference given to oral histories:
    - First told by credible informants near the time of the referenced event
    - Second-hand accounts that were first repeated by an investigator or associates of an eyewitness soon after the referenced event

This list is intended to provide ideas and suggestions. Applicants are not expected to submit all materials indicated above, but as much as possible. During the application review, the Commission will take a broad look at the information presented with the understanding that sites associated with Gullah Geechee history and culture are not always able to provide the type of documentation requested here. The Commission will remain flexible in their review process, taking account of individual circumstances and the ability to provide supporting documentation.

4. Protecting and preserving the resources being nominated for partner site designation is a high priority of the Commission. Partner site designations will likely increase visitation at the sites, and with that comes increased potential for impacts to the resource. Partner sites must implement proactive steps to mitigate potential damage caused by visitors, as well as natural elements, in

order to ensure preservation of the resource. A detailed description of these strategies must be provided for evaluation. If no such measures are in place at present, a description of intended plans and a timeline for implementing those plans must be included. If those plans are not actually implemented within a reasonable timeframe, or if the measures in place are insufficient to mitigate damage, the partner site may lose its designation.

#### **D. Amenities / Services**

Please check the boxes for all amenities and services provided by the site. Please note that the first three (public rest rooms, safe drinking water, and parking) are required for affiliated and Associated Sites. For Points of Interest, it is perfectly acceptable to check “no amenities/services”. If there are additional services offered at the nominated site that aren’t included on the application form, please include the list in an attached document if the space provided is not adequate.

#### **E. Management or Ownership**

It is important for the Commission to understand the structure and management of the site. This section outlines basic information about the majority of management and ownership structures. If your management or ownership structure does not fit into one of these categories, please provide additional documentation and explanation in an attached, written document.

##### Charity and Non-Profit

Non-profit status is a state law concept. Non-profit status may make an organization eligible for certain benefits, such as state sales, property, and income tax exemptions. Although most federal tax-exempt organizations are non-profit organizations, organizing as a non-profit organization at the state level does not automatically grant the organization exemption from federal income tax. There are specific laws, including tax laws, which govern and regulate the many types of organizations that fall within this category.

Every exempt charitable organization is classified as either a *public charity* or a *private foundation*. Examples include churches, hospitals, schools, colleges, universities, conservation organizations, etc. To be tax-exempt, an organization must be organized and operated exclusively for exempt purposes and none of its earnings may inure to any private shareholder or individual. In addition, it may not be an *action organization*, *i.e.*, it may not attempt to influence legislation as a substantial part of its activities and it may not participate in any campaign activity for or against political candidates.

Other types of nonprofits include business leagues, labor and agricultural organizations, veterans organizations, and political organizations. These organizations must comply with their own requirements for exemption. The term nonprofit is most often associated with public charities and foundations (Internal Revenue Service 2011).

### Private Business

Private businesses come in many forms. The most common forms of business are the sole proprietorship, partnership, corporation, and Limited Liability Company. Each of these business structures has one thing in common; they provide goods and services in order to make a profit for the owners of the business.

### Municipality

The United States Constitution does not mention local governments. Each state decides for itself what kinds of local governments to allow and what power they may exercise. It is generally understood to be a city or town that serves as the governing body of a political boundary.

### State Agency/Authority

State governments are the governing body of a designated boundary. State government is divided into an executive, legislative, and judicial branch. The Governor serves as the chief executive of the states and supervises the executive branch, typically composed of departments. The term state agency is typically used to refer to departments within the state or a specific bureau or office within a department.

### Citizens' Group

A citizens' group refers to one or more citizens that voluntarily gather together or work together for a common purpose. The term citizens' group, in this context, should not be equated with a nonprofit.

The number of paid and volunteer staff and the hours for each are important in determining the level of interpretation that can be provided by a site. Points of Interest are not required to have any staff, paid or volunteer, and are the only nomination type that may check the box "no staff or volunteers". The total hours of staff, particularly of volunteer staff, may be given in a range or approximated, but approximations must be identified as such; "(approx.)" is sufficient for identification.

## **F. Hours of Operation**

It is a qualification criteria that Affiliated Sites must be staffed and open to the public at least 1,000 scheduled hours per year, and that Associated Sites must be staffed and open to the public at scheduled hours, including weekends and by appointment. For both of these designations, the total number of scheduled open hours in a calendar year must be provided, along with the specific months, days, and hours that the site is open to the public. Follow the examples given.

For Points of Interest, there may be times that the site would be considered closed, or when accessing the site would be considered trespassing. For instance, public property, such as parks, is often "closed" after dark. Therefore, access to a statue or fountain within the park would also be "closed". If this is the case, it must be indicated in the space provided.

## **G. Visitor Information**

If actual visitation data is kept, please indicate in the space provided. You may use the past year's data or an average over a period of years, as long as the number being indicated is clearly identified. If approximating annual visitation, please be as accurate as possible.

## **H. Interpretive Themes**

1. Please pay careful attention to the instructions provided. A title and brief description of each theme is provided. Think carefully and answer honestly about which theme(s) is/are covered *in-depth* through interpretation at the nominated site. Given that no interpretation is required for sites being nominated as Points of Interest, simply indicate which theme the site is most closely aligned with.
2. Interpretative themes can be presented to visitors in a variety ways. Please check all that apply to the nominated site. If the themes are conveyed to visitors in ways not identified in the check list in the application, please identify them on the line "Other." If additional space is needed, please include this in any attached materials.
3. Please describe the main visitor program, event, or activity at your site. If the site is being nominated for an Affiliated Site, this would most likely be the main interpretive program at the site. If the site is a Point of Interest such as a statue, for instance, the main visitor activity may be taking photos. If this site is an Associated Site such as a praise house, the main activity may be participating in traditional Gullah Geechee spiritual practices or taking photos. Please provide supporting details to explain the relation of the program, event, or activity to Gullah Geechee culture.

## **I. Promotion**

To the best of your knowledge, check all boxes for ways in which information about your site is communicated to visitors. Where possible, attach any print promotional material and note where/how it is distributed, and include links to Web sites other than your own that promote your site.

## **J. Proposed Interpretation**

This section applies to both *Affiliated Sites* and *Associates Sites*. The information provided to question one and two below is intended to assist the Commission in understanding what is currently interpreted and how. Please be as specific and provide as much detail as possible.

The Commission encourages those applying as *Associated Sites* to seek to become *Affiliated Sites*. Therefore, please include as much information as possible when answering question number three if you intend to become an *Affiliated Site*. Information provided when answer the third question is a way for the Commission to develop a comprehensive understanding of efforts that are planned for enhancing interpretation at *Associated Sites* throughout the Corridor. It will allow the Commission to more effectively plan for and prioritize future needs.

1. Please specifically identify the interpretive theme(s) of the Corridor that you currently interpret or are planning to interpret. Your site may be related to more than one theme, as indicated in section H, however your planned interpretation does **not** have to address each one. For each theme that you plan to interpret, write a specific proposal describing the interpretive message (What aspect of the theme will you interpret? What will the key message points be?) and the means by which you will interpret the theme (e.g., lecture, exhibit, interactive activity, printed material, etc).
2. Please describe the products and services currently provided or those you are planning to provide to visitors. All items checked or included in Section D and H2 should be discussed in detail. In addition, if you are planning new products or services, please describe those in as much detail as possible, including expected date of completion (i.e. be specific, second quarter of 2015, spring of 2015 or June 2015).
3. Interpreting Gullah Geechee history and culture will require the allocation of various resources. Research, development of an interpretation plan, developing interpretive programming, production of support materials (brochures, exhibits, etc.), staff/volunteer training, etc. requires resources and technical expertise. If you are requesting assistance of any kind from the Commission, please answer questions 3 as clearly, and in as much detail, as possible. Please describe what you need in terms of hours, cost, time frame for completion, desired product, etc. If you need help locating a suitable interpretation consultant or a exhibit production contractor, for example, please specify the experience requirements sought, years of experience, types of products worked on in the past, etc. In addition, please provide the timeframe in which you expect to need assistance by quarter or month (i.e. Quarter 3, 2013 or September 2015).
4. If you are applying as an *Associated Site*, but wish to become an *Affiliated Site*, please describe in detail your plan for meeting the requirements of an *Affiliated Site*. Please be as specific as possible and be sure to reference page 5 and 6 of this document for more information about what differentiates the two site designations. In addition, please provide the timeframe in which you expect to have completed the requirements of an *Affiliated Site*. Please identify the time frame by quarter or month (i.e. Quarter 3, 2013 or September 2015).

#### **K. Mission and Goals**

Provide the mission statement, as well as any vision, purpose, or goals statements for your site, if applicable in attached documentation. This section would likely not apply to Points of Interest. Be sure to also include the date of the most recent revision of the statements you provide.

#### **L. Affirmation of Support**

This section **and the two subsequent sections** must be signed by the individual named in section B as the applicant, who is legally authorized to sign on the behalf of the owner, which may or may not be the owner. By providing this signature, the applicant acknowledges that completion of the application and provision of signatures does **not** guarantee designation as a partner site. The signature further acknowledges the awareness and understanding of the vision,



mission and goals of the Corridor. This signature is required for consideration as a partner site. The printed name should be the same as the applicant name, and should be the name of the person providing all three signatures.

**M. Statement of Consent**

By providing this signature, and if selected, the applicant is granting permission for the Commission to use the site's name in promotional material, including, but not limited to, print and digital media. This signature is required for consideration as a partner site.

**N. Renewal Acknowledgement**

By providing this signature, the applicant acknowledges that, if selected, the designation of the site as a partner of the Corridor is for a term of three (3) years. It is the responsibility of the site liaison to complete the renewal process at least six (6) months and no more than nine (9) months prior to the expiration of the three (3) year term. Renewal forms received within six (6) months before the expiration of the designation may result in a lapse of the site's designation. Renewal of the designation is not guaranteed. This signature is required for consideration as a partner site.

*Disclaimer:* All aspects of the Partner Site Designation are subject to change at the discretion of the Commission. All current and future partner sites are subject to the changes and will receive written notification of any changes that may occur.