Digital Tour Initiative

Georgia Humanities (GH), in partnership with the Emory Center for Digital Scholarship (ECDS), invites nonprofit organizations to apply for the opportunity to create walking and driving tour mobile apps using Open Tour Builder, a free software platform created by ECDS. Those selected will receive Georgia Humanities grants of up to $2,000 to develop and promote digital tours that they will create with the technical support of ECDS.

What is Open Tour Builder?
Open Tour Builder is a software platform that allows tour builders to easily create interactive, attractive tours that guide users from stop to stop using their smartphone's GPS and Open Tour Builder's native Google Maps instructions. At each location, the designer can include images, video, text, and external links to provide historical and cultural context, tying that information to the physical space.

What do the tours look like?
For examples, see The Battle of Atlanta tour and the Emory Campus History Tour.

What's the process for creating a tour?
-Apply for a grant as part of the spring 2019 Georgia Humanities grant cycle. Applications have a postmark deadline of March 30, 2019. Awards will be announced in late May 2019.
-After awards are announced, begin curating tour content by gathering images (current and/or historical), video (optional), street addresses of tour stops, and by writing explanatory text that links to the New Georgia Encyclopedia (www.georgiaencyclopedia.org) where possible. (Guidelines regarding file size/quality and word count will be provided at a later date.)
-Attend the Open Tour Builder Workshop in Fall 2019 (date TBD) to learn how to use tour software (required).
-Complete tour and launch with a public event.

Who is eligible to apply?
All applicants must be nonprofit organizations with IRS 501 (c)3 status, government entities, schools, or libraries. Organizations with an open GH grant are ineligible to apply until the required final paperwork has been submitted.

How technology-savvy should applicants be?
No prior knowledge of coding, photo editing, or web design is required. However, someone on the team (this may be project personnel or hired technical support) should be at least an intermediate Facebook user, comfortable creating posts, adding links, and loading photos. This person will attend a workshop at the ECDS office on Emory University campus in Atlanta and receive technical support throughout the tour building process.

How do I apply?
Apply using the application posted on the GH website. Be sure to state that you're interested in creating a digital tour. In the project narrative section, please include the proposed stops on your tour.

What are the requirements for this project?
-The maximum award applicants may request is $2,000.
-Tours must focus on a humanities topic.
-The project should involve at least one humanities scholar.
-The team member responsible for managing the technological side of the tour process must attend the Open Tour Builder workshop hosted by ECDS in Fall 2019.
-Completed tours must be launched publicly with an event at which people can come together for discussion and exchange. We recommend a lecture or a panel discussion focusing on some aspect of the tour, followed by an opportunity for members of the public to take the tour.
-You must create a rack card promoting the tour that can be displayed at such locations as a chamber of commerce, a city building, local businesses, or local hotels.
-The rack card and all publicity materials must acknowledge the support of GH and ECDS with GH and ECDS logos and credit line on all materials announcing or publicizing the project.
-Projects may not begin before June 30, 2019.
-Applicant must show matching support (cash or in-kind donations) equal to or greater than the amount requested.
-Event(s) must be free and open to the public.
-**Signatures on the application must be handwritten, not electronic.**

What expenses can the grant fund?
-An honorarium for a humanities scholar to develop the tour and/or participate at the launch event
-A stipend for technical support
-Tour publicity, including the creation of a rack card promoting the tour
-Travel to the Open Tour Builder workshop
-Expenses in all other eligible categories

What expenses are not eligible for funding?
-The purchase of permanent equipment such as a computer or computer software
-Operating costs such as staff salaries, although staff time dedicated to the project may count towards cost-share
-Overhead expenses
-Food, entertainment, or alcoholic beverages
-Awards, trophies, or contests

Application submission
-GH staff is available to answer questions or discuss potential projects.
-Applicants will be notified about the status of the application around 60 days after submission.
-Send **10 copies** of your application to GH. Mark one "original."
-Include one copy of your IRS 501 (c)3 determination.
-Staple application pages together; do not enclose applications in a binder or folder.
-Failure to include all required information as stated could disqualify your application.
-Applications must be postmarked by March 30, 2019. Those applications with a postmark later than this date will be disqualified.