



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 \$2,500 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 [Augusta's Golden Blocks](#) tour, the [Walking Tour of Cartersville's African American Business District: 1870–1940](#), or the [Buried History: Savannah's African American Legacy](#) tour.

Grant award:	Up to \$2,500
Application deadline:	March 30, 2021 at 11:30p.m. EDT
Notification:	Within 6 weeks of the application deadline
Date projects may begin:	Within 8 weeks after the application deadline
Date project activities must be completed:	Within 1 year of award notification
Important information:	<ul style="list-style-type: none"> • This grant requires a 1:1 match through cash or in-kind sources. • These grants are funded by Georgia Humanities, in partnership with the Georgia Department of Economic Development, through appropriations made by the Georgia General Assembly. • Awarded applicants are required to attend an online workshop with ECDS to learn how to use the Open Tour Builder software.

What's the process for creating a tour?

- Apply for a grant as part of the fall Georgia Humanities grant cycle. Applications have a submission deadline of March 30, 2021, at 11:30p.m. EDT. Georgia Humanities will work diligently to ensure all applicant organizations receive notification of their award status within 6 weeks of the submission deadline.
- After awards are announced, grant award recipients can begin curating tour content by gathering images (current and/or historical), video (optional), street addresses of tour stops, and writing explanatory text that links to the New Georgia Encyclopedia (www.georgiaencyclopedia.org) where possible.
- Attend an online Open Tour Builder Workshop to learn how to use the tour software. Attendance at this workshop is required, and workshops are scheduled after awards are announced.
- Complete the tour and launch it 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 Georgia Humanities 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 an online workshop with ECDS and receive technical support throughout the tour building process.

What are the requirements for this project?

- The maximum award applicants may request is \$2,500.
- Tours must focus on a humanities topic.
- The project must involve at least one humanities scholar.
- The team member responsible for managing the technological side of the tour process must attend the online Open Tour Builder workshop hosted by ECDS. (Workshop is scheduled after award.)
- Completed tours must be launched publicly with an event at which people can come together for discussion and exchange. *Due to the COVID-19 pandemic, this launch event can be held virtually.*
- 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. Grant funds can be used to support this requirement.
 - 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 May 30, 2021.
- All applicants must show matching support (through cash or in-kind sources, or a combination of both) equal to or greater than the amount requested.

What expenses can the grant fund?

Examples of eligible grant expenses include:

- 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
- Expenses in all other eligible categories, as defined in Georgia Humanities' grant guidelines (available at [GeorgiaHumanities.org/grants](https://georgiahumanities.org/grants))

What expenses are not eligible for funding?

- The purchase of such permanent equipment such as a computers or tablets
 - However, technology expenses related to Zoom, WebEx, Vimeo, YouTube, or SoundCloud in support of tour content are permissible.
- Operating costs such as staff salaries
 - Staff time dedicated to the project may count towards cost-share
- Overhead expenses
- Food, entertainment, or alcoholic beverages
- Awards, trophies, or contests

How do I apply?

- Apply using the online application portal on the Georgia Humanities website. Be sure to check the Digital Tour Initiative box on the grant application. It is important to include the proposed stops on your tour as you detail your proposed project in the grant application.

Application submission

- Applications must be submitted **online** by March 30, 2021, at 11:30p.m. EDT. A grant application preview is available online at [GeorgiaHumanities.org/grants](https://georgiahumanities.org/grants).
- Failure to include all required information as stated could disqualify your application.
- **Draft applications will be accepted for review through March 16, 2021, through the online application portal.** Please select "DRAFT" on the digital application form to submit a draft application.

Questions?

Contact Kelly Caudle at kcaudle@georgiahumanities.org. The staff of Georgia Humanities continues to work remotely, and e-mail remains the most efficient means of communication at this time.