

Partner Agency Application for Funding ~ FY 2023

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|-----------------------------|---|-------------|----------------|------|-------|
| Agency Name: | John J. Wright Educational & Cultural Center Museum, Inc. | | | | |
| Physical Address: | 7565 Courthouse Road | | | | |
| Mailing Address/PO Box: | | | | | |
| City: | SPOTSYLVANIA | State: | VA | Zip: | 22551 |
| Telephone Number: | (540) 582-7583, X-5545 | Fax Number: | (540) 582-3945 | | |
| Federal Tax ID #: | 27-2837999 | | | | |
| Web Address: | http://jjwmuseum.org | | | | |
| General Email Address: | rcbraxtonjr@aol.com | | | | |
| Agency Main Contact: | Roger Braxton | Title: | Vice Chair | | |
| Telephone Number: | 540-424-6441 | | | | |
| E-Mail Address: | rcbraxtonjr@aol.com | | | | |

Agency General Information

Agency Mission

Our Mission is to procure, archive, record, interpret, preserve, exhibit, and share the history of education, culture and civic life of Spotsylvania Virginia's African American citizens and their contribution to the county's rich heritage, growth, and development through exhibitions and programs for educational and cultural enrichment to foster knowledge and appreciation. In doing so, inspire, engage, and empower people to create a just and compassionate future for the benefit of present and future generations by exploring, preserving, and sharing the complexity of our past.

| | |
|--|---|
| Number of years agency has been in operation | 11 |
| Localities Served | Spotsylvania primarily; the city of Fredericksburg secondarily; the counties of Caroline, Louisa, Stafford and Orange tertiary. |

REQUIRED items to be submitted with the application: *(include 1 copy of each)*

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| <input checked="" type="checkbox"/> IRS 501(c)(3) Letter |
| <input type="checkbox"/> N/A Audit Report <i>(with Audit Management Letter)</i> |
| <input type="checkbox"/> Current Financial statement |
| <input checked="" type="checkbox"/> IRS 990 |
| <input checked="" type="checkbox"/> Accountant Contact Information |
| <input checked="" type="checkbox"/> Organizational Chart |
| <input checked="" type="checkbox"/> Current Board Roster <i>(with contact information)</i> |
| <input type="checkbox"/> Agency's Current Strategic Plan |

Agency Overview

Purpose/Description

The John J. Wright Museum is one of Spotsylvania County's exceptional attractions and the African American Heritage Trail and the Replica One Room School provide a connection with county tourism and the museum a personal connection to the heartbeat of the African American community.

- Increase awareness of the John J. Educational Cultural Center Museum, One Room School and the African American Heritage Trail
- Facilitate creativity community engagement through dialogue and event tour collaborations with regional History, Arts, and Education communities
- Promote tourism, focusing on regional history that has traditionally seen little study and/or public presentation/representation
- Generate financial support and awareness for the development of AAHT's Digital Application to utilize technology to allow visitors to engage deeper, explore further, and discover more.

Justification of Agency and Requested Funding

Please state clearly why this service should be provided to the citizens of Spotsylvania County and why the County should consider this funding request.

Financial support operational purposes:

Independent **Electronic (cloud) Storage** space to house media-driven-archival. This is unavoidable as the museum continues to move exhibit content and visitor experience into the 21st century.

Events and Visual Media development for website, Facebook, YouTube, Pintrest and other social media outlets

Secure Wi-Fi accessibility for site to allow visitors access to online exhibit-supported-media-content. Current access is constrictive and unlimited to be considered a support option for interaction with exhibit patrons, genealogical research, educational presentations, etc.,

Association Membership and Networking Registration fees for staff and board attendance to training, conferences, and local museum trade relevant events for the purpose of recruitment and networking support to ensure the museum remains current, in existence and relevant.

Honorarium in support of event headliners to virtual clinics.

Program Collaboration

The following should describe, in detail, examples of collaborative efforts and key partnerships between your agency and other programs or agencies in the area.

In the past 10 years, the museum worked against challenges and in partnerships with the community it serves successfully launched over 10 cultural exhibits, established the Spotsylvania African American Heritage Trail, and instrumental in the County Proclamation of John J. Wright Day, in November. Developed an oral history program and today a partner in the National Museum African American History and Cultural Community Curation Platform. Modernized the permanent exhibit in partnership with the History Department of the University of Mary Washington in 2018. Fostered expanding community partnerships with historical and educational societies, the National Park Service and tourism. Honor community members with the creation and annual presentation of the Young Blaze Award acknowledging county school James Farmer Scholars and the T.O.R.C.H Award presented regional civic leaders both for civic activism in the preservation of regional African American history. In 2019, the museum had the honor of unveiling the John J. Wright historical marker.

Collaborative Impact

Please describe how the community would be impacted if your agency were dissolved or merged with another partner agency.

In 1870, at the time of the first census, 153 African Americans aged 70 and older were living in Spotsylvania County. Those 153 American citizens are the ancestors of a large population of Spotsylvania County residences and a direct contributor to the continued growth and development.

No area partner agency can esthetically share the African American Experience to the public in the context as provided by John J. Wright Museum programing. Established collaborations in the fulfillment of this project include national level contributions in the sharing of the rich history that is uniquely Spotsylvania, Virginia's own. Such collaborations are priceless, and vital to the growth and harmonious development in the region. The project supports renewed public interest in local historic sites that provides insight into the growing narrative of the African American Experience.

The Museum provides a unique resource for the history of the community, particularly about a sector of the population not usually considered. If the Museum were dissolved or merged the impact would be devastating and destroy the only portal to Spotsylvania's African American Living History.

Agency Overview *cont'd*

Program Audience and Service Delivery

The following should describe the agency's intended audience or client base and how those clients are served. This should include the location of the service and what geographic areas are served or targeted for service. If your agency has specific entry or application criteria, please describe it below.

Audience Focus is (1) adults with an interest in local history; (2) students with a need to conduct research for a school/university paper; (3) independent researchers and genealogists; and (4) libraries and historical associations.

Tourists of Spotsylvania County and educational student bodies (homeschoolers, hybrid learners, etc.)

The JJW Museum multi-media reach by 1000K organic contacts in a 45-Day period; generated over 832 email engagements measured in "per-clicks" and drew participant engagement from Baltimore, MD to Washington, DC to Charlottesville, VA.

It is expected to yield at least a 6% increase driven by peer recommendation and the ease in sharing event digital information.

Community Impact

Please provide at least two examples of how your services have impacted members of our community.

- Provide interpretive exhibition of objects and media in public educational programs in association with the people and institutions of the community
- Support research in local and family history
- Promote diversity inclusion in all services and programming
- Interpret and encourage the preservation of the historic replicated one room school building, and African American and Civil Rights trails and interpretive markers
- Honor the sacrifices in the struggle for equality through community programming

Client Fees

Please describe the fees clients must pay for the services provided by your agency, and how those fees are determined.

The museum is **free** and open to the public. All special events, tours, and programming provide visitors with options of supporting the museum's mission by membership, donations, or contributions.

However, forecast inflation will impact programming and may require registration fees to offset additional digital event promotion services and offsite engagement fees.

Agency Financial Information

FY 2023 Total Agency Expenditures

| | List Program Title/Name | Salary | Benefits | Operating Expenses | Capital Expenses | Total |
|----------------------------------|---------------------------------|-----------------|-----------|--------------------|------------------|-----------------|
| Salary | Administration | \$12,000 | None | None | None | \$12,000 |
| Program 1 | Bridging the Gap & Oral History | | | \$12,000 | | \$12,000 |
| Program 2 | Resource Tools & Subscript | | | \$28,000 | | \$28,000 |
| Program 3 | Clinics and Lectures Series | | | \$5,000 | | \$5,000 |
| Program 4 | AAHT, Digit Programming | | | \$18,500 | | \$18,500 |
| Program 5 | Hybrid Exhibitions | | | \$16,500 | | \$16,000 |
| Total Agency Expenditures | | \$12,000 | \$ | \$80,000 | \$ | \$92,000 |

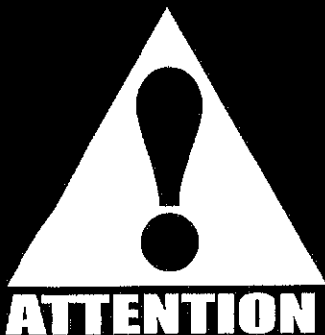
If your application includes funding increases for personnel (to include new positions or merit /COLA increases), please check here and explain in detail the need for this type of increase in the Salary/Benefits Costs section under Agency Budget Justifications.

Total Agency Revenues

| | FY 2021 Actuals | FY 2022 Budgeted | FY 2023 Projected |
|------------------------------|-----------------|------------------|-------------------|
| Spotsylvania | \$25,000 | \$25,000 | \$25,000 |
| United Way | 0 | 0 | 0 |
| Grants | 0 | 12,000 | \$12,000 |
| Client Fees | n/a | n/a | n/a |
| Fundraising | 0 | 12,000 | \$12,000 |
| Other <i>(explain below)</i> | | 13,500 | \$15,000 |
| Total Agency Revenues | \$25,000 | \$62,500 | \$64,000 |

Detail below what is included in the 'Other' category:

Memberships



On the following page titled "Agency Budget Justifications", please indicate, in detail, reasons for increases or decreases in the amounts requested for FY 2023. Include whether these changes come from increases in personnel, benefits, or operating expenses. If an increase is being requested, please describe the impact not receiving an increase would have on the agency. In particular, please describe in detail if any increase is sought for new positions or personnel.

Agency Budget Justifications

Salary/Benefit Costs

In the box below, provide an overview of any increases or decreases in general personnel expenses for the agency. This would include any planned or projected merit or COLA increases, or new positions being requested. Also include a description of any changes to agency benefits structure or cost.

The museum's success and presence as an educational tourism destination in Spotsylvania region continues to grow and so does the continuing need for administrative support. To continue to be efficient in providing quality exhibits that are inspiring and promoted dialogue and local pride and appreciation for the county will require: 1) Administrative assistance to meet the demands of engaging the 21st Century patron, donors and volunteers through social media, electronic newsletter, on-line special events and exhibit promotions to the museum access to the community 2) Admin assistance to electronically cataloguing permanent exhibits as well as rotational exhibits, photos, oral history interviews, etc. The need is sufficient for staff increase to meet the current and growing need of the community and meet museum goals. The John J. Wright Museum is a visitor's destination but also an important historical resource.

Operating Costs

In the box below, provide an overview of the administrative costs detailed on the Total Agency Expenditures table for the agency as a whole. Please provide justification for and specific amounts of operating costs that are defrayed by locality funds. If your agency is requesting an increase or decrease in operating funding, please describe, in detail, the reasons for these changes.

Transitioning from print to digital will require additional funding. This request is imperative in securing additional manpower and services in the safeguarding of the historical achieves of the museum and ongoing multi-media development in promotion of the museum; and in support to the community, it serves.

Capital Outlay Costs

In the box below, provide an overview of the capital costs detailed on the Total Agency Expenditures table for the agency as a whole. Please provide justification for and specific amounts of capital costs that are defrayed by locality funds.

None

Agency Budget Issues

Please detail below any legislative initiatives or issues that may impact the agency for the upcoming year and how you are planning for them. This could include new legislation that may increase or decrease projected funding at any level (Federal/State/Local), or could affect grants or designated funds as they are currently received. If you are aware of "outside" funding sources that will expire or be reduced on a set cycle or date, please note those below and how you are planning for them.

The increase of interest in the African American Experience has provided an increase in grant funding opportunities. Along with the increase of opportunity there has also been an increased in applications for the funding. Board members and staff are actively engaged in these and other business partner opportunities to further the Museum's mission. Currently, no additional funds are at disposal, and the museum is operating on the current budget.

Please detail below any identified agency needs or areas of concern that are currently not being addressed in your funding request. This could include training or technical assistance for specific areas, administrative support for a program or service, evaluation of current programs, or consultation for strategic planning, board support, or fundraising.

Support for increased funding include increase operating cost due to (this list is not exhaustive) administrative digital storage and professional operating fee and subscriptions for museum associations and memberships, website hosting, community media engagement and development/performance of hybrid exhibits and engagements; and growing.

Other Agency Information?

Is there any additional information that the agency would like to provide, and that hasn't already been provided in this application, that will help Spotsylvania County in the review of your application and funding determination?

JJW Museum has committed itself to serve the community as an educational resource. To do so, it is invested in developing quality programs, exhibitions, and resources to serve not only K-12 learners, but lifelong learners in the community. The museum Board of Directors are a diverse group made up of current and retired educators, veterans, technical specialist, community activists and museum professionals, all dedicated to making John J. Wright Museum a museum the community deserves. The museum team also understand the importance of meeting and maintain national standards for museums, so it is enrolled in the American Association of State and Local History's StEps program that provides a roadmap to assist the museums on its journey to full accreditation.