

# **Example of successful major grant application**

**NOTE:**

The application format has changed. This example can provide general guidance in preparing your proposal. Grant applications are now submitted electronically through the Humanities Council website at [www.wvhumanities.org](http://www.wvhumanities.org)

**West Virginia Humanities Council**  
**Major Grant Application Cover Sheet**



Mail application to: WVHC 1310 Kanawha Blvd., East, Charleston, WV 25301

Phone: 304-346-8500

<http://www.wvhumanities.org>

**Project Title**

Arthurdale's 80th Anniversary

**Sponsoring Organization**

**Name**

Arthurdale Heritage, Inc.

**Address**

P.O. Box 850

**City**

Arthurdale

WV

**Zip**

26520

**Phone**

804-864-3959

**Email**

ahi@arthurdaleheritage.org

**CEO of Organization**

Jeanne Goodman

**Signature**

**Project Director**

**Name**

Julie DiBiase

**Address**

P.O. Box 37

**City**

Arthurdale

WV

**Zip**

26520

**Phone**

812-584-6063

**Email**

julie.dibiase@arthurdaleheritage.org

**Fiscal Officer**

**Name**

Jeanne Goodman

**Address**

P.O. Box 850

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304-864-3959

**Email**

jeanne.goodman@arthurdaleheritage.org

**For Council Use Only**

Project No.

14033

Type of Grant

MAJOR

Date Received

2-1-14

Decision Date

4-11-14

Date Notified

4-17-14

Amount Funded

\$ 2,931.80

Target Audience

**Brief Project Description****Estimated Audience**

3,500

This year is Arthurdale's 80th Anniversary as the first New Deal Homestead project, which is historically significant on a state and national level. To celebrate our anniversary Arthurdale Heritage, Inc. has planned a series of events to take place on second Saturdays of the month from May through October. The events are rooted in education of Arthurdale's history including life in the 1930s and 40s, the New Deal, and historical preservation efforts including the history of those efforts leading to the creation of Arthurdale Heritage, Inc. Through these events we hope to increase public awareness - with special focus on young families - of the history, art, and culture of the Arthurdale Project and increase national attention of Arthurdale's historical importance. Dually, we hope this celebration will encourage the Arthurdale community to continue to stay involved with their history and reinvigorate their enthusiasm in the humanities.

WV House District

45

WV Senate District

14

Congressional District

1

**Project Budget**

Request	\$ 2,931.80
Cash Cost Share	\$ 736.00
In-Kind Share	\$ 2,826.00
<b>Total</b>	<b>\$ 6,493.80</b>

**Schedule of Project Activities** (dates, times, locations)

\* Second Saturday of the month, Arthurdale Heritage Grounds  
 May 10: Gardening 101 and Properties class - 8:30am - 12:30pm  
 June 14: Fiesta Ware Class - 1:00pm - 3:30pm  
 July 12: New Exhibits and Eleanor Lecture - ongoing  
 August 9: Ice Cream Social - 1:00pm - 4:00pm  
 September 13: Historical Preservation Discussion Panel - 1:00pm - 5:00pm  
 October 11: Eleanor's Birthday Party - 1:00pm - 5:00pm

**Project Period**

Beginning of project	May 10, 2014
Expected Final Report Date	Nov. 1, 2014

During the last five years, has the applicant organization been investigated for its financial or management practices?

Yes  No  If yes, please explain.

Has the project director directed a previous WVHC Project?

Yes  No  If yes, please give date. \_\_\_\_\_

**Budget Form**

Expenditure Categories	Grant Request	In-Kind Cost Share	Cash Cost Share
Honoraria	\$ 400.00	\$ 0.00	\$ 0.00
Salaries	\$ 0.00	\$ 1,644.00	\$ 300.00
Travel	\$ 253.80	\$ 0.00	\$ 0.00
Supplies	\$ 1,297.00	\$ 259.00	\$ 336.00
Promotion & Printing	\$ 307.00	\$ 623.00	\$ 0.00
Postage/Telephone	\$ 534.00	\$ 0.00	\$ 0.00
Equipment/Facilities Rental	\$ 140.00	\$ 300.00	\$ 100.00
Other (specify)			
<input type="text"/>	\$ 0.00	\$ 0.00	\$ 0.00
<b>Totals</b>	<b>\$ 2,931.80</b>	<b>\$ 2,826.00</b>	<b>\$ 736.00</b>

## Budget Narrative

Expenditure Categories	Explanation Grant	Grant Request	In-Kind Cost Share	Cash Cost Share	Total Matching Funds	Total
Honoraria	<p><b>GRANT REQUEST:</b>  <b>Jonas Knotts</b> gives lecture about 1940s school in Arthurdale=\$100 flat rate  <b>Dave Conley</b> gives lecture on history of pottery in WV=\$100 flat rate  <b>Elmer Rich and Mark Crabtree</b> give talk/demonstration on playing for Mrs. Roosevelt=\$200 flat rate</p>	\$400	\$0.00	\$0.00	\$0.00	\$300
Salaries*	<p><b>IN – KIND:</b>  <b>4 Master Gardeners and Bill Shockey</b> speak on gardening, \$12/ hour x 4 hrs=\$192.  <b>Volunteers</b>            Compile mailing, \$12/hr x 6 hrs = \$72.            Helping w/ activities at Ice Cream Social, \$12/ hr x 6 hrs= \$72.            Fiesta Lecture, \$12/hr x 3hrs= \$36.            Produce child enlargements, \$12/hr x 6 hrs=\$72.            5 Project Leaders to plan and work events, \$12/hr x 20 hrs/person=\$1200.</p> <p><b>CASH COST:</b>  <b>Patty Cooper</b> history performance @ flat rate=\$300</p>	\$0.00	\$1,644.00	\$300.00	\$1,944.00	\$1,944.00
Supplies	<p><b>GRANT REQUEST:</b>  <b>Exhibit Panels-</b>            4 panels x approx. \$100 each. = \$400.  <b>Labels for Objects and Images-</b> approx. 30 labels x \$5 each=\$150.  <b>Exhibit Design and Installation</b>            Paint 3 gal x \$30 per gal= \$90.            Hanging/ mounting hardware (nails, screws, etc.)= \$30.            Fabric 15 yds x \$8/yd= \$120.            Misc. wood/ construction= \$60.            4 photographs/drawings printed, mounted and framed x \$75 for package=\$300.  <b>Preservation Exhibit</b>            Easels 6 x \$20/ easel= \$120.            Sticky notes= \$27/pack.</p> <p><b>IN – KIND:</b>  <b>Food and Paper Products:</b>            Coffee/ paper products/ food for Fiesta and Eleanor Birthday =\$225            Water and Soda for Gardening            \$5 case x 2 cases of 24= \$10            \$12 case x 2 cases of 24= \$24</p> <p><b>CASH COST:</b>  <b>Material for Display Children-</b>            2 sheets ¼” 4x8 Pine sanded plywood at Lowes x \$23/ sheet=\$46.            3M 2-pack 27.14-oz Spray Adhesive, 3pks x</p>	\$1,297.00	\$259.00	\$336.00	\$595.00	\$1,892.00

	<p>\$11/pack=\$33.  32 oz. Mod Podge, 4 bottles x \$13/bottle=\$52.  Brushes and brayers =\$25  <b>Period Activity at Ice Cream Social = \$55</b>  <b>Ice Cream Social Food</b>  Ice Cream &amp; toppings=\$75  <b>Period newsreel</b> of Mr. Rich music from  British- Pathe =\$50</p>					
Travel	<p><u>GRANT REQUEST:</u>  <b>Jonas Knotts</b> round trip Cottageville to  Arthurdale 320 miles@\$0.47/mile=\$150.40.  <b>Dave Conley</b> round trip Newell to Arthurdale  220 Miles @\$0.47/mile= \$103.40</p>	\$253.80	\$0.00	\$0.00	\$0.00	\$253.80
Promotion & Printing	<p><u>GRANT REQUEST:</u>  <b>Calendar of events production cost</b>  6 reams of paper x \$3/ ream=\$18.  6 boxes of envelopes x \$27/ box = \$162.  3000 mailing labels= \$28.  HP XL toner = \$39.  Photos on foam core 6 x \$10/ photo= \$60.</p> <p><u>IN – KIND:</u>  <b>Printing costs</b>  \$0.08/pg x 3000 pgs =\$240.  <b>Colored Posters</b>  1 ream cardstock x \$16/ream= \$16.  print 500 x \$0.08/print= \$40  <b>Printing enlargements</b> of children by Joe  Styles  3 x \$109/enlargement=\$327</p>	\$307.00	\$623.00	\$0.00	\$623.00	\$930.00
Postage/ Telephone	<p><u>GRANT REQUEST:</u>  Mail 3000 calendars of events x \$0.178 (non-  profit rate) = \$534 postage</p>	\$534.00	\$0.00	\$0.00	\$0.00	\$534.00
Equipment/ Facilities Rental	<p><u>GRANT REQUEST:</u>  LCD Projector and Stand from MPE Rentals  Daily flat rate= \$140.</p> <p><u>IN – KIND:</u>  Facilities Rental of Center Hall, 4 events x \$75  rental per day= \$300</p> <p><u>CASH COST:</u>  Buckwheat Express rental van back and forth  from Center Hall to E-2= \$100</p>	\$140.00	\$300.00	\$100.00	\$400.00	\$540.00
Total		\$2,931.80	\$2,826.00	\$736.00	\$3,562.00	\$6,493.80

\* Volunteer pay rate was calculated based on the following:

According to the Corporation for National and Community service, the dollar value for volunteering in the state of West Virginia is \$17.57 per hour. These are the numbers for 2012, which is the last time the average was calculated. Based on this calculation, minimum wage, education and professionalism of our volunteers, we calculated \$12.00 to be a valid and approximate worth of our volunteers per hour.

[http://www.volunteeringinamerica.gov/pressroom/value\\_states.cfm](http://www.volunteeringinamerica.gov/pressroom/value_states.cfm)



## Restoring Yesterday for Tomorrow

Arthurdale, W.Va.

The First New Deal Homestead Community

– Inspired by Eleanor Roosevelt



### PROJECT NARRATIVE

#### **A. PURPOSE AND OBJECTIVES**

By hosting events centered around Arthurdale, WV's 80<sup>th</sup> anniversary Arthurdale Heritage, Inc. (AHI) seeks to increase awareness of the significance of this anniversary. Arthurdale is an unique and important part of both West Virginia and national history for its cultural heritage. The planned anniversary events will celebrate the legacy of Arthurdale and will lead visitors on a journey through the past, present, and future restoration and preservation efforts of this heritage.

The events will enrich the lives of visitors by educating them about life in our state during the New Deal era. AHI's objectives are to increase awareness of the history of the New Deal and its close connection to the Arthurdale project. We plan to educate our visitors about this unique time in American history, increasing their discovery of the humanities in the twentieth century on a local, state, and national scale. These events will also broaden our outreach because they appeal to children and wider visitor demographics. Our plan is for the events to help modern audiences identify with their history.

The opening of new exhibits reflects AHI's goal and mission of preserving Arthurdale's cultural heritage. The support of these exhibits demonstrates the continued community support of AHI, which we value highly. Additionally, our panel discussions on historical preservation will pave the way for public discussion of future progress and possibilities in Arthurdale. By showcasing some of Arthurdale's historical preservation successes (including the acquiring and restoring of some of AHI buildings by volunteers) we hope the public will understand and appreciate the importance of the work that goes into maintaining a historical site and perhaps become more involved themselves.

May 10 - Gardening 101 : Through historical lectures and hands-on activities this project will lead families through a condensed version of gardening that the Arthurdale Homesteaders practiced. Subsistence farming was a major component of the New Deal projects and we would like to demonstrate this history through a series of activities outlining the entire process of subsistence farming from planting through canning.

We plan to use our pre-existing gardening plot on our grounds for these demonstrations, thus providing a great backdrop for taking visitors into the time period. Bill Shockey and the Preston County Master Gardeners will lead a Basic Gardening 101 course with attendees assisting in implementing a vegetable garden based on what was found in a homestead garden, sold at the co-op store, and/or used for canning. Further enrichment will be provided by a volunteer child of a homesteader who practiced farming at Arthurdale. He will partner with the Master Gardeners during their demonstrations and speak about his historical experience with subsistence farming.

June 14 - History of Fiesta Dinnerware and New Fiesta Display: Homer Laughlin China Company began in East Liverpool, OH in 1871 and added factories across the river in Newell, WV in 1906. By 1907 it was the largest pottery manufacturer in the world and today is still the largest producer of china in the United States. By the late 1920s all production was moved to West Virginia. In 1936 it began producing Fiesta which would have been familiar to and owned by Arthurdale homesteaders.

David Conley will speak and answer questions about the history of pottery in WV, highlighting Homer Laughlin with an emphasis on the Fiesta line which today is highly collectable.

Museum Display additions. There will be a new display in a six foot glass case in the Administration building. Anna Schein collects the five original colors of Fiesta and will show pieces with informational signs. This is a portion of display she had designed for the WVU library. The museum's display of pottery that was handmade in Arthurdale will be prominently featured with additional signage. In Arthurdale, crafts work provided women and men a way to earn money. Pottery remained a school class for many years.

July 12 – E-2 Exhibit and Eleanor Roosevelt Visit: In connection with Arthurdale’s 80<sup>th</sup> anniversary, Arthurdale Heritage, Inc. will develop an exhibit that focuses on E-2, one of the community’s original homesteads. A prefabricated home built by the E.F. Hodgson Company in Dover, MA, E-2 was one of the first fifty structures erected at Arthurdale in 1934, the year this New Deal settlement was established. Consequently, an exhibit that showcases the home’s eighty-year evolution—as well as the ongoing restoration of its homestead and the future direction of its reuse—is significant and well-suited to the observance of Arthurdale’s 80<sup>th</sup> anniversary.

The thematic content of the exhibit will be based on the findings of WVU’s 2013 Historic Preservation Field School, a hands-on intensive course involving research and architectural investigations of the E-2 homestead. Through photographs, diagrams, drawings, maps, and objects, the exhibit will address past social and cultural influences on the site, processes involved in its restoration, and recommendations for preserving and repurposing E-2 to fit within Arthurdale Heritage’s mission of preservation and education. The exhibit will open on July 12, the day of our New Deal Festival, and will close after our last event in October. Open space in our restored garage bays will house the exhibit.

Patty Cooper has been coming for over seven years as Eleanor Roosevelt to the New Deal Festival where she spends the day talking with and educating festival attendees. She & FDR arrive in an antique car and each speaks briefly as if they were arriving for an Arthurdale event. From then until the festival closes at 5, she visits with the attendees keeping in character. A volunteer Franklin Roosevelt, teacher Elsie Ripley Clapp, and several other re-enactors act as related characters. At our living history house, E-15, homestead children (now in their 70s and 80s) discuss growing up in Arthurdale to all who come by.

August 9 - Ice Cream Social: This event shows children and adults what Arthurdale was like when it began. In 1934 when the schools first opened, there were no buildings and few books and supplies. Classes were held inside the central buildings, basements, an old cabin, etc. Parents made desks & chairs. Students were taken outside to learn how the community was growing - roads being built, buildings erected, and food grown.

Eleanor Roosevelt felt that a good education was a necessity. She hired Elsie Ripley Clapp, a well-known teacher who was especially interested in educating rural Americans, to run the schools. The curriculum was progressive like a Waldorf or Montessori school today. Ms. Clapp wrote two books which include great detail about teaching here. Our oral histories include homestead children school memories which further demonstrate the differences over time of being a student. These memories and photographs will be enlarged and on display.

During the event, children & parents will watch a PowerPoint of Library of Congress photographs of Arthurdale students and their work presented by Jonas Knotts. They will also play period games, make art projects, and participate in learning activities. Finally, do-it-yourself ice cream treats will be served.

September 13- “Preservation and Progress: Arthurdale Heritage Celebrates 30 Years!”: On Saturday, September 30, we will celebrate the progress that has occurred since Arthurdale Heritage was incorporated. By creating a dynamic and multifaceted event, we will attract a diverse group of community members, West Virginia University students and professors.

The event will be threefold. The July E-2 Exhibit will be open for viewing and the Preservation Alliance of West Virginia’s yearly traveling exhibit on Endangered Historical Properties will be on display. We will host a roundtable discussion entitled “Preservation Through Time” that features homestead descendants involved with the founding of Arthurdale Heritage, and Professor Kathryn Burton with some of her students who were involved directly with the recent preservation study of E2. Before and after photographs from these projects will be displayed by a projector, highlighting the work that is required during the many stages of the preservation process. After the roundtable discussion there will be an open house held within E2. The small house will be partially staged with period furnishings. Enlarged, historic photographs of the interior of Arthurdale homes will be displayed on easels throughout the house. Upon entry, visitors will be handed a pencil and a small sticky pad and will be prompted to “Help us Preserve E2.” They will write their recommendations on a sticky note and place it in the designated place throughout the room. This act of shared historical authority will engage the public, getting the community involved in what Arthurdale is doing in a very dynamic fashion.

October 11 - Eleanor Roosevelt’s Birthday: Arthurdale schools were based on John Dewey’s progressive education philosophy as implemented by his former intern Principal Elsie Ripley Clapp. This was the first large scale attempt to apply his tenets to a rural community. Social activities and occupational work were important ways to develop students’ critical thinking by integrating subjects across several classes. Music, dance, crafts, and theatre were incorporated into such subjects as history and social studies. Executive Director Jeanne Goodman will give a short talk focusing on the importance of the arts in the schools, emphasizing music while weaving in pieces of Arthurdale’s oral history collection.

Prize winning fiddler Elmer Rich, now 94, played as a teenager for Mrs. Roosevelt on one of her visits to Arthurdale. He fondly remembers the ribbon that she personally pinned on him. AHI will purchase a piece of newsreel



footage showing Mr. Rich playing that day, and will run it on loop throughout the party. To supplement this historical footage Mr. Rich, along with traveling companion and musician Mark Crabtree, will tell of his encounter with Mrs. Roosevelt and give a demonstration of the music he played for her. AHI plans to commemorate interactions like these with a casual presentation of personal stories given by adult homestead children about their families at Eleanor's Birthday Party. Various excerpts from Mrs. Roosevelt's My Day column that relate to Arthurdale and several oral histories will be shared.

## **B. HUMANITIES CONTENT**

Arthurdale seeks to educate people about a unique time in American history. Its role as an opportunity to combat the effects of the Great Depression in the 1930s and 1940s is significant to both national and local heritage. By leading the public through our 80<sup>th</sup> Anniversary events, we will encourage reflection on how those who lived during the Great Depression and New Deal era moved toward economic success. Through its own story Arthurdale Heritage, Inc. presents the dichotomy of self-interest versus societal obligations. It asks the public to examine how the same issues affect us presently or have affected people in other times, places, and cultures. By hosting these events, Arthurdale Heritage, Inc. hopes to disseminate its history and stimulate meaningful dialogue on topics related to Arthurdale and the New Deal, thereby encouraging interest in historical sites.

Our basic gardening class teaches about the humanities in the most basic, fundamental way: in order to understand our present, and predict our future, we must study our past. The changes in the vitality and importance of family gardening are a clear example of adaptations throughout history. Further, it remarks on the intertwined importance of being self-reliant and simultaneously fostering a community.

The talk and display of Fiesta ware will teach audiences about the importance of historical trends. These trends contribute to the cultural aesthetic of a specific era, and what visually differentiates one era from another. Not only does Fiesta Dinnerware nod to the time period of Arthurdale, but it also shows how cultural trends can create local historical influences; in the case of Arthurdale, its belief that pottery would equal economic success.

Similar to our Gardening class, the new E-2 exhibit will stress the importance of historical reflection, in this case how that reflection can lead to a balance between progress and historical preservation. The timeline of changes to the E-2 house parallel the timeline of changes and attitudes towards history within our society. By studying one, we are also studying the other.

The idea that the more a person is educated about history the more qualified they become to judge other future actions and the knowledge of a wider world leading to more opportunities that rural Americans had not experienced before are principles of progressive education in Arthurdale's history. By teaching children about these concepts with hands on and verbal instruction we are effectively practicing progressive education itself.

The efforts to preserve Arthurdale's heritage demonstrate a community that is self-aware, determined, driven, and hard-working. Over the 80 year history of Arthurdale the community has gained knowledge of how to represent and interpret their environmental assets which has led to successful problem solving by self-teaching. Our panel discussion and exercise will challenge the audience to participate in this history and empower them to continue working towards a historically conscious future.

Eleanor Roosevelt's Birthday activities demonstrate that history satisfies a need for identity. In this case music and oral histories give cultural identity, meaning, and purpose to a society. In the words of historian Carl Becker, "Everyman...reaches out into the distant country of the past...without this historical knowledge, this memory of things said and done, his today would be aimless and his tomorrow without significance."

## **C. SCHOLARS**

- Bill Shockey, WVU Extension, Preston County, 115 W Court St, Kingwood WV 26537 304-329-1391 Mr. Shockey has been the Agricultural Extension Agent in Preston County since 1996. He provides support for livestock production, horticulture and gardening, and economic resource development. He holds a degree in Chemistry and a PhD in Agriculture Biochemistry from WVU. Mr. Shockey will be project coordinator, consultant, and interim lecturer.
- Preston County Certified Master Gardeners Several will work on this project. Certification requires a 30 hour course and 30 hours of volunteer service, plus 12 volunteer hours and 6 CE hours each year. They provide horticultural education for all ages, support volunteerism and community service, and develop and encourage participation in Extension programs. The Master Gardeners will serve as lecturers and demonstrators.
- Julie DiBiase P.O. Box 37 Arthurdale WV 26520, 812-584-6063 Ms. DiBiase is an AmeriCorps member working at Arthurdale Heritage, Inc (AHI). She holds a BA in Technical Theatre. Julie serves as tour guide for AHI and is familiar with Arthurdale history and subsistence farming in the 1930s and 40s. She has also been in charge of the scenic properties for professional theatrical productions. She is serving as the Project Director.
- Anna M. Schein, 2510B Wise Library PO Box 6069, WVU, Morgantown, WV 26506, 304-293-0348



Anna Schein, MLS is University Librarian and Associate Curator, West Virginia and Regional History Center, West Virginia University Libraries. She is also Bibliographer of Native American & Indigenous Studies, Hispanic American Studies, TESOL, and Linguistics.

- David Conley, Homer Laughlin China Co. 672 Fiesta Drive, Newell, WV 26050, 800-452-4462 For 50 years Mr. Conley has worked in the Ohio Valley pottery industry. Beginning at Taylor, Smith & Taylor in Chester, WV, he joined The Homer Laughlin China Company in 1986 as Director of Sales & Marketing. Since retiring in 2011, he spends three days each week in the office as the unofficial "Homer Laughlin Historian."
- Patty Cooper, PO Box 5162, Vienna, WV 26105, 304-917-4929 Mrs. Cooper has been appearing as Eleanor Roosevelt at Arthurdale for more than seven years. She brings such a depth of knowledge that when we are celebrating a specific year, as we did last year, she will only speak of things that Mrs. Roosevelt would have known at that time. Eleanor Roosevelt is one of the many Humanities Council History Alive characters that she presents in more formal settings to classrooms and other groups.
- Peter Butler, M.L.A Asst Professor Landscape Architecture, Davis College, WVU PO Box 6108 Morgantown, WV 26506, 304-293-5462 During the Historic Preservation Field School at E-2 in May of 2013, he led a historic cultural landscape assessment and analysis workshop. The findings are used in the new exhibit at the New Deal Festival in July and during the Historic Preservation Panel in September.
- Ron Dulaney, M.Arch. Asst Professor Interior Design, Davis College, WVU PO Box 6108, Morgantown, WV 26506, 304-293-3494 During the Historic Preservation Field School at E-2 in May of 2013, he led a 3-D laser scanning and emerging technologies workshop. The findings are used in the new exhibit at the New Deal Festival in July and during the Historic Preservation Panel in September.
- Danielle Petrak, 3001 Grants Drive, Morgantown, WV 26505, 304-276-1896 Ms. Petrak is the curator of the Royce J. and Caroline B. Watts Museum, located within the Statler College of Engineering and Mineral Resources at WVU. She is the state team leader for the American Association of State & Local History. She has worked at the Corcoran Gallery of Art in DC, the Frick Art & Historical Center in Pittsburgh, and the Carlos Museum at Emory University. Her MA in Art History & Arts Administration is from Temple University and her BA in the History of Art and Architecture is from the University of Pittsburgh.
- Jonas Knotts, 77 Woodson Court #14, Craigsville, WV 26205, 304-698-7206 Mr. Knotts has degrees in broadcast journalism and political science from WVU. His MA degrees in social studies teaching and curriculum & education professional studies are from Fairmont State. He is currently working toward K-12 principal, curriculum supervisor and superintendent certifications at Marshall. He teaches college preparatory American government and chairs the Careers in Education program at Webster County HS plus is an adjunct professor in social sciences at New River Community and Technical College.
- Mary Roll, 9107 Mountain Valley Drive, Morgantown, WV 26508, 717-658-5769 Ms. Roll is pursuing a Master's in History with a Public History emphasis at WVU. While earning her BA in English at Gettysburg College, she served as a student fellow at the college's Civil War Institute, and also completed internships at two National Park Service sites and at Stratford Hall in Virginia.
- Eliza Newland, 917 Domain Drive, Morgantown, WV 26501 Ms. Newland is a PreserveWV AmeriCorps volunteer at the Old Hemlock Foundation in Bruceton Mills, WV. She holds a BA in History from Oglethorpe University and will finish her MA in Public History at WVU in May. She has experience developing exhibits, surveying historic resources, conducting oral history interviews, and planning events.
- Kathryn Burton, 704-L Allen Hall, PO Box 6124, Morgantown, WV 26506, 304-293-0814 Dr. Burton is an Assistant Professor in the Division of Design & Merchandising at WVU. She earned her PhD in Cultural/Historic Aspects of the Near Environment from Oregon State University. She has developed and implemented a week-long WVU Historic Preservation Field School for the past two summers. In 2012 the site was the Cockayne House, Glen Dale, WV. The E-2 house at Arthurdale was the site in 2013. Her research interests include design history, historic preservation and design pedagogy.
- Elmer Rich, 395 Riverview Ave, Morgantown, WV 26501, 304-292-2426 Mr. Rich was born in 1919 and has been playing music for most of the 94 years since. By the time he was 15 he was good enough to have a 2nd place ribbon pinned on him by Eleanor Roosevelt at a fiddle contest in Arthurdale. Around that time, he and his family were recorded by pioneering ethnomusicologist Charles Seeger. Those recordings are now at the Library of Congress. Mr. Rich continued to play dances for many decades, and is still playing and winning fiddle contests around the state, including the 2013 Vandalia Gathering at the state capitol.
- Mark Crabtree, 328 Cobun Ave., Morgantown, WV 26501, 304-296-6050 Mr. Crabtree has been playing old time music for over 25 years on guitar, fiddle, and banjo. He is a professional photographer and met Mr. Rich in 2001 while photographing him for Goldenseal magazine; they started playing music together shortly after. He has been learning the repertoire of unusual tunes that were played in the Rich family, plus playing backup guitar for him at events around the

state and beyond. He has written about Mr. Rich for Goldenseal magazine, and produced a CD of his music titled “Tunes from Sanford and Pap” for the Augusta Heritage Center. They continue to play music together on a regular basis.

- Jeanne Goodman, PO Box 850, Arthurdale, WV 26520, 304-864-3959 Ms. Goodman has been executive director at Arthurdale Heritage Inc. for four years. She has a Master of Public Administration from WVU. She is a tour guide and tour guide trainer, helps update museum displays, designs event advertising, solicits additions to the archives, collects oral histories, and is the public face of Arthurdale. Each year she gives presentations about different aspects of Arthurdale’s history to assorted groups.

#### **D. SPONSORING ORGANIZATION**

*Arthurdale Heritage, Inc. (AHI) was formed to restore and preserve the cultural heritage of the nation’s first New Deal Homestead Community through education and outreach.*

Created in 1934, Arthurdale is the nation’s first homestead community built in the country through President Franklin D. Roosevelt’s New Deal initiatives. It served as a prototype for 99 other communities built across the nation through the Subsistence Homestead program which provided housing and subsistence farming opportunities to unemployed Americans. After witnessing the destitution of families in the area, First Lady Eleanor Roosevelt took an interest in the development of the community which became known as “Eleanor’s Little Village.” The federal government liquidated Arthurdale by 1947, selling all community property to private ownership.

Established in 1985 by community members, Arthurdale Heritage, Inc. (AHI) was created to preserve the unique history of Arthurdale, which was all but lost over time. Over the past thirty years, AHI volunteers have worked to acquire and restore the buildings that make up the community center of Arthurdale. AHI owns eight historic buildings in Arthurdale, five of which comprise the New Deal Homestead Museum. Visitors to Arthurdale learn what life was like during the Great Depression by taking guided tours of our museum. AHI also hosts a myriad of annual and one-time events in an effort to encourage community involvement in Arthurdale’s cultural heritage including holiday parties, a membership dinner, and our New Deal Festival. Additionally, AHI promotes Arthurdale’s legacy by maintaining strong relationships throughout the local community with elementary schools, visitor bureaus, small and large local businesses, and West Virginia University.

AHI is governed by a fifteen member board. The Executive Director is the only full-time staff person and is responsible for directing the operations of the organization. AHI currently has a full-time AmeriCorps volunteer who is dedicated to developing heritage tourism programming on site. The History Education Library Museum (HELM) committee works to plan exhibits and educational programming for the New Deal Homestead Museum. This year, the committee is comprised mostly of college- age students and professionals in areas such as public history, library sciences, and historical preservation. The HELM committee will help serve as the project planners and staff for our 80<sup>th</sup> Anniversary events. A multitude of other duties, from daily maintenance to being a tour guide to working in the craft shop, are conducted by our volunteers.

#### **E. SCHEDULE OF ACTIVITIES**

##### May 10, 2014: Gardening 101

Arthurdale Heritage, Inc. (AHI) grounds, Arthurdale WV  
8:30am – 12:30pm : Bill Shockey, Master Gardeners, and  
Arthurdale descendant volunteer lead basic gardening  
class/ implement homestead garden

##### August 9, 2014: Ice Cream Social

Center Hall, Arthurdale, WV  
1:00pm – 2:00pm: Library of Congress photos presented by  
Jonas Knotts  
2:00pm – 4:00pm: Period games and Ice Cream

##### June 14, 2014: History of Fiesta Dinnerware/ Fiesta Display

AHI New Deal Museum, Arthurdale WV  
1:00pm – 3:30pm: Homer Laughlin lecture on history of  
pottery in WV  
Ongoing: Fiesta Display

##### September 13, 2014: “Preservation and Progress...”

E-2 House and Center Hall, Arthurdale, WV  
1:00pm – 2:00pm: E-2 house is open  
2:00pm – 3:30pm: Roundtable discussion  
3:30pm – 5:00pm: Open house within E-2

##### July 12, 2014: E-2 Exhibit and Eleanor Roosevelt Visit

AHI New Deal Museum and grounds, Arthurdale, WV  
10:30am – 5pm: Patty Cooper as Mrs. Roosevelt  
Ongoing: E-2 Exhibit

##### October 11, 2014: Eleanor Roosevelt’s Birthday

Center Hall, Arthurdale, WV  
1:00pm – 2:00pm: Elmer Rich/ Mark Crabtree talk of  
Eleanor encounter and demonstrate music played  
2:00pm – 3:00pm: Oral histories, personal stories, shared

#### **F. PROMOTIONAL PLANS AND AUDIENCE**

Arthurdale Heritage has a close working relationship with the local newspapers and radio stations in Morgantown and Preston County. Whenever we have events planned, our director is interviewed on an early morning radio show in

Morgantown. We will write a general news release about the program and individual releases for each event. These will be faxed and emailed to media outlets within a 100 mile radius. (We do TV advertising for our biggest yearly event, the New Deal Festival in July plus send out those releases to a bigger area.) We will promote through social media including our Facebook and website pages. We have about 300 paying members who get our quarterly newsletter which will continue to advertise the events. We will also be listed on many event calendars including WV Living Magazine, WV Tourism, Dominion Post, and the Greater Morgantown Convention & Visitors Bureau. We will post and mail flyers around Monongalia and Preston counties in post offices, libraries, senior centers, etc. We have close contacts with many WVU professors and departments which will post flyers and alert their students and colleagues to our events. As members of the Smithsonian Institution Museum Day events, we are able to get up to 5000 relatively local subscriber addresses which we can use one time. We plan on mailing an ad to about 2500 of them with a calendar of these events. People who subscribe to the magazine are quite likely to be interested in history and historic preservation.

## **G. EVALUATION**

AHI will distribute the WVHC's surveys to adults at the events which it is most suitable for – the Fiesta lecture in June, Preservation event in September and Eleanor's Birthday in October. Since there is not a formal presentation at the New Deal Festival, we will adapt the questionnaire slightly. Trained docents will ask visitors if they have had a chance to fill out a form related to the Hodgson display, interactions with adult homestead children and character re-enactors. The forms will be available in several locations. For the events focused on children – Gardening 101 in May and Ice Cream Social in August – we will write a child friendly survey in addition to the original one for adults. When adapting the forms we will keep the format and change the questions as little as possible. We will have them approved by the council before distribution. We also have an active Facebook page where we can ask for feedback after each event. Also at events we have membership and volunteer solicitation flyers available; those which are returned will be an obvious sign of success.

After each event team members and scholars will be asked for feedback – what could we have done better, what was successful, how could we improve this type of event in the future. The answers will be shared with everyone involved. Several of the scholars are members of the History, Education, Library, and Museum Committee which planned the projects so the findings will be familiar to the committee when they plan other events. Arthurdale Heritage keeps an institutional memory record of all of their events with suggestions for improvement and things to consider when planning future events so those records are readily available for future planning.