



## National Endowment for the Humanities Project Planning Grant Application for Drayton Hall



Drayton Hall, a National Trust Historic Site in Charleston, South Carolina, requested \$40,000 in grant funds from the National Endowment for the Humanities in 2011 to support the planning and conceptual design of an orientation exhibit to be installed in a new interpretive center.



Through a structured interpretive planning process, if funded, the Drayton Hall staff will research comparable exhibits, work with a team of humanities scholars to refine the themes, identify historic resources at Drayton Hall (documents, photographs, objects, buildings, landscape) that best express these themes, develop exhibit methodologies with a team of interpretive specialists, and create measurable learning goals and objectives. In addition, the staff will conduct visitor research to better understand visitor motivations and learning preferences. As a result, the exhibit will provide visitors with a holistic experience of three centuries of Drayton Hall's history and engage visitors in the process of interpreting and preserving history, approaches not commonly used at historic sites.



Because 90 percent of planning grant applications are *not* funded by NEH, the project included a secondary goal to develop staff consensus on interpretive planning so they could continue to work towards the new orientation exhibit. This included a draft vision, themes, and experience objectives for site interpretation; a schedule and process for planning and implementation with discrete phases; and the creation of materials that could be re-used in other grant applications and funding proposals.



This grant application was prepared by Max A. van Balgooy of Engaging Places, LLC, a design and strategy firm that connects people to historic places. A copy of the narrative is available upon request. For more information, contact [Max.vanBalgooy@EngagingPlaces.net](mailto:Max.vanBalgooy@EngagingPlaces.net) or visit [EngagingPlaces.net](http://EngagingPlaces.net).