



## Institute of Museum and Library Services "Museums for America" Grant Application for Drayton Hall



The Institute of Museum and Library Services awarded Drayton Hall, a National Trust Historic Site in Charleston, South Carolina, \$117,894 in grant funds in 2013 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 IMLS grants are extremely competitive, the project included a secondary goal to develop staff consensus on interpretive planning so they could continue to work towards the new orientation exhibit in the event the project was not funded. 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).