



**CONTACT** Betty Jo Brenner,  
303 894 7951 x17brenner@coloradohumanities.org.org

### **BRING THE SMITHSONIAN TO YOUR TOWN BY HOSTING *CROSSROADS: CHANGE IN RURAL AMERICA***

*Crossroads: Change in Rural America* is a Smithsonian Institution traveling exhibition drawing on the history and culture of rural America to provoke fresh thinking and spark conversations about the future and sustainability of rural communities.

*Crossroads: Change in Rural America* offers small towns a chance to look at their own paths over the past century and to highlight the changes that affected their fortunes. The exhibition will prompt discussions about what happened when America's rural population became a minority of the country's population and the ripple effects that continue today.

With support from Colorado Humanities and the Smithsonian, the *Crossroads* exhibition gives Colorado communities the chance to explore how their community has adapted to change. Host sites will develop a complementary exhibit and programming that tells their community's unique *Crossroads* story and sparks important conversations about local issues.

### **How to become a Host Site for Crossroads**

Six Colorado communities will be selected to host the Smithsonian exhibition for six weeks each beginning September 12, 2020. Colorado Humanities invites nonprofit cultural organizations, museums, art centers, public libraries, and others to apply.

### **About Museum on Main Street**

Museum on Main Street (MoMS) is a partnership between the Smithsonian Institution and Colorado Humanities to bring traveling exhibitions, educational resources, and programming to small towns through their own local museums, historical societies, and other cultural venues. The exhibitions are designed to engage communities and become a catalyst for conversations.

## Requirements to host the exhibition

Be located in a community with a population below 10,000  
Provide 650 - 750 square feet of clean space with 8-foot ceilings  
3 functional electrical outlets in the exhibition area  
300 square foot indoor, dry storage space for exhibition crates

## Responsibilities of Host Site

- Appoint a Project Director for the exhibition who will attend two mandatory statewide planning meetings and coordinate the project from beginning to end
- Design and create a companion exhibition that tells your community's unique *Change in Rural America* story
- Plan and implement at least two public humanities programs
- Host institutions and community partners will be expected to develop local programs that expand on the exhibit themes. Activities could include school design and essay contests, oral history projects, film and literary discussions, guest lectures or other program formats.
- After the exhibit leaves, host a series of three facilitated follow up conversations centered around topics of interest and concern derived from participant comments left in the mail box in the last exhibit
- Provide a cost share report at the project's conclusion that tracks staff and volunteer time, facility expenses, and other donated resources
- Have at least 20 hours a week of operation that are convenient for the public (more preferred)
- Host a grand opening and invite public officials, media, legislators, congressional representatives, and others to come tell their story and hear yours
- Partner with community and regional organizations to promote and present
- Support marketing outreach to your community and region

## Host Sites will receive

A Smithsonian exhibit for six weeks at their venue. The exhibit is especially for small institutions and rural audiences that typically do not have access to traveling exhibits.

The structure is a free-standing exhibition with audio, video, and interactive components, banners, and artifacts mounted in cases. The exhibit travels in easy-to-handle wheeled crates and requires no tools to assembly. The exhibit space must be clean and well lighted, but no specific environmental controls are needed. It requires 650-750 square feet of exhibition space and an 8-foot ceiling.

An exhibition support manual detailing installation, public relations, and evaluations information

Promotional materials such as posters, brochures, banners, and a press kit

Workshops on program planning and exhibit installation

Consultation with Colorado Humanities staff for project planning and implementation  
Colorado Humanities will select host institutions based on factors such as geographic distribution, ability to provide public access to the exhibit, and interest in community

programming. Luxurious facilities and previous experience with traveling exhibits or public humanities programming are NOT essential to a successful application.

Made possible in Colorado by Colorado Humanities. *Crossroads: Change In Rural America* is part of Museum on Main Street, a collaboration between the Smithsonian Institution and the Federation of State Humanities Councils. Support for Museum on Main Street has been provided by the United States Congress, the John S. and James L. Knight Foundation, and the Hearst Foundation.

For more information please contact Betty Jo Brenner, Program Coordinator at Colorado Humanities at 303 894 7951 x17 or [brenner@coloradohumanities.org](mailto:brenner@coloradohumanities.org)

To apply to host the Smithsonian Traveling Exhibition *Crossroads: Change in Rural America*, go [here](#).

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