



Native American/Native Hawaiian Museum Services Program

Sample Application MN-00-14-0031-14

Yurok Tribe

Amount awarded by IMLS:	\$50,000
Amount of cost share:	\$7,793

Attached are the following components excerpted from the original application.

- Abstract
- Narrative
- Schedule of Completion

Project Abstract:

The Yurok Tribe is requesting funding in the amount of \$50,000 to design and fabricate the central exhibit for the Yurok Visitor Center. The Yurok Tribe has received funding from the Federal Highways Administration's Scenic Byways program to design and construct a 3,500 square foot visitor center on the Yurok Reservation. The Visitor Center will be an opportunity for the community, the traveler and the tribal membership to experience and learn about the Yurok people, cultural values, resources and tribal lifeways. Through the use of innovative technology and hands on learning experiences, the Visitor Center will educate the public and the community and will provide much needed economic opportunities for an area suffering from economic distress. Although the Tribe has been funded for the construction of the center itself, funding for the exhibits was not provided from the FHWA. The Visitor Center will be constructed during the Spring and Summer of 2014 and the Tribe is diligently seeking resources and funding to create the exhibits that will be housed in the facility.

The facility will be open and marketed to the local community, the traveler to our area, and the tribal membership. We believe strongly that the Yurok Tribe must provide the public with learning opportunities to educate our visitors on the cultural values of the Tribe and welcome and invite them to share these values and ideals. The exhibits that we create will become more than just an exhibit; they will become the tools that we use to create an environment of learning and exchange. The facility will be a central hub for the area and will provide economic opportunities for the membership to showcase and sell their art.

The Visitor Center will develop a junior docent program that focuses on technology aimed at the local youth to empower them with the information and resources that they will need to be successful in future endeavors. Teaching our youth at a young age the concepts of technology, business and responsibility, while giving them the opportunity to learn their cultural heritage they will have a chance to synchronize their newfound knowledge with their own traditions and belief systems to share, which will make this project all the more successful.

In order to meet the goals and objectives of the grant program and project, the Yurok Tribe will procure the services of a qualified firm to assist with the final design and fabrication of the central exhibit. Through a previous IMLS funding award, the Yurok Tribe worked closely with a design firm to create a vision for the Visitor Center exhibits. With these designs in hand, the next step to implementing the vision is to finalize the exhibit design details and go to fabrication. In order to minimize potential risks to the successful completion of the project, the Yurok Tribe will develop and maintain a project timeline and will work closely with the fabrication team to make sure that the project maintains its schedule and budget parameters. Coordination with the team constructing the Visitor Center will be maintained throughout the project to insure that installation and fabrication needs are identified and implemented. Weekly project meetings will take place throughout the construction phase of the visitor center; this will be an opportunity for the fabrication team to participate in design and implementation discussions.

To ensure that the Visitor Center is meeting its overall goals and objectives and to ensure that our exhibits are creating the learning environment that we hope to achieve, an evaluative system will be implemented to gauge the visitor's experience and to solicit ideas and recommendations for improvement and future development. This system of evaluation will consist of on-site comment cards and surveys along with targeted emails to solicit feedback.



Project Justification

Need Project Addresses?

The Yurok Tribe is requesting funding in the amount of \$50,000 from the IMLS program for the final design and fabrication of the central exhibit for the soon-to-be constructed Yurok Visitor Center (“visitor center”). In 2011, the Yurok Tribe’s Transportation Program-Yurok Scenic Byways Project received a grant of \$966,000 from the National Scenic Byways Program (NSBP) to build a tribally designed, owned and operated Yurok Visitor Center that features the history and culture of the Yurok People. The center will be located within Yurok Ancestral homelands along the Klamath River in Klamath, California.

The Tribe has secured funding for construction the facility which includes construction of a 3,500 square foot building and surrounding landscaping. Construction of the facility will begin in the spring of 2014. Although the construction of the facility is fully funded, the Yurok Tribe is actively seeking funding for the design, fabrication and installation of the exhibits and displays that will be featured in the facility.

The Yurok Tribe received funding from the IMLS program in 2010 to design exhibits and displays that showcase Yurok culture, history, traditions and current accomplishments. The Yurok Visitor Center will utilize the IMLS funded exhibit design package that was developed with 2010 IMLS grant to develop the exhibits and displays for the Yurok Visitor Center. An area, of approximately 2,000 square feet, will be set aside in the Yurok Visitor Center for a “*Yurok Museum and History Exhibit.*” The Tribe will display Yurok historical items, such as baskets, dress, nets, canoes, etc. that are currently warehoused and not available for public view. The Yurok Visitor Center will provide the first venue for the Yurok Tribe to exhibit many of the cultural items and information that own have not previously been available for public display. The Cultural Resource Manger, Rosie Clayburn will provide oversight of tribal staff and security for all cultural items used in displays or exhibits.

The tribe will solicit the services of a design and fabrication team to complete the exhibits. Exhibits funded under this IMLS grant opportunity will include informational panels, sculptures, photo murals, banners, structural design elements to support the exhibits and multi-media displays. Visitors to the facility will be able to share in the history and accomplishments of the Yurok people and the natural beauty of our surrounding environment. The Yurok Reservation includes lands now located within Redwood National and State Park. Information on the park will be incorporated into the exhibits and informational materials provided in the Visitor Center.

Themes depicted in the exhibits and displays will include: Yurok Identity, Yurok Sacred Places, Wrong Doings and Yurok Today. Each of these display methods will be used to give a historical perspective of the Yurok people along with a contemporary display of current issues, trends and success stories.

The Yurok Visitor Center will be open to the public and will be actively marketed to the local community, the traveler to our area and to tribal membership. Staffing and maintenance of the facility will be provided from the proceeds of a gift shop within the center, visitor donations and staff of the Yurok Transportation



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Department and Yurok Cultural Department.

The Yurok Tribe is very excited to share our culture, vision and accomplishments with the public and look to this center to provide an educational opportunity as well as an environment of learning and exchange in an area rich with history and natural beauty. The Tribe is excited to highlight the many successes that the Tribe has achieved in the arena of resource management, including restoration of fish habitat and the reforestation of previous logging sites by the tribal watershed department.

The visitor center will offer the public an opportunity to learn about the surrounding areas and will offer guidance on what to see and do, cultural sensitivity and perspectives on local sites. An outdoor amphitheater planned adjacent to the Visitor Center will provide a venue for traditional storytelling and songs. The visitor center will offer the tribal membership the opportunity to sell their artwork in a retail environment and will provide others the opportunity to start small niche businesses designed around the needs of the visitor. These ancillary businesses may include guide services, storytelling, cultural demonstrations, etc...

The visitor center is being constructed in area hard hit by the downturn in the logging and fishing industries, but it is also in the heart of Redwood National and State Park (RNSP). The Yurok Tribe has recognized that the tourism market is a unique opportunity for the economic revitalization of the area and the Tribe is strategically implementing an economic strategy built around this market sector. The RNSP system receives hundreds of thousands of visitors each year who are actively looking to learn about and experience the local area. The visitor center will become a central stopping point for these adventurers and the exhibits will ultimately drive the success of our project. The Tribe will actively work with Redwood National and State Park interpretive (RNSP) staff to feature park information to travelers. RNSP interpretive staff will also be invited to assist tribal staff in reviewing proposed exhibits and displays to ensure maximum visitor satisfaction.

The Yurok Visitor Center will be staffed by Yurok tribal members with knowledge and training on Yurok cultural and the areas attributes. This meets an essential community development need and is critical to the viability of the area. Creating an economic opportunity for the community provides job opportunities for the membership and allows the membership to be part of a growing economy and venture. The Yurok Tribe will create a Junior Docent Program aimed at providing training and career opportunities to our tribal youth. This program will allow our youth to become a central figure in the operation of the facility and will provide them with the opportunity to increase their marketable skill sets and will allow them to showcase their culture and belief systems in a way that is respectful and culturally appropriate.

We are excited to showcase the history and accomplishments of the Yurok Tribe through the use of innovative and interactive media and technology; we will utilize tablet devices and other multimedia equipment and displays to promote the tribal language, tell stories, show educational films, etc... We feel that the Junior Docent Program will be instrumental in implementing these technological ideas. Who better to operate an iPad than a teenager?

Who benefits from the Project?

Yurok tribal members, local youth, schools, academic scholars, and visitors from local, state, national and international communities will all benefit from this project. The visitor center will be a place for people to



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learn about the Yurok people, the culture, the surrounding areas and also what there is to do in the local region which includes many outdoor activities. It will be a place to bring a better understanding of the contemporary and historical issues faced by Yurok people and will build a sense of pride and ownership in the membership and community.

How will project strengthen museum services?

The public will be able to see, for the first time, displays and collections from the Yurok perspective. The culturally themed Yurok Visitor Center was approved by the Yurok Council, the Yurok Cultural Committee and the tribal membership to make it culturally appropriate for the community and visitors to experience. With an interactive approach, the visitor center will be used to capture the attention of all visitors to observe the Yurok Tribe's views and values by showcasing Yurok tribally focused interpretive exhibits, repatriated cultural items, oral traditions through digital media, and cultural demonstrations that will instill a sense of community, cultural pride and opportunities for tribal members. The Yurok Cultural Department will benefit by utilizing the visitor center as a model for Yurok appropriate designs for future interpretive exhibit fabrication and ultimately improve and expand museum programming services for generations to come. The outcomes that strengthen museum services include the following:

- ❖ Provide the first Yurok owned and operated facility featuring displays of Yurok artifacts and historical and cultural information.
- ❖ Encourage greater participation and support of the Yurok Culture and contemporary issues
- ❖ Provide a facility and floor space for museum and cultural exhibits and displays, including historical and contemporary items
- ❖ Inspire the community and the visitor to participate in hands-on demonstrations that bring them physically closer to the natural environment
- ❖ Allow for better examination of the materials and methods used to create items of cultural significance
- ❖ Provide a larger forum for Yurok tribal education and natural history information.

What are the intended results?

Since the beginning of time, Yurok people have gathered together as families and communities to share knowledge and provide nurture and support for each other. The Yurok Visitor Center is intended to further the tradition of community learning, sharing, support and growth. The importance of gathering is not only about unity but it is also a way to teach younger generations about being responsible and to respect the world around them. The vision for the Yurok Visitor Center is to create an environment where all people can come together to learn the true history, cultural values and beliefs of the Yurok people and to promote cultural pride among Yurok tribal members. It is hoped that the cultural displays will someday outgrow the confines of the Yurok Visitor Center and funding will become available to construct a Yurok Cultural Center!



Project Work Plan

In order to meet the goals and objectives of our grant application, the Yurok Tribe has developed an implementation plan, including measurable goals and objectives. The following is a list of activities and timeframes for completion. Oversight for the grant will be provided by the Yurok Transportation Department, Yurok Planning Department and the Yurok Cultural Department. Both departments will provide staff that will provide in-kind support to the project.

1. Upon notification that our application has been funded, the Yurok Planning Department will develop a Request for Qualifications to solicit qualification statements from exhibit fabrication teams. A project team comprised of representatives from the Yurok Planning Department, Yurok Cultural Department and Yurok Transportation Department will meet to discuss implementation of the grant. The Project Planning Team will evaluate and rate and rank the proposals based upon established evaluation criteria. Once a contractor is selected, the Yurok Tribe will work with the selected firm to finalize a contract for services. This contract will establish timeframes for each milestone identified. **This process will take 45 to 60 days to complete.**

2. Once a contract is in place, the Yurok Tribe will meet with the design and fabrication firm to finalize design elements and establish installation schedules. The design and fabrication firm, along with the Project Planning Team will meet to coordinate installation activities and needs. A schedule will be developed in coordination with the construction team to insure that project goals and objectives are achieved. **This process will take up to 30 days to complete.**

3. The design and fabrication firm will develop design schematics and will provide them to the Project Planning Team for approval; this will include detailed drawings and material submittals. Upon approval by the Project Planning Team and the Yurok Tribal Council, the fabrication team will begin fabricating the exhibits. **This process will take 30 days to complete.**

4. The design and fabrication firm will provide the Yurok Tribe with fabrication updates at 25%, 50% and 90% completion; this will include photographs to document project progress. These project updates will allow the Project Planning Team to monitor progress at each stage of development to insure that timeframes are being met. The Tribe will allow the design and fabrication firm to invoice for services based upon these percentages of completion. **This process will take 60 to 90 days to complete.**

At 90% completion, the fabrication team, including the Yurok project representative, will notify the construction management team to begin coordination of the installation. **The process to install the exhibits will take 10 to 30 days to complete.**

5. The Project Planning Team will work closely with the installation crew to insure that all exhibits function as intended. The Project Planning Team will work with the fabrication team to insure that digital media is uploaded into the digital displays and that all displays are functioning. As part of the contract agreement, the design and fabrication firm will insure that Yurok staff is adequately trained on the operation and maintenance of all exhibit systems, media devices and displays.



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6. Upon final installation of the final exhibits and displays, the Yurok Tribe will prepare the final grant close-out documents as required by the funding agency. The Yurok Tribe will assess the final project to insure that all grant conditions and contract conditions have been met and that all goals and objectives have been completed. **This process will take 23-30 days to complete.**

Project Results

The final project outcome will be the installation of the signature exhibit for the Yurok Visitor Center. The results of the project are multi-faceted and include a functional exhibit as well as the capacity to educate the public about the historical and contemporary issues facing, and successes of, the Yurok people. The center will bring economic opportunity and vitality to an economically challenged area and will provide a forum for Yurok artisans, youth, elders and community members to showcase their art, culture and beliefs. The exhibit is the culmination of the dream and vision of the Yurok Tribal Council, the Yurok Culture Committee and the tribal membership to provide a tribally owned venue to share Yurok culture with the public. Without these important exhibits the visitor center loses a significant opportunity to display and share our cultural diversity and history. The Visitor Center would become just another place to pick up a map and visit a gift shop. With the historical and cultural exhibits funded with this grant, the center becomes an experience that will leave a lasting impact on visitors and guests who travel into Yurok Country. The exhibits and displays will afford a heightened experience to visitors and guests who want to learn about the history and culture of the Yurok People from a tribal perspective.



Schedule of Completion

Yurok Visitor Center

Exhibit Fabrication

Year 1

