

**GRANT MEMORANDUM OF AGREEMENT (MOA)  
BETWEEN  
GOVERNOR'S EARLY LITERACY FOUNDATION AND  
MAURY COUNTY PARKS & RECREATION**

This Grant MOA by and between Governor's Early Literacy Foundation, herein referred to as "GELF," and Maury County Parks & Recreation, herein referred to as "MCPR," serves to finalize the agreement of the parties as it relates to the project outlined in Appendix A, herein referred to as "2021 MCPR SBT Project," as further defined in the "Scope of Services."

**A. SCOPE OF SERVICES**

- A.1.** MCPR shall provide all services and deliverables as required, described, and detailed herein and shall meet all service and delivery timelines as specified by this Grant MOA.
- A.2.** GELF will consider the proposal submitted on January 25, 2021, attached as Appendix A, as the basis for the Plan of Work for the 2021 MCPR SBT Project.
- A.3.** The new trail as defined by Appendix A will utilize the titles defined in Appendix B, for which publisher permissions have already been received, printed on storyboard panels placed throughout each designated trail. Panels will be placed at a young child's height to encourage engagement with the story's illustrations and will include family activities to connect the story with surrounding nature, community history, etc.
- A.4.** MCPR will oversee the procurement and installation of 24 new posts and panels at the park as defined by Appendix B.
- A.5.** MCPR will hold an opening celebration at the Storybook Trail referenced in Appendix A to publicize the project to the community. Representatives from GELF, MCPR, the Maury County Imagination Library ("MCIL"), and other literacy advocates should be invited to attend the opening.
- A.6.** MCPR will make every effort possible to obtain stories and photos that illustrate the impact of the 2021 MCPR SBT Project for use by GELF, MCPR, and MCIL in promoting the storybook trails.
- A.7.** Any proposed changes to the Plan of Work as outlined in Appendix A and Appendix B determined after the effective date of this Grant MOA shall be submitted in writing by MCPR to GELF for approval prior to the implementation of said changes.

## **B. MOA PERIOD**

This Grant MOA shall be effective February 23, 2021 through June 30, 2021.

## **C. FUNDING**

- C.1.** MCPR will be awarded a maximum of \$2,500 from GELF for use in the development of the 2021 MCPR SBT Project.
- C.2.** Grant funds will be transferred via ACH transaction to MCPR's bank account listed on the completed Financial Direct Deposit Form within 10 business days following receipt of the signed Grant MOA.
- C.3.** MCPR agrees to retain a copy of receipts for all expenses associated with the 2021 MCPR SBT Project through the end of the calendar year 2021. MCPR will be subject to audit of all invoices, vouchers, statements of cost, and reports and disbursements of funds by GELF related to the 2021 MCPR SBT Project.
- C.4.** MCPR will provide a final financial report as further defined in Section F. Reporting Requirements.

## **D. STANDARD TERMS AND CONDITIONS**

- D.1.** All produced materials, including but not limited to notices, informational pamphlets, press releases, research reports, signs, panel design, welcome sign and similar public notices, prepared and/or released by MCPR in conjunction with the 2021 MCPR SBT Project, funded by GELF, must be approved in advance of production/printing by GELF and include recognition of GELF. Said recognition of GELF shall be in accordance with provisions outlined in Section E. Branding & Marketing Requirements.
- D.2.** MCPR and GELF will carry out all programs and activities in compliance with Title VI of the Civil Rights Act of 1964, and other federal laws prohibiting discrimination, and in such a manner that no person shall, on the grounds of race, color, national origin, religion, sex, age or disability be excluded from participation in, be denied the benefits of, or be subject to discrimination with respect to any of the staffing, programming, and/or services offered through the 2021 MCPR SBT Project.
- D.3.** MCPR will follow all policies and requirements to ensure safe construction in the building of storyboard frames and related signage.
- D.4.** If MCPR fails to perform its obligations under this Grant MOA in accordance with Sections A, E, F, H, and Appendix A and Appendix B, or if MCPR violates any terms of this Grant MOA, GELF shall have the right to immediately terminate this Grant MOA, and grant funding in excess of fair compensation for completed services will be returned to GELF.

- D.5.** Equipment purchased with grant funds shall be owned by MCPR, its assignees, and successors.

## **E. BRANDING & MARKETING REQUIREMENTS**

Printing of equipment per trail, defined as one welcome sign panel, storyboard panels showcasing pages of each approved book, activity panels that complete a trail in the absence of available book panels, and any promotional materials must include the following GELF partnership recognition:

- a) Welcome Sign Panel: GELF logo in stacked format, GELF Storybook Trail icon, additional funding partner logos as determined by MCPR
- b) GELF Mission & Program Description:  
"The mission of Governor's Early Literacy Foundation (GELF) is to strengthen early literacy in Tennessee. GELF launched the Storybook Trail program by partnering with parks to create enriching outdoor reading experiences for children and families to connect literacy with a fun, physical activity. We hope you enjoy this outdoor reading adventure! For more information and to enroll a child in Dolly Parton's Imagination Library, visit [GovernorsFoundation.org](http://GovernorsFoundation.org)."
  - Signage design will follow GELF's template and will be reviewed and approved prior to printing.
- c) Storyboard Panels:
  - One reading tip must be printed on each panel.
  - The last page panel on each trail must include the following GELF call-to-action: "For more reading tips and activities, visit [GovernorsFoundation.org](http://GovernorsFoundation.org)."
  - Signage design will follow GELF's template and will be reviewed and approved prior to printing.
- d) Promotional Materials:
  - GELF logo in stacked format & Storybook Trail icon
  - GELF Mission: "To Strengthen Early Literacy in Tennessee."
  - GELF Call to Action: "For more information on the Storybook Trail program and to enroll a child in Dolly Parton's Imagination Library, visit [GovernorsFoundation.org](http://GovernorsFoundation.org)."

## **F. REPORTING REQUIREMENTS**

- F.1.** Progress & Final Reports: MCPR will submit monthly updates on the status of the 2021 MCPR SBT Project to Paige Atchley, Senior Program Manager at GELF. These updates should be sent by the fifth of each month and should communicate if the project is on time, the progress made toward completing the 2021 MCPR SBT Project, and any other pertinent information about the project. Upon completion of the project, a final report as outlined in F.2. will be submitted within 30 days.

- F.2.** Report Format: The monthly status updates should be sent via email. The final report should be submitted in the provided template and will consist of a project narrative, financial report, outcome measures, and a reflection. More details about the final report are as follows:
- a. Project Narrative- The rationale for choosing to build Storybook Trails in the Community, a description of recent and upcoming marketing & educational activities, and stories and photos demonstrating impact, as available.
  - b. Financial Report - An outline of budgeted vs. actual expenses for the period and inception to date, detailed list of financial contributions made from other funding sources, including but not limited to: Individual or corporate contributions, in-kind donations, other grants, etc.
  - c. Outcome Measures - # of potentially exposed families (i.e. park “visits”), # of marketing/advertising impressions– (per method and in total) from social media campaigns/posts and traditional outlets, # of families who attended Storybook Trail (“SBT”) -related events (i.e. Grand opening, educational field trips, etc.), etc.
  - d. Reflection: A summary of the SBT project, 2021 MCPR SBT Project, including lessons learned during implementation and initial operation and recommendations for the future.

### **G. GELF Roles and Responsibilities:**

- G.1.** GELF will provide reading engagement tips for all SBT panels that utilize the GELF template. This includes any additional titles for which publisher permissions are secured and panels are created by MCPR during calendar year 2021.
- G.2.** GELF will provide a design template for all signage.
- G.3.** GELF will promote 2021 MCPR SBT Project via its social media presence, website, and other channels, as available.

### **H. MCPR Roles and Responsibilities:**

- H.1.** MCPR will designate the location of the SBT trail and build/install panel display frames for the book pages, including mounting posts. MCPR will be responsible for the maintenance of the trails and signage. MCPR will be responsible for the costs of purchasing the post and framing materials, as well as any maintenance expenses.
- H.2.** MCPR will host a ribbon-cutting launch event at each SBT, inviting local MCIL volunteers, GELF staff, MCPR staff and community leaders. GELF and MCPR staff will be acknowledged at the launch event.



**In Agreement:**

*Dean Dorsey Hoskins*

Date: 02/18/2021

Dean Dorsey Hoskins, Vice President  
Governor's Early Literacy Foundation

Date: \_\_\_\_\_

Al Ray, Director  
Maury County Parks & Recreation



**Governor's Early Literacy Foundation (GELF)  
Storybook Trail Interest Form**

Thank you for your interest in launching a GELF Storybook Trail in your community. In order to help us facilitate your request, please complete and submit the following form to [paige.atchley@tn.gov](mailto:paige.atchley@tn.gov) at least 3 months prior to your desired completion date. Once received, the GELF team will review and follow-up within one week.

If you have any questions or need help completing the form, please call Paige Atchley at 615-253-4018.

**1. Name of Organization Submitting Request:**

**2. Coordinator/Point of Contact:**  
*(Name, title, email, office phone, cell phone)*

**3. Name & Address of Park/Outdoor Area:**

**4. Type of Park/Outdoor Area:**  
*(City, state, private etc.)*

**5. Estimated # of Annual Visitors:**  
*(Number of visitors, age, etc.)*

**6. Title of Imagination Library Book Requested for Trail:**  
*(Please provide 5 choices, including name & author )*

**7. Length of Trail:**

**8. Please list the other community partners interested in supporting your efforts.**  
*(Organizations, city/county government, etc.)*

**9. If they are supporting this idea financially, please list the pledged amounts per entity.**

**10. When is your desired completion date?**



## Paige Atchley

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**From:** Paige Atchley  
**Sent:** Thursday, February 11, 2021 10:04 AM  
**To:** Elisabeth McClain  
**Cc:** Claire Jones  
**Subject:** Storybook Trail Grant Allocation  
**Attachments:** GELF Book Bus ACH Financial Info\_Maury County.docx

**Categories:** Related to Salesforce

Good morning Elisabeth,

I hope you are having a great week. I'm writing this morning to share some exciting news! After meeting yesterday, our Foundation decided it would like to contribute **\$2,500** to your Storybook Trail project, broken down in the following ways:

Expense	Appropriation
Permanent Welcome Sign	\$75
Book Panels (16) for <i>Explorers of the Wild</i>	\$400
Book Panels (23) for <i>Up in the Garden, Down in the Dirt</i>	\$575
Book Panels (21) for <i>The Hike</i>	\$525
Book Panels (17) for <i>My Friend Earth</i>	\$425
Booker-Branded 'Fill' Panels (7) for shorter books	\$175
Miscellaneous	\$325

As we discussed on the phone, the permanent welcome sign at the top of the trailhead will be 'evergreen' to go along with whatever book is located on the path. Claire, our Marketing Manager, has a template to use for the welcome sign. (You are encouraged to add any additional sponsors to it!)

We also have a design template that will be the foundation of each of the book panels. (It includes space at the bottom for our logo and a reading engagement tip.) She will provide that template as well, and we will provide the tips for you.

Finally, Claire will design the 'Fill' panels that will be needed to complete the trail for the books we are sponsoring. The idea is that these can be used at any time to fill space but that they will always be used when our sponsored books are on display!

Finally, the 'miscellaneous' category can be used to pay expenses at your discretion, such as a surcharge for the welcome sign (we used an estimate), the launch event of the trail, indirect costs you may incur, etc. (The final financial report will ask you to break out how these dollars were spent.)

Next steps are as follows:

1. Please fill out and return the attached financial intake form to establish an ACH Transfer capability.
2. I will put together the Memorandum of Understanding that will be signed by Al Ray and our Foundation; that should be ready by Thursday next week (We are out on Monday, and I'll need time for our Vice President to review it.) After this is signed (and the financial intake form is submitted), we can transfer the funding.

Finally, I am going to loop in the Imagination Library contacts at South Central Workforce Alliance so they are aware of the project! I am sure they will be excited and help you promote the trail.

Please let me know if you have any questions, and I look forward to working with you on this project!

Warmly,  
Paige



**Paige Atchley**, Program Manager  
Cell Phone: (423) 802-4282  
Governor's Early Literacy Foundation  
[Building lifelong learners in Tennessee](#)