

Guidance for CELCP Funding Acknowledgment Signs

This document is intended to assist grant recipients of NOAA's Coastal and Estuarine Land Conservation Program (CELCP) in designing funding acknowledgment signs for their projects. All CELCP grants include a special award condition that requires a permanent sign or plaque be placed at any properties acquired or otherwise conserved with CELCP funds, as well as those used as match, acknowledging the NOAA funding that supported the project.

As there are many possible styles and configurations of such signs, the CELCP provides a fair amount of flexibility to allow recipients to adapt signs to their state/town or program's existing styles and language relevant for direct acquisitions, easements, or match properties. However designed, ultimately any sign or plaque must be satisfactory to NOAA. A rendering of the proposed sign and/or language can be sent to your CELCP program officer at NOAA for review.

Generally, the parameters are that funding acknowledgment signs should:

- Be installed in a prominent location – that is, readily and easily visible to a majority of site visitors or passers-by.
- Be large enough to be legible at some distance to a person walking (or depending on where the sign is located, driving) by, or otherwise presented in such a manner that the acknowledgment will likely be seen by site visitors.
- Feature the name and/or logo of NOAA, as well as the name of the Coastal and Estuarine Land Conservation Program, as appropriate given the sign's overall design.

There is no text that is specifically required. However, when spelling out our agency and program names, please ensure they appear correctly. For example:

The acquisition of [Property Name] was funded [in part] by a grant from the National Oceanic and Atmospheric Administration through the Coastal and Estuarine Land Conservation Program to the [State or Local Program/Agency/Office].

Often recipients will include other verbiage such as “This property has been permanently protected for conservation and recreation,” which is acceptable.

NOAA does not require “exclusive billing” on project signage – we understand that many federal, state, and local government agencies and other project partners such as land trusts or foundations require and/or appreciate acknowledgment of their contributions to a project. One sign acknowledging all project partners is acceptable to NOAA.

NOAA also does not require that agency logos be included on the sign. However, if the sign design will feature the logos of project partners, we request that NOAA's logo also be included. Your program officer can provide an electronic version of the NOAA logo.

Ideally, recipients will have installed the funding acknowledgement sign on the property by the time the grant expires, as sign installation is considered to be part of the scope of work for a CELCP grant. (This would be especially true if the recipient hopes to charge the costs of sign

design, construction, and/or installation to the grant or use them as match.) However, sometimes property closings occur in the final days of the award period. In those cases, the sign should be installed as soon as possible after closing. Either way, proof that a sign was installed must be submitted with the recipient's final project report (in other words, within 90 days of the end of the award period). As submission of all grant reports is done via the NOAA Grant Online system, we suggest that taking a photo of the sign "in situ" with a digital camera and then uploading the jpg file is the easiest way of complying with this grant requirement.

If you have any questions regarding the funding acknowledgment sign, feel free to consult your NOAA program officer. The following are examples of acknowledgment signs from past projects, to illustrate what is described above. Additional examples are available.

A. Text-based signs with partner logos



B. Logos only (generally appropriate only when you have a lot of partners!)



C. Text only



D. Variations

The acknowledgment does not necessarily have to be large in size if it is presented somewhere that people are very likely to see it, such as the example here where it was incorporated into interpretive signage.

