How to Prepare and Submit an Application

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These application guidelines provide all of the information that you need to submit an application. Your application will consist of a combination of material that you obtain from Grants.gov (certain forms) and our website (additional forms and other items you must submit). We urge you to read these instructions in their entirety before you begin the application process. You also may want to keep these instructions open in a window in your computer as they contain helpful links to information that you will need as you complete your application.

In addition to these instructions, you should periodically check the **Grants.gov blog** and **homepage** for tips, updates, and alerts.

IMPORTANT NOTICE:

Electronic application through Grants.gov is MANDATORY.

- 1) Verify that your organization has completed <u>all steps</u> of the registration process. If you have already successfully submitted an electronic application, renew/verify your registration.
- 2) Verify that you have a version of Adobe Reader that is supported by Grants.gov installed on your computer **before** you download your new application package from Grants.gov.
- 3) Submit your application <u>no later than 10 days</u> prior to the deadline to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the deadline to submit.
 - The Grants.gov Contact Center is available 24 hours a day, 7 days a week. (Phone: 1-800-518-4726.)
 - Submit your application outside of Grants.gov's hours of heaviest usage, generally 12 noon to 5:00 p.m., Eastern Time.
 - The Arts Endowment will not accept late applications.

The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on January 13, 2014.

If you are unable to submit your application electronically, you may request a waiver. PROPOSED TO REMOVE; UNDER REVIEW WITH GENERAL COUNSEL A waiver will be granted for the following reasons only:

- Internet access is not available within a 30-mile radius of your organization's business office.
- Disability prevents the submission of an electronic application.

Your waiver request must be in writing and must be received (not postmarked) at the Arts Endowment at least three weeks before the application deadline. <u>Click here for more information on waivers.</u>

WAIVER POP UP BOX:

Requesting a waiver: Our Town

If you are unable to submit your application electronically, you may request a waiver. A waiver will be granted for the following reasons only:

- Internet access is not available within a 30-mile radius of your organization's business office.
- Disability prevents the submission of an electronic application.

Your waiver request must be in writing and must be received (not postmarked) at the Arts Endowment no later than 5:30 p.m., Eastern Time, on December 20, 2013. You may fax your request to 202/682-5660 or send it to:

Deputy Chairman for Programs and Partnerships Grants.gov Waiver Request Room 705 National Endowment for the Arts 1100 Pennsylvania Avenue, NW Washington, DC 20506-0001

The National Endowment for the Arts continues to experience delays in the delivery of First-Class mail through the United States Postal Service (USPS). Please consider faxing your waiver request or using a commercial delivery service, particularly if you are sending your request close to the receipt deadline.

In the event a waiver is granted, your complete paper application package must be postmarked (or show other proof of mailing) no later than January 13, 2014.

Using Grants.gov

Register or Renew/Verify Registration with Grants.gov [Back to Top]

NOTE: Applicants are required to change their Grants.gov passwords every 60 days. See www.grants.gov for more details on requirements for Usernames and Passwords.

It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov. This includes registration with the System for Award Management (SAM), where your organization's information must be renewed annually. Finalize a new or renew an existing registration at least two weeks before the application deadline. This should allow you time to resolve any issues that may arise with Grants.gov or SAM. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's <u>Get Registered</u>. Allow a minimum of two weeks for this multi-step, one-time process. If your organization already has registered, renew your registration with SAM and verify that your registration with Grants.gov is current.

If you have problems with registration:

- SAM Federal Service Desk: Call 1-866-606-8220 or see the information posted on the SAM website at SAM User Help.
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail <u>support@grants.gov</u>, or consult the information posted on the Grants.gov website at <u>Help</u>. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Download the Application Package [Back to Top]

1. Verify your software.

You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

Please go to "<u>Download Software</u>" to see the compatible versions of Adobe Reader or to download and install Adobe Reader.

2. Access the application package on Grants.gov by clicking on the link below:

DOWNLOAD

[Funding Opportunity Number: 2014NEA01OT]

This will bring you to the "Selected Grant Applications for Download" screen.

Download the application package and follow the instructions below. It is not necessary to download the instructions from Grants.gov as **you will merely be directed back to** the instructions in this document.

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button and save the application package to a location on your computer or network where you can find it readily. Save your application each time you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.

4. You can access each Mandatory form by clicking on it OR you can scroll down your screen and you will come to each form in succession.

The forms are:

- Application for Federal Domestic Assistance/Short Organizational Form (SF-424): This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. See instructions for completing this form below.
- <u>Project/Performance Site Location(s) Form</u>: This form collects information about the primary site location where the project will be performed. See instructions for completing this form below.
- NEA Organization & Project Profile Form: This form asks for some additional information about your organization and project. See instructions for completing this form below.
- Attachments Form: This is not a form in the conventional sense, but rather
 a place to attach additional items (e.g., your project narrative, budget
 forms, endorsement letters) that must be included for your Grants.gov
 application package to be considered complete. See instructions for
 completing this form below.

Submit Your Electronic Application [Back to Top]

- Check the size of your electronic application. The total size should not exceed 10 MB
- 2. To begin the submission process, click the "Save & Submit" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] You will be prompted to provide your Grants.gov Username and Password that you obtained during registration.
- 3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application" button to complete the process. **Be certain that you are satisfied with your**

application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.

If you have difficulty submitting, go to <u>Adobe Reader Error Messages</u> or <u>Applicant Resources</u> for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to <u>Track My Application</u> to track the validation and progress of your application submission through Grants.gov. After the Arts Endowment retrieves your application from Grants.gov, log in to the Grants.gov system by using your Username and Password to receive your Agency Tracking Number (this will be the Arts Endowment-assigned application number).

Additional Help

For additional help on how to use Grants.gov, please see the Grants.gov website at Help. You also can send e-mail to the Grants.gov Contact Center at support@grants.gov or call them at 1-800-518-4726, 24 hours a day, 7 days a week.

For specific help on how to complete your application, please review the instructions in these guidelines or contact OT@arts.gov.

Application Instructions

For a complete application, follow Steps 1-6 below

For your application to be considered complete, every item that is required MUST be included in your application package, which must be submitted no later than the application deadline date under which you are applying. An organization cannot add missing items and/or resubmit the application (in whole or in part) after the application deadline.

A complete application consists of:

- Application for Federal Domestic Assistance (SF-424)
- Project/Performance Site Location(s) Form
- NEA Organization & Project Profile Form

- Attachments Form to which you have attached:
 - o Organizational Background Statement
 - o Details of the Project Narrative
 - Project Budget Form, Pages 1 and 2
 - Financial Information Form
 - Biographies of Key Project Personnel
 - List of Current Board Members
 - o Our Town Partner Information Form
 - Your Own Project Budget (optional)
 - o Programmatic Activities List
 - <u>Letters of Support</u>
 - National Environmental Policy Act and/or the National Historic Preservation Act Documentation
 - Optional Permission to Share Application
- Work samples to be submitted electronically

Step 1: Fill out the Application for Federal Domestic Assistance/Short Organizational Form (SF-424) [Back to Top]

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters

when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

- **1. Name of Federal Agency**: Pre-populated.
- 2. Catalog of Federal Domestic Assistance Number: Pre-populated.
- **3. Date Received**: This will be filled automatically with the date that you submit your application; leave blank.
- **4. Funding Opportunity Number:** Pre-populated.
- 5. Applicant Information:

<u>a. Legal Name</u>: The name provided here must be the applicant's legal name as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe. (Do not use your organization's popular name, if different.)

b. Address:

Use <u>Street 1</u> for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the <u>Zip/Postal Code</u> box, organizations in the United States should enter the **full 9-digit zip code** that was assigned by the U.S. Postal Service. If you do not know your full zip code, you may look it up at <u>www.usps.com/zip4/</u>.

- <u>d. Type of Applicant</u>: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.
- <u>e. Employer/Taxpayer Identification Number (EIN/TIN)</u>: Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.
- f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of your Grants.gov registration. Otherwise, your application will not be validated by Grants.gov and will be rejected.
- g. Congressional District: Enter the number of the Congressional District where the applicant organization is located. Use the following format: 2 character State

Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your 2 character state/territory abbreviation and "-000." If you need help determining your district, please visit the House of Representatives website at www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Provide a brief descriptive title for your proposed project.

<u>b. Project Description</u>: In two or three **brief** sentences, clearly describe your specific project, not your organization. Begin the first sentence with "To support" and include the name of the project. Follow this with up to two more sentences that describe the type of project, the target population that will be served, and where the project will take place. For examples, see **Recent Grants**.

Please note:

This field on the form has a character limit of 1,000. Even if you have less than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct project description and double check the number of characters.

c. Proposed Project Start Date/End Date: Enter the beginning and ending dates for your requested period of support, i.e., the span of time necessary to plan, execute, and close out your proposed project. The start date should be the first day of the month, and the end date should be the last day of the month. The Arts Endowment's support of a project may start on September 1, 2014, or any time thereafter. A grant period of up to two years is allowed.

7. Project Director:

Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field.

Provide contact information, including an e-mail address that will be valid through the announcement date for your category.

8. Primary Contact/Grant Administrator:

Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any grant that may be awarded. The Primary Contact/Grant Administrator identified here will be the person who will receive information for accessing NEA-GO to upload your electronic work samples. For colleges and universities, this person is often a Sponsored Research, Sponsored Programs, or Contracts and Grants Officer. Select a Prefix even though this

is not a required field. For the Telephone number field, use the following format: 000-000-0000.

In some organizations, particularly smaller ones, this individual may be the same as the Project Director. If this is the case, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorized Representative, please complete all items under both 8 and 9 even though there will be some repetition.)

9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. The AOR must have the legal authority to obligate your organization. By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the Assurance of Compliance section of these guidelines.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Step 2: Fill out the Project/Performance Site Location(s) Form [Back to Top]

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

This form collects information about the primary site, as well as additional sites, where project activity will take place. If a portion of the project will be performed at any other site(s), identify the site location(s) in the additional block(s) provided. Use up to 29 additional blocks as required (one for each site). Your responses will not be a factor in the review of your application.

For the Organization Name:

Enter the name of the organization where the activity will take place. This may be the applicant organization or another organization. The remaining fields in a block (e.g., DUNS number) are associated with the organization where the activity will take place.

For the Project/Performance Site Congressional District:

Use the following format: 2 character State Abbreviation-3 character District Number. For example, if the organization is located in the 5th Congressional District of California, enter "CA-005." If the project directly impacts all districts in a state, enter "all" for the district number. For example: "MD-all" for all Congressional districts in Maryland. If nationwide (all districts in all states), enter "US-all." If the state has a single At-Large Representative or the territory has a single Delegate, enter your 2 character state/territory abbreviation and "-000." If the project is outside the U.S., enter "00-000."

If you need help determining a district, go to **www.house.gov** and use the "Find Your Representative" tool.

Step 3: Fill out the NEA Organization & Project Profile Form [Back to Top]

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

See the instructions below for the following items (other instructions are provided on the form itself).

Part 1. Applicant

For this application, the applicant is serving as: Select "Parent of a Component" and list your one required partner in the space provided after "For."

Part 2. Project

Project Field/Discipline: While your project may be interdisciplinary, choose the one discipline that is most relevant to your project. This selection will aid the Arts Endowment's application review.

If you are proposing a pre-K through 12 curriculum-based project that aligns with either national or state arts education standards, choose **Arts Education**. If you choose **Arts Education**, a second Project Field/Discipline menu will appear to the right. From that menu, select the discipline that is most relevant to your project.

For other projects, or if you are not proposing a pre-K through 12 curriculum-based project that aligns with either national or state arts education standards, select the relevant field/discipline below:

- Artist Communities
- **Dance** (including dance presentation)
- **Design** (including architecture, communications and graphic design, fashion design, industrial and product design, interior design, landscape architecture, planning, universal design, rural design, and urban design)
- Folk & Traditional Arts (including folk & traditional arts projects in any art form)
- Literature
- Local Arts Agencies (including projects in any discipline that are submitted by a
 local arts agency or LAA. Local arts agencies generally are referred to as arts
 councils, departments of cultural affairs, or arts commissions. LAAs can be
 private entities or public municipal, county, or regional agencies that operate in
 cooperation with mayors and city managers. Local arts agencies generally make
 grant awards directly to both artists and arts organizations, present programming

to the public, manage cultural facilities, provide services to artists and arts organizations, and facilitate community cultural planning. Statewide assemblies and cultural service organizations **that work specifically with local arts agencies** also are eligible, but only for projects that will predominantly serve local arts agencies.)

- Media Arts
- **Museums** (including projects in any discipline that are submitted by a museum)
- **Music** (including music presentation)
- **Opera** (including opera presentation)
- Presenting & Multidisciplinary Works (projects that involve multiple arts disciplines including multidisciplinary arts presenting and other types of multidisciplinary activities)
- Theater & Musical Theater (including theater and musical theater presentation)
- Visual Arts

Category: Select "Our Town."

Intended Outcome: Select the following outcome as your primary outcome:

H: Livability: American Communities are Strengthened Through the Arts

Please ensure that your selection(s) match your narrative (Attachment 2) for the question about **Outcome(s)** and **Measurements**.

Project Budget Summary: The dollar amounts entered in these fields must agree with the corresponding dollar amounts on your Project Budget Form (Attachment 3).

Step 4: Complete and Attach Required Items to the Attachments Form [Back to Top]

The "Attachments Form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer. Several important points:

1. Attachments 3, 4, and 7 are fillable forms; you will find links to them. These forms can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

Please be sure you are using Adobe Reader (version 9 or higher) when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the leftmost item in the menu bar). Please verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here: http://get.adobe.com/reader/.

2. All other attachments are documents (e.g., narratives, lists) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF (portable document format) files**.

These non-form documents can be created using any word processing software. When you have completed the document, save it to your computer and convert it to PDF before attaching. If you don't already have software to convert files to PDF, there are many low-cost and free software packages that can do this. To learn more, go to PDF Conversion Programs.

Please make sure to convert your documents into PDF format in line with the guidance above. Do not create PDFs of your electronic documents by scanning. In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. Do not embed non-printable media files (video and/or sound) in your PDF documents. Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

No attachment should be more than 2 MB.

- 3. For documents where a form is not provided (e.g., Attachment 2), label pages clearly with the name of the item (e.g., Details of the Project Narrative) and your organization's legal name. Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12 point font size. Do not type in all capital letters. Number pages sequentially; place numbers on the bottom right hand corner of each page. Excess pages will be removed and not be reviewed.
- 4. Name your files as indicated below and attach them in the proper order. Limit file names to 50 or fewer characters and use only the following characters when naming your attachments: A-Z, a-z, 0-9, underscore (_), hyphen (-), space, and period. If you use do not follow this rule, your application may be rejected. Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Please attach the proper file to the proper button as listed below.

The Attachments

► ATTACHMENT 1: ORGANIZATIONAL BACKGROUND STATEMENT (One-page limit)

To this button, attach a one-page **Organizational Background** statement. The file name should indicate the name of your organization or a recognizable acronym followed by "OrgBackground.pdf" (e.g., "ABCDanceCoOrgBackground.pdf" or "StateUnivPerfArtsCenterOrgBackground.pdf").

This document should describe the lead applicant and its primary partner. Other partners can be described in the project narrative and in the statements of commitment.

This statement should cover the points below; use the following headings and letters to organize your response.

- Date organization was incorporated. If not applicable, omit.
- Mission/purpose of your organization: Briefly summarize the mission and purpose of your organization. For organizations whose work extends beyond the cultural sphere (e.g., universities, human service agencies), summarize your mission as it pertains to your public cultural programs or services.
- Organization overview: Address the following:
 - a. An **overview** of your organization's activities.
 - Some specific examples of **previous activities** that demonstrate your organization's ability to carry out the project for which you are requesting support
 - c. The size and general demographics (e.g., ethnicity, income, age) of the community/region/audience that you serve. If you are a membership organization, indicate the number of individuals or organizations that you serve.
 - d. A description of any **special efforts** that your organization is making to reach a broad segment of the community.

► ATTACHMENT 2: DETAILS OF THE PROJECT NARRATIVE (Three-page limit)

To this button, attach your **Project Narrative of no more than three pages**. (Excess pages will be removed and not be reviewed.) The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative.pdf."

Your narrative can be a maximum of three pages, but keep in mind that the Arts Endowment and its panelists prefer succinct descriptions. Organize your response a), b), c), etc., and use the boldfaced language below as headings for each item. For example, "a) **Major project activities**. The ABC city's project type is..."

The information that you provide will be reviewed in accordance with the "Review Criteria." Your narrative should address each of these "Review Criteria" and include information on the following, as relevant to your project. Ensure that your descriptions are consistent with the information that you provide on the NEA Organization & Project Profile form.

If any of this activity is included in a current NEA application or award, include the applicable application or award number, and clearly state that you are not requesting funding for the same activity. NOTE: You may not receive more than one Arts Endowment grant for the same expenses. There can be no overlapping project costs within the submitted budget with other federally sponsored projects.

Include information on:

- a. Major project activities. Begin your narrative by stating one project type or activity from the list below that best describes your project:
 - Creative asset mapping.
 - Cultural district planning.
 - The development of master plans or community-wide strategies for public art.
 - Creative entrepreneurship.
 - Creative industry cluster/hub development.
 - Spaces for artists.
 - Cultural spaces.

- Public spaces.
- Community engagement design activities.
- Innovative arts programming that fosters community interaction.
- Festivals or performances in spaces not normally used for such purposes.
- Public art.

Follow your project type with a detailed description of the project activities that will take place during the requested period of support. Be as specific as possible about actual activities and describe them in full. Do not merely describe the vision or long-term goals for the project. Discuss your action plan and the creative placemaking strategies that will be implemented, including the approach to civic development. If available, provide evidence of community demand for the project. Include information on the location(s) of the proposed activity and any special resources that will be used. Describe the process and criteria for the selection of artists, design professionals, organizations, and/or artworks if they are not already identified. If your project will involve physical objects, spaces, or facilities, provide information about how they will be managed and maintained during the project's development and after the project is complete. You may present information about a broader initiative, if applicable, but be very specific about the phase(s) of your project that are included in your request for funding (e.g., "funding is being requested for 'B' of 'ABC' activity). If this project is a follow up to a previous *Our Town* grant, provide the grant number and a brief status report on the project to date.

- b. **Goals and impact**. Describe your goals in undertaking the project and what you hope to achieve. Discuss the anticipated impact on the community's livability, and, if possible, how the project can serve as a model for other communities. If this is a continuing project, include evidence of the impact achieved for the community. Include any social, cultural, and/or economic impact data so far collected and analyzed.
- c. Outcome(s) and Measurements. Discuss how your project directly addresses the NEA outcome for *Livability: Strengthening communities* through the arts LINK TO DESCRIPTION. You may also address a secondary NEA outcome (Creation, Engagement, or Learning) and/or any additional outcomes of your own that you have established for the project. Ensure that the outcome(s) you address here is the one you select on the NEA Organization & Project Profile form.

Detail the performance measurements that you will use to provide evidence that the NEA outcome was achieved.

d. Budget. State the amount that you are requesting (\$25,000, \$50,000, \$75,000, \$100,000, \$150,000, or \$200,000). If your project budget is more than your operating budget, discuss your capacity to undertake the project. Provide a general outline of the project budget, and describe community funding support for the project and your strategy for maintaining the work of the project. If there will be local, state, or federal government funding for this project, provide the name of the government entity, the program from which the funds come, and the amount. Also note whether your project will be associated with other existing local projects that receive federal funding.

Remember that all grants require a nonfederal match of at least 1 to 1, which must be reflected in your total project budget. For example, if you request a \$50,000 grant, the total eligible project costs must be at least \$100,000 and you must provide at least \$50,000 toward the project from nonfederal sources.

- e. Schedule of key project dates by month, quarter, or year. Include benchmarks or deliverables as appropriate to your project. A grant period of up to two years is allowed. If you include activities that occur before the earliest allowable project start date, make sure you note that those activities and costs are not included in the project request on the Project Budget form.
- f. Partners, key organizations, individuals, and works of art that will be involved in the project. Begin by identifying the two primary partners and provide details on how you will work together to provide leadership for the project. State which of the two primary partners satisfies the cultural (arts or design) requirement. List additional partners for the project and note whether they are committed to or merely proposed for the project.
 Describe the responsibilities of your other partners and the resources that all partners will provide. Indicate any artists, design professionals, other individuals, nonprofit or commercial organizations, or works of art that will be involved in the project, and note whether they are committed to or merely proposed for the project. Describe the process and criteria for their selection and how artistic excellence will be ensured. Where relevant, describe their involvement in the development of the project to date.
 Where key individuals or organizations remain to be selected, it is critical that you describe the selection procedures that you plan to follow and the

qualifications that you seek.

g. The **target community**. Describe the target community that will benefit from the project. Provide population data for the target community; if actual figures or reasonable estimates can be secured, indicate the number of people the project will serve. Ensure that your estimates are consistent with the information that you provide on the NEA Organization & Project Profile form. Discuss in detail the ways you plan to engage the target community. Have you worked with this target community before? Has the target community been or will they be involved in the planning for and implementation of the project? Describe any underserved groups or areas that will benefit. If you are targeting underserved groups or areas, be sure to state how you plan on serving or accessing those communities.

- h. Plans for promoting and publicizing the proposed project during the period of support. Be specific about the audience(s) that you want to reach and the strategies and tactics that you will use to communicate your project to them.
- i. Plans for documenting and evaluating the project. Describe the methods you will use to measure progress and deliverables during the project period. If applicable, include the metrics or indicators that you will use to identify and evaluate the project's short-term and long-term impact on your community's livability.
- j. Accessibility. Will the project be accessible to individuals with disabilities in compliance with federal law and regulations? Explain how you will make your project accessible through access accommodations for both facilities and programs, such as audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling, etc. See the Nondiscrimination Statutes in "Assurance of Compliance" for more information. (For technical assistance on how to make your project fully accessible, contact the Arts Endowment's Accessibility Office at accessibility@arts.gov, 202/682-5532, or 202/682-5496 Voice/T.T.Y. or the Civil Rights Office at 202/682-5454 or 202/682-5695 Voice/T.T.Y.)

► ATTACHMENT 3: PROJECT BUDGET FORM, PAGES 1 and 2 CLICK TO DOWNLOAD: [FORM] [INSTRUCTIONS]

To this button, attach the **Project Budget form, Pages 1 and 2**. The file name should indicate the name of your organization or a recognizable acronym followed by "ProjectBudget.pdf." (If you wish to submit a copy of your own project budget, you may do so; see Attachment 8. Your own project budget may not be submitted in lieu of the required form.)

REMINDER: All costs included in your Project Budget must be expended during your period of support.

Amount requested from the Arts Endowment: State the amount that you are requesting: \$25,000, \$50,000, \$75,000, \$100,000, \$150,000, or \$200,000. If you are recommended for less than the amount that you request you will be asked to revise your project budget. The Arts Endowment reserves the right to limit its support of a project to a particular portion(s) or cost(s).

Total match for this project: The Arts Endowment requires each applicant to obtain at least half the total cost of each project from nonfederal sources. For example, if you receive a \$50,000 grant, your total project costs must be at least \$100,000 and you must provide at least \$50,000 toward the project from nonfederal sources. Matches of more than dollar for dollar are encouraged. These matching funds may be all cash or a combination of cash and in-kind contributions.

Place an asterisk (*) next to those funds that are committed or secured.

You may include matching funds that are proposed but not yet committed at the time of the application deadline. If you use in-kind contributions as part of your match, you need to maintain proper documentation. For help in doing this, see our sample format for recording in-kind (third-party) contributions LINK.

No matching funds can be from federal sources. This restriction includes state or locally distributed funds that originate from a federal agency (such as the U.S. Department of Housing and Urban Development or the U.S. Department of Transportation or NEA funds distributed by your local or state arts agency). While these funds may be leveraged for related activities or phases of your project, they can't appear in your *Our Town* project budget as either income or

expenses.

Costs associated with other federal funds, whether direct or indirect (e.g., flow down through a state arts agency) can't be included in your Project Budget.

For line items greater than \$50,000, provide details of what is included. You may do this by listing a larger heading, followed by a breakdown of what is included in the total. For example. "\$50,000 for X (includes a, b, c, d, e, f, etc.)"

NOTE: The Arts Endowment does not fund (and the matching funds can't be used for) the construction, purchase, or renovation of facilities. Do not include these costs in the Project Budget Form as either income or expenses.

Examples of unallowable costs:

- The purchase costs of facilities or land.
- Costs to prepare land for a facility, park, or streetscape.
- Physical construction or renovation, unrelated to the installation of public art.
- Equipment rental to build a facility or park.

Examples of allowable costs:

- Community planning.
- Design fees.
- Artist fees.
- Costs to prepare a site for an art work such as slabs or pedestals and landscaping.
- Equipment rental to set an art work.
- Space rental for an event.

► ATTACHMENT 4: FINANCIAL INFORMATION FORM CLICK TO DOWNLOAD: [FORM] [INSTRUCTIONS]

To this button, attach the **Financial Information** form. The file name should indicate the name of your organization or a recognizable acronym followed by "FinancialInfo.pdf."

This document should reflect the financial information of the lead applicant only. In the case of a local government, limit this information to the department or office that will

oversee the proposed project. For local governments, footnotes may be helpful to explain the relationship that the department or office has with the larger local government.

► ATTACHMENT 5: BIOGRAPHIES OF KEY PROJECT PERSONNEL (Three-page limit)

To this button, attach no more than three pages that contain the biographies of key project personnel. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios.pdf." Label clearly each item. Excess pages will be removed and not be reviewed.

Submit only succinct narrative biographies. Do not submit resumes or CVs.

Key personnel can be staff, consultants, advisors, artists, designers – anyone who will be a key contributor to the success of your proposed project, regardless of their organizational affiliation. It is up to you to determine which individuals will best represent your project. Biographies should demonstrate that the individuals have the experience necessary to achieve excellence in the project.

► ATTACHMENT 6: LIST OF CURRENT BOARD MEMBERS (One-page limit)

To this button, attach no more than one page that contains a list of current board members. The file name should indicate the name of your organization or a recognizable acronym followed by "BoardList.pdf." Label clearly each item.

Submit only a list. Do not submit information in any other format.

This item is not required where the local government is the lead applicant. A list of board members for the primary partner may be submitted if relevant to your proposed project, but is not required.

Do not include private information such as home addresses, phone numbers, etc.

ATTACHMENT 7: OUR TOWN PARTNER INFORMATION FORM CLICK TO DOWNLOAD: [FORM] [INSTRUCTIONS]

To this button attach the **Our Town Partner Information** form. This form must include the name of the Authorizing Official for your partner, but no signature is necessary. The file name of your attachment should indicate the name of your organization (not your partner) or a recognizable acronym followed by "OurTownPartner.pdf."

Have the required primary partner complete this form as the primary partner.

All applications must have partnerships that involve two primary partners: a nonprofit organization and a local governmental entity, as defined by these guidelines. One of the two primary partners must act as the official applicant (lead applicant). This form is used to provide us with information about the primary partner who is **not** the lead applicant.

Example:

A nonprofit organization is the lead applicant and one of the two primary partners. A local government is the required second primary partner, and not the lead applicant.

In this case, the nonprofit organization as the lead applicant will complete the majority of the application. The local government as the required primary partner will fill out the Our Town Partner Information Form.

► ATTACHMENT 8: OPTIONAL PROJECT BUDGET (Three-page limit)

If you wish to submit a copy of a differently formatted budget (e.g., one created for your own planning purposes), attach it to this button. There is no form or format for this optional attachment. The file name should indicate the name of your organization or a recognizable acronym followed by "SepBudget.pdf." Limit this to a maximum of three pages.

► ATTACHMENT 9: PROGRAMMATIC ACTIVITIES LIST (Three-page limit)

To this button, attach a list of selected **Programmatic Activities** for the past three years. The file name should indicate the name of your organization or a recognizable acronym followed by "ProgActivities.pdf."

Submit an edited representative list, in chronological order, dating back no further than 2010. Include a collective history of programming by all partners for the proposed

project in a single document. This history can include past work or activities that are relevant to your proposed project, and does not have to be arts programming in the traditional sense (exhibition, performance, lecture, etc.). Think of this attachment as an opportunity to show that you and your partners have the experience and capacity to carry out the proposed project.

You may submit no more than three pages. Excess pages will be removed and not be reviewed.

Submit only a list. Do not submit information in any other format.

Use the bullets below as a guide to possible column headings for your list; adjust them as appropriate for your organization.

- Year: 2011-12, 2012-13, or 2013-14. For organizations that schedule activities according to a single calendar year, use 2011, 2012, or 2013.
- The titles of the works/productions/exhibitions or of the program or project.
- Key Artist(s)/Personnel. This may include a creator or project head such as a choreographer, composer, playwright, performing artist, arts specialist, teacher, etc. Also list any key personnel such as director, conductor, etc.
- The location of the activity.
- Dates of the activity and the number of performances/classes/events/exhibitions.
- Attendance and, where available, percent of capacity figures.
- Fees paid to artists/companies. (Use average or aggregate fees where appropriate.)

Example:

A performing arts group might fill out its representative list as follows:

Year	Title/	Key	Location	Dates/#	Attendance/	Fees
	Creator	Artist(s)		of perfs.	% Capacity	

2011- 12	Lecture	James Miller	ABC Museum	February 15, 2012	30/75%	\$\$
2012- 13	Work A/ Creator A	John Smith, Jane Doe	Civic Theater	Jan 27-31, 2013 6 perfs.	850/71%	\$\$
2013- 14	Work B/ Creator B	Richard Jones, Robert Hall	Civic Theater	April 17-21, 2014/7 perfs.	1,050/88%	\$\$

► ATTACHMENT 10: LETTERS OF SUPPORT

To this button, attach a single file that includes up to 10 letters of support for your project. The file name should indicate the name of your organization or a recognizable acronym followed by "Letters.pdf."

1) Required: <u>Letter of endorsement from the highest ranking official for the local government</u> (One-page limit)

This letter must be the first page in your file. The document should be a one-page formal endorsement letter, on appropriate letterhead, from the highest ranking official for the local government (e.g., mayor, county executive, or tribal leader). This letter should reflect the official's familiarity with and support for the project, and must designate your project as the only one being submitted for the local government.

Many organization systems for local government exist. Please provide in your letter a sentence explaining why this official is the leader of the local government. For example, "In the Village of XYZ, our city manager is the highest ranking government official."

2) <u>Statements of commitment from partners</u> (One-page limit per statement):

 If the lead applicant is a local government: You must include a onepage statement from the nonprofit organization serving as the required primary partner reflecting its support for and involvement in the project.

For verification purposes, include the name, phone number, and e-mail of a contact person with the nonprofit organization.

- If the lead applicant is a public entity or a nonprofit tax-exempt 501(c)(3) organization: You must include a one-page statement from the relevant local government agency or department serving as the required primary partner, reflecting its support for and involvement in the project. For verification purposes, include the name, phone number, and e-mail of a contact person with the local government.
- If you list an organization or individual as a partner in your Project Narrative, you must include a one-page statement of commitment describing their support for and involvement in the project. We encourage you to be selective in listing only the partners that are critical to the project's success.

We strongly encourage you to submit your letter of endorsement and statements of commitment electronically through Grants.gov. If you submit these items as a scanned document:

- Scan images at a resolution of 300 dpi. Resolutions over 300 dpi will result in unnecessarily large files.
- Save the images as black-and-white JPEGs. Please be sure you are not saving them in color, as this significantly increases the file size.
- Experiment with the JPEG quality settings. Saving the document as a "medium quality" or "low quality" JPEG will reduce the file size, and is not likely to reduce readability.
- When you have scanned the images, combine them into a single PDF file. Submit a single file; do not submit a separate file for each scanned page.

► ATTACHMENT 11: NATIONAL ENVIRONMENTAL POLICY ACT AND/OR THE NATIONAL HISTORIC PRESERVATION ACT DOCUMENTATION (Ten-page limit)

To this button, attach no more than ten pages in a single file that includes information necessary to review your project under Section 106 of the National Historic Preservation Act (NHPA) and/or the National Environmental Policy Act (NEPA). If your information exceeds 10 pages, you may summarize information or include links to websites where the information exists. The file name should indicate the name of your organization or a recognizable acronym followed by "Documentation.pdf."

Please address the following items as thoroughly as possible. All projects must be reviewed for compliance with federal requirements, and incomplete information may delay our ability to make a grant award or release grant funds.

For reference, further information on NHPA can be found at http://www.achp.gov/citizensguide.html, and information regarding NEPA may be accessed at http://www.epa.gov/Compliance/basics/nepa.html.

- 1) Provide a short assessment of whether your project has the potential to have an effect on environmental or historic resources and whether that effect is an *adverse* effect. We will review the documentation and make our own finding.
- 2) If your project will never physically alter a building, site, landscape, or historic district, or you're not working on a plan or design for a building, site, landscape, or historic district, please state this as your reason why your project does not have the potential to have an adverse effect on environmental or historic resources. For example, if you are producing a poetry festival in an existing space and will not use the space for anything but temporary programming, your project probably doesn't have the potential to have an adverse effect on environmental or historic resources.
- 3) If you are proposing a public art project, temporary or permanent, or you are designing or planning a building, site, landscape, or historic district, you must provide us with detailed information:
 - Provide a very clear description of the building, site, landscape, or historic district in which you will be working, even if it is just planning or design activities. Include the address(es).
 - If any element of the building, site, landscape, or district (or adjacent properties) is historic (50 years or older), describe that element in detail. For example, if you are working on a historic building or district (or there is one adjacent), describe the age (give year built if available), whether or not it's on the National Register of Historic Places, and the type of work being planned or designed.
 - Provide a detailed description of any project activities that might now or someday have an effect on the environment so that we may review the actions under the National Environmental Policy Act. Be very specific. For example, if you will be doing cleanup of a site,

describe exactly what needs to be cleaned. Is it litter on the site or toxic waste that needs to be cleaned up? If you will be installing public art, describe the previous use of the property and why you think the land is not likely to be contaminated.

- If you have any correspondence from your State Historic
 Preservation Office or other authorities who monitor historic assets,
 please attach the letters.
- If you have conducted a review according to your state's environmental quality laws or soil testing on your own, please attach an executive summary of that review. Do not submit a report.
- If local authorities have issued any permits for your project, describe them.
- If you don't have documentation, but you have talked to state or local authorities regarding historic or environmental concerns, describe your efforts.
- 4) If an Indian tribe or Native Hawaiian organization may attach religious and/or cultural significance to historic properties touched by your project, please describe.
 - Make this assessment regardless of the location of the property, as the circumstances of history may have resulted in an Indian tribe now being located a great distance from its ancestral homelands and places of importance.
 - If a property is owned by a tribe or Native Hawaiian organization, let us know.
 - Identify the names of the tribe(s) or Native Hawaiian organization(s) you refer to, if any.

We may contact you for additional documentation.

ATTACHMENT 12: OPTIONAL PERMISSION TO SHARE APPLICATION

If you wish to grant permission to the NEA to share your application with other funders, attach it to this button. The file name should indicate the name of your organization or a recognizable acronym followed by "Permission.pdf."

From time to time, the NEA receives requests from other funders who have interests similar to those of the agency. If you would like your application made available to be shared with other funders, the NEA needs permission from the person listed as the AOR (Authorized Organization Representative) on your application.

Submit a statement, on appropriate letterhead, from your AOR saying "I (Name of AOR) grant permission to share ABC Organization's application with other funders." If this item needs to be scanned, follow the instructions under Attachment 10.

Please note:

- Your decision whether or not to grant permission will have no bearing on the review of your application. Other funders are not involved in the decision making process for the NEA.
- The sharing of your application in no way guarantees follow up or funding from other funders.
- The NEA is under no obligation to provide feedback from other funders on the information shared.
- By sharing your application with other funders, the information becomes available to the public, upon request, under the Freedom of Information Act.

Step 5: Submit Items in Steps 1-4 above electronically through Grants.gov [Back to Top]

Follow the detailed instructions under "Submit your electronic application" above.

Step 6: Prepare and submit work samples electronically [Back to Top]

In addition to the material that you submit through Grants.gov, you must submit work samples as detailed below. Your application package will not be considered complete without these items. Do not submit work samples through Grants.gov.

Electronic Submission of Work Samples

You will upload your work samples electronically. This will eliminate the need for you to mail work samples to the NEA after completing the Grants.gov application process.

To upload work samples, you will use the NEA GrantsOnline™ System (NEA-GO), which is being administered for the NEA by the Western States Arts Federation (WESTAF). This will proceed as follows:

- 1. You will complete the Grants.gov application process as detailed through Step 5 of the instructions above.
- 2. On January 29, 2014, WESTAF will e-mail the Primary Contact/Grant Administrator identified on your Grants.gov application with the login information (URL, User name, and Password) for accessing NEA-GO.

You will have until February 4, 2014, to upload, preview/check, and submit your work samples electronically.

To ensure that you receive WESTAF's login information promptly, we recommend that you add the following e-mail address to your list of safe senders: noreply@culturegrants.org.

3. You will access NEA-GO for detailed instructions and to upload your work samples.

The NEA-GO system is optimized for use with the following web browsers: Mozilla Firefox, Safari, and Google Chrome. Internet Explorer will also work, but you must have at least version IE 8.

NEA staff will be available to answer any questions that you have.

You should prepare your work samples well in advance of the deadline and have them fully ready to upload once NEA-GO becomes available to you.

Work Sample Preparation

Work samples are a critical component of your application and will be considered carefully during the review process. The work samples are your primary way to show the level of design or artistic excellence that you and your partners are capable of achieving. It is up to you to determine the images or audio/video clips that are most relevant to and best support your proposed project. The work can be from any individual

or partner involved in the project. Samples should be recent, of high quality, and as relevant to the project as possible

Acceptable Formats

Please select the format(s) most appropriate to the artistic medium or discipline represented in your project. Audio and video clips are intended to accommodate theater, dance, music, film, and new media work samples (not slide shows of still images). As review time is limited, please be selective in what you chose to submit. We highly recommend limiting your selections to three to four substantive work samples relevant to the project.

You will be able to upload samples in the formats described below. There is a limit of 250 MB for all of your work samples combined.

Digital images

Submit **up to 20** images. You may either combine all of your images into a single PDF file or upload each image in a separate jpeg file to NEA-GO. Image size should be consistent; 800 x 600 pixels is suggested. Each image/file has a size limit of 5 MB. If you are uploading individual images, **DO NOT** upload them as a single-page PDF. Submit single images as a jpeg.

It is required that you submit as your first image a map of the project site or physical area/geography that will be impacted by the project.

Additional images could include:

- Existing site conditions.
- For commissions and public art, digital images of the work of the artist(s) under consideration and of the proposed site.
- Selected artists or designers' previous work.
- Past exhibitions or programs by the organization.
- Images of model projects or case studies that have informed or inspired your project.

Audio Samples

Submit no more than two selections; each selection should not exceed two minutes. You will upload each selection in a separate file. Each file has a size limit of 5 MB. Acceptable file types are mp3, wma, wav, aac, mid, midi, mpa, and ra.

Files could include:

 Past performances or recordings of the selected artist(s) or organization(s) under consideration.

 Pre-existing promotional clips or interviews specific to the project or partners involved. The creation of new audio for your application is discouraged.

Video Samples

Submit no more than two selections; each selection should not exceed two minutes.

Files could include:

- Existing site conditions.
- Past performances or recordings of the selected artist(s) or organization(s) under consideration.
- Pre-existing promotional clips or interviews specific to the project or partners involved. The creation of new video for your application is discouraged.

You may submit a link to a video sample, or upload a video sample directly to NEA-GO.

If you submit a link:

Submit a PDF with a link to the website. If you are including more than one website, submit **no more than two** and list them all on a single PDF. For each site, list the URLs for pages to be shown; include any necessary information on required plug-ins, passwords, or navigation paths.

If you upload directly to NEA-GO:

Acceptable file types are avi, flv, mov, mp4, mpeg, rm, and wmv. Your video sample **must** be in one of these acceptable file types. File types such as VIDEO_TS.BUP, VIDEO_TS.IFO, and VIDEO_TS.VOB **will not work**.

In order to be uploaded, videos must meet the following minimum requirements:

- Resolution: At least 480 x 360
- Frames per second (fps): At least 12

You can often check the resolution of a video as follows. In Windows environments, find the file on your computer, right click it, and select "Properties." On a Mac, hold the

Control key, and click on the file name. Select "Get Info" and the information should display. Most videos are a standard 29 frames per second.

While the above requirements are the minimum, submitting your video in the mp4 (H.264) format at 640 x 480 with mp3 audio will allow for efficient uploading while showing your clips to best advantage. There is a file size limit of 250 MB. (Note, however, that there is a limit of 250 MB for **all** of your work samples combined so choose your video samples carefully.)

If your video doesn't meet the minimum resolution requirements above, there are a number of software programs you can use to convert your video, such as the free MPEG Streamclip; DV Kitchen for Mac, which has a free trial; and www.mediaconverter.org, which allows for five free conversions.

If you are submitting more than one video sample, you will upload each individually, in a separate file.

Websites

Do not submit your organization's general website. Only submit a website that is an essential part of the project.

Submit a PDF with a link to the website. If you are including more than one website, submit **no more than two** and list them all on a single PDF. For each site, list the URLs for pages to be shown; include any necessary information on required plug-ins, passwords, or navigation paths.

NOTE: If you provide links to works samples -- digital images, audio samples, video samples, or documents – the same limits on work samples uploaded directly to NEA-GO apply to those provided via links:

- Audio samples: No more than two selections; each selection should not exceed two minutes.
- Digital images: No more than 20 images.
- Video samples: No more than two selections; each selection should not exceed two minutes.
- Documents: Up to 12 pages each.

<u>Documents (Programs, brochures, calendars, catalogues, or other promotional material)</u>

Submit a very limited sample that was produced or printed during 2011 or 2012 and that is directly related to the proposed project. Upload each document individually, in a separate file. Each file has a size limit of 5 MB and 12 pages. All documents should be submitted as PDF files.

If you have to scan material, please follow the guidance below:

- Scan images at a resolution of 300 dpi. Resolutions over 300 dpi will result in unnecessarily large files.
- Experiment with the JPEG quality settings. Saving the document as a "medium quality" or "low quality" JPEG will reduce the file size, and is not likely to reduce readability.
- When you have scanned the images, combine them into a single PDF file.
 Submit a single file for each document; do not submit a separate file for each scanned page.

Work Sample Information

For each work sample that you upload electronically, you will find a descriptive field into which you will enter the following information, as appropriate:

Title box:

• The title of the work or organization represented by the work sample. Title each work sample with a unique name. **This title must not contain an apostrophe**.

Description box:

- Name of the designer(s), artist(s), or key individuals involved.
- Title of work/image/activity (if different from first bullet).
- Date of work/image/activity.
- No more than one sentence describing the work and its relationship to the project for which you are requesting support.
- For video, length of the sample. (Two minutes is the maximum.)

[Applicants submitting multiple images on a PDF should include the relevant information from above with each image in the PDF. The descriptive field for the file should provide a brief overview of the group of images as a whole.]

For previous applicants: There is no longer a separate Work Sample Index.

Reporting Burden

The public reporting burden for this collection of information is estimated at an average of 29.5 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The Arts Endowment welcomes any suggestions that you might have on improving the guidelines and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Office of Guidelines & Panel Operations, Room 620, National Endowment for the Arts, 1100 Pennsylvania Avenue, NW, Washington, DC 20506-0001. Note: Applicants are not required to respond to the collection of information unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number.