

CFDA No. 45.024  
NEAPS1504

## **Program Solicitation: 2017 National Heritage Fellowship Awards Program**

### **Proposal Receipt Deadline: April 5, 2016**

The National Endowment for the Arts requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted proposal no later than 11:59 p.m., Eastern Time, on the deadline date above. We strongly recommend that you **submit your application by March 25, 2016** to give yourself ample time to resolve any problems that you might encounter.

### **Background**

The purpose of this Program Solicitation is to select an organization to assist the National Endowment for the Arts with the 2017 National Heritage Fellowships Awards program by coordinating a concert, ceremony and reception, awardee dinner, and associated events.

Each year, the National Endowment for the Arts awards a limited number of lifetime honors to individuals in recognition of their outstanding contributions to our nation's artistic heritage. One of these programs, the **NEA National Heritage Fellowship Awards**, pays tribute and draws public attention to the excellence and diversity of our nation's folk and traditional arts. The one-time-only awards go to significant traditional artists from across the country in recognition of their contributions to a particular traditional art form and to the American public through their artistic work. Since 1982, new awardees have travelled to Washington, DC to receive our nation's highest honor in this field in a public ceremony and perform in a concert.

Through this Program Solicitation, the National Endowment for the Arts seeks a Cooperator to assist in the production and execution of the award program's public events including bringing the recipients to Washington, DC and coordinating the various events surrounding the official presentation of the 2017 National Heritage Fellowship awards.

### **Scope of Work**

The purpose of this Program Solicitation is to select an organization (Cooperator) to manage events related to the 2017 National Heritage Fellowship Awards Program to take place in Washington, DC in fall 2017. In brief, the Cooperator will facilitate and coordinate:

- An Awards Ceremony & Reception.

- An Awardee Dinner.
- An Awards Concert.
- Production of a live webcast of the Awards Concert.
- Associated activities as described below.

Details for each of these program elements can be found under Detailed Requirements below. The Cooperator will work closely with the NEA Project Director on all phases of this project.

### **Detailed Requirements**

The NEA Project Director will be the NEA Director of Folk & Traditional Arts. The NEA Project Director will review and approve all aspects of the project for overall quality and completeness throughout the project period of performance and will determine the format for all required project deliverables. The Cooperator will consult with, and will secure the approval of, the NEA Project Director in carrying out the responsibilities below.

The Cooperator will:

- Prepare a detailed budget and project plan for the series of events associated with the 2017 National Heritage Fellowships Awards (up to ten individuals or groups), and work with the NEA Project Director to refine the details and schedule of all project components.
- For all individual awardees, all members of group awardees, and one guest per each individual awardee and one guest per each group awardee, arrange and pay for all air or other appropriate travel, ground transportation to and from airports/train stations and all planned events, and hotels (approximately four nights), per the schedule. Coordinate transportation arrangements for any necessary equipment and ensure that all awardees and their companions reach required destinations in a timely manner.
- In consultation with the NEA Project Director and the NEA Office of Administrative Services, prepare a timeline and contract with a U.S. Government Publishing Office-approved vendor for the design and printing of invitations to a Congressional (including the possibility of the Library of Congress)/White House Awards Ceremony & Reception (up to 1,500), Awardee Dinner (up to 200) at the Library of Congress, Awards Concert tickets (up to 2,000), program booklets (up to 3,000), mailer/poster/flyer (up to 100), note cards (up to 250); and designs for public advertising in the Washington Metropolitan Area Transit Authority (WMATA) system.
- Provide personnel required for greeting awardees at airports/train stations, an awardee orientation meeting, the Congressional/White House Awards Ceremony

& Reception, Awardee Dinner, extended rehearsal times at the concert venue, and the Awards Concert.

- Coordinate with awardees to accommodate special requirements at all events and venues (e.g., seat preferences and reserved seating at the Congressional/White House Awards Ceremony & Reception, wheelchair assistance, etc.).
- Identify and, following NEA approval, contract with an appropriate facility for the Awards Concert and any related costs. We envision a venue that can accommodate an in-person audience of between approximately 900 and 2,000, with the capacity for high quality live webcasting and the projection of video profiles and images. The Cooperator will work in partnership with this facility to ensure effective communication and a clear outline of roles and responsibilities.
- Assist the NEA Project Director with production and staging of the Awards Concert, Awards Ceremony & Reception, and Awardee Dinner.
  - Secure and pay for the concert venue and related costs.
  - Coordinate with the NEA on securing a director and host for the Awards Concert.
  - Develop and secure NEA approval for the concert program, including a rehearsal schedule and production script.
  - Coordinate and pay for the shipping of craft items and musical instruments, as well as for slide and photo acquisition, necessary to undertake all events.
  - Coordinate and contract for videotaping, photographing, and audio recording of all events.
  - Secure and pay for sound engineering services at all events.
  - Assist the NEA with on-site press management as needed at all events.
- Arrange for and coordinate a live webcast of the Awards Concert. Obtain advance NEA approval of the proposed producer(s). Provide one high-resolution digital copy to the NEA Project Director no later than one week after the Awards Concert. Coordinate marketing of the webcast with the NEA.
- In consultation with the NEA Project Director, identify and contract with a producer who will work with state-level partners in the awardees' home states to create a three- to four-minute closed-captioned, fully transcribed video tribute of each awardee to be used for NEA social media outlets, as promotional materials, and shown at the Awards event(s). The NEA Project Director will approve the

choice of producer(s) as well as review and approve the video tributes. NEA staff may conduct some of the video tribute interviews. Provide high-resolution digital copies of the video tributes to the NEA Project Director, following the public announcement, starting in June 2017 through to the end of August 2017.

- Produce and distribute promotional materials for publicity purposes about the Awards Ceremony and Awards Concert, in consultation with the NEA's Office of Public Affairs.
- Follow the Cooperator's approved written procurement policies if consultants or vendors are selected by the Cooperator as part of this project. In addition, the Cooperator should be aware of the Uniform Guidance procurement standards described in 2 CFR 200.318. Consultants or vendors engaged by the Cooperator as part of this project will be required to agree that any information gathered will be used only for the purposes described in the Cooperative Agreement. The Cooperator will coordinate and make payment for all travel arrangements of consultants or vendors selected by the Cooperator as part of this project. Engagement of consultants, vendors, or project partners by the Cooperator as part of this project requires the prior approval of the NEA Project Director.
- Provide the NEA Project Director with project updates, in a mutually agreed upon format, generally on a bi-weekly basis.
- Obtain all necessary rights, permissions, licenses, synchronization rights, and releases as appropriate to the project (e.g., broadcasting, webcasting, archiving on the National Endowment for the Arts' website and YouTube). Rights must include the materials comprising the video biographies for use at the events (including live webcast and radio broadcast(s)) and for our other uses (e.g., website, publications). Rights also must cover any copyright-protected material, including archival/historical footage, used in the biographies. Copies of the permissions/releases must be provided to us in advance of the events. The NEA Project Director will coordinate discussions or meetings, as appropriate, between the Cooperator and our Office of General Counsel to ensure that the rights secured meet the National Endowment for the Arts' needs.
- No later than 90 days after the completion or termination of the Cooperative Agreement, submit electronically to the NEA's Grants & Contracts Office Final Reports, and to the NEA Project Director a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425. The FDR must include recommendations for the future.

The NEA Project Director will:

- Prepare and post guidelines, and organize and oversee the review of nominations for the 2017 NEA National Heritage Fellowships through panel and

National Council on the Arts review and approval by the National Endowment for the Arts' Chairman.

- Work with the Cooperator to refine the project details, budget, and schedule.
- Confirm the availability of the proposed 2017 honorees for the awards events and provide their biographical and contact information to the Cooperator.
- Arrange for the Awards Ceremony & Reception and Awardee Dinner at the selected venue, including catering. The National Endowment for the Arts is responsible for all food and related costs pertaining to the reception and dinner. Enter into relevant contracts as necessary to accomplish these tasks.
- Provide the Cooperator with a final guest list and seating arrangements at events for Awardees, VIP guests, and National Endowment for the Arts staff, as necessary.
- Provide Presidential letters for awardees, if available, as well as plaques for the Congressional/White House Awards Ceremony.
- Serve as a liaison for additional programming and media activities, such as: Master of Ceremonies for an Awardee Dinner and at the Awards Ceremony & Reception; facilitate awardee interviews for radio broadcast.
- Coordinate with the Cooperator on securing a site and date for the 2017 NEA Heritage Fellowship Concert and associated events.
- Review and approve all logistical plans to webcast the Awards Concert, including the proposed producer(s).
- Approve the concert program, rehearsal schedule, scripts, event host, video tribute producer, and video tributes.
- Review, proof, and approve all promotional and program materials.
- Provide text, including introductory messages and biographies, for the concert program booklet.
- Approve any project consultant(s) or subcontractor(s) proposed by the Cooperator.
- Enter into and manage any Federal Interagency Agreements necessary to stage the program events.

- Act as a liaison between the Cooperator and other National Endowment for the Arts staff (e.g., Office of Public Affairs, Office of General Counsel, and Office of Administrative Services) that might be involved in the project.

### **Estimated Schedule**

The Cooperative Agreement resulting from this Program Solicitation can start no earlier than December 1, 2016. We will work with the Cooperator to identify dates related to specific project activities before the Cooperative Agreement is finalized.

Winter 2016/2017	Cooperator refines project plans and schedule with NEA Project Director. Explore and secure dates, sites, and formats for project components.
Spring to Summer 2017	Draft concert program script and rehearsal schedule provided to NEA; these items approved by the NEA.
Fall 2017	Congressional/White House ceremony, reception, dinner, and press announcement.
Fall 2017	Awards Concert
Fall 2017	Recordings of 2017 NEA National Heritage Fellowship Concert due to NEA Project Director no later than one week after event.
November 30, 2017	Period of Performance ends.

### **Cooperative Agreement Amount**

We expect to award one Cooperative Agreement of up to \$310,000, contingent upon the availability of funds.

This Cooperative Agreement does not require matching funds.

### **Period of Performance**

This Cooperative Agreement will begin no earlier than December 1, 2016, and may extend for up to 12 months.

An organization may not receive more than one National Endowment for the Arts award for the same costs during the same or an overlapping period of performance. In addition, different awardees may not receive federal funds for the same project costs during the same or an overlapping period of performance.

We may enter into subsequent Cooperative Agreements with the organization selected as a result of the Program Solicitation. See "Subsequent Cooperative Agreements" below.

### **Applicant Eligibility**

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes may apply. To be eligible, the applicant organization must:

- Meet the Arts Endowment's "**Legal Requirements**" at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all Arts Endowment award(s) previously received.

An organization may submit only one proposal under this program solicitation.

You may apply to other National Endowment for the Arts funding opportunities, including Art Works and Our Town, in addition to this program solicitation. In each case, the request must be for a **distinctly different project**.

### **How to Prepare and Submit an Application**

You are **required** to submit your application electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on April 5, 2016.** We strongly recommend that you submit your application by March 25, 2016 to give yourself ample time to resolve any problems that you might encounter.

Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "**Get Registered**" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. See "How to Prepare and Submit an Application" on pages 10-20 for further instructions.

### **Application Review**

Proposals will be reviewed on the basis of the following criteria:

The **artistic excellence** of the project, which includes the:

- Potential for this activity to be carried out at the highest level of artistic quality including the applicant's commitment to the folk and traditional arts and its demonstrated track record in event production and presentation.
- Quality and creativity of the proposed approach to this program.

The **artistic merit** of the project, which includes the:

- Degree to which the project correlates to the applicant's mission and programs.
- Quality and clarity of the event production plans and project design.
- Ability to carry out the project on time and within budget including the appropriateness of the budget.
- Qualifications and experience of staff involved in the project.

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all federal financial assistance awards. It is anticipated that applicants will be notified of award or rejection in July 2016.

NOTE: All recommended National Endowment for the Arts applications undergo a review to evaluate risk posed by the applicant prior to making a federal award. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

## **Award Administration**

### **Travel Policy**

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.474 as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to the Grants & Contracts Office before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or matching funds can be used to support federal staff or National Council on the Arts Members' travel.



## **Crediting Requirement**

The Cooperator must clearly acknowledge support from the National Endowment for the Arts in all material related to this project. We may provide the Cooperator with specific requirements for this acknowledgment.

## **Subsequent Cooperative Agreements**

The National Endowment for the Arts may enter into up to four subsequent awards with the recipient of this Cooperative Agreement. Any such future Cooperative Agreements, however, would be subject to agency priorities, the availability of funds, Cooperator performance, and the agency's regular review process.

## **General Terms and Conditions**

National Endowment for the Arts Cooperative Agreements are subject to the **General Terms and Conditions for Grants and Cooperative Agreements to Organizations**.

## **Project Reporting and Evaluation**

Through this program we intend to achieve the following objective: ***Engagement:*** *American throughout the nation experience art*. If an award is received, the Cooperator also will be asked to provide evidence of those results. Before applying, please review the **reporting requirements**.

## **Agency Contacts**

If you have questions about programmatic requirements, contact:

Clifford Murphy  
Director, NEA Folk & Traditional Arts Programs  
202/682-5726  
[murphyc@arts.gov](mailto:murphyc@arts.gov)

If you have questions about administrative or technical requirements, contact:

Nicki Jacobs  
Director, NEA Grants & Contracts Office  
202/682-5403  
[jacobsn@arts.gov](mailto:jacobsn@arts.gov)

REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the National Endowment for the Arts. Call the Grants.gov help desk at 1-800-518-4726, e-mail [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours per day, seven days a week.

## Reporting Burden

The public reporting burden for this collection of information is estimated at an average of 20 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. We welcome any suggestions that you might have on improving its Program Solicitations 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: [webmgr@arts.gov](mailto:webmgr@arts.gov), attention: Reporting Burden. 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.

\* \* \* \* \*

OMB No. 3135  
Expires 11/30/2016

## Apply Electronically Through Grants.gov

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system.

**The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on April 5, 2016.** We strongly recommend that you submit your application by March 25, 2016 to give yourself ample time to resolve any problems that you might encounter. The National Endowment for the Arts will not accept late applications.

## **Register or Renew/Verify Your Registration with Grants.gov**

**NOTE: Applicants are required to change their Grants.gov passwords every 60 days. See [www.grants.gov](http://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 **[Get Registered](#)**. **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 **[support@grants.gov](mailto:support@grants.gov)**, or consult the information posted on the Grants.gov website at **[Support](#)**. 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.

Registration Tips:

- **Register early.** Registration is by far the hardest part of the whole process. Don't put it off to the last minute. Grants.gov advises that registration usually takes up to 5 business days but it can take longer; we recommend that you allow at least two weeks. For help, call the Grants.gov Contact Center at 1-800-518-4726, e-mail **[support@grants.gov](mailto:support@grants.gov)**, or consult the information posted on the Grants.gov website at **[Support](#)**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

- **Be extremely careful when entering your registration information and make sure your information on file with the entities involved is correct and consistent.** In the second step of the registration process, your information will be validated with the IRS and Dun & Bradstreet (D&B). If your information doesn't match exactly -- like having a comma in your organization's name on file with the IRS, but not with D&B -- it can snag your registration.
- **Make sure your registration information is up to date.** Your organization's System for Award Management (SAM) registration -- part of the Grants.gov registration process -- must be renewed every year. SAM will alert your organization's SAM Point of Contact when it is time for renewal. You can check your current SAM registration status by entering your DUNS number at "**Search SAM**" at [www.sam.gov](http://www.sam.gov). Also verify your registration with Grants.gov and make sure it is current before you apply, especially if your e-mail address has changed.
- **Even if you aren't registered, you can work on an electronic application.** While you need to be registered in order to submit an application, you don't need to be registered (or an AOR) in order to work on one.

#### Creating your application:

- **Review the Grants.gov software requirements.** You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer in order to access, complete, and submit applications. 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.
- **Yes, the DUNS is important.** The DUNS you enter on the SF-424 form must match exactly the DUNS you used when you registered with SAM. If it doesn't match -- even if you just transpose two digits -- we won't get your application because the Grants.gov system will kick it back to you. If your organization has more than one DUNS (many do), make sure you're using the right one for applying via Grants.gov.
- **You're the only one who can ensure that your application is complete.** Yes, the Check Package for Errors function on the forms will tell you if you missed a required field but it can't tell you if your application was validated and accepted by Grants.gov. See below.

#### Submitting your application:

- Submit your application by March 25, 2016 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.
- **Just because Grants.gov received your application doesn't mean it's been accepted.** Ensure that your application was validated and accepted by the Grants.gov system. Go to Track My Application to track the validation and progress of your application submission through Grants.gov. There are several

reasons applications may not be validated. Maybe there was a problem with the DUNS (see above). Bottom line: Don't wait until just before the deadline to submit. If you turn off your computer right after submitting, you may not learn the application was kicked back until too late. Give yourself some extra time to make adjustments and resubmit, if necessary.

- **Sometimes the problem isn't Grants.gov or you, it's your computer.** You'll need to work with your own IT administrator to fix the problem. It may be due to the presets on your computer or your Internet Service Provider. If your IT administrator isn't available, just try submitting from another computer and see if that works. Another reason to submit early!

### **Download the Application Package**

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 "[Recommended Software](#)" 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: NEAPS1504]

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 that 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 two 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. Instructions for completing this form begin on page 15.
- **Attachments Form**: This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 17.

### Submit Your Electronic Application

1. 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 [Adobe Reader Error Messages](#) or [Applicant Resources](#) for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to [Track My Application](#) to track the validation and progress of your application submission through Grants.gov.

## **Application Instructions**

For a complete application, follow Steps 1 and 2 below:

### **Step 1: Fill out the Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**

**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:
  - a. Legal Name: Enter the legal name of your organization 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 Street 1 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 Zip/Postal Code box, enter your **full 9-digit zip code that was assigned by the U.S. Postal Service**. (You may look it up at [www.usps.com/zip4/](http://www.usps.com/zip4/).)
  - d. Type of Applicant: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.



e. Employer/Taxpayer Identification Number (EIN/TIN): 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 the 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 two-digit state/territory abbreviation and "-000." If you need help determining your district, go to [www.house.gov](http://www.house.gov) and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Enter Heritage Fellowship Awards Program.

b. Project Description: Provide a two or three sentence summary description.

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 a start date no earlier than December 1, 2016. Your project may extend for up to 12 months.

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 throughout the proposed period of performance.

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 Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.



**If this individual is the same as the Project Director, 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 Authorizing Official, 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.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

### **Step 2: Complete and Attach Required Items to the Attachments Form**

This "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 2 is a fillable form; you will link to find it. This form 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 left-most 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, bios) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF (portable document format) files.**

**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.

3. No attachment should be more than 2 MB. For non-form documents, label pages clearly with the name of the item (e.g., Application 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. Within each attachment, 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 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 - Your Narrative, Bios, Budget and Supporting Information.

**ATTACHMENT 1:** To this button attach a **narrative** (no more than 5 pages in length) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative").

The information that you provide will be reviewed in accordance with the "Review Criteria" for this initiative. Please organize your response a), b), c), etc., and use the boldfaced language below as a heading for each item.

- a) Your organization's **mission and principal activities**.
- b) Your organization's **experience in producing and presenting** performing arts events. Note any major folk and traditional arts events that you have produced or presented in the past three years.
- c) Your proposed plans for **presenting and producing the 2017 National Heritage Fellowship Awards** program, including the Awards Ceremony & Reception, Awardee Dinner, and the Awards Concert. If you are proposing a specific venue(s) and producer(s), please note them and the degree of their

commitment. Discuss any proposed consultants, partners, or special resources that might be needed.

- d) **Schedule** of key project planning and implementation dates.
- e) Your organization's **experience in** producing, or overseeing the production of, webcast quality **videotaping** of live performances in genres such as the folk and traditional arts. Describe your organization's experience in **webcasting** live events or performances for national audiences and in obtaining all necessary rights/permissions to do so.
- f) Your organization's **networking and communications capabilities** especially as they relate to the folk and traditional arts.

**ATTACHMENT 2:** To this button, attach **brief bios** (at least three per page) for the key personnel to be involved in the project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

**ATTACHMENT 3:** To this button, attach the completed **Project Budget Form**, Parts 1 and 2 [[PDF | Instructions](#)]. The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to \$310,000.

**ATTACHMENT 4:** To this button, attach any additional supporting information that can provide evidence of your ability to serve as the Cooperator for this project. (Optional)

This may include publications, website material, video samples, reports, or other items that can help in the review of your application.

Attach one PDF with web links to these relevant materials. In this case, list the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to site that requires material to be downloaded (e.g., Dropbox). The file name should indicate the name of your organization or a recognizable acronym followed by "SupportInfo" (e.g., "ABCOrgSupportInfo").

Leave all remaining Attachment buttons blank.

If you try to view an attachment by clicking the "View Attachment" button on the Attachments Form but are unsuccessful, check the bottom of the screen for the

message: "Pop-ups were blocked on this page." If you see this message, press "Ctrl" and "View Attachment" to see the attachment.