Program Solicitation: The Citizens' Institute on Rural Design™ (CIRD)

Proposal Receipt Deadline: August 8, 2018

The National Endowment for the Arts (NEA) requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your proposal no later than 11:59 p.m. Eastern Time on the deadline date above. We strongly recommend that you **submit your application by July 30, 2018** 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 (Cooperator) to plan and administer the Citizens' Institute on Rural Design™ (CIRD), a program of the National Endowment for the Arts.

The CIRD was created in 1991 with the goal of enhancing the quality of life and economic viability of rural America through planning, design, and creative placemaking. In the past, the program has hosted annually up to four, multi-day workshops in communities across the nation with populations of 50,000 or less to develop locally driven solutions for improving the ways a community looks, its quality of life, and its economic viability. These workshops have addressed specific planning and design issues including downtown revitalization, economic development, arts-based development strategies, creative business incubation, multimodal transportation, housing, and healthy living by design.

While the CIRD has successfully empowered local citizens to help capitalize on unique local and regional assets in order to guide the civic development of their own communities, the NEA has four overall areas of special interest:

1. Building capacity in rural communities to plan comprehensive revitalization strategies;
2. Introducing creative placemaking, arts, culture, and design strategies as drivers of economic development in rural America;
3. Facilitating a network of rural communities for idea exchanges and peer learning; and
4. Preparing communities to be ready and competitive for state and federal funding opportunities.

Applicants should propose a comprehensive plan for the CIRD program that addresses its goal and the four areas of special interest. In the past, the CIRD has used a local workshop format in selected communities; however, we are open to different solutions such as local design workshops, regional or peer exchange convenings, a training

program for field leaders to host their own local workshops, or any combination of these elements. Specific CIRD program activities could include, but are not limited to: public design workshops to help rural communities plan for their future; convening experts to deliver practical how-to training and ideas for rural community leaders; and building a cohort of rural communities (in a single state or region) to learn from design experts and from each other.

The NEA will provide general guidance and financial support for the CIRD through this Cooperative Agreement.

Scope of Work

The purpose of this program solicitation is to select an organization (Cooperator) to further develop and administer the Citizens' Institute on Rural Design™ (CIRD), a program of the National Endowment for the Arts. In brief, the Cooperator will:

- Administer the CIRD to support the fulfillment of its goal and areas of special interest.
- Prepare and issue a Request for Proposals (RFP) to select rural communities or individuals to host or participate in the CIRD program activities.
- Select program activity hosts and/or participants and provide operational support to the CIRD.
- Plan, organize, and implement the CIRD program activities.
- Implement a comprehensive communications strategy and host the CIRD website.
- Obtain feedback on all CIRD program activities and serve as a resource to participating communities and individuals throughout the program's period of performance.
- Provide action-oriented guidance to CIRD communities and individuals throughout the cooperative agreement's period of performance.
- Monitor and regularly report to the NEA Project Director on the status of all CIRD activities.

Detailed Requirements

The Cooperator will work with the NEA's Project Director, and through the NEA's Project Director with other agency staff as appropriate, on all aspects of this program. The NEA's Project Director will be the Director of Design and Creative Placemaking.

The Cooperator will consult with, and will secure the approval of, the NEA's Project Director in carrying out the responsibilities below.

The Cooperator will:

CIRD Structure and Operational Support

- Implement the CIRD's administrative structure to ensure that all programs: address the program's goal and the NEA's four areas of special interest as identified in the "Background" section on page 1 of this program solicitation; contain a core body of information on rural design and development; address the needs of the targeted rural constituency; are on schedule; are of consistently high quality; and take into consideration the burden on participating communities and hosts.

- Develop and widely disseminate a Request for Proposals (RFP) to rural communities and/or individuals that may wish to host or participate in a CIRD program activity. Submit the proposed RFP to the NEA Project Director for approval.

  The RFP must:

  - Emphasize the program's goal and NEA's four areas of special interest for the CIRD program.

  - Specify that application review will be based on artistic excellence and artistic merit.

  - Detail the responsibilities of the CIRD hosts and/or participants. If appropriate to the proposed program approach, each host must identify a contact person(s) in their community to assist in obtaining a venue for each program activity, and to arrange for accommodations for any consultants and CIRD staff, working meals/snacks, and all other necessary logistics.

  - Provide information about stipends to the hosts to support the program activities. If appropriate to the proposed project approach, each host must share the costs for the CIRD program activity by providing non-federal support equal to the amount of the stipend to cover program expenses, including meeting space, materials, supplies, travel expenses for local participants and consultants, fees for local guest speakers, and working meals. The host's share may be met with a combination of cash and third-party in-kind contributions; in-kind must be documented as required by 2 CFR 200.306.

  - Specify the applicant's commitment to the project and any post-activity requirements.

- Provide technical assistance to applicants who are preparing a proposal. Applicants must submit their proposals electronically to the Cooperator.

- Facilitate a process to select the CIRD program activity hosts and/or individuals. This process must involve a remote panel composed of experts in the field, including a layperson, who reflect a wide geographic, ethnic, and minority representation as well as diverse aesthetic and cultural points of view, and must adhere to standards of conduct consistent with those reflected in the NEA's Standards of Conduct for Panelists dated February 2015. The Cooperator will also provide the names of proposed panelists, and following panel review, the recommended CIRD hosts and/or individuals to the NEA Project Director for approval.

- Notify the recommended CIRD hosts and/or individuals of their selection and ensure they understand the program's structure and requirements.

- Plan, coordinate, and facilitate CIRD program activities. Recommendations for dates, topics, speakers/facilitators, and other activities and materials related to each CIRD program activity must be approved by the NEA Project Director.

- Develop CIRD program activity materials including an agenda, budget, and core discussion topics, exercises, or curriculum to guide the implementation of the program. Plan for any necessary supplies needed to undertake program activities.

- Familiarize all program participants with the CIRD website, which will include resources for their communities.

- Provide a stipend to each host to implement the CIRD program activities and follow-up activities, as appropriate to the proposed program approach.

- Identify and submit names and biographies of facilitators, consultants, contractors, or partner organizations that will be working on this project, or changes to such entities, to the NEA Project Director for preliminary approval before the candidates are invited to participate. Secure the NEA Project Director's final approval.

- Directly pay the travel expenses and fees of the facilitators and any consultants.

Communications

- Develop, update, and maintain a database of rural design and development contacts.

- Collaborate on developing a variety of content to be shared with the NEA for distribution across NEA's social media, NEA's web blog, and other platforms. The blog posts will feature CIRD projects and news about communities

represented by CIRD participants, new developments in rural community design, and creative placemaking. All content will be available on the CIRD website and may be available on NEA's Facebook and Twitter pages as well.

- Secure the NEA Project Director's approval for any press announcements at all stages of the CIRD program before issuance.

- Host the CIRD website to be an up-to-date and flexible resource on all CIRD activities and resources for and about planning, design, and creative placemaking in rural communities. Work with the NEA Project Director and NEA Office of Public Affairs (OPA) to secure approval of ongoing design and content.

  - Maintain the website as a stand-alone site separate from the Cooperator's website.

  - Provide all information necessary for the NEA Project Director to have full access to and use of this site throughout the Cooperative Agreement period of performance and in the future should the website need to be transferred to a new cooperator.

  - Send e-mail blasts at least quarterly to contacts and others, as appropriate, highlighting updated content on the website, including highlights and summaries of the CIRD program activities.

- Maintain a consistent graphic standards package for all CIRD publications, materials, correspondence, and press releases for all CIRD activities, including public activities. Work with the NEA Project Director and OPA to secure approval of graphics/design and content and compliance with NEA requirements regarding trademark and logo usage.

- Include NEA-designated crediting language in all appropriate press releases, acknowledgment pages, materials, newsletters, and other documents produced for and by the CIRD.

- Use the trademark symbol ^{TM} on all materials where the words "Citizens' Institute on Rural Design" (although not the acronym CIRD) are used.

Post-CIRD Program Support

- Obtain feedback from the program activity attendees and other participants, as appropriate. Provide a summary report of the feedback to the host communities and the NEA Project Director.

- Serve as a resource for CIRD participants once the CIRD programs are completed and through the end of the Cooperative Agreement's period of

performance. This work includes, but is not limited to, providing suggestions for and participating in follow-up activities in the community and preparing and providing a report to the NEA Project Director that tracks progress made by the CIRD communities.

- Draft an action-oriented report to guide communities or individual participants on next steps to execute locally.

- Connect communities and individuals to networks, funding opportunities, and other relevant resources to their articulated design challenge.

- Track outcomes and impacts resulting from participation in the CIRD program.

General Responsibilities

- Work with the NEA Project Director to refine the details and schedule of all components of this project throughout the Cooperative Agreement's period of performance.

- Provide the NEA Project Director with project updates and accurate records of activities carried out under the Cooperative Agreement, in a mutually agreed-upon format and timeline.

- Secure all necessary rights, permissions, licenses, and releases as appropriate to the project (the "Rights"). The Rights may include, but are not limited to, permissions for visual images and online project components. If relevant, the NEA Project Director will coordinate discussions or meetings between the Cooperator and the NEA Office of General Counsel (OGC) to ensure that the rights secured meet the NEA's needs. The NEA reserves the right, in its sole discretion, to determine whether the Rights provided are satisfactory to it. The Cooperator accepts sole responsibility for, and will defend, indemnify and hold harmless the NEA from, any liability arising from deficient Rights and/or the Cooperator's warrants or statements about the Rights. Copies of the permissions/releases must be provided to the NEA in accordance with the requirements provided by the OGC.

- 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 and comply with all requirements 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.

- Disburse timely payments/reimbursements for expenses incurred as outlined in the scope of work and budget for the CIRD program as detailed in the sections above.

- Secure in advance NEA written approval of any other organizations or individuals that might offer to sponsor activities in conjunction with the CIRD. Coordinate with any such sources as appropriate.

- No later than 90 days after the completion or termination of the Cooperative Agreement, submit through the Cooperator's NEA REACH online account a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425.

Responsibilities of the NEA Project Director

The NEA Project Director will:

- Work with the Cooperator to refine the project plans, budget, and schedule.

- Review and approve the CIRD program graphics; materials for the CIRD website and social media sites; and press announcements.

- Participate in the further development and implementation of the CIRD program.

  - Review and approve the RFP for program activities and the proposed review panelists.

  - Participate in the selection of and approve the CIRD program activity locations, dates, participants, and agendas.

  - Participate in identifying potential facilitators and consultants, and approve all final recommendations. Names of potential candidates and biographies will be submitted to the NEA Project Director for preliminary approval before the candidates are invited to participate.

  - Review and offer changes to the CIRD program activities materials in advance of the sessions.

  - Attend the CIRD program activities, if possible.

- Approve project staff, consultant(s), contractor(s), or organizations proposed by the Cooperator.

- Act as liaison between the Cooperator and other Federal agencies and NEA staff (e.g., Office of Public Affairs, Office of General Counsel) involved in the project.

- Provide crediting requirements and a copy of the NEA's Standards of Conduct for Panelists to the Cooperator.

Estimated Schedule

The schedule below is a preliminary, tentative schedule only. The NEA will work with the Cooperator to refine this information before the Cooperative Agreement is finalized.

Winter to Spring 2019	Refine project plans and schedule with the NEA; maintain and update the CIRD website and social media platforms.
Spring to Summer 2019	Develop communications plan; develop CIRD RFP.
Fall 2019	Release and publicize RFP; receive applications.
Winter 2020	Select and notify hosts; develop detailed program information.
Spring 2020 to Summer 2020	Implement CIRD program activities; review evaluations and reports.
Within 90 days of the Period of Performance end date	Submit Final Report.

Interim reports will be due as documented in the Cooperative Agreement and with mutually agreed upon adjustments as appropriate.

Award Information

Cooperative Agreement Amount

The National Endowment for the Arts expects to award one Cooperative Agreement of up to $350,000, contingent upon the availability of funds.

This Cooperative Agreement requires a nonfederal cost share of at least 50% of the Cooperative Agreement amount. Matching funds cannot include funds from any NEA or other federal sources.

Period of Performance

This Cooperative Agreement will begin on or after January 1, 2019, and may extend for up to 24 months.

An organization may not receive more than one NEA 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; U.S. institutions of higher education; units of state or local government; or federally recognized tribal communities or tribes may apply. To be eligible, the applicant organization must:

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

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

You may apply to other NEA 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

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 August 8, 2018.** We strongly recommend that you submit by **July 30, 2018** to give yourself ample time to resolve any problems that you might encounter.

Submitting an application is a two-step process:

1. 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. Before you submit through Grants.gov for the first time, see "Apply Electronically Through Grants.gov" beginning on page 13 for further instructions.

2. Follow the detailed instructions for submitting items such as the application narrative, bios, project budget, and supporting information in the "How to Prepare and Submit an Application" section beginning on page 19.

UPDATE: **SAM.gov Notarized Letter Process Changes**

Entities who create or update their registration in SAM.gov will **no longer** need to have an approved Entity Administrator notarized letter on file _before_ their registration is activated. The timing of when this process change is effective (June 11 or 29, 2018) will depend upon the type of registration you have. See here.

Entities seeking Federal Assistance still must mail the original, signed copy of the notarized letter to the Federal Service Desk. Failure to do so within 30 days of activation may result in the registration no longer being active.

Unfortunately, the NEA has no control over the SAM requirements and we are unable to allow extensions to posted deadlines due to delays caused by the SAM requirements.

Application Review

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

The artistic excellence of the project, which includes the:

- Degree to which the proposal demonstrates a comprehensive understanding of the goals and requirements of the CIRD program.
- Degree to which the proposal reflects expertise in the rural design, arts, culture, and creative placemaking fields.
- Degree to which the proposal addresses the areas of special interest for the CIRD program:
  – Building capacity in rural communities to plan comprehensive revitalization strategies;
  – Introducing creative placemaking, arts, culture, and design strategies as drivers of economic development in rural America;
  – Facilitating a network of rural communities for idea exchanges and peer learning; and
  – Preparing communities to be ready and competitive for state and federal funding opportunities.
- Quality of similar or related programs administered by the applicant organization.

The artistic merit of the project, which includes the:

- Ability to provide guidance and structure for the program based on a sound understanding of the policies and practices affecting the design of rural communities.
- Ability to formulate and implement a successful plan to recruit communities to participate in the CIRD programs.

- Evidence of access to experts in planning, design, and creative placemaking for rural communities.
- Ability to carry out the project on time and within budget and the qualifications of the project personnel.
- Ability to propose creative ideas to address capacity building in rural communities.

Proposals are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the NEA Chairman. The Chairman makes the final decisions on all awards. It is anticipated that applicants will be notified about the selection of a Cooperator in November 2018.

All recommended NEA 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 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 travel or National Council on the Arts Members' travel.

Crediting Requirement

The Cooperator must clearly acknowledge support from the NEA in all material related to this project. We will provide the Cooperator with specific requirements for this acknowledgment.

Subsequent Cooperative Agreements

The NEA may enter into subsequent Cooperative Agreements 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

NEA 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: *Strengthening Communities: (Provide opportunities for the arts to be integrated into the fabric of community life).* 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:

Jen Hughes, NEA Director of Design and Creative Placemaking
202/682-5547 or hughesj@arts.gov

If you have questions about *award administration,* contact:

Nicki Jacobs, NEA Director of Grants Management
202/682-5403 or 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 NEA. Call the Grants.gov help desk at 1-800-518-4726, e-mail 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.]

Paperwork Reduction Act Statement

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 our 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, attention: Reporting Burden. NOTE: Applicants are not required to respond to this collection of information unless it displays a currently valid U.S. Office of Management & Budget (OMB) control number.

OMB No. 3135
Expires 12/31/2019

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 August 8, 2018. We strongly recommend that you submit your application by July 30, 2018 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

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, 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.
- **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. 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.

UPDATE: **SAM.gov Notarized Letter Process Changes**

Entities who create or update their registration in SAM.gov will **no longer** need to have an approved Entity Administrator notarized letter on file _before_ their registration is activated. The timing of when this process change is effective (June 11 or 29, 2018) will depend upon the type of registration you have. See here.

Entities seeking Federal Assistance still must mail the original, signed copy of the notarized letter to the Federal Service Desk. Failure to do so within 30 days of activation may result in the registration no longer being active. Unfortunately, the NEA has no control over the SAM requirements and we are unable to allow extensions to posted deadlines due to delays caused by the SAM requirements.

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. Please see important information about versions of Adobe Reader DC here.

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

DOWNLOAD

[Funding Opportunity Number: NEAPS1803]

When you download the application package, the Grants.gov "View Grant Opportunity" screen will open. Choose "Apply" and follow the screens from there. You will be prompted to apply using a Grants.gov Workspace. If you want to learn more about using Grants.gov's Workspace, see here.

You must be logged on to Grants.gov in order to create a Workspace. Look for the "Application Filing Name" field above the "Create Workspace" button. Enter the legal name of your organization here and then click the "Create Workspace" button.

3. 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 18.

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/.)

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 and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Citizens' Institute on Rural Design.

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 January 1, 2019. Your project may extend for up to 24 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. Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Please do not enter this type of email address.

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. Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Please do not enter this type of email address.

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. Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Please do not enter this type of email address.

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. Attachment 1 is a fillable form. A link will appear to locate 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 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.

How to Prepare and Submit an Application

The Attachments

<u>**ATTACHMENT 1**</u>: To this button attach your **Application Narrative** (up to 5 pages) 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 project. 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.** Include information for any organizations you propose to partner with on this project.

b) Describe the **expertise and experience** that qualify your organization for this project, providing specific examples where possible.

c) Your proposed **plans to develop and administer** the CIRD and its related components in relation to its goal as well as the areas of special interest.[1] Describe all significant elements of the program, including your plans to successfully recruit host communities, resource teams, and other experts to participate in the program.

d) How you will handle all CIRD **communications,** including your experience in developing content for and hosting a public website**.** Describe your previous success in securing permissions for similar programs.

e) Describe any **special efforts** your organization will undertake to achieve the objectives of this program.

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[1] Building capacity in rural communities to plan comprehensive revitalization strategies; introducing creative placemaking, arts, culture, and design strategies as drivers of economic development in rural America; facilitating a network of rural communities for idea exchanges and peer learning; and preparing communities to be ready and competitive for state and federal funding opportunities.

ATTACHMENT 2: To this button, attach **brief bios** (a maximum of two to a page) for the key personnel to be involved in this 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**,

[DOWNLOAD FORM**] [**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 $350,000.

ATTACHMENT 4: To this button, attach a brief sampling of **support material** that can provide evidence of your ability to serve as the Cooperator for this project. 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. 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.

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.