



Our Town FY19

Grant Application Form Instructions

Knowledge Building Projects

NATIONAL ENDOWMENT FOR THE ARTS
DESIGN DIVISION
OUR TOWN FY2019

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How to Use This Document

These instructions are for the Our Town Knowledge Building Projects application. For more information, see [here](#). Applications are reviewed on the basis of artistic excellence and artistic merit. For more detailed information on how artistic excellence and artistic merit will be evaluated, see the "[Review Criteria](#)." Make sure you demonstrate how your project meets the review criteria in your application material.

NOTE: You will only be able to complete this part of the application process if you have submitted an SF-424 form through Grants.gov by the appropriate deadline. Please see the [Part 1 instructions](#) for more information.

This document will guide you through completing [Part 2 of the Our Town application process](#); it contains detailed instructions for completing the Grant Application Form (GAF) in the NEA's applicant portal. Please review all sections of this document to view the required fields needed to complete the application, along with detailed instructions on what you should include in each section. This document will also include any specifications about your material (e.g., character limits for narrative responses, acceptable work sample formats, etc.). For your application to be considered complete, every item that is required **MUST** be included in your application. Required items are denoted with a red * in the GAF.

You will not have access to enter information into the online Grant Application Form until the applicant portal is available. However, you should **prepare your responses and material well in advance of the Part 2 deadline** and have them fully ready to upload once the Applicant Portal opens.

See [here](#) for information on accessing the applicant portal and your log on credentials.

Our Town Deadlines:

Part 1 - Submit SF-424 to Grants.gov	August 9, 2018 by 11:59 p.m., Eastern Time
Part 2 - Submit Materials to Applicant Portal	August 14, 2018 at 9:00 a.m., Eastern Time, to August 21, 2018 at 11:59 p.m., Eastern Time

Applicants are strongly encouraged to review descriptions of past funded Knowledge Building projects here: <https://www.arts.gov/sites/default/files/Past-Funded-Our-Town-Projects-for-Building-Knowledge-2015-through-2017-update3.pdf>.

For **case studies** of Place Based Our Town grants and insights from previous Our Town project managers, visit the **Exploring Our Town Storybook** at <http://arts.gov/exploring-our-town/>

Applicant Portal Tips:

- **This site is best viewed in Chrome 58+, Firefox 54+, or Microsoft Internet Explorer Version 11+.**
- **Most problems can be solved by changing your browser. If that doesn't work, go to IE and do the following:**
 - **Press Alt Key.**
 - **Select Tools from the menu bar.**
 - **Select Compatibility View Setting.**
 - **Type in 'arts.gov' and uncheck all the check marks and close.**
- **You might need to enable both Cookies and JavaScript on your Internet Browser to successfully view this site.**
- **Be sure to first copy and paste any text into Notepad (if you're using a PC) or TextEdit (if you are using a Mac) before copying it into Applicant Portal text fields. This will strip away any HTML: coding that may add additional characters to text.**
- **Make sure to hit "SAVE" and log off if you plan to leave the Applicant Portal with work in progress. Your session will deactivate after a period of time and you could lose content. You should only open the Applicant Portal in one browser at a time to enter information.**

Tab 1: View Application Data

This section is the first screen you will see when you open the GAF. It cannot be edited; it is auto-populated with the information entered on the SF-424 form that was submitted to Grants.gov. If you find any incorrect information on this page, please contact the Our Town team at ot@arts.gov.

Tab 2: Organization Info

Subtab 1: Organization Information

Eligible applicants **must identify a partnership** with either an organization or consultant, and one of the two partners must have creative placemaking expertise. For example, an art-based organization must have a community development knowledge consultant/organization/partner identified at the time of application, or a community development organization must have an arts-based knowledge consultant/organization/partner. The lead applicant must meet the eligibility requirements, submit the application, and assume full responsibility for the grant.

Note: The lead applicant will complete information in this subtab in the Applicant Portal; Primary Partner information will be completed in Subtab 3 of Tab 2.

Organizations that may apply include:

- Arts and design organizations that provide services to the field.
- National and regional organizations that provide training to those doing local community development work. This may include professionals across a variety of sectors (such as arts and culture, agriculture and food, economic development, education and youth, environment and energy, health, housing, and public safety) who wish to engage in creative placemaking activities.
- Arts service and design service organizations and other national or regional organizations that provide training to those doing place-based work are expected to involve their memberships, as appropriate.

You will be asked to provide the following information in this section:

Legal Name. (should match SF-424)

Popular Name. (if different)

For this application, are you serving as the Parent of an Independent Component (before choosing, [see the definition](#) of official Independent Component status): Y/N

Date Organization Was Incorporated. (if applicable)

Applicant Organization Status. (choose one)

- Nonprofit Organization
- Municipal Government
- State Government
- County Government
- Tribal Government
- None of the Above

Applicant Organization Description: This section asks for the description that most accurately describes your organization. You will **choose one** from the following:

- Artists' Community, Arts Institute, or Camp
- Arts Center
- Arts Council / Agency
- Arts Service Organization
- College / University
- Community Service Organization
- Fair / Festival
- Foundation
- Gallery / Exhibition Space
- Government
- Historical Society / Commission
- Humanities Council / Agency
- Independent Press
- Library
- Literary Magazine
- Media-Film
- Media-Internet
- Media-Radio
- Media-Television
- Museum-Art
- Museum-Other
- Performance Facility
- Performing Group
- Presenter / Cultural Series Organization
- Religious Organization
- School District

-
- School of the Arts
 - Social Service Organization
 - Union / Professional Association
 - None of the Above

You will also have the option of selecting two additional descriptions for your organization, though this is not required.

Applicant Organization Discipline: Select the primary discipline that is most relevant to your organization. This refers to the primary artistic emphasis of your organization. You will **choose one** from the following:

- Artist Community
- Arts Education Organization
- Dance
- Design
- Folk & Traditional
- Literature
- Local Arts Agency
- Media Arts
- Museums
- Music
- Musical Theater
- Opera
- Presenting & Multidisciplinary Work Organization
- Theater
- Visual Arts
- None of the Above

You will also have the option of selecting two additional disciplines for your organization, though this is not required.

Mission/Purpose of Your Organization: Briefly summarize the mission and purpose of your organization. For non-arts organizations (e.g., universities, human service agencies), summarize your mission as it pertains to your creative placemaking activities. (1500 Character Limit, including spaces).

Further Guidance on Organization Information:

To be eligible, the lead applicant organization must:

- Have a three-year history of programming prior to the application deadline.
- Meet the NEA’s "Legal Requirements," including nonprofit, tax-exempt status, at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all NEA award(s) previously received.

Subtab 2: Organization Budget

Budget Form: Complete this section using figures for the most recently completed fiscal year, the previous fiscal year, and the fiscal year prior to that.

Sample View:

	Most Recently Completed FY	Previous FY	Two FYs Prior
FY End Date (MM/DD/YYYY)	1/1/2017		
INCOME:			
Earned	\$0	\$0	\$0
Contributed	\$0	\$0	\$0
Total Income	0	0	\$0
EXPENSES:			
Artistic Salaries	\$0	\$0	\$0
Production / Exhibition / Service Expenses	\$0	\$0	\$0
Administrative Expenses	\$0	\$0	\$0
Total Expenses	0	0	\$0
OPERATING SURPLUS / DEFICIT (single year)	\$0	\$0	\$0

When completing this form you'll use the line items below for each fiscal year. Unaudited figures are acceptable. And figures that amount to \$0 are acceptable in cases where organizations do not have a budget line for that particular figure.

Income

- **Earned:** Revenues that are received through the sale of goods, services performed, or from investments. Examples: ticket sales, subscription revenue, contractual fees, interest income.
- **Contributed:** Gifts that are received which are available to support operations. Examples: annual fund donations, grants for general operating or project support, in-kind contributions.

Expenses

- **Artistic Salaries:** Costs that are directly related to the creation, production, and presentation of art work. Examples: fees for dancers, choreographers, actors, curators, artistic directors, contributors to literary publications. Include arts personnel that are on your staff as well as those that are paid on a contract or fee basis.
- **Production/exhibition/service expenses:** All program or service delivery costs, excluding artistic salaries and fees that are listed above. Examples: research expenditures; presentation costs; costs of sets, costumes, and lighting; publication costs of catalogues or literary magazines.
- **Administrative expenses:** All other costs that are incurred during the normal course of business. Examples: outside professional non-artistic services, space rental, travel, marketing, administrative salaries, utilities, insurance, postage.

NOTE: The figures are subject to verification by the National Endowment for the Arts.

If you are a parent organization, provide this information for the independent component on whose behalf you are applying (e.g., for a university project, provide the information for the independent component, not the entire university). *Academic departments within universities and colleges are **not** considered independent components.* For independent components, you may use the space to discuss the fiscal health of your organization and to explain the relationship that the independent component has with the larger entity (e.g., "museum guards and utilities paid for by university"). If your organization is a smaller entity that exists within a larger organization (such as literary organization housed at a college or university), submit information for the smaller entity and follow the instructions for parent organizations and independent components.

This is intended to show your organization's fiscal activity as it relates to operations. Do not include activity related to a capital campaign (such as raising money for a new facility, an endowment fund, or a cash reserve fund). You will be given an opportunity to explain and discuss the fiscal health of your organization, including identifying the source of the activities,

as needed. We may request additional information to clarify an organization's financial position.

Fiscal Health: Discuss the fiscal health of your organization. In addition, you must explain: 1) any changes of 15% or more in either your income or expenses from one year to the next, and 2) plans for reducing any deficit (include the factors that contributed to the deficit and its amount). (1,000 Character Limit, including spaces)

Subtab 3: Primary Partner Information

Applications must identify a partnership with either an organization or consultant, and one of the two partners must have creative placemaking expertise. For example, an arts-based organization must have a community development knowledge consultant/organization/partner identified at the time of application, or a community development membership organization must have an arts-based knowledge consultant/organization/partner. The purpose of this partnership is to ensure that applicants possess the robust skill sets necessary to infuse creative placemaking into membership networks.

You will be asked to provide the following information in this section:

Primary Partner Legal Name

Primary Partner Popular Name (if different)

Primary Partner's Taxpayer ID Number (9-digit number)

Date Organization Was Incorporated (if applicable)

Primary Partner Organization Status: (choose one)

- Nonprofit Organization
- Municipal Government
- State Government
- County Government
- Tribal Government
- None of the Above

Mission/Purpose of the Partner Organization: Briefly summarize the mission and purpose of your primary partner's organization. If your partner is a non-arts organization (e.g., universities, human service agencies), summarize its mission as it pertains to creative placemaking activities. If your partner is an individual consultant or business, please provide background on how their experience will benefit your project. (1500 Character Limit, including spaces)

Primary Partner Proposed Role: Briefly describe your primary partner organization's involvement in planning and executing the project including programming, management, finances, and any responsibilities for matching the National Endowment for the Arts grant. Be specific; do not provide a general statement of support for the project. (1500 Character Limit, including spaces)

Primary Partner Organization Description. This section asks for the description that most accurately describes your primary partner's organization. You will **choose one** from the same list of options as "Applicant Organization Description" (see above). You will also have the option of selecting three additional descriptions for your primary partner's organization, though this is not required. Please select "None of the above" if your primary partner is a consultant or for-profit business.

Primary Partner Organization Discipline. Select the primary discipline that is most relevant to your primary partner's organization. This refers to the primary artistic emphasis of the organization. You will **choose one** from the same list of options as "Applicant Organization Discipline" (see above). You will also have the option of selecting three additional descriptions for your primary partner's discipline, though this is not required. Please select "None of the above" if your primary partner is a consultant or for-profit business.

Tab 3: Project Info

Subtab 1: Project Information

Our Town Project Area. Select:

- Knowledge Building Projects

Our Town Project Type: Select the option that best describes your proposed project's category:

- Artist residency
- Arts festivals
- Community co-creation of art
- Performances
- Public art
- Temporary public art
- Cultural planning
- Cultural district planning
- Creative asset mapping

-
- Public art planning
 - Artist/designer-facilitated community planning
 - Design of artist space
 - Design of cultural facilities
 - Public space design
 - Creative business development
 - Professional artist development

Additional Our Town Types. Optionally, choose up to two additional types from the above list.

Project Activity Type. Select the option that best describes the type of project you are proposing:

- Apprenticeship
- Arts Instruction
- Artwork Creation
- Audience Services
- Broadcasting
- Building Public Awareness
- Building International Understanding
- Concert/Performance/Reading
- Curriculum Development/Implementation
- Distribution of Art
- Exhibition
- Fair/Festival
- Identification/Documentation
- Marketing
- Presenting/Touring
- Professional Development/Training
- Professional Support: Administrative
- Professional Support: Artistic
- Publication
- Recording/Filming/Taping
- Repair/Restoration/Conservation
- Research/Planning
- Residency - School

-
- Residency - Other
 - Seminar/Conference
 - Student Assessment
 - Technical Assistance
 - Web Site/Internet Development
 - Writing About Art/Criticism
 - None of the above

Additional Project Activity Type. Optionally, choose up to two additional types from the above list.

Project Background and Context Use this section to describe why this project is relevant to your organization and why it should take place now. (2000 Character Limit, including spaces)

Please address the following:

- How does this project relate to and address your constituents' needs?
- How will knowledge about creative placemaking enable your organization to enhance the objective(s) of your work?
- Describe how your membership currently learns new ideas and what learning systems are currently in place.
- If applicable, describe your current efforts to date in educating your members on creative placemaking strategies or arts-driven community development. If this project builds upon a previous Our Town grant, provide the grant number and a brief status report on the project to date.

Major Project Activities: This will serve as the project narrative. Describe the activities that will take place **during the requested period of performance**, being as specific as possible. You may present information about a broader initiative and long term goals for the project. However, 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). Do not describe organizational programming unrelated to the proposed project. (3500 Character Limit, including spaces).

- Discuss how the project will incorporate a **systemic approach to building knowledge** about creative placemaking for your organization and the broader field.
- Provide details about the **systems for the management** of new ideas, documentation, the potential for learning, and sharing of technical assistance programming. Include information about the involvement of your organization's membership or constituency, as appropriate.

- Address how this project will **assist community development practitioners in their understanding on how to work with artists and arts organizations, and/or vice versa.**
- Discuss the anticipated **goals and impact** of the project on your organization's learning system and on the members or constituency with which you choose to pilot the program, and how, if possible the project can serve as a model for other organizations.
- Briefly describe any additional sources of funding for your project.

Describe the significant dates in the project: List any key project dates that occur during the allowable project period, being as specific as possible. Costs incurred prior to the earliest allowable start date (July 1, 2019) cannot be included in the project budget. If you include activities that occur before the earliest allowable start date, make sure you note that those activities and costs are not included in the Project Budget. (1500 Character Limit, including spaces)

Subtab 2: Project Objectives

Strengthening Communities Objective Narrative: Briefly discuss how your project will address Strengthening Communities through the arts, specifying what economic, physical, social, and/or systems change outcomes are anticipated. These may include: (1000 Character Limit, including spaces)

- Potential to incorporate a systemic approach to building knowledge about creative placemaking for the organization and broader sectors.
- Potential to expand the capacity of artists and arts organizations to work more effectively with community development practitioners
- Potential to expand the knowledge base in arts and non-arts industry associations on equitable community development which creates opportunities for all.
- Improvements to community capacity to sustain the integration of arts, culture, and design into strategies for advancing local economic, physical, and/or social outcomes including: cross-sector partnerships, civic and institutional leadership, replication or scaling of innovative projects, long term funding, training programs, permanent staff positions.

Performance Measurement: Briefly describe the performance measurements you will use. If applicable, include the metrics or indicators that you will use to identify and evaluate the project's short-term and long-term impact. Please see "Program Evaluation Resources" (<https://www.arts.gov/exploring-our-town/project-process/measuring-project-results>) for additional information. (1000 Character Limit, including spaces)

Intended Beneficiaries (Audience/Participants/Community): Briefly describe the target community (your members) to whom the project is directed. In your response, address the expected benefit. (1000 Character Limit, including spaces)

Have the intended beneficiaries (your members) been consulted in the development of this project? Select either Yes or No.

Community Engagement: Describe substantive and meaningful engagement with the target community (including your organization's members and other stakeholders) in the development of the shared vision for your project and its implementation. Include information about your past experience or methods to engage this targeted community. Also, discuss the planned process to engage the target community, which should include your organization's membership/network, and ultimately your constituents. For example, describe what leaders you have will work with, meeting formats, and outreach techniques (digital and in person). (2000 Character Limit, including spaces)

Demographics

Race/Ethnicity. (Choose all that apply) U.S. federal government agencies must adhere to standards issued by the Office of Management and Budget (OMB) in October 1997, which specify that race and Hispanic origin (also known as ethnicity) are two separate and distinct concepts. These standards generally reflect a social definition of race and ethnicity recognized in this country, and they do not conform to any biological, anthropological, or genetic criteria. Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's ancestors before their arrival in the United States.

- American Indian or Alaskan Native - A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.
- Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American - A person having origins in any of the Black racial groups of Africa.
- Hispanic or Latino - People who identify their origin as Hispanic, Latino, or Spanish may be of any race.
- Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Age Ranges. (Choose all that apply).

- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

Underserved/Distinct Groups. (Choose all that apply)

- Individuals with Disabilities
- Individuals in Institutions (include people living in hospitals, hospices, nursing homes, assisted care facilities, correctional facilities, and homeless shelters)
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk
- Title I Schools
- Other underserved/distinct group

Population of Your Town/City/Tribal Land. Please list the population of the Town/City/Tribal Land where project activities will be taking place.

If appropriate, describe how the project will benefit the underserved community. (1000 Character Limit, including spaces)

Subtab 3: Project Locations

Add Project Location: Provide the city, state, and five-digit zip code in which project activities are expected to occur. You may submit up to 100 locations.

Alternatively, you will have the option to upload multiple locations at once using a downloadable spreadsheet that can be filled out with your specific locations.

Subtab 4: Works of Art

Selection and Description of Key Project Deliverables and/or Works of Art: Describe the training material, research, or other items that will be developed as part of the project. (1000 Character Limit, including spaces)

Tab 4: Project Budget

NOTE: Organizations cannot receive more than one National Endowment for the Arts grant for the same expenses. This budget cannot include project costs that are supported by any other federal funds or their match, including costs that may be included in applications submitted, or grants received, by partner organizations or presenters.

Your **Project Budget** should reflect only those activities and associated costs that will be incurred during the "Period of Performance" that you have indicated for your project. Any costs incurred before or after those dates will be removed. REMINDER: The earliest allowable project start date is July 1, 2019.

All items in your budget, whether supported by NEA funds or your cost share/matching funds, must be reasonable, necessary to accomplish project objectives, allowable in terms of the [NEA General Terms and Conditions](#), and adequately documented.

Applicants whose projects are recommended for grants will be asked to update the project budget.

Amount Requested from the National Endowment for the Arts: State the amount that you are requesting. You must request a grant amount at one of the following levels: \$25,000, \$50,000, \$75,000, \$100,000. If you are recommended for less than the amount that you request you will be asked to revise your project budget. The NEA reserves the right to limit its support of a project to a particular portion(s) or cost(s). **Any requests below \$25,000 will be deemed ineligible and will not be reviewed.**

Subtab 1: Project Expenses

DIRECT COSTS are those that are identified specifically with the project during the period of performance, and are allowable. Be as specific as possible. Review [We Do Not Fund](#) to ensure your Project Budget does not include unallowable costs. **Projects with less than \$50,000 in costs (i.e., not showing the minimum NEA requested amount of \$25,000 and the required organization 1:1 match of \$25,000) will be deemed ineligible and will not be reviewed.**

DIRECT COSTS: Salaries and wages cover compensation for personnel, administrative and artistic, who are paid on a salary basis. (Funds for contractual personnel and compensation for artists who are paid on a fee basis should be included in "DIRECT COSTS: Other" on the Project Budget form, and not here.) Indicate the title and/or type of personnel (40 characters maximum), the number of personnel (30 characters maximum), the annual or average salary range (40 characters maximum), and the percentage of time that will be devoted to the project annually (30 characters maximum). List key staff positions, and combine similar functions. Where appropriate, use ranges. If the costs for evaluation and assessment are part of staff salary and/or time, separately identify those costs.

Salaries and wages for performers and related or supporting personnel must be estimated at rates no less than the prevailing minimum compensation as required by the Department of Labor Regulations. (See "[Legal Requirements](#)" for details.)

NOTE: Salaries/wages/fringe benefits incurred in connection with fundraising specifically for the project are allowed. These costs must be incurred during the NEA project period of performance, and be approved as allowable project expenses by the agency.

Sample View:

Project Expenses		Project Income		
DIRECT COSTS: SALARIES & WAGES				
Title and/or Type of Personnel	Number of personnel	Annual or Average Salary Range	% of time devoted to this project	Amount (You must enter Zero "0" to clear Dollar fields)
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
Total Salaries and Wages				<input type="text" value="\$0"/>

Fringe benefits are those costs other than wages or salary that are attributable to an employee, as in the form of pension, insurance, vacation and sick leave, etc. They may be included here only if they are not included as indirect costs.

Sample View:

FRINGE BENEFITS	<input type="text" value="\$0"/>
Total Salaries and Fringe Benefits	<input type="text" value="\$0"/>

DIRECT COSTS: Travel must be estimated according to the applicant's established travel practice, providing that the travel cost is reasonable and does not exceed the cost of air coach accommodations. Limit your descriptions to these character maximums: # of Travelers = 20 characters; From = 50 characters; To = 50 characters. Include subsistence costs (e.g., hotels, meals) as part of the "Amount" listed for each trip, as appropriate. Foreign travel, if any is intended, must be specified by country of origin or destination and relate to activity outlined in your narrative. Foreign travel also must conform with government regulations, including those of the [U.S. Treasury Department Office of Foreign](#)

[Asset Control](#). If National Endowment for the Arts funds are used for foreign travel, such travel must be booked on a U.S. air-carrier when this service is available. List all trips -- both domestic and foreign -- individually.

Sample View:

DIRECT COSTS: TRAVEL			
# of travelers	From	To	Amount (You must enter Zero "0" to clear Dollar fields)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Travel Expenses			\$0

DIRECT COSTS: Other include consultant and artist fees, contractual services, promotion, acquisition fees, rights, evaluation and assessment fees, access accommodations (e.g., audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling), telephone, photocopying, postage, supplies and materials, publication, distribution, translation, transportation of items other than personnel, rental of space or equipment, and other project-specific costs. List artist compensation here if artists are paid on a fee basis. For procurement requirements related to contracts and consultants, please review [2 CFR Part 200.317-.326](#). Limit your descriptions to 100 characters maximum.

Television broadcast projects and educational/interpretive videos must be closed or open captioned. Applicants should check with captioning organizations for an estimate.

Clearly identify the rental of equipment versus the purchase of equipment. If you intend to purchase any equipment that costs \$5,000 or more per item and that has an estimated useful life of more than one year, you must identify that item here. Provide a justification for this expenditure either in this section of the Project Budget form or in your narrative. Digital computers, mobile devices, or other new technologies are considered supplies if less than \$5,000 per item regardless of the length of useful life.

If you engage in contracts of more than \$15,000, identify the item or service and its relation to the project.

Group similar items together on a single line, with only one total cost. List consultant and artist fees or contracts for professional services on consecutive lines; do not scatter them throughout the list. Specify the number of persons, the service being provided, and the applicable fee, rate, or amount of each. For other types of line items, provide details of what is included in each item.

Sample View:

DIRECT COSTS: OTHER			
Description	Amount (You must enter Zero "0" to clear Dollar fields)	Description	Amount (You must enter Zero "0" to clear Dollar fields)
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
<input type="text"/>	<input type="text" value="\$0"/>	<input type="text"/>	<input type="text" value="\$0"/>
Total Other Expenses			<input type="text" value="\$0"/>
TOTAL DIRECT COSTS		<input type="text" value="\$0"/>	

TOTAL DIRECT COSTS is the total of all direct cost items listed in "Salaries and wages," "Travel," and "Other expenses." This field will auto calculate.

INDIRECT COSTS are overhead or administrative expenses that are not readily identifiable with a specific project. (The costs of operating and maintaining facilities and equipment, depreciation or use allowances, and administrative salaries and supplies are typical examples of indirect costs.) Indirect costs are prorated or charged to a project through a rate negotiated with the National Endowment for the Arts or another federal agency (limit your description of Federal Agency to 50 characters). You are not required to have an indirect cost/facilities and administration rate to apply for or receive a grant. You may claim administrative costs or overhead as direct costs under "Other expenses." Alternatively, a non-federal entity that has never received a negotiated indirect cost rate may elect to charge a de minimis rate of 10% of modified total direct costs (MTDC). For more information see [2 CFR Part 200.414.f](#). However, you cannot claim both Indirect Costs and Administrative/overhead costs; you must choose one method or the other. If you have a negotiated rate and would like to include indirect costs, complete the information requested in this section. If you do not have or intend to negotiate an indirect cost rate, or do not plan to charge a de minimis 10% rate leave this section blank. Applicants may only

apply a Research ICR for applications to the Research: Artworks program. For additional information, see "[**Indirect Cost Guide for NEA Grantees.**](#)"

Sample View:

INDIRECT COSTS (if applicable)	
Federal Agency	<input type="text"/>
Rate Agency(.0000)	<input type="text" value="0.10000"/>
Base	<input type="text" value="\$10,000"/>
TOTAL INDIRECT COSTS	<input type="text"/>

TOTAL PROJECT COSTS/EXPENSES is the total of "Total direct costs," and, if applicable, "Indirect costs." This field will auto calculate. **NOTE:** "Total project income" must equal the "Total project costs/expenses." Your project budget should not equal your organization's entire operating budget.

Subtab 2: Project Income

Amount Requested from the NEA: You must request a grant amount at one of the following levels: \$25,000, \$50,000, \$75,000, \$100,000. **Any requests below \$25,000 will be deemed ineligible and will not be reviewed.** Be realistic in your request.

Sample View:

Amount Requested from the NEA	<input type="text" value="\$0"/>
Project Expenses	Project Income

TOTAL COST SHARE/MATCH FOR THIS PROJECT: Because the National Endowment for the Arts cannot support more than 50% of a project's costs, we require 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 \$25,000 and you must provide at least \$25,000 toward the project from nonfederal sources. These matching funds may be all cash or a combination of cash and in-kind contributions as detailed below. Be as specific as possible. For projects that include additional partners, indicate on the form the portion of the match that is being contributed by each participant. Asterisk (*) those funds that are committed or secured.

Applicant CASH match refers to the cash donations (including items or services that are provided by the applicant organization), grants, and revenues that are expected or received for this project. Limit your descriptions to 100 characters maximum. Do not include any National Endowment for the Arts or other federal grants -- including grants from the National Endowment for the Humanities, U.S. Department of Education, the National Park Service, etc. -- that are anticipated or received. If you include grants from your state arts agency or regional arts organization as part of your match, you must ensure that the funds do not include subgranted federal funds. Identify sources. The National Endowment for the Arts allows the use of unrecovered indirect costs as part of the cash match or cost sharing. Your organization must have a federal negotiated indirect cost rate agreement to include unrecovered indirect costs.

Third-Party IN-KIND Contributions: Donated space, supplies, volunteer services are goods and services that are donated by individuals or organizations other than the applicant (third-party). Limit your descriptions to 100 characters maximum. To qualify as matching resources, these same items also must be identified in the project budget as direct costs to ensure their allowability. In-kind items not reflected as direct costs will be removed from your budget. The dollar value of these non-cash donations should be calculated at their verifiable fair-market value. Identify sources. Reminder: Proper documentation must be maintained for all items noted as "in-kind."

Sample View:

Project Expenses		Project Income	
Applicant CASH		Third-Party IN-KIND Contributions	
Description	Amount (You must enter Zero "0" to clear Dollar fields)	Description	Amount (You must enter Zero "0" to clear Dollar fields)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Cash	<input type="text" value="\$0"/>	Total in-kind	<input type="text" value="\$0"/>

TOTAL PROJECT INCOME is the total of "Amount requested from the National Endowment for the Arts" and "Total cost share/match for this project." This field will auto calculate.

NOTE: "Total project income" must equal the "Total project costs/expenses." Your project budget should not equal your organization's entire operating budget.

Note: The amounts below will automatically populate from what you have entered in the budget tables.

+ Instructions for Project Expenses/Income Summary	
Total Cost Share/Match for this project (Total CASH + Total IN-KIND)	\$0
TOTAL PROJECT INCOME (Total Cost Share / Match + Amount Requested from NEA)	\$0
TOTAL PROJECT COSTS/EXPENSES (Total Direct Costs + Total Indirect Costs)	\$0

Tab 5: Project Participants

Subtab 1: Project Participants – Individuals

Selection of Key Individuals Briefly describe the process and criteria for the selection of key staff, consultants, advisors, artists, designers – anyone who will be a key contributor to the success of your proposed project, regardless of their organizational affiliation—that will be involved in this project. Where relevant, describe their involvement in the development of the project to date. Where they remain to be selected, describe the procedures you plan to follow and the qualifications you seek. (1000 Character Limit, including spaces)

Bios of Key Individuals. Include brief, current biographies of the key individuals. You may include up to 10.

- **First Name.**
- **Last Name.** (Use this field for artistic group names or single names)
- **Title.**
- **Project Role.**
- **Proposed or committed?** Select answer from drop-down.
- **Bio.** (500 Character Limit, including spaces)

Subtab 2: Project Participants – Additional Partners

Additional Partners

An additional partner is any outside entity that will provide resources (other than money) to support the project. Because all NEA projects require matching resources from non-federal sources, organizations that only provide money are not considered partners. Funders are not excluded from being partners, but they must also supply human resources or information capital, or actively participate in another way. If applicable, briefly describe the process and criteria for the selection of key additional partners that will be involved in the project. Where relevant, describe their involvement in the development of the project to date. Where they remain to be selected, describe the selection procedures that you plan to follow and the qualifications that you seek. (1000 Character Limit, including spaces)

Description of Additional Partners: Include brief, current descriptions of the key additional partners and their proposed role in the project. You may include up to 10.

- **Organization Name.**
- **Description of the Organization**
- **Organization Type.** Select one of the following:
 - Nonprofit arts organization
 - Nonprofit community organization
 - School
 - School District
 - Local government agency
 - State government agency
 - Federal government agency
 - College/University
 - Religious Organization
 - For-profit commercial organization
 - Other
- **Proposed or Committed?**

Tab 6: Programmatic Activities

Programmatic Activity. Submit representative examples of your **programmatic activities** for the past three years/seasons (e.g., 2015 or 2015-16; 2016 or 2016-17; 2017 or 2017-18).

These examples should demonstrate eligibility (i.e., your organization's three-year history of programming) and the artistic excellence and merit of your organization. This section must show the eligibility of the Lead Applicant; however, if applicable you may also show activities undertaken by the Primary Partner as well.

You'll enter your information this way:

Year 1: *

Representative Examples Year 1 *

B I U [bulleted list] [numbered list] [link] [undo] [redo]

(3,500 Character Limit, including spaces. Remaining: 3500 characters.)

Year 2: *

Representative Examples Year 2 *

B I U [bulleted list] [numbered list] [link] [undo] [redo]

(3,500 Character Limit, including spaces. Remaining: 3500 characters.)

Year 3: *

Representative Examples Year 3 *

B I U [bulleted list] [numbered list] [link] [undo] [redo]

(3,500 Character Limit, including spaces. Remaining: 3500 characters.)

Programmatic Activity Notes: Provide any notes about your programmatic activity. (1,000 Character Limit, including spaces)

Tab 7: Items to Upload

There are two types of required items to upload:

Statements of Support

Work Samples

Preparation

You should prepare your items **well in advance of the deadline** and have them fully ready to upload once the applicant portal becomes available to you. Please arrange the items in the following order when uploading to the Applicant Portal:

- Statements of Support
- Image Work Samples
- Audio Work Samples
- Video Work Samples
- Documents

Below are the preparation instructions for required items to upload to the applicant portal. These are a critical part of your application and are considered carefully during application review. Submit items in the format and within the space limitations described. Only upload materials that we request. Other items that you include will not be reviewed.

Statements of Support (PDF format only)

All Statements of Support must be combined in to one single PDF document. Please **do not** submit a separate PDF file for each individual letter. You may submit up to 10 statements including, but not limited to the below.

- **REQUIRED: Statement of support from primary partners (one-page limit per statement, PDF format only).** An organization or individual that is the primary partner in your application must include at least one one-page statement of commitment describing their support for and involvement in the project. Do not provide general statements of support for your organization.
- Other partners on the project may also submit letters of support. If you list an organization or individual as a partner in your application, you must include at least one 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.

Each statement should be in PDF format only and include the name, affiliation, phone number, and email address of the individual who provided it.

Work Samples

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.

Please select the format 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). Documents may be most appropriate for projects that build knowledge about creative placemaking.

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. Please see the following pages for acceptable formats.

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. There is a limit of 250 MB for all of your work samples combined.

We will accept the following:

Type	Images	Documents	Videos
Max. #	20 images	3 PDF documents	3 video selections
Max. Time Each Sample			3 minutes each
Panelists will review up to 20 minutes of work samples			
Max. Size Each Sample	5 MB/20 pages if combined in a single PDF	5 MB/12 pages each	250 MB
250 MB for all work samples combined			
File Types	jpeg or PDF with images	PDF	PDF with links or avi, mov, mp4, mpeg, wmv

Information About Uploaded Items

Your file names must not:

- Exceed 100 characters.
- Begin with a space, period, hyphen, or underline.
- Contain these characters: #%&{\}<>*/\$!'"':+`=|"@.

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

Title box: Title each item with a unique name.

- For your statements of support simply state the type of item.
- For digital image/document/video work samples, state the title of the work or organization represented by the work sample.

Description box:

For your statements of support simply state the type of item.

For digital image/document/video work samples:

- Designer(s) name, if relevant.
- Date of work/activity.
- Up to two sentences describing the work sample and how it relates to the project for which you are requesting support.

Applicants submitting multiple images in 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.

Additional Guidance for Digital images

Digital images can be combined in a single PDF file or uploaded as individual JPEG files. Image size should be consistent; 800 x 600 pixels is suggested. Do not submit PowerPoint or Word documents; save these files as pdfs.

For images, you have two options:

1. Combine all of your images into a single PDF and upload. Please include any captions that correspond to the images on each page of the PDF.

OR

2. Upload images as individual JPEG files and add captions so that the images may be reviewed in the Applicant Portal viewer.

Additional Guidance for Documents

Excess pages (beyond the 12-page limit) will not be reviewed by panelists.

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

- Scan pages at a resolution of 300 dpi. Resolutions over 300 dpi will result in unnecessarily large files.
- When you have scanned the pages, combine them into a single PDF file. Do not submit a separate file for each scan.

Additional Guidance for Video Samples

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

If you submit a link:

Submit a PDF with a clickable link to the website. If you are including more than one website, 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. Do not submit links to sites that require work samples to be downloaded (e.g., Dropbox).

If you upload directly:

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.

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.

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

Submit Your Application

Be sure to click Save before clicking Submit.

You must click Submit to finalize your application for NEA review. The Submit button is only visible when you are on the "Items to Upload" tab. If you do not hit the "Submit" button, your application will not be received.

You can confirm that your application was received when you log in to the Applicant Portal. On the screen it will say "Submitted" if your application has been received. If your application has not yet been received, it will say "In Progress."

You can continue to edit your application after you hit Submit up until the Application Portal closes.