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# Our Town FY21 Grant Application Form Instructions

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NATIONAL ENDOWMENT FOR THE ARTS  
DESIGN AND CREATIVE PLACEMAKING DISCIPLINE  
OUR TOWN FY2021

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## How to Use This Document

The following instructions are for the Our Town application.

This document will guide you through **Part 2 of the Our Town application process**; it contains detailed instructions for completing the Grant Application Form (GAF) in the Arts Endowment's Applicant Portal.

### Important Notes:

- You will only be able to complete Part 2 of the Our Town application process if you have successfully submitted Part 1 of the application to Grants.gov by the appropriate deadline.
- You will not have access to the Applicant Portal until the Part 2 application window opens as described below. However, **we urge you to use this document to prepare your responses and material well in advance** so you will have them ready to upload once the system opens.

### Our Town Deadlines:

Part 1 - Submit to Grants.gov	August 6, 2020 by 11:59 p.m., Eastern Time
<i>Prepare application material so that it's ready to upload when the Applicant Portal opens</i>	
Part 2 - Submit to Applicant Portal	August 11, 2020 at 9:00 a.m., Eastern Time, to August 18, 2020 at 11:59 p.m., Eastern Time

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## Access the Applicant Portal

Log on to the Applicant Portal at: <https://applicantportal.arts.gov>

Log on credentials:

- **User Name = Grants.gov Tracking Number (Example: "GRANT12345678")**

Your Grants.gov tracking number is assigned to you by Grants.gov at the time you submit Part 1 your application. A confirmation screen will appear once your submission is complete. Your Grants.gov tracking number will be provided at the bottom of this screen.

- **Password = Agency Tracking Number/NEA Application Number (Example: "1234567")**

The National Endowment for the Arts assigns the number to your application 1-2 business days after you submit Part 1 of your application. Log on to Grants.gov with your Grants.gov Username and Password. Under Grant Applications, select Check Application Status. Once in the Check Application Status feature, look for your Grants.gov Tracking Number and select Details under the Actions column. You'll be taken to the Submission Details screen to find your Agency Tracking#/NEA Application Number. NOTE: Check Application Status is a separate feature from Track My Application at Grants.gov.

The User Name and Password can only be used by one person at a time in the Applicant Portal. **If multiple people use the User Name and Password at the same time to work on an application, data will be lost.**

### Technical notes for using the Applicant Portal:

- The Applicant Portal is best viewed in the following browsers: Chrome 58+, Firefox 54+, Internet Explorer 11+, or Microsoft Edge 44+. You should only open the Applicant Portal in one browser at a time to enter information. Cookies and JavaScript may need to be enabled for you to successfully view the site. You might also need to disable AdBlocker and/or similar software.
- Most problems can be solved by changing your browser. In Internet Explorer, you may need to do the following:
  - Press the Alt key.
  - Select Tools from the menu bar.
  - Select Compatibility View Setting.
  - Type in "arts.gov" and uncheck all check marks and close.
- Be sure to first copy and paste any text into Notepad (if you're using a PC) or TextEdit (if you're using a Mac) before copying it into the Applicant Portal. This will strip away any HTML Coding that may add unwanted additional characters to text (however, any formatting you had will be deleted). These additional characters can be added due to some special characters such as ampersands, quotation marks, apostrophes, and angle brackets.
- Limit character counts by using a solution other than special characters (e.g., instead of using quotation marks for titles of works, put them in italics), using only one space at the end of sentences, and limiting the use of tabs.

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- 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.
  - View the **Grant Application Form Tutorial** to assist you in completing the online form.

## Fill out the Grant Application Form

You will submit a substantial part of your application through the GAF in the Applicant Portal, including:

- Answers to narrative questions about your organization and project.
- Financial information about your organization and project.
- Bios of key individuals.
- Work samples and files.

The Applicant Portal platform has seven tabs, some of which have sub-tabs:

- Tab 1: View Application Data
- Tab 2: Organizational Information
- Tab 3: Project Information
- Tab 4: Project Budget
- Tab 5: Project Participants
- Tab 6: Programmatic Activities
- Tab 7: Items to Upload

For your application to be considered complete, you **MUST** include every required item in your application. Required items are denoted with a red \* in the GAF.

**When filling out the Grant Application, you must adhere to the character count limit in each section. Do not include hyperlinks. They will not be reviewed, unless provided as part of your work sample upload.**

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## 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 Application for Federal Domestic Assistance/Short Organizational Form that was submitted to grants.gov. If you find any incorrect information on this page, contact the Our Town team at: [ot@arts.gov](mailto:ot@arts.gov).

## Tab 2: Organization Info

Eligible applications **must have partnerships** that involve two primary partners: a nonprofit 501(c)(3) organization and a local governmental entity (local government is defined below in 'further guidance'). Additionally, one of the two primary partners must be a cultural (arts or design) organization. The lead applicant may be either the nonprofit (with documented three-year history of programming) or the local government entity. Note that a statement of support from the highest ranking official for the local government participating in the project is an application requirement. See "Items to Upload" for more information.

### **Subtab 1: Organization Information.**

The lead applicant will be asked to provide the following information in this section (Primary Partner information will be completed in Subtab 3 of Tab2):

**Legal/IRS Name** (should match Application for Federal Domestic Assistance/Short Organizational Form)

**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

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**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
- Tribal Community
- 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.

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**Preparedness Plans:** Does your organization have a disaster preparedness plan (i.e., plans to handle disasters and emergencies such as floods, hurricanes, and man-made disasters)? You will **choose one** from the following:

- Yes
- No

**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
- Literary Arts
- 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. (750 Character Limit, including spaces)



**Further Guidance on Organization Information:**

The lead applicant must meet the eligibility requirements, submit the application, and assume full responsibility for the grant.

Make sure that the lead applicant listed on the Grants.gov Application for Federal Domestic Assistance/Short Organizational Form is the same as the lead applicant listed on the Grant Application Form in the Applicant Portal. For example, if the City of Boston is listed as the lead applicant on the Grants.gov Application for Federal Domestic Assistance/Short Organizational Form, the City of Boston should be listed as the lead applicant on the Grant Application Form in the Applicant Portal and noted as such in the answers to all narrative questions.

Eligible lead applicants are:

**Local governments.** For the purposes of these guidelines, local governments are defined as counties, parishes, cities, towns, villages, or federally recognized tribal governments. Local arts agencies or other departments, agencies, or entities within an eligible local government may submit the application on behalf of that local government. The following do not qualify as local governments: state level government agencies, other state-designated entities, state higher education institutions, regional governments and entities, quasi-government organizations, regional planning organizations, and business improvement districts.

**U.S. territories.** If no local government exists, the territory government can serve as the local government.

**Nonprofit tax-exempt 501(c)(3).** U.S. organizations with a documented three-year history of programming.

To be eligible, the lead applicant organization must:

- Have completed a three-year history of programming prior to the application deadline.
- Meet the Arts Endowment'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 Arts Endowment award(s) previously received.
- Have a commitment to the project from the local government, as demonstrated by the required formal statement of support for the project from the highest ranking official of the local government participating in the project.

**Subtab 2: Organization Budget**

**Budget Form:** You must complete this section using figures from completed fiscal years. In the case of a local government, limit this information to the department or office that will oversee the proposed project.

Sample View:

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

When completing this form you'll use the line items below for each fiscal year. Unaudited figures are acceptable. Figures that amount to \$0 are acceptable in cases where organizations do not have a budget line for that particular figure. Because budget information will vary according each organization, each field is not required. However, it is mandatory to provide budget information in some of these fields.

### 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 artistic 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. If your organization is a smaller entity that exists within a larger organization (such as a museum or a literary organization housed at a college or university), submit information for the smaller entity.

**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). 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"). (750 Character Limit, including spaces)

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**Subtab 3: Primary Partner Information**

A key to the success of creative placemaking is involving the arts in robust, committed partnerships. All applications **must demonstrate a partnership** between a local government entity and nonprofit that will provide leadership for the project. Additionally, one of the two primary partners must be a cultural (arts or design) organization.

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

**Primary Partner Legal Name****Primary Partner Popular Name** (if different)**Primary Partner's Taxpayer ID Number** (9-digit number)**Primary Partner 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 organizations (e.g., universities, human service agencies), summarize its mission as it pertains to creative placemaking activities. (750 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 providing cost share/matching funds for the National Endowment for the Arts grant. Be specific; do not provide a general statement of support for the project (1000 Character Limit, including spaces)

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**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 your primary partner's 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.

**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.

## Tab 3: Project Info

### Subtab 1: Project Information

**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

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

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

- Apprenticeship/Mentorship
- Arts & Health Includes projects that support the delivery of creative arts therapies in healthcare and non-healthcare settings. Also includes projects that place arts activities in healthcare settings, and/or that seek to improve service delivery by healthcare professionals.
- 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

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

**Proposed Project Start Date/End Date:** Enter the beginning and ending dates for your requested period of performance, i.e., the span of time necessary to plan, execute, and close out your proposed project. The start date should be the first day of the month, and the end date should be the last day of the month. Our support of a project may start on or after **July 1, 2021**. Generally, a period of performance of up to two years is allowed. **The two-year period is intended to allow an applicant sufficient time to plan, execute, and close out its project, not to repeat a one-year project for a second year.** Your budget should include only the activities and costs incurred during the requested period of performance. The dates you enter here will be used in the review of your application.

**Project Start Date:** (MM-DD-YYYY)

**Project End Date:** (MM-DD-YYYY)

**Schedule of Key Project Dates:** Describe the significant dates in the project. If you include activities that occur before the earliest allowable start date (July 1, 2021), indicate by adding an asterisk (\*) and make sure that those activities and costs are not included on the Project Budget form. (1,500 Character Limit, including spaces)

**Project Title:** Provide a brief descriptive title for your proposed project. For example: To support an exhibition of the works of Georgia O'Keeffe. (200 Character Limit, including spaces)

**Project Summary:** In two or three sentences, clearly describe the specific arts project you would like us to support, and state why the project is important. Include, as applicable, the target population that will be served, and where the project will take place during the period of performance. (750 Character Limit, including spaces)

**Project Background and Context:** Use this section to describe why this project should take place now. How does it relate to community needs and vision for the future of the place? This section should make it clear to panelists why this is the right project, at the right time, in the right place. (2000 Character Limit, including spaces)

- Describe broader information about the place (town, city, county, tribal land) and genesis of the proposed project. If this project builds upon a previous Our Town grant, provide the grant number and a brief status report on the project to date.
- Describe the local community needs, as they relate to the proposed project activities. If available, provide evidence of community demand for the project.
- Address how this project fits into the larger civic vision for the community, including any formal community plans or processes that the proposed project compliments or supports.



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**Project Description:** We fund arts engagement, cultural planning, design, and artist and creative industry support projects. Describe the proposed arts project you would like us to support. You may present information about a broader initiative and long term goals for the project. Be as specific as possible about the one- to two-year phase of your project included in your request for funding. **Do not describe unrelated organizational programming.** The information that you provide will be evaluated against the "**Review Criteria**" by panelists, so make sure your narrative addresses the "Review Criteria." (3,000 Character Limit, including spaces)

- Discuss your **action plan and the creative placemaking strategies** that will be implemented.
- Explain **how proposed creative placemaking activities are expected to yield desired economic, physical, social outcomes** in the targeted community. If this is the continuation of an existing initiative, describe outcomes achieved for the community so far.
- Include **contextual information on the location(s) of the proposed activity.**
- If your project will involve physical objects, spaces, or facilities, provide information about **how they will be managed and maintained** during the project's development and after the project is complete.

### **Subtab 2: Works of Art**

**Description of Key Project Deliverables and/or Works of Art:** Briefly describe any key works of art (e.g., public art, festivals and performances, artist-led planning processes, cultural planning documents) that will be created through the project. Where key works of art to be created is not yet determined, describe the procedures that will guide that determination. (1000 Character Limit, including spaces)

- **For design projects**, the work of art would be the final designs or documentation of the community design/visioning process.
- **For cultural planning**, the work of art would be a plan or other community documentation.

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**Subtab 3: Project Objectives**

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

- Economic improvements of individuals, institutions, or the community including: local business growth, job creation/labor force participation, professional development/training, prevention of displacement, in-migration, tourism.
- Physical improvements that occur to the built and natural environment including: beautification and/or enhancement of physical environment, new construction, and redevelopment (including arts, culture, and public space).
- Improvements to social relationships, civic engagement and community empowerment, and/or amplifying community identity including: civic engagement, collective efficacy, social capital, social cohesion, community attachment.
- Systemic 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, for example: establishment of new and lasting cross-sector partnerships; shifts in institutional structure, practices, or policies; replication or scaling of innovative project models; establishment of training programs or dissemination of informational resources to support the creative placemaking field.

**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. (1000 Character Limit, including spaces)

**Intended Audience/Participants/Community:** Who will benefit from the project and how will they be engaged? Where appropriate, describe any underserved populations that may be reached. (750 Character Limit, including spaces)

**Community Engagement:** Describe substantive and meaningful engagement with the intended community (e.g., residents and other stakeholders) in the development of the shared vision for your project and its implementation. If you have worked with this community in the past, discuss your previous engagement. Also, discuss your planned process to engage the community going forward, and as appropriate, how you plan to be inclusive of underserved populations. (1000 Character Limit, including spaces)

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**Proposed Beneficiaries of Project**

Select all groups of people that your project intends to serve directly.

**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.
- Other racial/ethnic group
- No specific racial/ethnic group

**Age Ranges.** (Choose all that apply).

- Children/Youth (0-17 years)
- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)
- No specific age group

**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
- Other underserved/distinct group
- No specific underserved/distinct group

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

**Subtab 4: 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.

**Further Guidance on Project Locations:**

To be eligible, applications must include a commitment to the project from the local government, as demonstrated by the required formal statement of support for the project from the highest ranking official of the local government participating in the project. Applications without the required formal statement of support will be considered incomplete and will not be reviewed.

If this project happens in more than one location, you are **required** to submit letters of support from the highest ranking officials in each project location with your application.

## Tab 4: Project Budget

Tell us how you plan to spend both the requested Arts Endowment funds, as well as your cost share/matching funds. All items in your budget, whether supported by Arts Endowment funds or your cost share/matching funds, must be reasonable, necessary to accomplish project objectives, allowable in terms of the Arts Endowment's [General Terms and Conditions](#), and adequately documented. **Your "Total project income" must equal the "Total project costs/expenses."**

Your **Project Budget** should reflect only those activities and associated costs that will be incurred during the "Period of Performance," i.e., the span of time necessary to plan, execute, and close out your proposed project. Any costs incurred before or after those dates will be removed. REMINDER: The earliest allowable project start date is July 1, 2021.

Applicants whose projects are recommended for grants will be asked to update the 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 cost share/match, including costs that may be included in applications submitted, or grants received, by partner organizations or presenters.

**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, or \$150,000. We will award very few grants at the \$150,000 level; these will be only for projects of significant scale and impact. If you are recommended for less than the amount that you request you will be asked to revise your project budget. The Arts Endowment reserves the right to limit its support of a project to a particular portion(s) or cost(s). **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 National Endowment for the Arts requested amount of \$25,000 and the required organization 1:1 cost share/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 National Endowment for the Arts 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)
Executive Director	1	\$ 70,000 per yr.	25%	\$17,500
Project Directors	2	\$ 40-50,000 per yr.	5-40%	\$22,000
Admin. Support Staff	2	\$ 20-25,000 per yr.	20-30%	\$11,000
		\$		
		\$		
		\$		
		\$		
<b>Total Salaries and Wages</b>				\$30,500

**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:

<b>FRINGE BENEFITS</b>	\$0
<b>Total Salaries and Fringe Benefits</b>	\$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"/>
<b>Total Travel Expenses</b>			\$0

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**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. This includes fees for engaging artists for the creation of new work. List the fees paid to each artist separately. For procurement requirements related to contracts and consultants, 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:

<b>DIRECT COSTS: OTHER</b>	
<b>Description</b>	<b>Amount (You must enter Zero "0" to clear Dollar fields)</b>
<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"/>
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<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"/>
<b>Total Other Expenses</b>	<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

Arts Endowment applicants have the option to include Indirect Costs in their project budgets. The inclusion of Indirect Costs is allowable, but not required.

Indirect Costs are overhead, administrative, or general operating expenses that are not readily identifiable with, or are difficult to assign to, a specific project. Nevertheless, these costs are still necessary to the operation of the organization, the performance of its activities, and the execution of its projects. Examples of Indirect Costs include the expenses associated with operating and maintaining facilities and equipment, rent, utilities, supplies, and administrative salaries.

To include indirect costs in a project budget, an applicant may choose to do **ONE** of the following (for help in determining which option to choose, see the Indirect Cost Guide for Arts Endowment Grantees):

- Include a reasonable figure for “Overhead and Administrative Costs” as a line item under the “Direct Costs: Other” section, and leave the “Indirect Costs (if applicable)” section blank.
- Use a *de minimis* rate of up to 10% (.10) of Modified Total Direct Costs, and enter this figure in the “Indirect Costs (if applicable)” section. The 10% *de minimis* indirect cost rate is a federally-recognized rate that non-federal entities may use to recover allowable indirect costs on grants or cooperative agreements. Modified Total Direct Costs include salaries and wages, fringe benefits, materials and supplies, services, and travel. Modified Total Direct Costs excludes equipment, capital expenditures, rental costs, scholarships and fellowships, among others. Additional information on calculating Modified Total Direct Costs can be found at 2 CFR Part 200.414.f.
- Use a negotiated Indirect Cost Rate Agreement (ICRA). In this case, Indirect Costs are prorated or charged to a project through a rate negotiated with the National Endowment for the Arts or another federal agency. You are not required to have an Indirect Cost Rate Agreement to apply for or to receive a grant. In fact, only a small number of applicants and grantees to the Arts Endowment have or choose to use an ICRA. This option most commonly applies to colleges and universities. If you have an ICRA and would like to include Indirect Costs in your project budget, complete the information requested in the “Indirect Costs (if applicable)” section accordingly. When entering the name of the federal agency with which the ICRA has been negotiated, limit your description to 50 characters. Enter the percentage of the ICRA as decimals. Note that applicants may only use a Research Indirect Cost Rate Agreement for applications to the Arts Endowment’s Office of Research and Analysis.

Sample View of the de minimis rate:

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, or \$150,000. **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 \$100,000 and you must provide at least \$50,000 toward the project from nonfederal sources. These cost share/matching funds may be all cash or a combination of cash and in-kind contributions as detailed below. Be as specific as possible. If a portion of the cost share/match is being contributed by an entity other than your organization, indicate this on the form Asterisk (\*) those funds that are committed or secured.

**Applicant CASH** cost share/match refers to the cash contributions, grants, and revenues that are expected or received for this project. Identify sources. 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, regional arts organization, or local arts agency as part of your cost share/match, check with your state arts agency, regional arts organization, or local arts agency to make sure your grants don't include federal funds

You may use unrecovered indirect costs as part of the cash **cost share/match**. Unrecovered indirect costs generally are used only by large organizations such as colleges and universities. Your organization must have a current federally-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 cost share/matching resources, these same items also must be identified as direct costs in the project budget 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:

<b>Project Expenses</b>		<b>Project Income</b>	
<b>Applicant CASH</b>		<b>Third-Party IN-KIND Contributions</b>	
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"/>
<b>Total Cash</b>	\$0	<b>Total in-kind</b>	\$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)	<input type="text" value="\$0"/>
<b>TOTAL PROJECT INCOME</b> (Total Cost Share / Match + Amount Requested from NEA)	<input type="text" value="\$0"/>
<b>TOTAL PROJECT COSTS/EXPENSES</b> (Total Direct Costs + Total Indirect Costs)	<input type="text" value="\$0"/>

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**ADDITIONAL PROJECT BUDGET NOTES (OPTIONAL):** Provide information to clarify any line item included in the project budget. (750 Character Limit, including spaces.)

## 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. If you are applying for a project for which the key individuals are not yet identified, describe the process for selecting them, i.e., open submissions, reading committee, selection by the artistic director, etc., and the qualifications you seek. (750 Character Limit, including spaces)

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

- **Last Name.** (Use this field for artistic group names or single names)
- **First Name.**
- **Proposed or committed?** Select answer from drop-down.
- **Project Role.**
- **Title.**
- **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. Describe the past or planned role of additional partners in the project. Where they remain to be selected, describe the selection procedures that you plan to follow and the qualifications that you seek. (750 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. (500 Character Limit each, including spaces)

- **Organization Name.**
- **Proposed or Committed?**
- **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

#### **Further Guidance on Additional Partners:**

Additional partners are encouraged and may include an appropriate variety of entities such as arts organizations and artists, design professionals and design centers, state level government agencies, foundations, nonprofit organizations, educational institutions, real estate developers, business leaders, community organizations, council of governments, rural planning organizations, transportation agencies, special districts, educational organizations, as well as public and governmental entities; and should engage in partnership with other sectors (such as agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, and workforce development).

Other Additional Partners **do not** need to be registered 501(c)(3) or government entities, though they certainly can be.

## Tab 6: Programmatic Activities

**Lead Applicant Programmatic Activity.** Submit representative examples of your **programmatic activities** for the past three years/seasons (e.g., 2017 or 2017-18; 2018 or 2018-19; 2019 or 2019-20).

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. (1,000 Character Limit, including spaces, is available for each year/season.)

## 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. 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. **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 the highest ranking official for the local government (one-page limit, PDF format only)** This statement must be the first page in your file. The document should be a one-page formal statement of support, on appropriate letterhead, from the highest ranking official for the local government (e.g., mayor, county executive, or tribal leader). This statement of support should reflect the official's familiarity with and support for the project.

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

**NOTE:** Applications without a statement of support from the highest ranking official for the local government **will be marked ineligible and will not continue to panel review.**

**REQUIRED: Statements of support from primary partners (one-page limit per statement, PDF format only).**

*If the lead applicant is a local government:*

You must include a one-page statement from the nonprofit organization serving as the required primary partner reflecting its support for and involvement in the project. For verification purposes, include the name, phone number, and email of a contact person with the nonprofit organization.

*If the lead applicant is a public entity or a nonprofit tax-exempt 501(c)(3) organization:*

You must include a one-page statement from the relevant local government agency or department serving as the required primary partner, reflecting its support for and involvement in the project. For verification purposes, include the name, phone number, and email of a contact person with the local government. This is required in addition to a letter of support from the highest ranking official.

If you list an organization or individual as an additional partner in your application, you may include a one-page statement of commitment describing their support for and involvement in the project. We encourage you to be selective in listing only the partners that are critical to the project's success. **Do not provide general statements of support for your organization.** Each statement should be in PDF format only and include the name, affiliation, phone number, and email address of the individual who provided it.

Statements from leaders and members of the community in which you are working, and/or from community-based organizations, are also encouraged.

## Work Samples

**Work samples are a required 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.

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).

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. See the following pages for acceptable formats.

As review time is limited, 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.

**Work Sample Limits:**

Note: Panelists will spend no more than a total of 20 minutes reviewing work samples.

Type	Images	Documents	Videos
<b>Max. # Allowed</b>	20 images, preferably in one single PDF	3 PDF documents	3 video selections
<b>Max. Time Each Sample</b>			3 minutes each
<b>Max. Size Each Sample *</b>	5 MB/20 pages if combined in a single PDF	5 MB/12 pages each	250 MB
<b>File Types</b>	jpeg or PDF with images	PDF	PDF with links or avi, mov, mp4, mpeg, wmv

\* The combined storage for all work sample files uploaded to the Applicant Portal is 250 MB.

**Information About Uploaded Files**

There can be a slight delay between the upload of your work samples and seeing them in the Applicant Portal. This is particularly true for videos. For videos, the usual upload time runs five to ten minutes. However, close to the deadline, this time may extend to as much as an hour. Videos are placed in a queue to be converted for upload, and the more people uploading, the longer the queue. Do not immediately assume that your upload failed; wait and try accessing the material again.

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 (500 Character Limit, including spaces):

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 within the PDF. The descriptive field for the file should provide a brief overview of the group of images as a whole.

#### Guidance for Digital images

Digital images should be combined in a single PDF file (up to 20 images) or may be uploaded as individual JPEG files if necessary.

- Image size should be consistent. Medium to high resolution is recommended (e.g., 300 dpi).
- Include brief descriptive captions with the images on each page of the PDF (PowerPoint can be a useful application to set up images and captions together), or together on a single captions page at the beginning of the PDF.
- Do not submit PowerPoint or Word documents; save these files as PDFs.
- Name the PDF "Image Work Samples." \_

#### Guidance for Documents

You may submit up to three PDF documents, each with no more than 12 pages.

Excess pages will not be reviewed by panelists.

Name the PDF "Document Work Samples," or something more descriptive if you are submitting more than one document.

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### Guidance for Video Samples

There are two options to upload your video work samples.

**Option One (recommended):** Upload a single PDF with links to your video work samples on an external hosting site (e.g. Vimeo, YouTube, or a custom URL).

- Include each video link as a hyperlink on the page. You may provide titles and short descriptions as context for the work sample for panelists. Include any necessary information on required plug-ins, passwords, or navigation paths in order to view the work samples. If applicable, include cue information to indicate the start of each selection.
- Name the PDF “Video Work Samples.”
- Do not submit links to sites that require work samples to be downloaded (e.g., Dropbox), or sites that require a user account.

**Option Two:** Individually upload each video work sample. File size restrictions may prohibit you from using this option, see details below. To upload each video file:

- Upload the file directly into the Applicant Portal.
- You may provide titles and short descriptions to provide context for panelists using the text box provided during the upload process.
- If applicable, include any cue information to indicate the start of each selection.
- If your files exceed the file size limitations, follow the instructions outlined in Option One described above.

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## Submit the Grant Application Form

- You must click “Save” and then “Submit.” **If you do not hit the "Submit" button, your application will not be received.** The “Submit” button is only visible when you are on Tab 7: Items to Upload.
- **See “Help” on the menu bar at the top of the Applicant Portal for information on how the validation function works.**
- Submit your materials to the Applicant Portal prior to the deadline to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the deadline to submit.

**We strongly urge you to complete and submit the Grant Application Form and upload materials outside of the hours of heaviest usage, generally 8:00 p.m. to 11:59 p.m., Eastern Time, on the day of the deadline.**

Staff will not be available to help you after 5:30 p.m., Eastern Time.

- After submitting your application, you may log back into the Applicant Portal and make changes to your submission up until the system closes at 11:59 p.m., Eastern Time, on the day of the deadline. **You must click “Save” and “Submit” when you are finished.**
- Ensure that your application was received by logging in to the Applicant Portal. On the first screen it will say “Submitted” if your application has been received. If your application has not yet been received, it will say “In Progress.” **Maintain documentation of your successful submission by taking a screenshot.**
- You may print a copy of your application at any time, whether in draft or final form, for your records.
- When in doubt, contact Our Town staff.