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National Endowment for the Arts
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Our Town FY17
Grant Application Form Instructions

Projects that Build Knowledge About Creative Placemaking

NATIONAL ENDOWMENT FOR THE ARTS
DESIGN DIVISION
OUR TOWN FY2017

Table of Contents

How to Use This Document 3
View Application Data 4
Part 1: Organizational Information 5
Applicant Information 5
Organization Budget 7
Primary Partner Information 10
Part 2a: Project Information 13
Project Background and Context 14
Major Project Activities 15
Schedule of Key Project Dates 16
Accessibility 17
Part 2b: Project Objectives 18
Livability Narrative 18
Performance Measurement 19
Intended Beneficiaries 20
Community Engagement 21
Demographics 22
Part 2c: Project Locations 24
Part 3: Project Budget 25
Expenses 25
Income 29
Part 4a: Project Participants - Individuals 33
Part 4b: Project Participants - Organizations 35
Part 4c: Project Participants - Works of Art 37
Part 5a: Programmatic Activities 38
Part 5b: Items to Upload 39
Statements of Support 41
Work Samples 42

How to Use This Document

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 Step 1 instructions for more information.

This document will guide you through completing Step 2 of the Our Town application process; it contains detailed instructions for completing the Grant Application Form in NEA-Grants Online (NEA-GO). 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.).

You should **prepare your responses and material well in advance of the deadline** and have them fully ready to upload once NEA-GO opens.

Our Town Deadlines:

Step 1 - Submit SF-424 to Grants.gov	September 12, 2016
Step 2 - Submit Materials to NEA-GO	September 19, 2016 to 11:59 p.m., Eastern Time on September 26, 2016

You will not have access to the online Grant Application Form until NEA-GO is available for you to submit your application material.

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

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
You may proceed to the next screen by clicking the "Next" button.

The data below is from the application you submitted through Grants.gov. It is for review only; this information cannot be edited here. If changes are needed, contact the NEA.

Application #	
Applicant Username	
Category	
Field/Discipline	
Secondary Field/Discipline	
Applicant Organization Name	
Is Organization?	
FEIN	
Organization Address	
Organization Address 2	
Applicant Organization City	
Applicant Organization State	
Organization Zipcode	
Organization Telephone	
Organization Fax	
Organization Website	
Applicant Service Type	
NEA On Behalf Entity	
Project Title	

Part 1: Organizational Information

Applicant Information

Organizations that may apply include:

- Arts and design organizations that provide services to the field.
- National and regional place-based industry or university-based organizations that provide technical assistance to those doing place-based work. This may include housing, transit, community development, environmental, and economic development organizations who wish to engage in creative placemaking activities.
- Meet the Arts Endowment's "Legal Requirements" including nonprofit, tax-exempt status at the time of application.

Arts service and design service organizations and other national or regional organizations that provide technical assistance 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:

Applicant Legal Name. (should match SF-424)

Applicant Popular Name. (if different)

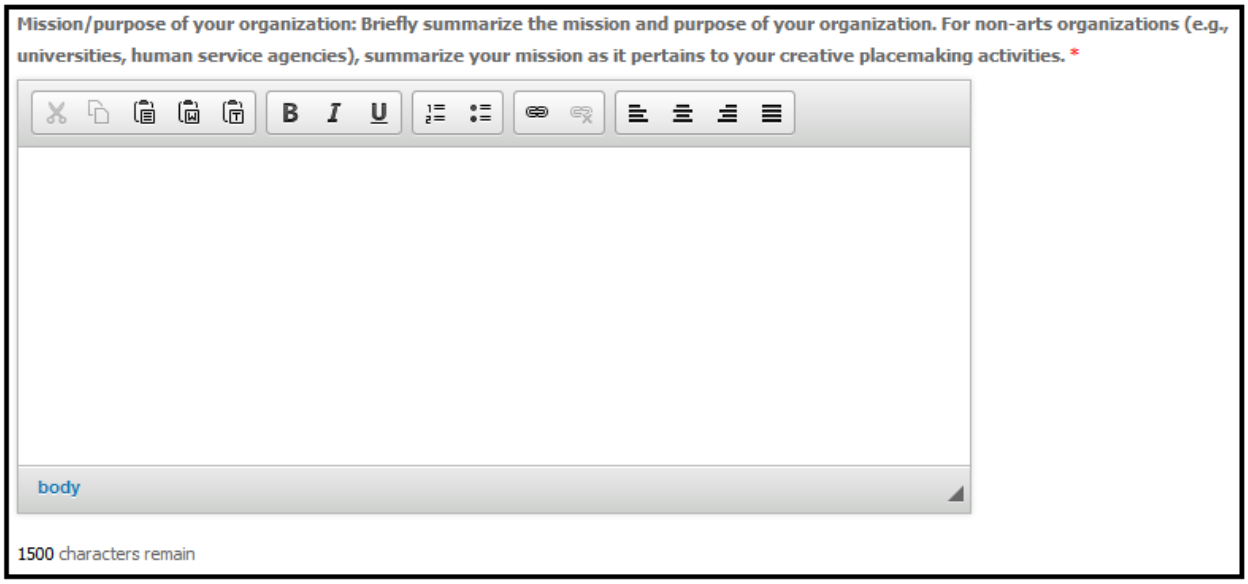
Date Organization Was Incorporated. (if applicable)

Applicant Organization Status. (choose one)

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

Mission/purpose of Your Organization. (1500 Character Limit, including spaces):

Sample View of Mission/Purpose Text Box



Further Guidance on Applicant Information:

Eligible lead applicants are:

- *To be eligible, the lead applicant organization must:*
  - *Meet the NEA's "Legal Requirements," including nonprofit, tax-exempt status, at the time of application.*
  - *Have a three-year history of programming prior to the application deadline.*
  - *Have submitted acceptable Final Report packages by the due date(s) for all NEA award(s) previously received.*

Additional partners are encouraged and may include an appropriate variety of entities such as for profit organizations or individuals. The designated state and jurisdictional arts agencies (SAAs) and their regional arts organizations (RAOs) may serve as partners in Our Town projects. NEA funds can't support any SAA or RAO costs.

Organization Budget

Budget Form. Complete this section using figures for the most recently completed fiscal year, the previous fiscal year, and the fiscal year two years prior.

Sample View of Organizational Budget Form

	Most Recently Completed FY	Previous FY	Two Years Prior
FY End Date (MM/DD/YYYY)			
Income			
Earned			
Contributed			
TOTAL INCOME	0	0	0
Expenses			
Artistic Salaries			
Production / Exhibition / Service Expenses			
Administrative Expenses			
TOTAL EXPENSES	0	0	0
Operating Surplus / Deficit	0	0	0

Further Guidance on Organization Budget:

- *The organization budget 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). The NEA may request additional information to clarify an organization's financial position.*
- *Use the following definitions when completing this form. Unaudited figures are acceptable.*
  - *Income*
    - ***Earned.*** *Revenues that are received through the sale of goods, services performed, or from investments.*
    - ***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,*

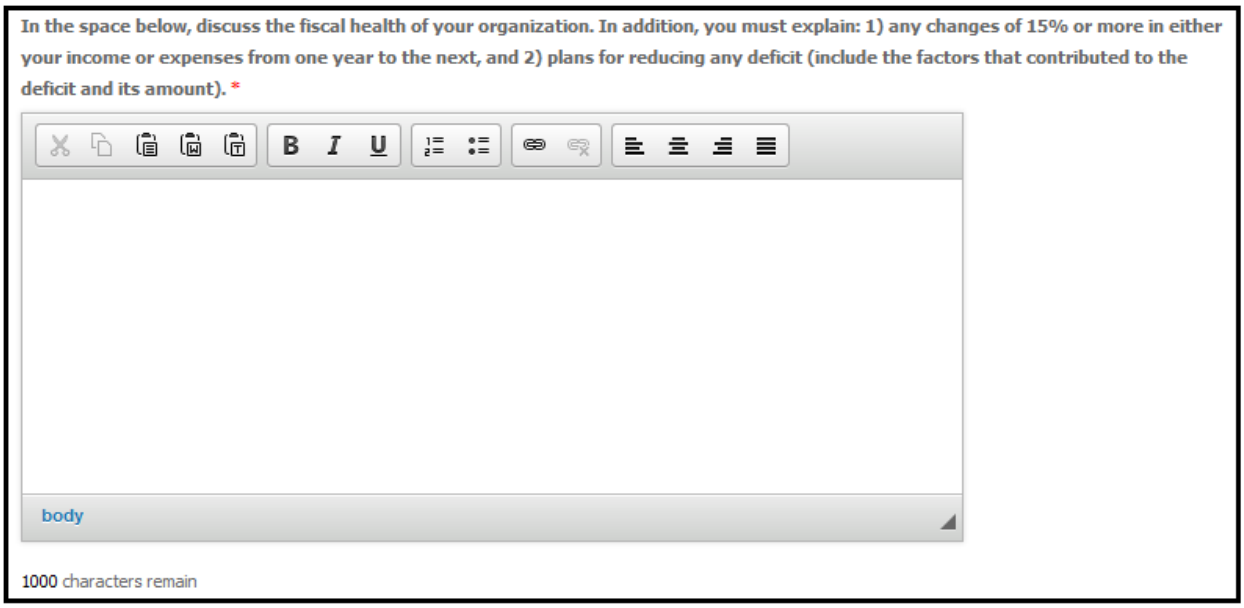
artistic directors, contributors to literary publications. Include arts personnel that are on your staff as well as those that are paid on a contract or fee basis.

- ***Production/exhibition/service expenses.*** *All program or service delivery costs, excluding artistic salaries and fees that are listed above. Examples: 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****: These figures are subject to verification by the NEA.*

Fiscal Health. You will be asked to account for the fiscal health of your organization.

Sample View of Fiscal Health Text Box



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

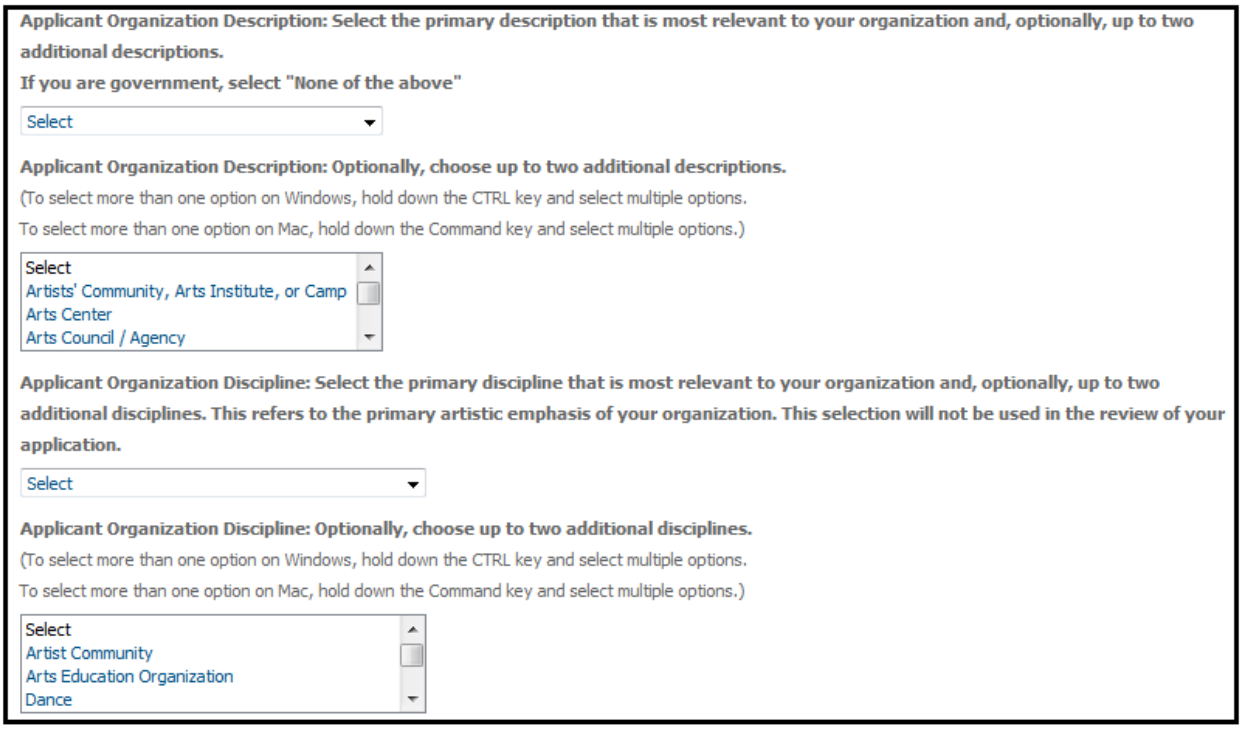
You will also have the option of selecting two additional descriptions for your organization, though this is not required.

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
- Opera
- Presenting & Multidisciplinary Work Organization
- Theater & Musical 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.

Sample View of Organization Description Drop-Down boxes



Primary Partner Information

An arts-based membership organization must have a place-based knowledge consultant/organization/partner identified at the time of application, or a place-based 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)

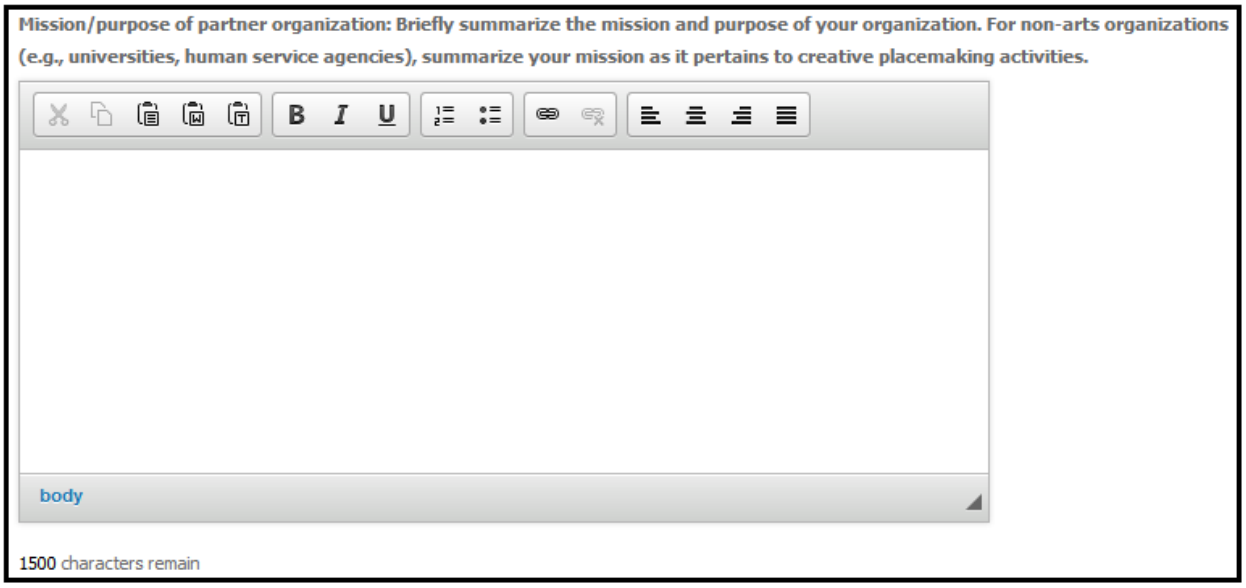
Date Organization Was Incorporated. (if applicable)

Primary Partner Organization Status. (choose one)

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

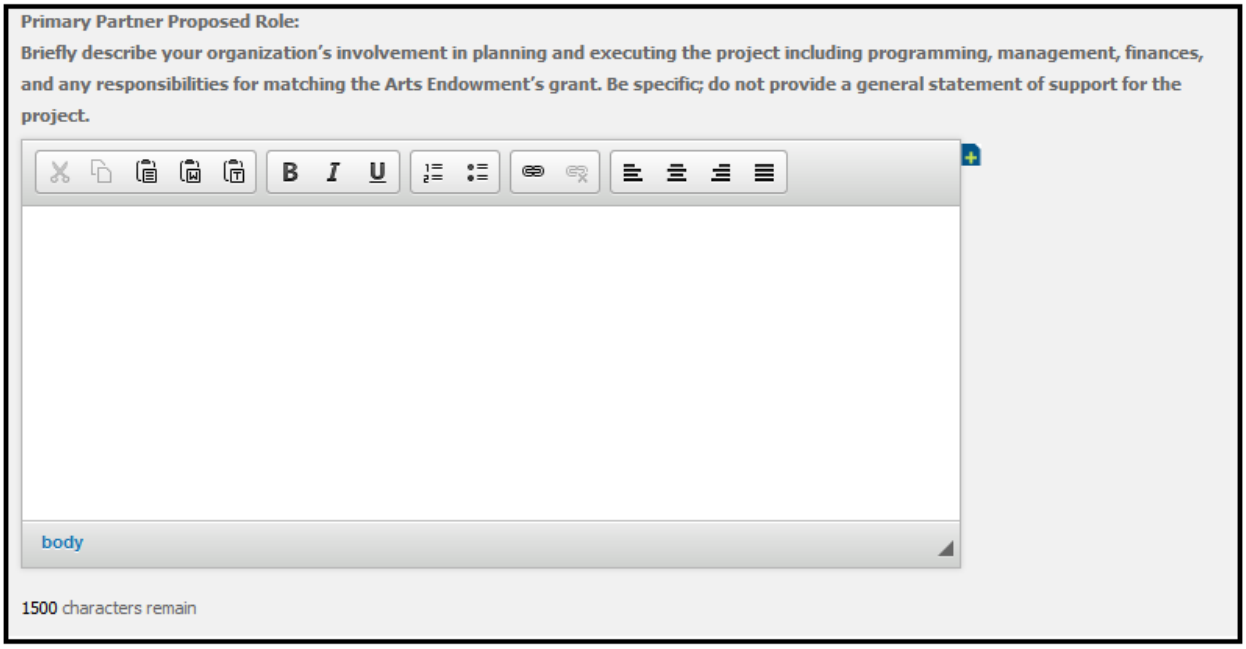
Mission/purpose of the Partner Organization. (1500 Character Limit, including spaces)
Please describe the mission/purpose of the partnering organization. If your partner is an individual consultant or business, please provide background on how their experience will benefit your project.

Sample View of Primary Partner Mission/Purpose Text Box



Primary Partner Proposed Role. (1500 Character Limit, including spaces)

Sample View of Primary Partner Proposed Role Text Box



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.

Part 2a: Project Information

NEA Project Activity Category.

- *Our Town Project Area*. Select:
  - Projects that Build Knowledge About Creative Placemaking
- *Our Town Project Type*. Select the option that best describes your proposed project's category:
  - Artist space
  - Artist residency
  - Community design
  - Community planning for arts integration
  - Creative asset mapping
  - Cultural district planning
  - Cultural facilities
  - Festivals or performances
  - Innovative arts programming
  - Professional artist development
  - Public art
  - Public art planning
  - Public space

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

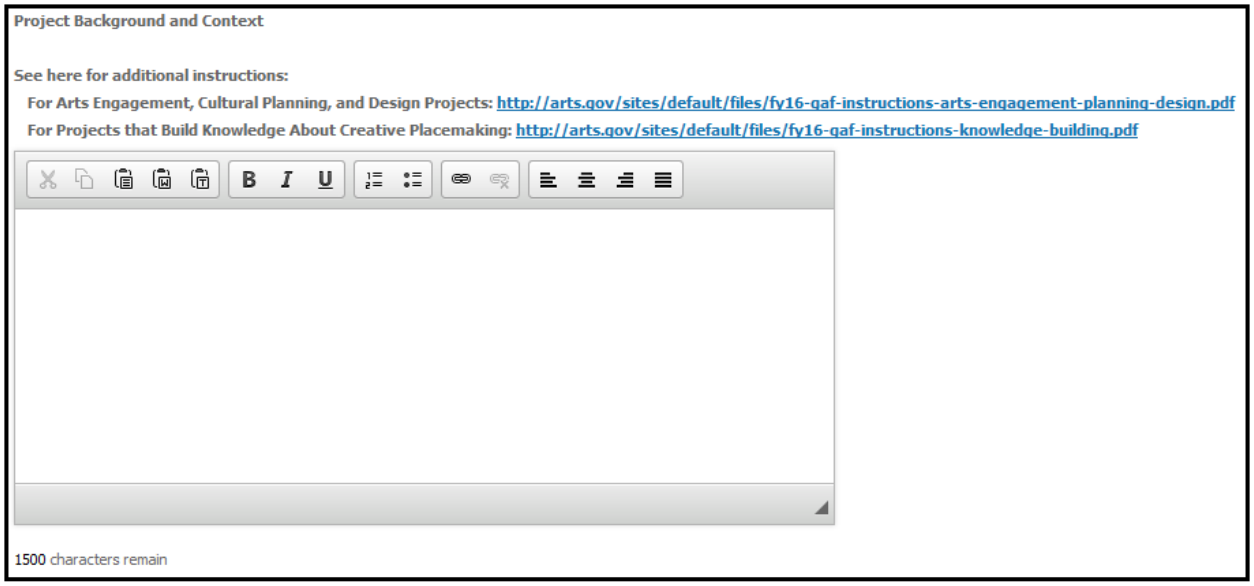
Additional Project Activity Type. Optionally, choose up to two additional types from the above list.

Project Background and Context

Use this section to describe why this project is relevant to your organization and why it should take place now. 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.

Sample View of Project Background and Context Text Box



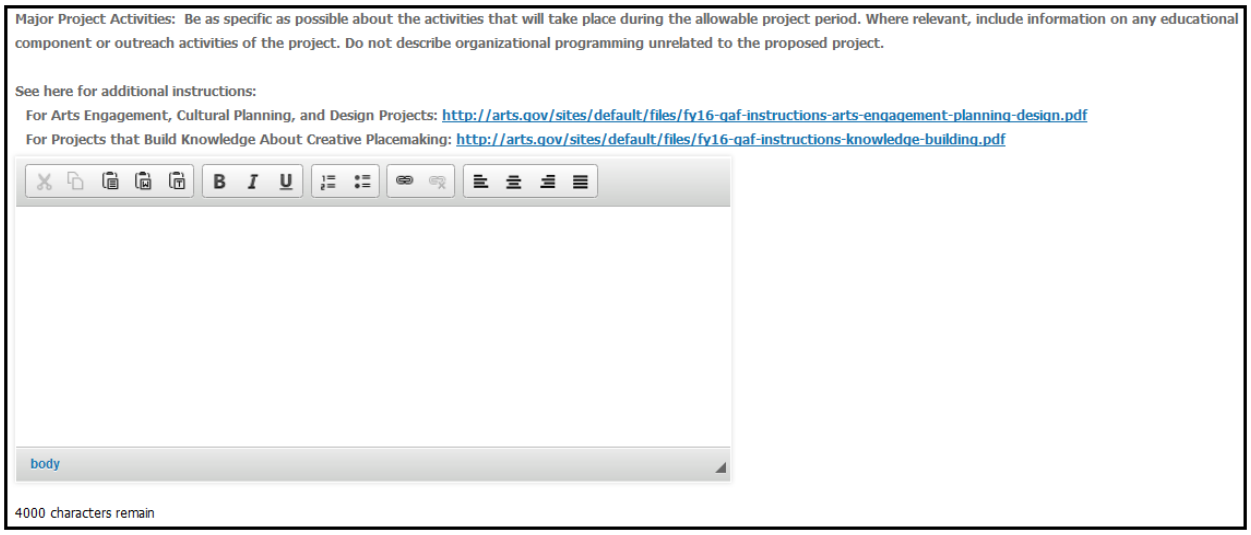
Major Project Activities

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) (4000 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**.
- 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.
- Draft a short **budget narrative** describing any additional sources of funding for your project.

The information that you provide will be reviewed in accordance with the "Review Criteria." Your narrative should address each of these "Review Criteria" and include information on the following, as relevant to your project.

Sample View of Major Project Activities Text Box



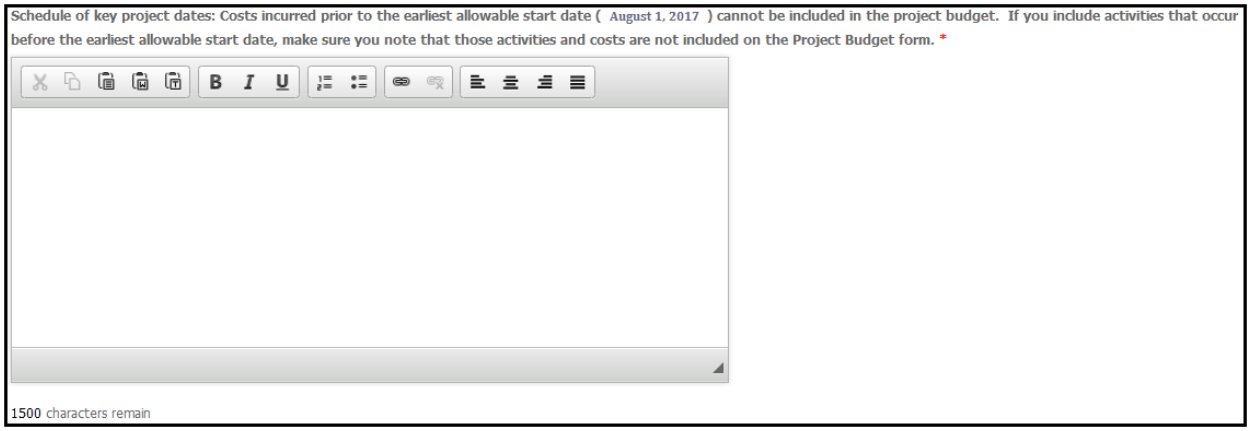
Further Guidance on Major Project Activities:

- ***NOTE:*** *You may not receive more than one NEA grant for the same expenses. There can be no overlapping project costs within the submitted budget with other federally sponsored projects.*

Schedule of Key Project Dates

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 (August 1, 2017) 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 on the Project Budget form. (1500 Character Limit, including spaces)

Sample View of Schedule of Key Project Dates Text Box



Accessibility

Explain how you will make your project accessible to individuals with disabilities in compliance with federal law and regulations through access accommodations for both facilities and programs, such as audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling, etc. See the Nondiscrimination Statutes in "Assurance of Compliance" for more information at https://www.arts.gov/grants-organizations/our-town/projects-that-build-knowledge-about-creative-placemaking-award-administration. (For technical assistance on how to make your project fully accessible, contact the NEA's Accessibility Office at accessibility@arts.gov, 202/682-5532 or the Civil Rights Office at 202/682-5454 or 202/682-5082 Voice/T.T.Y.) (1000 Character Limit, including spaces)

Sample View of Accessibility Text Box

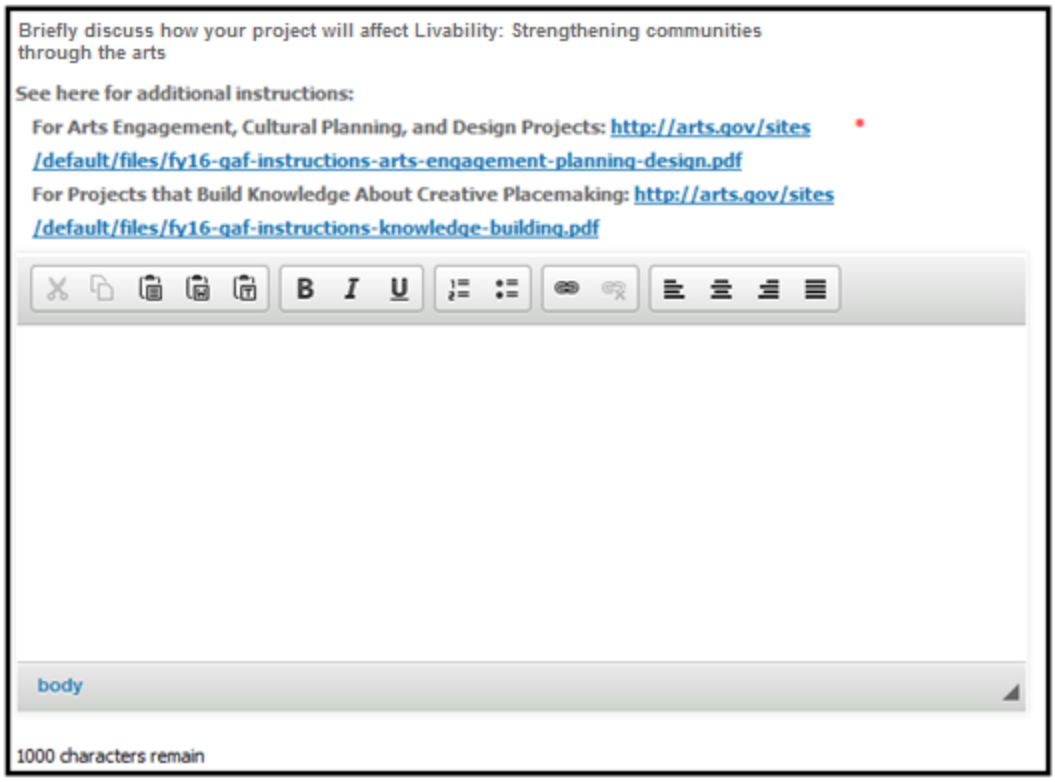
Part 2b: Project Objectives

Livability Narrative

Briefly discuss how your project will affect Livability: Strengthening communities through the arts. (1000 Character Limit, including spaces)
Address how your project has the potential to meet the following Livability criteria:

- Incorporate a systemic approach to building knowledge about creative placemaking for the organization and broader field.
- Expand the capacity of artists and arts organizations to work more effectively with economic and community development practitioners.
- Expand the knowledge base in arts and place-based industry associations on equitable community development which creates opportunities for all.

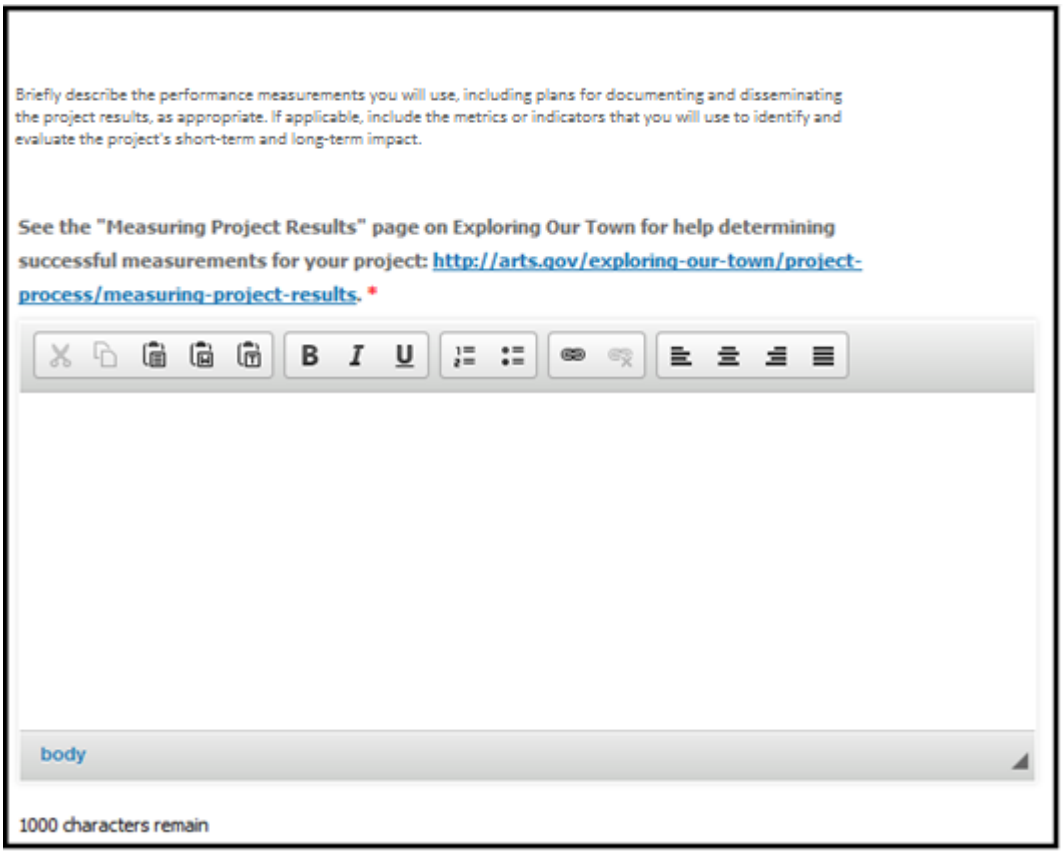
Sample View of Livability Narrative Text Box



Performance Measurement

Briefly describe the performance measurements you will use, including plans for documenting and disseminating the project results, as appropriate. 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" (http://arts.gov/exploring-our-town/project-process/measuring-project-results) for additional information. (1000 Character Limit, including spaces)

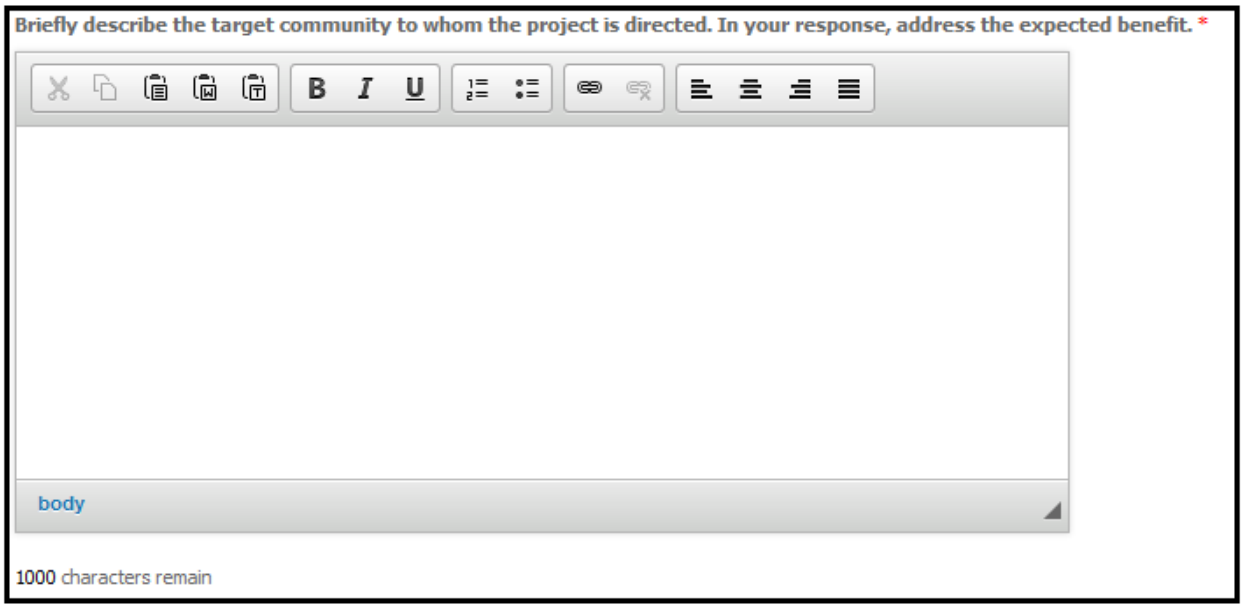
Sample View of Performance Measurement Text Box



Intended Beneficiaries

Description. 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)

Sample View of Intended Beneficiary Description Text Box

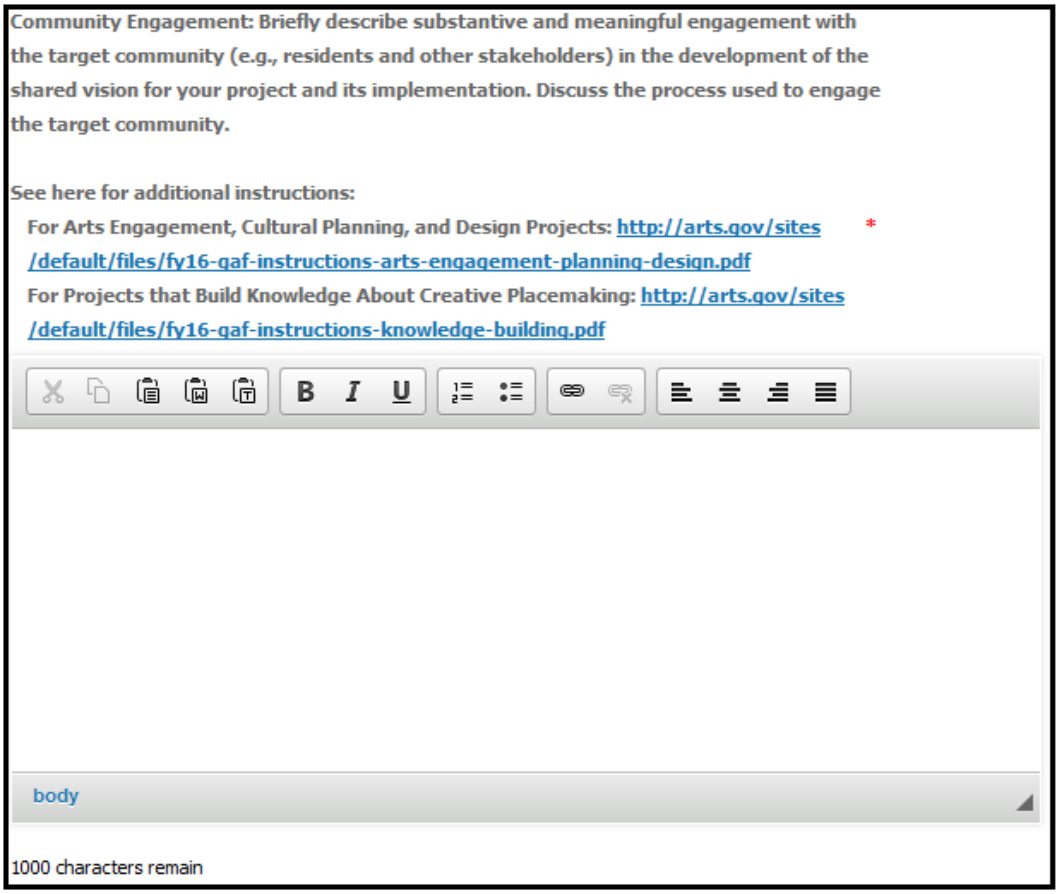


Have the intended beneficiaries (your members) been consulted in the development of this project? Select either yes or no.

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).

Sample View of Community Engagement Text Box



Demographics

Is this project intended to reach a population historically underserved by arts programming and/or does the project target a specific audience based on characteristics such as race, ethnicity, or age? Select either yes or no.

Race/Ethnicity (choose all that apply). Race/Ethnicity - 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).

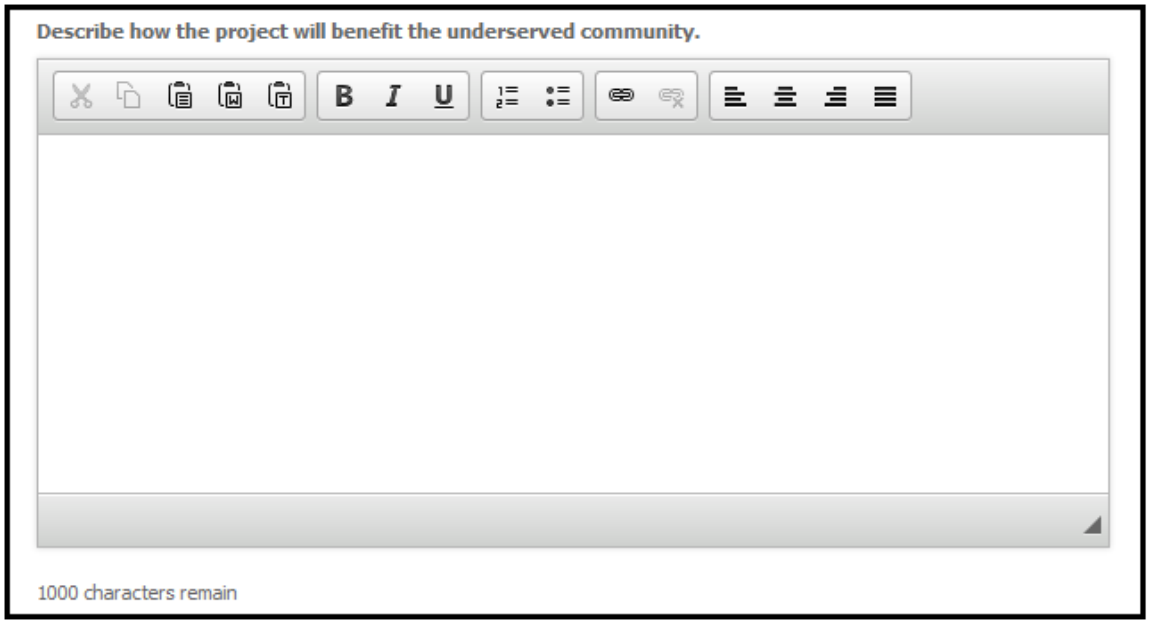
- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

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
- Other underserved/distinct group

If appropriate, describe how the project will benefit the underserved community. (1000 Character Limit, including spaces)
Sample of Underserved Community Text Box



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

Part 2c: Project Locations

Provide the city, state, and five-digit zip code in which project activities are expected to occur. For international locations, provide the city, country, and enter "00000". You may submit up to 100 locations. If you enter a location that cannot be validated, you will receive an option to “Save Anyway.” Choose this and continue with your application. You will be able to upload individual locations using the upload feature, which looks like this:

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.

Part 3: 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.

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. See here for what we do not fund: http://arts.gov/grants-organizations/our-town/we-do-not-fund. Applicants whose projects are recommended for grants will be asked to update the project budget.

While the Project Budget on the Grant Application Form will allow unlimited characters in the line items descriptions, please use the character maximums listed in the instructions below. If you go beyond the character maximums, your expanded information will not be seen by NEA staff or reviewers.

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.

- **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 "3. Other expenses" 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.)
    - Awards that the NEA makes after December 26, 2014, now allow the following: Salaries/wages/fringe benefits incurred in connection with fundraising specifically for the project. These costs must be incurred during the NEA project period of performance, and be approved as allowable project expenses by the agency.
    - 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 of Salaries and Wages Form:

1. Direct Costs: Salaries and wages				
TITLE AND/OR TYPE OF PERSONNEL	NUMBER OF PERSONNEL	ANNUAL OR AVERAGE SALARY	% OF TIME DEVOTED TO THIS	AMOUNT
Example Position 1	1	50000	10	$ 5,000
Example Position 2	1	15000	100	$ 15,000
Total Salaries and wages (a):				$ 20,000
Fringe Benefits				
Total fringe benefits (b):				
Total salaries and fringe benefits (a + b):	$ 20,000			

- **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 of Travel Form:

2. Direct Costs: Travel (include subsistence)				
# OF TRAVELERS	FROM	TO	AMOUNT	
1	Departure	Arrival	$ 1,000	
2	Departure	Arrival	$ 2,000	
Total Travel			$ 3,000	

- **Other expenses** 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. Computing devices 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 of Other Expenses Form:

3. Direct Costs: Other	AMOUNT			
Example 1	$ 7,000			
Example 2	$ 10,000			
Example 3	$ 33,000			
Example 4	$ 17,000			
Example 5	$ 3,000			
Total other expenses:	**$ 70,000**			

- **TOTAL DIRECT COSTS** is the total of all direct cost items listed in "1. Salaries and wages," "2. Travel," and "3. Other expenses."

- **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 "3. 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 of Indirect Costs Form:

5. Indirect Costs (if applicable)	
Federal Agency:	
Rate (.0000):	
Base:	
Total Indirect Costs	0

- **TOTAL PROJECT COSTS** is the total of "4. Total direct costs," and, if applicable, "5. Indirect costs." **NOTE**: "3. Total project income" must equal the "Total project costs." Your project budget should not equal your organization's entire operating budget.

Income

- **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, $150,000, or $200,000. We will award very few grants at the $200,000 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 NEA reserves the right to limit its support of a project to a particular portion(s) or cost(s).

- **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 $10,000 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.
    - **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 NEH, ED, NPS, 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.

- **In-kind: 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."

- **Total Project Income** is the total of “Amount requested from the National Endowment for the Arts” and “Total match for this project.”

Sample View of Income Form:

1. Amount Requested from NEA	$ 50,000
2. Total Match for this project	
Cash	**Cash Amount**
Example 1	$ 10,000
Example 2	$ 20,000
Total cash (a):	**$ 30,000**
In-kind	**In-kind Amount**
Example 3	$ 15,000
Example 4	$ 5,000
Total In-Kind (b):	**$ 20,000**
Total match for this project (2a + 2b):	**$ 50,000**
3. Total project income (1 + 2):	**$ 100,000**

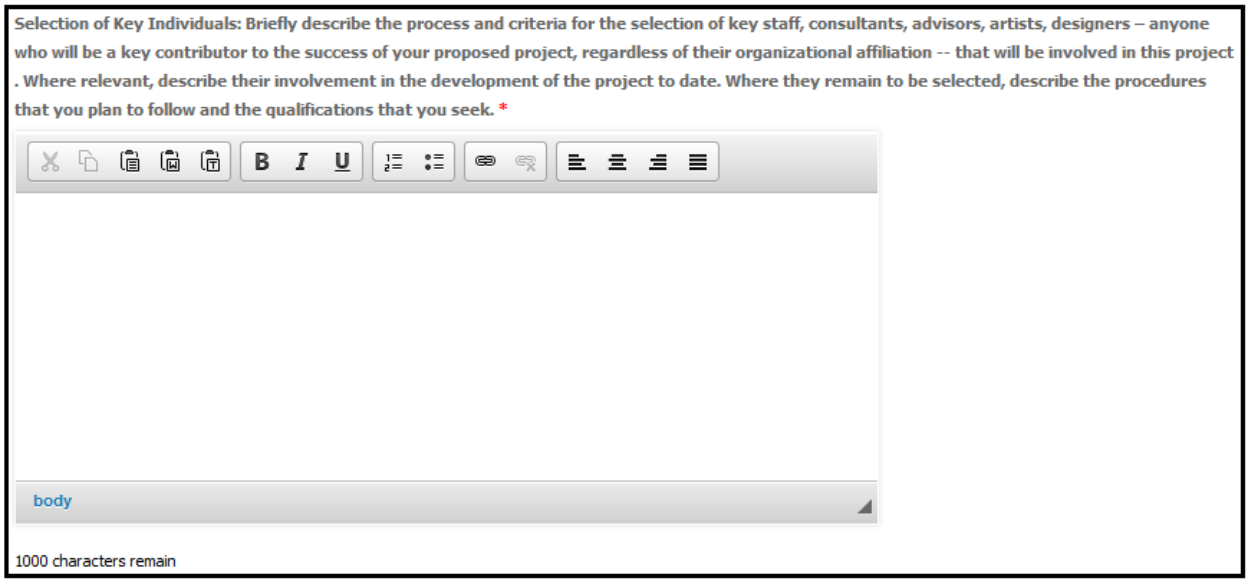
Further Guidance on Project Budget:

- *"Total project income" (from Page 1 of the Project Budget form)* ***must equal*** *the "Total Project Costs." Your project budget should not equal your organization's entire operating budget.*
- *While the Project Budget on the Grant Application Form will allow unlimited characters in the line items descriptions, please use the character maximums listed in the instructions below. If you go beyond the character maximums, your expanded information will not be seen by NEA staff or reviewers.*
- ***REMINDER:*** *All costs included in your Project Budget must be expended during your period of performance.*
- *Costs associated with other federal funds, whether direct or indirect (e.g., flow down through a state arts agency) cannot be included in your Project Budget.*

Part 4a: Project Participants - 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)

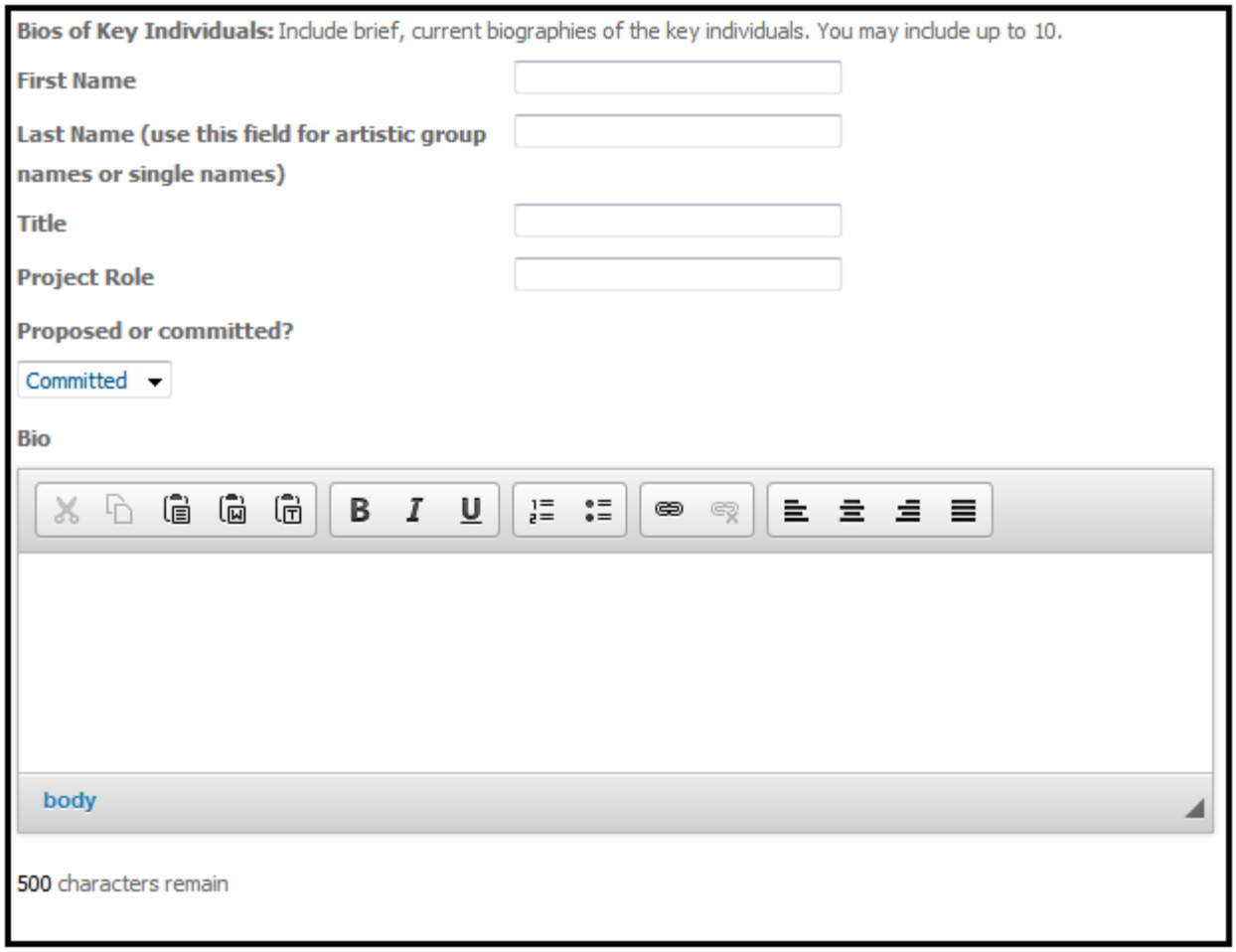
Sample View of Selection of Key Individuals Text Box



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)

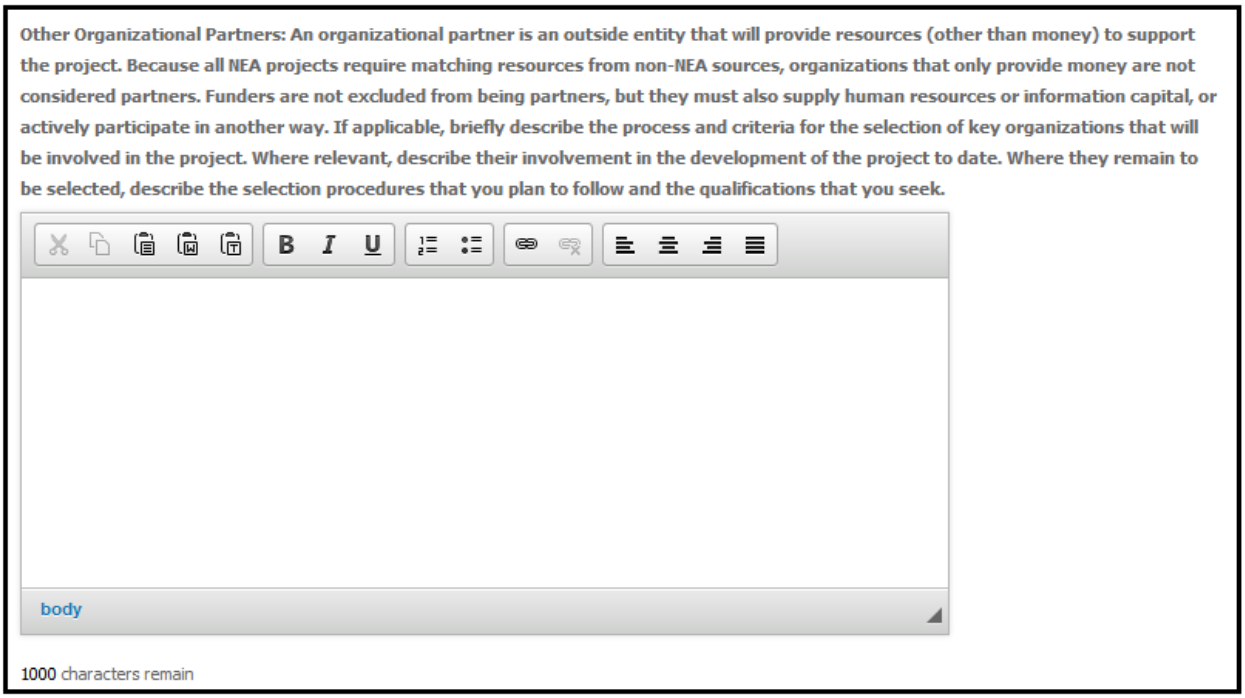
Sample View of Individual Participant Questions & Description Text Box



Part 4b: Project Participants - Organizations

An organizational partner is an 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 organizations 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)

Sample View of Other Organizational Partners Text Box

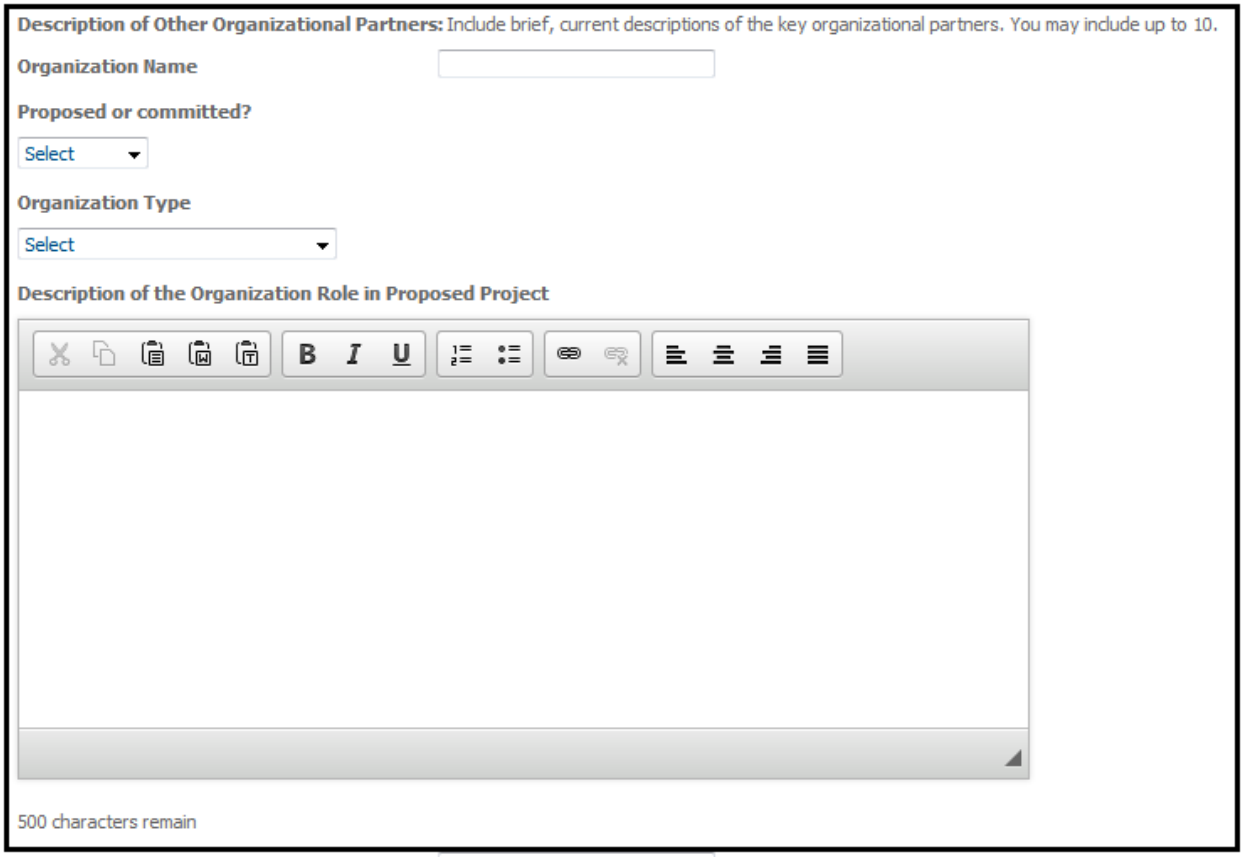


Description of Other Organizational Partners. Include brief, current descriptions of the key organizational partners. You may include up to 10.

- **Organization Name.**
- **Proposed or committed?** Select answer from drop-down.
- **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

Description of the Organization Role in Proposed Project. (500 Character Limit, including spaces)
Sample View of Other Organizational Partners Questions & Description Text Box



Further Guidance on Organizational Partners:

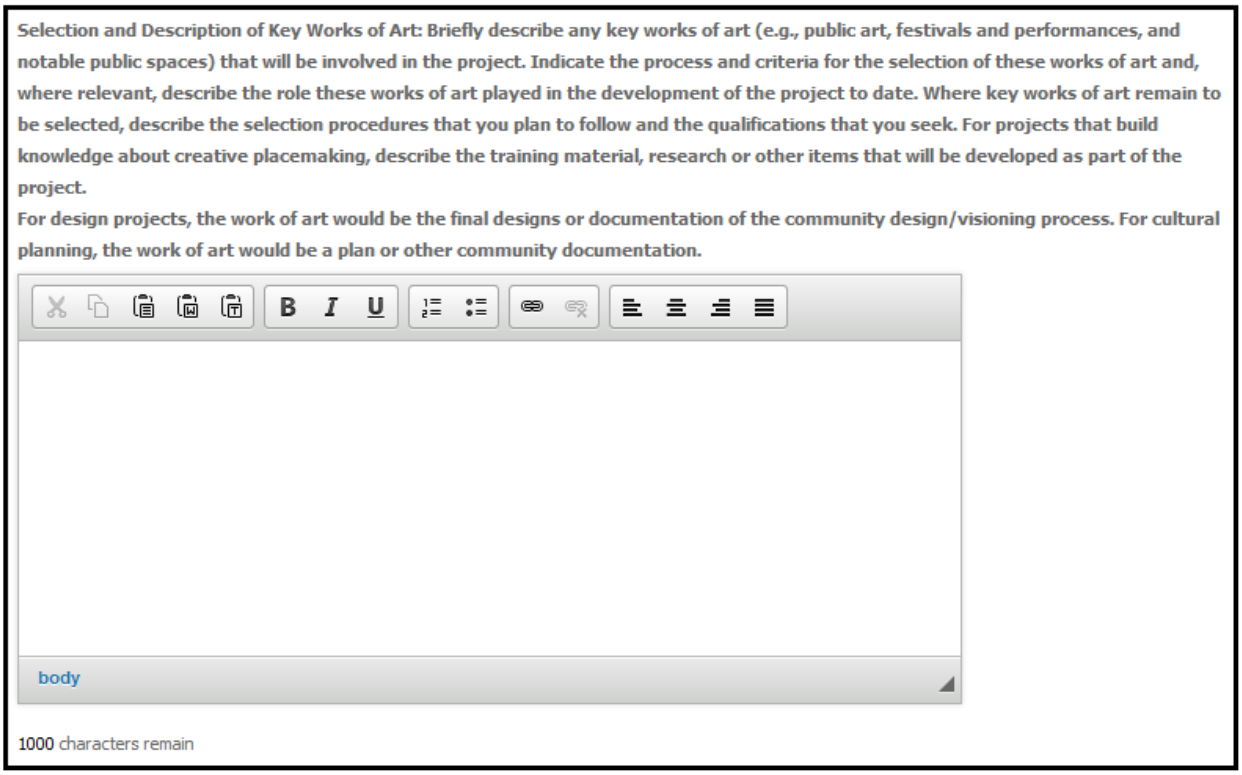
- *Other Organizational Partners **do not** need to be registered 501(c)(3) or government entities, though they certainly can be.*

Part 4c: Project Participants - Works of Art

Selection and Description of Key Works or Art

Describe the training material, research, or other items that will be developed as part of the project. (1000 Character Limit, including spaces)

Sample View of Key Works of Art Text Box



Part 5a: Programmatic Activities

Programmatic Activity. Submit representative examples of your **programmatic activities** for the past three years/seasons (up to 5 examples per year/season). While the headings may not fit in every case, use these spaces to demonstrate what your organization has done for the last three years. Note: You can't change the years/seasons. If you need to provide information for different years/seasons, please note the years you are using in the "Programmatic Activity notes" section below.

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 may include up to 5 activities for each year/season (2013/2013-14; 2014/2014-15; 2015/2015-16). Do not exceed the following character limits (including spaces) per entry:
  - Year (9 characters)
  - Title/Creator (200 characters)
  - Key Artist(s) (200 characters)
  - Location
  - Dates / # of Performances (10 characters)
  - Attendance / % Capacity (10 characters)
  - Fees

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

Part 5b: Items to Upload

There are two types of required items to upload:

- **Statements of Support**
- **Work Samples**

You will access NEA-GO for detailed instructions and to upload your items. You should prepare your items **well in advance of the deadline** and have them fully ready to upload once NEA-GO becomes available to you. Please arrange the items in the following order when uploading to NEA-GO:

- Statements of Support
- Image Work Samples
- Audio Work Samples
- Video Work Samples
- Other Types of Work Samples

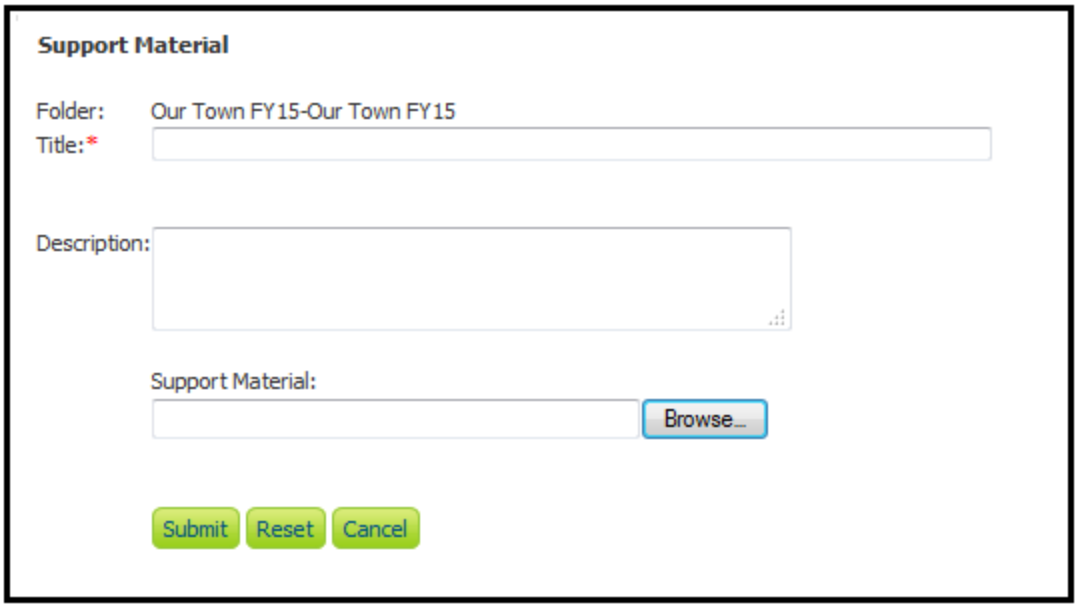
Below are the preparation instructions for required items to upload to NEA-GO. These are a critical part of your application and are considered carefully during application review. Submit items in the format and within the space limitations described. Only upload materials that we request. Other items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

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

- **Title Box.**
  - The title of the work or organization represented by the work sample. Title each work sample with a unique name. This title must not contain an apostrophe.
  - For Statements of Support, submit one combined PDF with all statements, titled "Statements of Support".
  - For video/audio/digital image/website/document work samples, state the title of the work or organization represented by the work sample.
- **Description Box.**
  - For Statements of Support, submit one combined PDF with the description "Statements of Support".
  - For video/audio/digital image/website/document work samples:
    - Name of the designer(s), artist(s), or key individuals involved.
    - Title of work/image/activity (if different from first bullet).
    - Date of work/image/activity.
    - No more than one sentence describing the work and its relationship to the project for which you are requesting support.
    - For video, length of the sample. (Three minutes is the maximum.)

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

Sample View of Title & Description Box



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.

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

Further Guidance on Statements 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. 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.*

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. Please use this section to show previous knowledge building work by your organization. It is up to you to determine the images or audio/video clips that are most relevant to and best support your proposed project. The work can be from any individual or partner involved in the project. Samples should be recent, of high quality, and as relevant to the project as possible. Please see the following pages for acceptable formats.

We will accept the following types/sizes of work samples:

Type	Images	Audio	Documents	Videos
Max. #	20	2	3	2
Max. Time Each Sample	N/A	2	N/A	2 minutes
Max. Size Each Sample	5 MB/20 pages if combined in a single PDF	5 MB	5 MB/12 pages	250 MB
File Types	.jpeg or PDF with images	.mp3, .wma, .wav, .aac, .mid, .midi, .mpa, and .ra	PDF	PDF with links or .avi, .flv, .mov, .mp4, .mpeg, .rm, .wmv

Further Guidance on Work Samples:

- *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.*
- *As review time is limited, please be selective in what you chose to submit. We highly recommend limiting your selections to **three to four substantive work samples** relevant to the project.*
- *You will be able to upload samples in the formats described below. There is a limit of 250 MB for all of your work samples combined.*

Work Samples - Digital Images (single PDF file)

Submit up to 20 images **in a single PDF file**. Each file has a size limit of 5 MB. Additional images could include:

- Images of model projects or case studies that have informed or inspired your project.
- Past programs or exhibitions by your organization.
- Selected consultants, artists or designers' previous work.

Work Samples - Audio Samples (no more than two selections)

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

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

Work Samples - Video Samples (no more than two selections)

Submit **no more than two selections**; each selection should not exceed two minutes. You may submit a link to a video sample, or upload a video sample directly to NEA-GO. Files could include:

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

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

If you upload directly to NEA-GO.
Acceptable file types are avi, flv, mov, mp4, mpeg, rm, and wmv. Your video sample must be in one of these acceptable file types. File types such as VIDEO_TS.BUP, VIDEO_TS.IFO, and VIDEO_TS.VOB will not work. In order to be uploaded, videos must meet the following minimum requirements:

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

Further Guidance on Video Samples:

- *You can often check the resolution of a video as follows. In Windows environments, find the file on your computer, right click it, and select "Properties." On a Mac, hold the Control key, and click on the file name. Select "Get Info" and the information should display. Most videos are a standard 29 frames per second.*
- *While the above requirements are the minimum, submitting your video in the mp4 (H.264) format at 640 x 480 with mp3 audio will allow for efficient uploading while showing your clips to best advantage. There is a file size limit of 250 MB. (Note, however, that there is a* ***limit of 250 MB for all of your work samples*** *combined so choose your video samples carefully.)*
- *If your video doesn't meet the minimum resolution requirements above, there are a number of software programs you can use to convert your videos.*
- *If you are submitting more than one video sample, you will upload each individually, in a separate file.*

Work Samples - Other Types of Work Samples

Website. Do not submit your organization's general website. Only submit a website that is an essential part of the project. Submit a PDF with a link to the website. If you are including more than one website, submit **no more than two** and list them all on a single PDF.

Documents (Examples of Training Material, Previous Research, Programs, Brochures, Calendars, Catalogues, Promotional Material). Submit a very limited sample that was produced or printed during 2014 or 2015 and that is directly related to the proposed project. Upload each document individually, in a separate file. Each file has a size limit of 5 MB and 12 pages. All documents should be submitted as PDF files. If you have to scan material, please follow the guidance below:

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