

CFDA No. 45.024
NEAPS1501

Program Solicitation: Our Town Technical Assistance Program

Proposal Receipt Deadline: July 21, 2015

The Arts Endowment requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted proposal no later than 11:59 p.m. Eastern Time on the deadline date above. We strongly recommend that you **submit at least 10 days in advance of the deadline** to give yourself ample time to resolve any problems that you might encounter.

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes may apply. See the "Applicant Eligibility" section of this program solicitation for more details.

Background

The National Endowment for the Arts is creating a pilot program to provide select grantees of the agency's Our Town funding program with targeted technical assistance (TA) to execute their projects and to further inform the Arts Endowment in its understanding of the creative placemaking field. Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community work--placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies. The intention of creative placemaking is to foster a positive impact on a place, resulting in a variety of potential outcomes, including improved quality of life, reduction in crime, strengthened social cohesion, and increased economic activity.

The Arts Endowment strives to assist organizations to effectively incorporate the arts into community development efforts. These activities have primarily been supported through the agency's Our Town grant program. Since the program's inception in 2011, more than \$21 million has been awarded through 256 Our Town grants in all 50 states and the District of Columbia to support creative placemaking projects. The agency has also created numerous online resources and learning opportunities for the country's practitioners and Our Town grantees, most notably launching the *Exploring Our Town* storybook and hosting topical webinars and **convenings** that both inform the field and educate the agency about the needs of its constituents.

In the course of this work, however, it has become clear that many Our Town grantees would benefit from direct, hands-on technical assistance while executing their projects

at the local level. The Arts Endowment staff does not presently have the staffing resources to execute this direct assistance at scale. This pilot program is intended to fill a portion of this gap, and increase the likelihood that grantees' projects are both successful and catalytic, resulting in longer term positive outcomes for their communities. Lessons learned, significant field trends, and other program resources will be shared with the public to inform practitioners and assist the agency in determining whether this type of technical assistance would be beneficial to all Our Town grantees.

Scope of Work

The purpose of this Program Solicitation is to select an organization (Cooperator) to implement the Our Town Technical Assistance Pilot Program activities as described below. In brief, the Cooperator will:

- Plan, coordinate, and implement a technical assistance program serving select Our Town grantees that will both assist these organizations in effectively executing their creative placemaking activities and educate the Arts Endowment in its understanding of the creative placemaking field.

Projects must include these components:

1. Short-term, targeted technical assistance consultancies with selected organizations.
 2. A barriers analysis across the selected organizations to identify impediments to successful creative placemaking.
 3. Development and dissemination of project resource materials for participating organizations as well as other practitioners and general audiences.
- Present recommendations on the desirability and viability of a future technical assistance program for all Our Town grantees, including a cost analysis that ramps up from 50 to 200 grantees throughout the country.

Details for each of these program elements can be found under Detailed Requirements below.

Detailed Requirements

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

The Cooperator will:

- Work with the NEA Project Director to refine the details and schedule of all project components.
- Work with the NEA Project Director to identify Our Town grantees who should be sent information about the technical assistance program.
- Conduct a competitive process for the selection of 7-10 Our Town grantees, whose grant projects are being conducted during the period of performance of this agreement, to receive technical assistance in accordance with the following:
 - Any guidelines or requests for technical assistance, including selection criteria developed as part of this process, must be reviewed and approved by the NEA Project Director at least four weeks in advance of issuance.
 - The review panel must be composed of experts in the field, including a layperson, who reflect a wide geographic, ethnic, and minority representation as well as diverse aesthetic and cultural points of view; all panel members must adhere to standards of conduct consistent with those reflected in the NEA's *Standards of Conduct for Panelists* as revised in 2015.
 - The names of proposed panelists must be provided to the NEA Project Director for review and approval approximately four weeks prior to issuing the invitations and appointments.
 - Provide recommendations for grantees to receive technical assistance to the NEA for review and approval.
- Work with the NEA Project Director to identify potential partners, consultants, and evaluators who might participate in this project. Identify information on areas in which these candidates have the greatest professional strengths, including the **Our Town project types** of:
 - Art Engagement (e.g., innovative programming that fosters interaction among community members, arts organizations, and artists, or activates existing cultural and community assets, etc.)
 - Cultural Planning (e.g., cultural asset mapping, cultural districts planning, etc.)
 - Design Projects (public art, design charrettes, competitions, and community design work shops, and design of cultural spaces or live/work spaces for artists, etc.).

Candidates should also possess professional strengths in other key community development skill sets, including in areas such as:

- Community engagement
- Real estate development

- Commercial districts
 - Entrepreneurship
 - Planning and zoning
 - Transit
 - Knowledge of resilience strategies
 - Knowledge of how to advance social equity
 - Public safety
 - Economic development.
- Secure NEA approval of any consultants, contractors, or partner organizations that will be working on this program, before they are engaged.
- Coordinate short-term, targeted technical assistance consultancies with selected organizations. Conduct consultations and technical assistance visits to cover areas including but not limited to:
 - Training grantees in community engagement and facilitation as vehicles for effective community planning.
 - Train artists involved in selected projects to effectively navigate the dynamics of community/governmental/non-arts organizations and manage community change.
 - Train grantees in managing their Our Town award to have a catalytic and longer term impact on the community.
 - Train community development leaders and local decision makers involved in the selected Our Town projects in the role of creative placemaking in fostering local revitalization.
 - Coordinate with project partners to facilitate an understanding of various financial structures/financial resources that may assist communities, as appropriate.
 - Coordinate with grantees and project partners to inject new ideas and assess the potential for longer term local policy impacts.
 - Train grantees in project evaluation and organize a peer learning network across all project sites on effective evaluation techniques and best practices in creative placemaking.
- Schedule the individual site visits. Coordinate scheduling between each organization to be visited and the involved consultant to arrange for a date that is agreeable to each. Coordinate and make payment for all travel arrangements of the consultants. The Cooperator may also schedule a series of site visits to become acquainted with and check in on the selected communities throughout the life of the agreement.
- Execute agreements with the individual consultants and evaluators that are selected by the NEA Project Director in cooperation with the Cooperator. All contracts must follow the Cooperator's approved written procurement policies. In addition, the Cooperator should be aware of the Uniform Guidance procurement

standards described in 2 CFR 200.318. In addition, such agreements will include the following terms:

- Written evaluation reports are due to the NEA no later than four weeks after the completion of each evaluation.
 - Each visit/consultancy must also include both verbal and written feedback to the organization visited.
 - The information gathered during each visit/consultancy will be used only for the purposes spelled out in this Program Solicitation.
- Arrange contact between consultants and organizations to be visited and provide consultants and evaluators with appropriate background materials on the participating organizations to be visited.
- Develop reporting tools and timelines that will be used consistently by all consultants and evaluators and approved by the NEA Project Director. The Cooperator will provide these to the consultants/evaluators.
- Develop and disseminate project resources, approved by the NEA Project Director, for participating organizations as well as for the broader design field and general audiences. Such resources should include, but are not limited to:
 - A series of toolkits or playbooks around field needs (e.g., arts and cultural strategies to impact place-based outcomes, etc.). The Cooperator will also assess the effectiveness of these toolkits and revise any content based upon their findings.
 - A case study for each grantee that addresses relevant community problems such as safety, economic development, and vacant lands encountered during the execution of their projects.

Products should specifically focus on the ways to improve the execution of creative placemaking activities. These materials will be shared publicly as part of the NEA's existing online resource library.

- Through discussions with the Arts Endowment's Office of Public Affairs, facilitated by the NEA Project Director, produce project resources in a professional format and style ready for public dissemination through the agency's online platforms and other outlets.
- Conduct and report out on a barriers analysis across the selected organizations to identify impediments to successful creative placemaking.

- Make recommendations on the efficacy of this technical assistance pilot program. Present the NEA Project Director with a formal recommendation on the desirability and viability of providing technical assistance to all Our Town grantees, including a cost analysis.
- Maintain regularly updated, detailed and accurate records of all activities carried out under the Cooperative Agreement to date. This should include: Number of consultancies completed and scheduled; payments made to consultants to date; other expenses incurred, etc. Provide quarterly reports including this information to the NEA Project Director.
- Provide the NEA Project Director with project updates, in a mutually agreed upon format, as noted in the Estimated Schedule.
- Obtain any necessary rights, permissions, licenses, and releases as appropriate to the project. The NEA Project Director will coordinate discussions or meetings, as appropriate, between the Cooperator and the NEA Office of General Counsel to ensure that the rights secured meet the Arts Endowment's needs.
- No later than 90 days after the completion or termination of the Cooperative Agreement, submit electronically to the NEA's Grants & Contracts Office Final Reports and to the NEA Project Director, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425. The FDR must include recommendations for the future.

Responsibilities of the NEA Project Director

The NEA Project Director for this Cooperative Agreement will be the NEA Director of Design. He/she will:

- Work with the Cooperator to refine the project plans and schedule.
- Work with the Cooperator to identify Our Town grantees who should be sent information about the technical assistance program. The NEA will provide the Cooperator with grantee contact information.
- Review and approve the guidelines and selection criteria as well as the roster of panelists to be used to select grantees to participate in the project. Review and approved the final roster of Our Town grantees that will receive technical assistance before they are contacted to participate.
- Approve the Cooperator's plans for convening meetings and site visits. Participate in these meetings and consultations as available and appropriate.

- Work with the Cooperator to identify technical assistance consultants and evaluators whose expertise is best suited to those organizations identified for visits. Approve the final roster of all consultants, contractors, partners, and project participants.
- Provide the Cooperator with appropriate background materials on the organizations selected to receive technical assistance.
- Work with the Cooperator to develop reporting tools and timelines that will be used consistently by all consultants and evaluators. The Cooperator will provide these to the consultants/evaluators.
- Review and approve the toolkits, case studies, evaluation and technical assistance reports, and other resource materials submitted by the consultants and evaluators.
- Facilitate discussions between the Cooperator and the Arts Endowment's Office of Public Affairs to ensure that project resource material is in a format and style ready for public dissemination.
- Facilitate discussions or meetings, as appropriate, between the Cooperator and the NEA Office of General Counsel regarding securing rights, as appropriate.
- Identify useful technical assistance resource materials for inclusion on the NEA website and other media platforms.
- Review the Cooperator's formal recommendation on the viability of providing technical assistance to all Our Town grantees.
- Review and approve quarterly activity and expenditure reports from the Cooperator.

Estimated Schedule

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

Cooperative Agreement Amount

The Arts Endowment expects to award one Cooperative Agreement of up to \$500,000, contingent upon the availability of funds.

This Cooperative Agreement does not require matching funds.

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

Period of Performance

This Cooperative Agreement will begin no earlier than February 1, 2016, and end on January 30, 2018.

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

Applicant Eligibility

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

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

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

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

How to Prepare and Submit an Application

You are **required** to submit your application electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on July 21, 2015.** We strongly recommend that you submit at least 10 days in advance

of the deadline to give yourself ample time to resolve any problems that you might encounter.

Submitting an application is a two-step process:

1. Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "[Get Registered](#)" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. Before you submit through Grants.gov for the first time, see "How to Prepare and Submit an Application" beginning on page 12 for further instructions.
2. Follow the detailed instructions for submitting items such as the application narrative, bios, project budget, and supporting information in the "How to Prepare and Submit an Application" section on pages 21-22.

Application Review

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

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

- Quality of the services that the project will involve.
- Quality and creativity of the proposed approach to this program.
- Quality and expertise of proposed consultants to deliver technical assistance.
- Quality of similar or related programs administered by the applicant organization.
- Degree to which the proposal demonstrates a sound understanding of the concept and practices of community development and creative placemaking as defined by NEA.

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

- Applicant's ability to provide guidance and structure for the program based on a sound understanding of the Our Town program.
- Applicant's ability to identify best practices in the field.
- Applicant's experience in administering similar or related technical assistance programs to communities.
- Degree to which the project correlates to the applicant's mission and programs.
- Ability to carry out the project on time and within budget including the quality and clarity of the project design, and the qualifications of the project personnel.
- The reasonableness of the budget.

- Potential of the applicant's proposed plan to achieve results consistent with the NEA objective of *Livability: American communities are strengthened through the arts*.

Objective: Through the Our Town Technical Assistance Program the Arts Endowment intends to achieve the following objective: *Livability: American communities are strengthened through the arts*. Applications should reflect the results expected to be achieved by the project. If an award is received, the Cooperator also will be asked to provide evidence of those results.

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all federal financial assistance awards. It is anticipated that applicants will be notified of award or rejection in November 2015.

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

Travel Policy

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

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

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

Award Administration

Crediting Requirement

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

Subsequent Cooperative Agreements

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

General Terms and Conditions

National Endowment for the Arts Cooperative Agreements are subject to the [General Terms and Conditions for Grants and Cooperative Agreements to Organizations](#).

Agency Contacts

If you have questions about programmatic requirements, contact:

Jason Schupbach
NEA Director of Design Programs
202/682-5786
schupbachj@arts.gov

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

Nicki Jacobs
Director, NEA Grants & Contracts Office
202/682-5403
jacobsn@arts.gov

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

Reporting Burden

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and

reviewing the collection of information. The Arts Endowment welcomes any suggestions that you might have on improving its Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: webmgr@arts.gov, attention: Reporting Burden. Note: Applicants are not required to respond to the collection of information unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number.

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OMB No. 3135
Expires 11/30/2016

Apply Electronically Through Grants.gov

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

The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on July 21, 2015. We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter. The Arts Endowment will not accept late applications.

Register or Renew/Verify Your Registration with Grants.gov

NOTE: Applicants are required to change their Grants.gov passwords every 60 days. See www.grants.gov for more details on requirements for Usernames and Passwords.

It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov. This includes registration with the **System for Award Management (SAM)**, where your organization's information must be renewed annually. **Finalize a new or renew an existing registration at least two weeks before the application deadline.** This should allow you time to resolve any issues that may arise with Grants.gov or SAM. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's **[Get Registered](#)**. **Allow a minimum of two weeks for this multi-step, one-time process.** If your organization already has registered, **renew your registration with SAM and verify that your registration with Grants.gov is current.**

If you have problems with registration:

- SAM Federal Service Desk: Call 1-866-606-8220 or see the information posted on the SAM website at **[SAM User Help](#)**.
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail **support@grants.gov**, or consult the information posted on the Grants.gov website at **[Support](#)**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Registration Tips:

- **Register early.** Registration is by far the hardest part of the whole process. Don't put it off to the last minute. Grants.gov advises that registration usually takes up to 5 business days but it can take longer; we recommend that you allow at least two weeks. For help, call the Grants.gov Contact Center at 1-800-518-4726, e-mail **support@grants.gov**, or consult the information posted on the Grants.gov website at **[Support](#)**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.
- **Be extremely careful when entering your registration information and make sure your information on file with the entities involved is correct and consistent.** In the second step of the registration process, your information will be validated with the IRS and Dun & Bradstreet (D&B). If your information doesn't match exactly -- like having a comma in your organization's name on file with the IRS, but not with D&B -- it can snag your registration.
- **Make sure your registration information is up to date.** Your organization's System for Award Management (SAM) registration -- part of the Grants.gov registration process -- must be renewed every year. SAM will alert your organization's SAM Point of Contact when it is time for renewal. You can check your current SAM registration status by entering your DUNS number at "**[Search SAM](#)**" at www.sam.gov. Also verify your registration with Grants.gov and make sure it is current before you apply, especially if your e-mail address has changed.
- **Even if you aren't registered, you can work on an electronic application.** While you need to be registered in order to submit an application, you don't need to be registered (or an AOR) in order to work on one.

Creating your application:

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

Submitting your application:

- Submit your application **no later than 10 days** 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.
- **Just because Grants.gov received your application doesn't mean it's been accepted.** Ensure that your application was validated and accepted by the Grants.gov system. Go to **Track My Application** to track the validation and progress of your application submission through Grants.gov. There are several reasons applications may not be validated. Maybe there was a problem with the DUNS (see above). Bottom line: Don't wait until just before the deadline to submit. If you turn off your computer right after submitting, you may not learn the application was kicked back until too late. Give yourself some extra time to make adjustments and resubmit, if necessary.
- **Sometimes the problem isn't Grants.gov or you, it's your computer.** You'll need to work with your own IT administrator to fix the problem. It may be due to the presets on your computer or your Internet Service Provider. If your IT administrator isn't available, just try submitting from another computer and see if that works. Another reason to submit early!

Download the Application Package

1. Verify your software.

You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

Please go to "**Recommended Software**" to see the compatible versions of Adobe Reader or to download and install Adobe Reader.

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

DOWNLOAD

[Funding Opportunity Number: NEAPS1501]

This will bring you to the "Selected Grant Applications for Download" screen.

Download the application package and follow the instructions below. **It is not necessary to download the instructions from Grants.gov as you will merely be directed back to the instructions in this document.**

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button and **save the application package to a location on your computer or network where you can find it readily**. Save your application each time that you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.
4. You can access each Mandatory form by clicking on it OR you can scroll down your screen and you will come to each form in succession.

The three forms are:

- **Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**: This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. Instructions for completing this form begin on page 16.
- **Project/Performance Site Location(s) Form**: This form collects information about the primary site location where the project will be performed. Instructions for completing this form begin on page 19.
- **Attachments Form**: This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project

Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 21.

Submit Your Electronic Application

1. Check the size of your electronic application. The total size should not exceed 10 MB.
2. To begin the submission process, click the "**Save & Submit**" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] **You will be prompted to provide your Grants.gov Username and Password that you obtained during registration.**
3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application" button to complete the process. **Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.**

If you have difficulty submitting, go to **Adobe Reader Error Messages** or **Applicant Resources** for several tools and documents to help you.

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

Application Instructions

For a complete application, follow Steps 1-3 below:

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

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.
2. Catalog of Federal Domestic Assistance Number: Pre-populated.
3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.
4. Funding Opportunity Number: Pre-populated.
5. Applicant Information:

a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe. (Do not use your organization's popular name, if different.)

b. Address:

Use Street 1 for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the Zip/Postal Code box, enter your **full 9-digit zip code that was assigned by the U.S. Postal Service**. (You may look it up at www.usps.com/zip4/.)

d. Type of Applicant: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.

e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.

f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. **The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of the Grants.gov registration. Otherwise, your application will not be validated by Grants.gov and will be rejected.**

g. Congressional District: Enter the number of the Congressional District where the applicant organization is located. Use the following format: 2 character State Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your two-digit

state/territory abbreviation and "-000." If you need help determining your district, go to www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Enter Our Town Technical Assistance Program.

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

Please note:

This field on the form has a character limit of 1,000. Even if you have less than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct project description and double check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date no earlier than February 1, 2016. Your project may extend for up to 24 months.

7. Project Director:

Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field. Provide contact information, including an e-mail address, that will be valid throughout the proposed period of performance.

8. Primary Contact/Grant Administrator:

Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.

If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, please complete all items under both 8 and 9 even though there will be some repetition.)

9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is

not a required field. The AOR must have the legal authority to obligate your organization. By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Step 2: Fill out the Project/Performance Site Location(s) Form

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

This form collects information about the primary site, as well as additional sites, where project activity will take place. In this case, the primary site will be the address of the applicant organization. Your responses will not be a factor in the review of your application.

For the Organization Name:

Enter the name of the applicant organization. The remaining fields in a block (e.g., DUNS number) are associated with the organization where the activity will take place.

For the Project/Performance Site Congressional District:

Use the following format: 2 character State Abbreviation-3 character District Number. For example, if the organization is located in the 5th Congressional District of California, enter "CA-005." If the state has a single At-Large Representative or the territory has a single Delegate, enter your 2 character state/territory abbreviation and "-000." If the project is outside the U.S., enter "00-000." If you need help determining a district, go to **www.house.gov** and use the "Find Your Representative" tool.

Step 3: Complete and Attach Required Items to the Attachments Form

This "form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer.

Several important points:

1. Attachments 3 is a fillable form; you will find link to find it. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

Please be sure you are using Adobe Reader (version 9 or higher) when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Please verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here: <http://get.adobe.com/reader/>.

2. All other attachments are documents (e.g., narratives, bios) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF (portable document format) files.**

Do not create PDFs of your electronic documents by scanning. In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. **Do not embed non-printable media files (video and/or sound) in your PDF documents.** Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

3. No attachment should be more than 2 MB. For non-form documents, label pages clearly with the name of the item (e.g., Application Narrative) and your organization's legal name. **Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12 point font size.** Do not type in all capital letters. Within each attachment, number pages sequentially; place numbers on the bottom right hand corner of each page. **Excess pages will be removed and not be reviewed.**

4. **Name your files as indicated below and attach them in the proper order.** Limit file names to 50 or fewer characters and use only the following characters when naming your attachments: A-Z, a-z, 0-9, underscore (_), hyphen (-), space, and period. If you do not follow this rule, your application may be rejected. Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Please attach the proper file to the proper button as listed below.

The Attachments - Your Narrative, Bios, Budget and Supporting Information.

ATTACHMENT 1: To this button attach a **narrative** (no more than 10 pages in length) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative").

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

- a) Your organization's **mission and principal activities**.
- b) Your organizations **experience** in administering technical assistance programs related to creative placemaking and the design field and creating high quality resource materials for public dissemination.
- c) **Proposed project activities**. Be as specific as possible. Describe your plans for accomplishing all aspects of the project as detailed in the Scope of Work/Detailed Requirements section of this Program Solicitation. Discuss any proposed consultants, partners, or special resources that might be needed.
- d) **Schedule** of key project planning and implementation dates.
- e) Your plans to **evaluate** the viability of providing technical assistance to all Our Town grantees in future years.

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

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

You may request an award amount of up to \$500,000.

ATTACHMENT 4: To this button, attach any additional supporting information that you think necessary. (Optional)

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

Leave all remaining Attachment buttons blank.

If you try to view an attachment by clicking the "View Attachment" button on the Attachments Form but are unsuccessful, check the bottom of the screen for the message: "Pop-ups were blocked on this page." If you see this message, press "Ctrl" and "View Attachment" to see the attachment.