

MONTGOMERY COUNTY GOVERNMENT
Office of Grants Management
Notice of Funding Opportunity (NOFO)

FY26 Place-Based Management
Grants Program (Jan. 21, 2026 update)

Program Summary: The Community Engagement Cluster (CEC) and the Office of Grants Management (OGM) are soliciting grant applications under the County’s FY 2026 Place-Based Management Grants Program from qualified organizations providing direct services that support economic growth and revitalization strategies and services across the County’s commercial corridors. This is a competitive grants program that does not guarantee award. A total of \$450,000 will be made available to fund awards between \$50,000 and \$200,000 for up to 12 months. At least \$200,000 must be awarded to programs serving the Silver Spring Regional Services Center area and at least \$50,000 (contingent on expected State award) for the Damascus Main Street Area. Applicants may submit multi-year funding proposals for up to three years but funding beyond the first 12 months will be contingent on both satisfactory project performance and availability of funding. Montgomery County Government will hold a virtual Information Session on the date indicated below to allow eligible and interested applicants the chance to ask questions about the solicitation and receive guidance on how to complete the application form.

Key Program Dates:

- **Program Opens for Applications:** Wednesday, January 14, 2026
- **MS Teams Live Online Grant Information Session:** Thursday, January 22, 2026, at 1:00-2:00 PM
- **Submission Deadline:** **Monday, March 2, 2026 at 11:59 PM**

Key Program Resources:

- **Program Page:** https://gn.ecivis.com/GO/gn_redir/T/h7m493ns9moj
- [Join the Information Session Live on Thursday, January 22 at 1:00 PM or view a recording of the session](#)
- [OGM Board Race-Ethnicity Reporting Template](#) (optional)

Grant Program Details, Submissions, and Support: Application details can be downloaded, and the application may be submitted through OGM’s Online Grants Application Platform through the links above. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact OGM to discuss alternative submission options. Applications that are incomplete, do not meet legal requirements, or are submitted after all funds have been committed will not be accepted.

For questions on eligibility and priorities under this Grant Program, please contact the CEC team using the Contact Information below. For platform support or for alternate ADA submission options, please contact OGM staff using the contact information below.

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SECTION I – GRANT PROGRAM INFORMATION

A. Background

The Community Engagement Cluster and the Office of Grants Management are soliciting grant applications under the County’s FY 2026 Place-Based Management Grants Program from qualified organizations that support economic growth and revitalization initiatives across the County’s commercial corridors, both nascent and established. The focus of the grants program is to enhance bottom-up economic development efforts serving residents and businesses by using Place-Based Management strategies aligned with the [Main Street Approach](#). Generally, activities are envisioned to fall into the following two categories:

- Provision of assistance to commercial areas to retain, expand, and attract neighborhood-serving retail and other small businesses; and
- Unification and strengthening of commercial corridors through events, promotion, marketing, maintenance, and diverse stakeholder engagements.

All activities are required to actively engage with stakeholders, including residents, businesses, and the Montgomery County Government.

This is a competitive grants program that does not guarantee award.

B. Target Population

The target populations for this grant are businesses and residents of the identified commercial corridor.

C. Eligibility Criteria

Proposal Eligibility Criteria:

Applicants and their proposed projects must meet all of the following Programmatic Eligibility requirements to be considered for funding.

- Applicants may only submit one application per organization under this NOFO;
- The Grant Monitor(s) shall have the ability, at the discretion of the Grantor, to serve as an ex officio member of the Grantee organization's Board of Directors, should the Grantor determine it to be appropriate;
- Active engagement with stakeholders, as evidenced by
 - Broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors;
 - Plans for coordinating efforts with the County;
 - Well defined vision and mission statements relevant to community conditions, equity principles, and the project's stage as it relates to the Main Street Four Point Approach;
 - An operational board AND/OR committees staffed by volunteers that align with the Main Street Four Point Approach.
- Proposed expenses must be for a new activity, expansion of existing activities, or a combination of both. County funding cannot be used to supplant other funding for already planned activities.

Organization Eligibility Criteria:

- The organization must have a Federal 501(c)(3), 501(c)(6) tax-exempt status or be a collaboration between two or more entities with at least one having this status; and
- Organizations that were funded under this program last year are eligible to apply. If submitting a multi-year application, please note that FY26 counts as Year 1. As such, they may submit applications that request funding for up to two more years.

Montgomery County Eligibility Conditions:

- The organization must be currently registered and in Good Standing with the Maryland State Department of Assessments and Taxation (SDAT);
- The organization's principal place of business must be located in Montgomery County; if it is a national or regional organization, it must have a location in Montgomery County through which it provides related services;
- All activities and expenditures under this Grant Program must be provided in Montgomery County, and be exclusively for Montgomery County residents; and
- Current Montgomery County contract or grant award winners must be in performance compliance and current on all reporting obligations for other awards and those reports must reflect substantial progress towards the goals of their awards.

D. Funding Priorities

Priority in awarding funding will be given to projects which provide services or meet needs that fall under at least three of the four points of the [Main Street Approach](#):

1. **Economic Vitality** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
2. **Design** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
3. **Promotion** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
4. **Organization** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Furthermore, applications that demonstrate the following will be prioritized for funding:

- An adequate operating budget to support immediate implementation with indication towards future sustainability in funding;
- A comprehensive project implementation plan;
- A detailed plan to hire adequate staffing to meet project implementation needs.

The Office of Grants Management will seek proposals from organizations that demonstrate some of the following:

- Exhibit cultural proficiency;
- Are inclusive of the LGBTQIA+ community members; and
- Use a racial equity lens in providing services.

E. Project Budget and Budget Justification

Applicants must use the **Euna Budget Tool** to submit their budgets. Instructions are below.

Applicants must request between a \$50,000 minimum and a \$200,000 maximum. Applicants may propose a multi-year budget of up to three years in length with an estimated inflationary escalation factor for each year.

Individual expense line-items must be organized into one of the categories below:

- **Personnel** – Staff salaries
- **Fringe Benefits** – Health insurance and other staff benefits
- **Travel** – Transportation stipends, vehicle operation, or public transportation vouchers
- **Equipment** – Tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds \$10,000.
- **Supplies** – Tangible personal property other than those described in the equipment definition. A computing device is a supply if the acquisition cost is below \$10,000, regardless of the length of its useful life.
- **Contractual** – Contractors for services or training as well as licenses
- **Construction** – Renovation costs – capital expenses¹ are not allowed
- **Other** – Any other project related costs that do not fit into the categories above; and
- **Indirect Costs** – Program Budgets may include indirect costs. Indirect costs cover general administrative costs such as: legal, accounting, liability insurance, audits, and the like. Indirect costs may only be charged on direct operating expenses, not capital expenses. If applicants have a federal Negotiated Indirect Cost Rate Agreement (NICRA), then they must use that rate within their application. Applicants without a NICRA may use a rate of up to 15%. Indirect costs will be listed as a flat amount and do not need to be detailed into individual line-items.

Eligible and Ineligible Expenses

Eligible expenses under this grants program include operating costs defined as costs that support ongoing expenditures associated with projects. Illustrative operating expenses include but are not limited to:

- Administrative expenses to fund a Program Manager and support staff
- Community or business outreach
- Implementation of neighborhood economic development activities
- Neighborhood place making and place management

Grant funds may **not** be utilized for the following:

- Capital expenses defined as expenses that are \$5,000 or more one-time costs for the purchase of a fixed asset. For example, procurement of a car, property, remodeling a property, building an addition to a community center etc.;
- Grant funds can't be used to purchase goods or services from Board Members' organizations;
- Any purchase or activity which has already been made outside the grant award period

¹ Capital expenses are defined as expenses that are \$5,000 or more in one-time costs for the purchase or improvement of a single fixed asset.

- of performance;
- Purchases or activities unnecessary to accomplish grant purposes;
- Prior obligations of and/or, debts, fines, and penalties imposed on the Grantee;
- Lobbying; and
- To supplant (replace) funds from other grant sources.

F. Award Information

Montgomery County Government anticipates awarding \$450,000 through approximately two to five awards. It is anticipated that each grant award may range between \$50,000 and \$200,000. At least \$200,000 must be awarded to programs serving the Silver Spring Regional Services Center area and at least \$50,000 (contingent on expected State award) for the Damascus Main Street Area. The final amount will be dependent upon grant activities and final negotiation and may be lower or higher than the range. The duration of any grant award under this solicitation is expected to be 12 months with possibility for renewal for up to three total years contingent on satisfactory performance and appropriation of funds. If approved for a multi-year award, the applicant will have to submit updated application materials for grant monitor's assessment and approval to renew the award each fiscal year. The estimated start of grants awarded under this solicitation will vary based on when decisions are reached by the review committee and the fiscal year of the applicant. This Grant Program does not commit Montgomery County to make any awards. The resulting grant awards are anticipated to be tranche-funded based on submission and grant monitor approval of programmatic and financial reports.

Award Notification

Award notification letters are expected to be released approximately one month after the application deadline via email. For successful applicants, the Grant Agreement will contain the total amount awarded and funding restrictions; programmatic, administrative, and policy requirements; reporting requirements; and payment terms.

G. Award Reporting Requirements

Award winners will be required to submit a semi-annual activity and financial reports during the grant's implementation as well as regular check-ins with the Grantor on the progress of the grant. Activity reporting will largely be based on the proposal's Performance Plan. Smaller awards may have a reduced reporting schedule.

H. Application Review & Awards

1. **OGM Administrative (Admin) Review** – OGM will assess all applications for Organization and Montgomery County Eligibility Conditions listed above as well as confirm that the applications submitted are complete and meet minimum standards. If minor errors are found in an application, OGM will give applicants a brief window (usually two business days) to resolve the issue. Applicants generally will not be given the opportunity to resolve any issues with Montgomery County Eligibility Conditions or major issues with their applications. Organizations and applications that do not meet these requirements will be disqualified while those that do will move onto the next stage.
2. **Proposal and Organization Eligibility Review** – CEC will also conduct a second review assessing whether applicants and their proposals address the Proposal and Organization Eligibility Criteria cited above to ensure all submitted applications are

within the intended scope of this Grant Program. This review will include an assessment of the submitted financial documentation and budget for eligible and ineligible expenses. Organizations and applications that do not meet these requirements will be disqualified while those that do will move on to the next stage.

3. **Subject Matter Expert (SME) Review** – CEC will then establish a Review Committee composed of neutral, qualified individuals from Montgomery County Government, selected for their experience in the grant program’s subject area, grants administration, project/financial management, and/or ability to analyze programs from a racial equity and social justice lens. The panel members will review and score applicant proposals based on the criteria outlined in this document and submit recommendations for awards.

Final decisions will be made based on the scores and such other factors and considerations as the County deems relevant at the time of award. These may include, but are not limited to, updated consideration of how well the applicant has performed on other Montgomery County programs, the expert opinion of grant monitors/administrators with prior experience with applicants, updates to priorities, or other factors.

I. Submission Guidelines and Support Resources

How to Apply:

1. **Log into the Euna (eCivis) Portal to create an application profile**
<https://portal.ecivis.com/#/login>
2. **Access the FY26 PBM Grant Program Solicitation Page and click the “Apply” button to create an application.**



3. **Review the Euna (eCivis) applicant user guides for assistance and other support resources**

OGM Developed Instructional Videos (Youtube videos):

1. [How to Create an Euna Application](#)
2. [Euna Budget Tool Instructional Video](#)

Euna Applicant User Guides (PDF downloads):

1. [Logging into Your eCivis Portal Account](#)
2. [Reviewing and Submitting your application](#)
3. [Transfer Application Ownership](#)
4. [Guide for Applicants](#), including Budget Tool assistance on pages 13 to 20

Applications must be submitted through the Montgomery County Office of Grants Management - Grants Application Platform through the links posted on the first page of this document. Once the applicant clicks on the link, they will be prompted to create a Euna Grants account, **select the FY26 Place-Based Management Grant Program**, and then will be able to access the grant application. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management (contact listed on the first page of this document) to discuss alternative submission options.

Applications are due no later than Monday, March 2, 2026 at 11:59 PM. All applications will be recorded upon receipt. Applications received after the deadline will be disqualified and will not be forwarded to the Review Panel for funding considerations. Any additions or deletions to an application, unless requested by the Office of Grants Management will not be accepted after the deadline. Applications with incomplete, illegible, or corrupted digital materials will not be considered. Please note that technical assistance for applicants will not be available outside of normal business hours.

J. Information Session

An Information Session will be held on Thursday, January 22, 2026 at 1:00 PM. The link to participate in the Information Session live or to view an event recording afterwards can be found on the first page of this document or on the grants program application page.

K. Terms and Conditions

- County reserves the right to accept or deny any or all applications if the County determines it is in the best interest of the County to do so. The County shall notify the applicant if it rejects that applicant's proposal. The County reserves the right to suspend or terminate an outstanding Grant Program.
- The County reserves the right to issue addenda and/or amendments subsequent to the posting of a Grant Program.
- The County shall not be liable for any costs incurred in the preparation of applications in response to the Grant Program. Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility.
- The County may conduct pre-award on-site visits or request additional information to verify information submitted in the application and to determine if the applicant's facilities are appropriate for the services proposed.
- The County may enter negotiations with an applicant and adopt a firm funding amount or other revisions for the applicant's proposal that may result from negotiations. The County shall provide the citations to the statute and implementing regulations that authorize the grant or sub-grant; all applicable federal, State, and County regulations; payment provisions identifying how the grantee will be paid for performing under the award; reporting requirements, including programmatic, financial and any special reports required by federal, state, or County law and/or the granting department; and compliance conditions that must be met by the grantee. If there are any conflicts between the terms and conditions of the Grant Program and any applicable federal, State, or County law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control, and it shall be the responsibility of the applicant to ensure compliance.

SECTION II – APPLICATION TASKS

Applicants are required to follow the content requirements and submission instructions listed within the online application platform and NOFO document. Please submit your proposal, as broken out by each of the Tasks, by filling out the data fields or uploading documents where applicable. Uploaded documents should have clearly titled sections and sub-sections. The application platform cannot read Mac formatted documents (i.e. Pages, Numbers, and Keynote) so these should be submitted as PDFs or converted to MS Office formats. **Applications will be considered incomplete if any part of any section is missing.**

Please note that Review Committees have historically preferred concise narratives focused on the funding priorities, questions asked, and scoring themes rather than long narrative descriptions.

A. Applicant Information Task

Organizations must provide the following information and documents using data entry fields or uploads. The document uploads will be used to assess legal eligibility for the Grant Program and data fields will be used populate any resulting grant agreement. Applicants should fill out this information as if they were drafting a contract using specific and exact information.

- Legal Name of Applying Organization as registered with the Maryland State Department of Assessment and Taxation (SDAT)
- Organization’s Maryland SDAT Department ID Number
- Organization’s Federal Tax Identification Number
- Montgomery County Supplier Number, if known (optional)
- Contact Information for the organization’s proposal primary point-of-contact (POC)
- Contact Information for the organization’s proposal secondary point-of-contact (POC)
- Upload of Most recent IRS 990 Form for Nonprofit Organizations or an explanation why your organization is exempt from filing 990s
- Type in board chair (or equivalent position) names, organization title, email, and phone number

The County is required to check applicants’ status of Good Standing (or equivalent status) with the Maryland State Department of Assessment and Taxation (SDAT) at the time of application review, finalization of grant agreements, and for payments during the life of a grant agreement. Although proof of Good Standing is not required as a component of the application, it is critical that Lead and Support organization applicants remain registered and in Good Standing with SDAT as applicants will be disqualified from a grant competition, delay or even lose a grant award, and/or face delays in grant payments if they are not in Good Standing.

Applicants can verify their status with SDAT via this link:
<https://egov.maryland.gov/BusinessExpress/EntitySearch>

B. Applicant Background Task

The Office of Grants Management collects data through this Task for post-award analysis to understand application and award trends as well as how to support the diverse communities in Montgomery County. Data collected through this Task will **not** be visible to Review Committees and will **not** be used in evaluation and scoring of applications.

In line with Montgomery County's Racial Equity & Social Justice goals, the Office of Grants Management is collecting the racial and ethnic information on the leadership of nonprofit organizations. The structure of this portion of the survey is based on the new [federal standards for collecting racial data](#). Note that the information entered should be based on how the person identifies themselves.

- Lead Organization estimated staffing size serving Montgomery County in a given year
- Lead Organization estimated budget, including by funding source, for Montgomery County programs, services, and other initiatives in a given year
- Lead Organizational leadership, including CEO or Executive Director and Board Members (if applicable), race and ethnic information

If choosing to provide race and ethnicity information for their board, applicants must use the [OGM Board Race-Ethnicity Reporting Template](#) and upload it into application. Responding to these questions is optional and will have no impact on application reviews.

C. Project Strategy Task (uploaded as data-fields)

The Project Strategy includes several data related to the proposal:

- **Proposal Title** – If awarded, the Project Title will become the name of the Grant Agreement (100 characters maximum).
- **Proposal Overview** – Brief description of the project (*1,000 character limit*)
- **Year 1 Montgomery County Funding Request** - Amount requested from the County for this period
- **Total Year 1 Project Cost** – Total cost of project in from all funding sources
- **Year 2 Montgomery County Funding Request (optional)** - Amount requested from the County for this period
- **Year 3 Montgomery County Funding Request (optional)** - Amount requested from the County for this period
- **Project Location Funding Category** – Select the applicable funding category based on your proposed project’s location. Applications within the first two categories will also be considered under the “Other Montgomery County location” category.
 - The Silver Spring Regional Services Center
 - Damascus Main Street Area
 - Other Montgomery County location
- A selection of which of the four Main Street Approach points the proposal addresses:
 - Economic Vitality;
 - Design;
 - Promotion, and;
 - Organization.
- Description of Organization's Grant and Financial Management Practices (*1,000 character limit*)
- Upload of Current Federal Negotiated Indirect Cost Rate Agreement (NICRA) (optional)
- Upload of Public Copy of Most Recent Independent Audit Report, Financial Review, Agreed Upon Procedures. If not available, submit a brief statement of explanation. (optional)

Project Strategy Narrative Questions

Answer the following questions within the character limits provided. Applicants are welcome to include hyperlinks as part of their responses to make their narratives more efficient. **It is contingent upon applicants to clearly indicate in their narrative how the proposal meets the eligibility and priority criteria outlined in this NOFO.**

1. **Past Experience** - A brief discussion of any programs or services you or your proposed partner(s) have conducted that are similar to the activities supported by this grants program *(1,000 character limit)*;
2. **Assets, Liabilities and Opportunities** - Describe three assets, three liabilities, and three opportunities for the targeted district/commercial corridor. Provide a 12-month plan to build upon the assets and opportunities and mitigate its future liabilities. *(5,000 character limit)*;
3. **Challenges and Mitigation Plan** - Describe the current challenges of businesses in your targeted district/commercial corridor. Provide a short and a medium- to long-term plan to mitigate them and provide measurable objectives by which your organization can track its progress through the performance plan. *(2,000 character limit)*;
4. **Stakeholder Engagement Plan** - Provide a Stakeholder Engagement Plan that outlines efforts to date and plans for engaging with the business owners, residents, the County. *(2,000 character limit)*;
5. **Mission Statements** – Well-defined vision and mission statements relevant to community conditions, equity principles, and the local Main Street program's organizational stage. *(1,000 character limit)*;
6. **List of Committees** - If applicable, list of committees staffed by volunteers that align with the Main Street Four Point Approach. *(1,000 character limit)*;
7. **Technical Assistance Needs** - If applicable, describe specific technical assistance needs for your economic corridor businesses that will be addressed by your project during the grant agreement period of performance. *(1,000 character limit)*;
8. **Marketing Initiatives** - If applicable, describe your organization's specific marketing initiatives to promote economic corridor businesses during implementation of the grant. *(5,000 character limit)*;
9. **Capacity to Launch Project** - Describe your organization's internal capacity to make the grant project operational within 30 days of grant award. *(1,000 character limit)*;
10. **Sustainable Initiatives and Independence** - Describe your organization's plans to make the grant initiatives sustainable and independent over the next three to five years. *(1,000 character limit)*
11. **Budget Cost Share** - Please briefly outline the source of any cost-share identified in the Project Budget. *(5,000 character limit)*
12. **Partial Funding** - Please specify how your project would be affected if total funding awarded were less than the amount requested. State whether your project could be completed with a smaller amount, and how your projected outcomes would be affected by any funding reduction. *(1,000 character limit)*
13. **Funding Reassurance** - If your organization does work regionally or has other funding sources, please provide us with information to reassure us that the Montgomery County funds will not simply enable you to shift current, non-County monies to operations outside the County but rather will allow you to add to or expand your work on behalf of services in Montgomery County. *(1,000 character limit)*.

Applicants will also have the option to upload complimentary materials such as site plans, workflows, graphics, pictures of the site, or other items that enhance the answers provided in

the narrative questions. Documents demonstrating the applicants performance history related to this grant program (i.e. annual or programmatic reports for other grants) may also be uploaded to demonstrate their capability to successfully implement this project. The upload cannot be used to replace entering responses to the questions in the data-fields.

D. Project Staffing Plan Task (1 page limit, PDF format preferred)

This section should detail the staff assigned or to be hired for the program, staff positions, and percentage (%) of time spent on the program. If the position is not filled, a projected start date as to when the position will be filled should be supplied. If applying as a collaboration, please note the organizational affiliation of each staff member. Note that grantees in the past have sometimes had trouble hiring staff at very low wages; your application will not be penalized for proposing that staff be paid commensurate with their specialized talents and experience in delivering the proposed services.

The Staffing Plan document uploaded should detail at a minimum for the incumbent, position to be filled, and/or contractors to be supported by the project:

- The position title;
- Expected salary or hourly rate for the position;
- Percentage of staff time, in what phase of the grant period, will be dedicated to the proposed project; and
 - If an employee is 100% dedicated to this project and fully funded through grant funds from this program, all of their professional time, over and above routine administrative tasks, must be devoted to the proposed program’s eligible work. If the staff will at times contribute to organizational efforts outside the grant project, be sure to include only partial salary for that person in the staffing and budget proposals.
 - Do not double count staff time paid for by other Montgomery County, Federal, State, District of Columbia, or private foundation grants.
- Description of the position role in relation to the proposed project.

E. Project Work Plan/Timeline Task (1 page limit per year, PDF format preferred)

This section should outline the implementation schedule of the proposed program over the 12 months grant agreement period of performance plus up to two years if the applicant is seeking multi-year funding. The implementation start date for a proposal should begin no earlier than May 1, 2026 to account for the grant program’s selection and awarding process.

The implementation schedule over the performance period should list:

- The program’s objectives and related activities;
- Timeline for implementation and completion; and
- Responsible staff (noting organizational affiliation).

The performance period may cover a generic period of time. The final performance period for an award will be contingent on when the actual grant agreement is signed by all parties.

F. Performance Plan and Performance History (1 page limit each, PDF format preferred)

Organizations must provide the following information and documents using data entry fields or uploads.

- Description of Lead Organization’s Data Collection and Management Practices
- Upload of Most Recent Annual or other Organization Reports (optional)

Applicants are required to include a comprehensive **Performance Plan** in their grant application. The plan should detail the organization’s proposed strategy for achieving grant objectives and include projected milestone estimates for the **Key Performance Indicators (KPIs)** specified below.

Key Performance Indicators (KPIs)

In the “Goals” section of the application, applicants must provide **projected figures** for each KPI to be measured during the grant term, if your project is awarded grant funds. These projections will serve as benchmarks to evaluate progress and overall performance during the grant term.

The applicant must provide a target and collection method for at least one of the following economic impact metrics, as applicable to the project:

- Amount of funds reinvested in the economic corridor
- Buildings in the economic corridor rehabilitated as a result of project activities
- Net gain in jobs within the economic corridor
- Net gain in the number of businesses within the economic corridor
- Number of businesses reached through project activities

The target for the required indicator(s) chosen must also be entered into the Goals Tool; see instructions below. In addition to using at least one of the required indicators above, applicants are also encouraged to propose other indicators that are relevant to their project. The metrics should align with the objectives outlined in the strategy narrative. Organizations should expect to regularly report on the actuals versus target indicators and be prepared to explain any deviations, whether negative or positive.

The **Performance History** is a summary of applicant organizational outcomes already achieved as evidence that the proposed project will have a meaningful impact on the target population. Applicants can summarize previous reports in the Performance History and/or upload the actual reports as Program Related Materials in the Supporting Documents to be Uploaded Task. The outcomes described in the Performance History may be the result of projects funded by previous County Grants, other funding sources, initiatives outside of the County that your proposals seek to emulate in the County or be based on research and/or other best practices. The central question to be answered is: How do the outcomes achieved in the past provide evidence that your proposal will achieve these outcomes in the future?

Projects addressing a unique or new need that does not have an established history of results and/or best-practices should outline the historical knowledge gap and related evidence supporting your overall project strategy.

G. Budget Tool (Data Fields)

The budget for this proposal should contain detailed itemized cost information for all proposed expenses plus indirect costs. Please also include the value of any cost-shares such as donations, other grants received, and in-kind or pro bono services that you anticipate being donated and that are related to this proposal. **The Program Budget is a pre-built form that is available in the online application.**

- Program Budgets may include indirect costs. Indirect costs cover general administrative costs such as: legal, accounting, liability insurance, audits, and the like. Indirect costs may only be charged on direct operating expenses, not capital expenses. If applicants have a federal Negotiated Indirect Cost Rate Agreement (NICRA), then they must use that rate within their application. Applicants without a NICRA may use a rate of up to 15%. Indirect costs will be listed as a flat amount and do not need to be detailed into individual line-items.
- If applying as a collaboration, please include the appropriate division of budget between the two or more organizations that are applying.

The proposal's budget should include a detailed listing of expenses and justification for each expense. Detail your budget request by clicking on the Euna Grants Budget Tool in the application platform to open a new browser tab.

BUDGET SUPPORT RESOURCES: The Euna Grants [Guide for Applicants](#) includes detailed guidance on pages 13-20 on how to fill out the Budget Tool. In addition, OGM has developed a [Euna Budget Instructional Video](#) posted on YouTube to demonstrate and guide applicants through the Budget Tool functions.

Enter your budget request using the federal object class categories listed below add as many additional line-items underneath each category as required:

- **Personnel** – Staff salaries
- **Fringe Benefits** – Health insurance and other staff benefits
- **Travel** – Transportation stipends, vehicle operation, or public transportation vouchers
- **Equipment** – Items individually worth less than \$5,000 but more than \$200
- **Supplies** – Items individually worth less than \$200
- **Contractual** – Contractors for services or training as well as licenses
- **Construction** – Renovation costs – capital expenses² are not allowed
- **Other** – Any other project related costs that do not fit into the categories above; and
- **Indirect Costs** – Program Budgets may include indirect costs. Indirect costs cover general administrative costs such as: legal, accounting, liability insurance, audits, and the like. Indirect costs may only be charged on direct operating expenses, not capital expenses. If applicants have a federal Negotiated Indirect Cost Rate Agreement (NICRA), then they must use that rate within their application. Applicants without a NICRA may use a rate of up to 15%. Indirect costs will be listed as a flat amount and do not need to be detailed into individual line-items.

Grant funds may not be utilized for the following:

² Capital expenses are defined as expenses that are \$5,000 or more in one-time costs for the purchase or improvement of a single fixed asset.

- Capital expenses defined as expenses that are \$5,000 or more one-time costs for the purchase of a fixed asset. For example, procurement of a car, property, remodeling a property, building an addition to a community center etc.;
- Grant funds can't be used to purchase goods or services from Board Members' organizations;
- Any purchase or activity which has already been made outside the grant award period of performance;
- Purchases or activities unnecessary to accomplish grant purposes;
- Prior obligations of and/or, debts, fines, and penalties imposed on the Grantee;
- Lobbying; and
- To supplant (replace) funds from other grant sources.

At the **bottom** of the Budget Tool, applicants will have the opportunity to enter their Budget Narrative (8,000 characters max). **It is contingent upon applicants to clearly indicate in their narrative how the proposal meets the eligibility and priority criteria outlined in this NOFO.** Do not assume that each cost will be intuitive to reviewers during their evaluation and scoring of your proposal.

The Budget Narrative should be entered as a bullet description of each line item entered in the Budget Tool above. The descriptions should explain at minimum:

- A brief description of the line-item itself;
- Why the cost is necessary for the proposal;
- How it meets eligibility standards; and
- How the figure was calculated.

Three to four sentences per line-item is generally sufficient, but applicants may exceed that amount if necessary to fully explain a line-item. Note: In past grant programs, applicants have frequently received low scores on their budgets for not fully explaining why each line item was necessary for the proposed project, especially positions.

H. Goals Tool (Data Fields)

In the "Goals" section of the application, applicants must provide **projected figures** for each KPI to be measured during the grant term, if your project is awarded grant funds. These projections will serve as benchmarks to evaluate progress and overall performance during the grant term.

The applicant must provide a target and collection method for at least one of the following economic impact metrics, as applicable to the project:

- Amount of funds reinvested in the economic corridor
- Buildings in the economic corridor rehabilitated as a result of project activities
- Net gain in jobs within the economic corridor
- Net gain in the number of businesses within the economic corridor
- Number of businesses reached through project activities

SECTION III – SCORING OF APPLICATIONS

Scoring Criteria

Applicant’s proposal submissions will be evaluated using the following confidence ratings based on the below weighted criteria. Confidence ratings are another form of objective rating that allow evaluators to assign ratings more holistically. [Confidence ratings](#) provide evaluators the ability to look more holistically at the strongpoints and weak points of a proposal to capture raters’ overall confidence in the applicant’s likelihood of succeeding, helping smaller organizations who may be stronger overall than some more seasoned larger organizations. Confidence ratings are identified by the federal government as an innovative practice that may help with reducing the lead time from solicitation to award.

3 – Confident	The Reviewers are confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
2 – Somewhat Confident	The Reviewers are somewhat confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
1 – Not Confident	The Reviewers are not confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.

Depending on the volume of applications, number of Review Committee members, and whether they all review each application, OGM may employ a [statistical rescaling](#) of scores to put applications on a more level playing field.

Additionally, each criterion is attributed a specific weight out of a total of 100 points.

Criterion A: Alignment with Funding Priorities (1-3 rating; weighted at 30/100 points)

- The proposed project provides services or meets needs that align with the Main Street Approach;
- The proposed project includes an effective plan for engaging with stakeholders; and
- The applicant demonstrates a strong understanding of the assets, liabilities/challenges, and opportunities as they pertain to their target economic corridor and proposes an effective plan to leverage or address each.

Criterion B: Management and Programmatic/Operational Capacity (1-3 rating; weighted at 30/100 points)

- The applicant sufficiently budgets for the proposed activities;
- The applicant has adequate internal capacity to make the proposed project operational within 30 days of award;
- The applicant demonstrates strong financial management capability;
- The proposed budget and budget narrative are sufficiently detailed and all proposed costs are reasonable and justified in achieving project objectives; and

- The applicant appropriately budgets for staffing to implement the project; staff roles and responsibilities are clearly defined.

Criterion C: Feasibility of Design and Approach (1-3 rating; weighted at 25/100 points)

- The proposed project can reasonably be expected to achieve the intended objectives;
- The proposed project is financially sustainable and/or will stimulate the financial sustainability of the organization in the near to medium term;
- The proposed indicators are verifiable and linked to the project's objectives; and
- The applicant articulates a clear method to collect and measure indicator data.

Criterion D: Racial Equity and Cultural Proficiency (1-3 rating; weighted at 15/100 points)

- The applicant demonstrates awareness and a strong commitment to implementing activities with a racial equity lens;
- Applicant demonstrates the cultural proficiency to work with their target communities/beneficiaries and, if applicable, language minority populations; and
- The applicant's activities demonstrate inclusivity of the LGBTQIA+ community members.

MISCELLANEOUS

- Those persons scoring the proposals on the Review Committee will confirm that they have no conflicts of interest.
- Neither the County Executive nor any elected official will be involved in the scoring of grants or determining winners and amounts of awards.
- Scores and award amounts are non-appealable.
- Scorers' comments and the scores themselves are deliberative and privileged and will not be released. However, applicants may request a feedback report from the Office of Grants Management summarizing the Review Committee's feedback. Winners will be announced publicly, and successful grant applications and award letters may be subject to release (with redactions as allowed by law).
- County officials may decline to debrief with unsuccessful applicants why their proposal was not granted, or their funding request was not granted in full.

SECTION IV – CERTIFICATIONS, ACKNOWLEDGMENTS, AND ASSURANCES

The applicant shall complete and return the Certifications, Acknowledgements, and Assurances listed with the application submission provided in the Application Certification section of the application in the online grant application portal.

Montgomery County Ethics Questions

Note that individuals employed by partner agencies such as Montgomery College, Montgomery County Public Schools, and WorkSource Montgomery do not count as Montgomery County Government employees for the purpose of this Grant Program. If you are unsure if a position applies please contact the Office of Grants Management for clarification.

- Does your organization employ current employees or contractors of the Montgomery County Government? This applies for employees that are paid by your organization but are also paid by Montgomery County Government.
- Does your organization's Board of Directors include current employees or contractors of the Montgomery County Government? This applies to volunteer board of director positions.

If you answered yes to either question, please describe the employee(s) role and function as it applies to your nonprofit organization. Answering “yes” to either question does **not** exclude your organization from being eligible to apply. Instead, we would like to receive this information upfront so that we can allow adequate time for the Ethics Commission to review.

Acknowledgements Agreed to by All Applicants

- ✓ Applicant acknowledges that this grant application may not be revised or altered after submission.
- ✓ Applicant acknowledges that if funding is awarded, the organization will enter into a non-competitive contract or grant with the County.
- ✓ Applicant acknowledges that awards may not be distributed as a lump sum, but may be reimbursed or provided on a fixed schedule after sufficient documentation is submitted to the administering County agency.
- ✓ Applicant acknowledges that any funds submitted for reimbursement must be spent **AFTER** the contract is finalized and a Notice to Proceed is secured.
- ✓ Applicant has cited in this application all individuals affiliated with the organization and this program who are employed by Montgomery County.

Assurances Agreed to by All Applicants

If the grant is awarded, the applicant assures that:

- ✓ The applicant will administer all awarded funds through this Grant Program.
- ✓ Funds received will be used solely for the documented activities within the submitted proposal.
- ✓ The applicant has read and will conform to the program guidelines and any other conditions imposed by the County in connection with the grant.
- ✓ The applicant organization intends to comply with the Title VII of the Civil Rights Act of 1964, indicating that no person will be excluded from participation or be denied the benefits of any program, activity or service on the basis of race, sex, sexual preference, color,

religion, ancestry, age, national origin, or handicap. The applicant further agrees to make every attempt to ensure that the program is accessible to persons with disabilities.

- ✓ Please note that applications are subject to the Maryland Public Information Act (MPIA) (found at Md. Code Ann., State Gov't., §10-611 through -628 (MPIA) and the County must comply with the disclosure requirements of the MPIA when a request for documents is received.
- ✓ The applicant understands that all grantees that receive awards under this Grant Program must show proof of insurance prior to receiving the funds., when requested, must be able to show proof of all insurance coverage required by law.
- ✓ The applicant agrees that any time before final payment and three (3) years thereafter, the County may have the grantee's expenditure statements and source documentation audited.
- ✓ If there are any changes that need to be made to the grant application after submittal or if the organization ceases operations or becomes a subsidiary of another organization, you have the responsibility of notifying the appropriate County administrator.
- ✓ The filing of this application is made by the undersigned individual, officially authorized to represent the applicant organization by its governing board.
- ✓ I hereby certify that information submitted in the grant application is a true and correct statement of facts. I, as a designated legal representative of the Organization, further certify that this Organization shall abide by and be subject to all applicable Federal, State and Local laws and regulations pertaining to any subsequent grant that may be issued.