FY26 Place-Based Management Grants Program Information Session
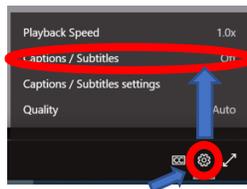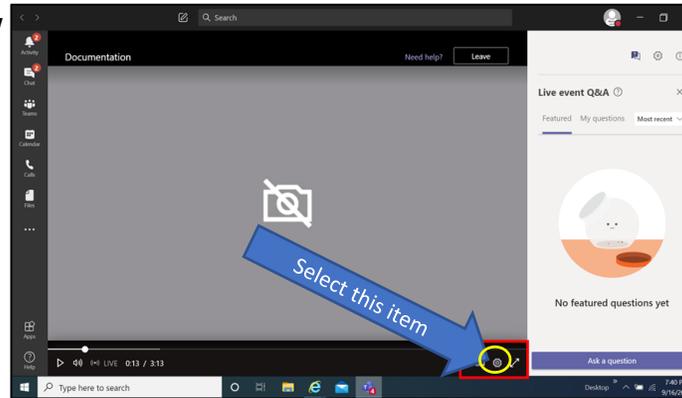## January 22, 2026
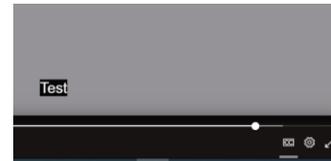
How you can view the multi-lingual closed captions:

Select this item

When you select it a menu appears, choose **captions / subtitles**

You then select the language of choice

It will then display the language chosen

Disclaimer

The translations provided in this application use what is referred to as mechanical translation technology. Although this method of translation is very effective and provides a high rate of accuracy it is NOT 100% word for word accurate. Things that may affect it are the quality of the microphone used and potentially a person speaking that may have an accent.

Information Session Agenda

1. Provide an overview of FY26 program details
2. Walk through the Euna application platform (see screenshots at end of session)
3. Open up for participant questions (put your questions in the Q&A box).
   Any questions we cannot answer during the Information Session will be addressed and posted on the platform.

This meeting will be recorded and posted for future viewing on the Grant Program page. The slide deck will also be posted in the same location for your reference.

Grant Program Page:

https://gn.ecivis.com/GO/gn_redir/T/h7m493ns9moj ***click on APPLY while logged in***

Where to access in-progress applications and log-in: https://portal.ecivis.com/#/login

Outgoing Grants

Montgomery County Office of
Grants Management

Support Links & Contact Info

OGM Application Support: grants@montgomerycountymd.gov

- Online Resources and Video Demonstrations:
    1. Euna Account Set Up (PPT guide)
    2. 5-minute Video for Creating an Application in Euna
    3. 9-minute Video for Navigating the EUNA Budget Tool

Euna Grants (eCivis) Technical Support: support@ecivis.com
- Can assist with account issues or technical issues in the grant application
- Their response time can take up to 24 hours (morning requests are often answered same day)
- User Guides for download
    1. Logging into Your eCivis Portal Account
    2. Reviewing and Submitting your application
    3. Transfer Application Ownership
    4. Guide for Applicants, for budget tool assistance

CEC Programmatic NOFO Support: Cornelius.Kuteesa@montgomerycountymd.gov

Outgoing Grants

Montgomery County Office of
Grants Management

FY26 Place-Based Management Grants Program
Background

FY26 PBM Overview

Program Goal: to enhance bottom-up economic development efforts serving residents and businesses by using Place-Based Management strategies aligned with the Main Street Approach. MCG is looking for proposals from qualified organizations that support economic growth and revitalization initiatives across the County's commercial corridors, both nascent and established.

Application Due Date: Monday, March 2, 2026 at 11:59 PM

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

Outgoing Grants

Montgomery County Office of
Grants Management

Target Population

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

Montgomery County Office of
Grants Management

Funding Priorities

Priority in awarding funding will be given to projects which provide services or meet needs that fall under <u>at least three of the four points</u> of the <u>Main Street Approach:</u>

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 di 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.

Outgoing Grants

Montgomery County Office of
Grants Management

Funding Priorities con't

- 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.

MCG seeks proposals from organizations that:

- Exhibit cultural proficiency;

- Are inclusive of the LGBTQIA+ community member

- Use a racial equity lens in providing services.

Programmatic Eligibility

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

- 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.

- 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.

General County Eligibility

Applicants must meet all the following conditions:

- 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;

- The organization must be currently registered and in Good Standing with the Maryland State Department of Assessments and Taxation (SDAT);

- All activities and expenditures under this grant program must be provided in Montgomery County OR be exclusively for Montgomery County residents if activities and expenditures occur outside of the County; and

- Current Montgomery County contract or grant award winners must be current on all reporting obligations for other awards and those reports must reflect substantial progress towards the goals of their awards.

Montgomery County Office of
Grants Management

FY26 PBM Eligibility

Applicants must meet all the following conditions:

- 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;

- Applicants may only submit one application per organization under this NOFO;

- 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 Office of
Grants Management

Ineligible Expenses

× 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

× To supplant (replace) funds from other grant sources

Montgomery County Office of
Grants Management

Award Information

Total Funds	**$450,000 total**
	• *At least $200,000 for programs serving <u>Silver Spring</u> Regional Services Center Area*
	• *At least $50,000 (contingent on a State award) for programs serving the Damascus Main Street Area*
	• *Up to $200,000 for any other area in the County*
Anticipated number of awards	2-5
Award Size	$50,000 - $200,000
Period of Performance	Up to 12 months (multi-year awards contingent on performance and future appropriations)
Anticipated Types of Awards	Tranche-funded (i.e. quarterly or semi-annual payments)

Outgoing Grants

Submission Guidelines

- Submissions must come through the online application portal. Create an account and then apply through the FY26 PBM Page: https://gn.ecivis.com/GO/gn_redir/T/h7m493ns9moj

- All applications must be fully submitted online by **Monday, March 2, 2026 at 11:59 PM**

- Applicants requesting an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options.

Outgoing Grants

Montgomery County Office of
Grants Management

Application Structure

Montgomery County Office of
Grants Management

Application Tasks

A. **Applicant Information:** Organization information *(provide contact information for two different people within your organization)*

B. **Applicant Background:** Organization size and leadership demographics *(**optional** data collected will never be seen by Review Committees or used for awarding)* using the OGM Board Race-Ethnicity Reporting Template

C. **Project Strategy Task:** Project data & narrative questions

D. **Project Staffing Plan Task:** key positions *(1 page limit, PDF upload)*

E. **Project Work Plan/Timeline Task:** Implementation schedule *(1 page limit per year, PDF upload)*

F. **Performance Plan and Performance History:** Outline of metrics and outcomes to be achieved *(1 page limit each, PDF upload)*

G. **Budget Tool:** Detail budget items and provide a narrative explanation of costs

H. **Goals Tool:** Detail projected figures for each KPI to be measured

> **Full Task requirements, guidance, narrative character limits are outlined within the**
> **FY26 PBM Grant Notice of Funding Opportunity (NOFO)**
>
> *Apply via the FY26 PBM Grant Program page:*
> https://gn.ecivis.com/GO/gn_redir/T/h7m493ns9moj

Project Strategy Guidelines

Through the Project Strategy task, **it is contingent upon applicants to clearly indicate how the proposal meets the eligibility and priority criteria outlined in this NOFO.**

- Address required data fields and narrative questions within the character limits

- Uploads and Supporting Documents:

  - Applicants can 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 applicant's 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 optional uploads cannot be used to replace entering responses to the questions in the data-fields.**

  - **As an alternative, applicants are welcome to include hyperlinks in responses for efficiency.**

Project Strategy Questions

If a question does not apply, note that the question is not applicable.

- **Project Title –** *If awarded, this will become Grant Agreement title*
- **Proposal Overview –** Provide a brief description of the project. *If awarded, this will be integrated into the Grant Agreement.*
- **Year 1 Montgomery County Funding Request** – Click on the Euna Grants Budget Tool in the application platform to provide budget details.
- **Total Year 1 Project Cost** – Total cost of project in from all funding sources
- **Year 2 Montgomery County Funding Request** *(optional)*
- **Year 3 Montgomery County Funding Request** *(optional)*
- **Montgomery County Location Funding Category** – Select the applicable funding category based on your proposed project's 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**
- **Upload** Federal Negotiated Indirect Cost Rate Agreement (**NICRA**) *(optional)*
- **Upload** 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

If a question does not apply, note that the question is not applicable.

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);*

Project Strategy Narrative

If a question does not apply, note that the question is not applicable.

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)*.

Project Staffing Plan

The Staffing Plan should detail at a minimum for the incumbent, position to be filled, and/or contractors to be supported by the project:
- The name of the position;
- Expected salary or hourly rate for the position;
- Percentage of staff time to be dedicated to the proposed project;
- Relevant degrees, licenses, certifications, or other professional credentials related to the project;
- Description of the position role in relation to the proposed project.

Staffing Plan Guidelines
- 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.
- The applicant will also have the option of uploading up to three documents (PDF format preferred) that complement the Staffing Plan; not replace it. These could include, but are not limited to, an organizational chart, resumes/CVs of key project leaders, position descriptions of unfilled roles, or other items that may be relevant.

Montgomery County Office of
Grants Management

Project Work Plan/Timeline

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 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.

Montgomery County Office of
Grants Management

Performance Plan and Goals

The Performance Plan and Performance History outline how you will measure success for your proposed project as well as the history of outcomes achieved by similar projects that are being emulated or expanded through this proposal.

To measure the impact of the project on the target populations, include **Key Performance Indicators (KPIs) and metrics**

- Provide an outline of metrics to be collected, targets for each metric, the data collection method for each metric and any qualitative evaluation methods.

- In the "Goals" section of the application, applicants must provide projected figures for each KPI to be measured at the mid-cycle (6 months) and end-cycle reporting (12 months). These projections will serve as benchmarks to evaluate progress and overall performance during the grant term.

Montgomery County Office of
Grants Management

Budget Tool

Program Budget (Use the Euna Grants Budget Tool)

- The Program Budget is a pre-built form that is available in the online application and includes only a list of eligible expense categories. Click the blue linked expense category title to begin editing your budget.
- When filling out the Budget Tool **adding line-items covered by Cost Share is optional**.
- Applicants should **ignore the Program Income section** as this will not be evaluated or impact the review process.
- A **Guide for Applicants** is available to assist with detailed guidance on pages 13-20 on budget entry issues.

Budget Narrative (8,000 characters max)

- At the bottom of the Budget Tool enter as a bulleted description of each line-item entered into the Budget. The descriptions should contain:

  - 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.

Goals Tool

Applicants will be required to enter targets for the metrics listed below*.

- **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**

Applicants may enter Zero (0) for any metric they deem inapplicable.

Award winners will be required to report on these metrics during implementation and final figures at close out (with the option of revising these targets before a grant agreement is signed for a partially funded final award). A **Guide for Applicants** is available to assist with guidance on pages 22-23

Other Preparations

- **Register and create a profile on the online application platform** for each team member who will be working on your application.

- **Verify that your organization is registered with the Maryland State Department of Assessment and Taxation (SDAT).** Click **here** to go to the SDAT Business Express site to confirm. Even if your organization is registered in another jurisdiction, you must be registered with SDAT for Montgomery County to finalize an award with your organization.

- **If your organization is not in Good Standing with SDAT, take the necessary steps to get back into Good Standing.** SDAT will advise what steps are required. Montgomery County cannot finalize an award with you or organization if you are not in Good Standing. Your application for a grant could be disqualified if you are not in Good Standing.

- **Register with the Montgomery County Central Vendor Registration System (CVRS)** by clicking **here**. If you or your organization receives an award from the County then you will need to be registered with CVRS to receive payments.

Montgomery County Office of
Grants Management

Review Process

- Montgomery County Government will convene a review panel made up of qualified employees, and possibly the broader community, selected for their experiences in the grant program's subject area, grants administration, and/or project management.

- The panel members will review and score applicant proposals based on the criteria and priorities established in the NOFO.

- Final decisions will be made based on the scores, reconciliation of funding across categories, and other factors such as applicants past performance on previous County awards.

Montgomery County Office of
Grants Management

Scoring Form and Criteria

Montgomery County Office of
Grants Management

Review Process

1. **OGM Administrative (Admin) Review** – OGM will assess all applications for Montgomery County Eligibility Conditions.

2. **Programmatic Eligibility Review** – CEC will also conduct a second review assessing whether applicants and their proposals Programmatic Eligibility Conditions cited above to ensure all submitted applications are within the intended scope of this Grant Program. 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 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 deemed relevant at the time of award. These may include the expert opinion of grant administrators with prior experience with applicants, updates to priorities, or other factors.

Montgomery County Office of
Grants Management

Ethics Questions

- **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 organization.** Answering "yes" to either question does not exclude your organization from being eligible to apply.

- 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 (grants@montgomerycountymd.org)

Montgomery County Office of
Grants Management

Confidence Rating System

Easier! Faster! Smarter!

- Reviewers will score proposals using a Confidence Rating system against a weighted criteria
- Used by the federal government as an innovative practice that facilitates more holistic ratings, capturing reviewers' overall confidence in the applicant's likelihood to succeed

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.

Outgoing Grants

Scoring – 100 Possible Points

Criterion A: **Alignment with Funding Priorities** (30 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;
- 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 (30 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;
- The applicant appropriately budgets for staffing to implement the project; staff roles and responsibilities are clearly defined.

Montgomery County Office of
Grants Management

Scoring – 100 Possible Points

Criterion C: Feasibility of Design and Approach (25 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;
- The applicant articulates a clear method to collect and measure indicator data.

Criterion D: Racial Equity and Cultural Proficiency (15 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;
- The applicant's activities demonstrate inclusivity of the LGBTQIA+ community members.

Montgomery County Office of
Grants Management

Resources

The following resources are/will be posted on the application page:

- Notice of Funding Opportunity (NOFO)
- Link to a recording of the Information Session
- Information Session slide deck
- OGM Answers to Information Session and Frequently Asked Questions

Further Questions?

Montgomery County Office of
Grants Management

Ali Hoy
Outgoing Grants Program Manager
Office of Grants Management
240-773-3384
grants@montgomerycountymd.gov

OGM Website
https://montgomerycountymd.gov/ogm/

Euna Grants Transition Resources

Information Session FAQs

COMING SOON!

Montgomery County Office of
Grants Management