

MONTGOMERY COUNTY GOVERNMENT
Office of Grants Management

FY23 Place Based Management (PBM)
Grant Program

Program Opens for Applications: Monday January 9, 2023 at 10:00 AM

Grant Program Information Session*: Friday January 13, 2023 from 1:30 to 3:00 PM

* A link for the Information Session will be available on the Office of Grants Management application portal. The event will be recorded and posted in the same location on the website.

Submission Deadline: Monday February 16, 2023 at 10:00 AM

Grant Program and Submission Details: Application details can be downloaded and application may be submitted through the [Montgomery County Office of Grants Management - Grants Application Platform](#). Online submissions only. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options. Incomplete applications or those submitted after the deadline will not be accepted.

FY23 PBM Application: <https://mcmdgrants.smapply.org/prog/FY23PBM>

Grants Application Platform: <https://mcmdgrants.smapply.org/>

Link to Information Session Event and Recording: [Click here.](#)

The Main Street Approach: <https://www.mainstreet.org/ourwork/theapproach>

For technical support, please contact the Office of Grants Management using the contact information below:

Point of Contact:

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SECTION I – BACKGROUND

A. Introduction

The Montgomery County Office of Grants Management and the Community Engagement Cluster (CEC) soliciting grant applications for the County’s FY 2023 Place Based Management (PBM) Grants Program from qualified organizations providing direct services that support economic growth and revitalization strategies and services across the County’s urban corridors. At present, the County Council has made up to \$400,000 in funding available for one year so all funded activities must be implemented within 12 months. At least \$200,000 must be awarded to programs serving the Silver Spring Regional Services Center area.

As charged in Bill 36-19, the Office of Grants Management provides a central point of contact regarding the grants that the County receives or awards. Office of Grants Management also develops countywide policies and procedures regarding grants management and ensures these are consistent with racial equity and social justice goals, performs outreach regarding grants offered by the County and other grants functions.

B. Funding Areas

The focus of the grant program is to provide Place Based Management strategies and activities by developing programs and services aligned with the Main Street Approach.

Specifically, applicants will work to:

- Assist business districts and commercial areas with the retention, expansion, and attraction of neighborhood-serving retail stores and other small businesses; and
- Unify and strengthen the commercial corridor through events, promotion, marketing, maintenance, and diverse stakeholder engagements.

The [Main Street Approach](#) was developed by the [National Main Street Center](#) in 1980 to assist commercial revitalization efforts nationwide. The approach consists of four points which work together to build a sustainable and complete community revitalization effort in the following areas:

- Organization of commercial revitalization efforts (e.g., developing and sustaining financial and volunteer resources);
- Promotion of neighborhood commercial districts (e.g., branding campaigns and special events) and individual businesses operating therein;
- Designs affecting the physical environment of the commercial District (e.g., clean teams and streetscape improvements) and the appearance of business storefronts and interiors;
- Economic vitality including business retention, recruitment, and expansion.

Priority in awarding funding will be given to applicants that demonstrate:

- Broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors;
- Well defined vision and mission statements relevant to community conditions, equity principles, and the local Main Street program's organizational stage;
- An adequate operating budget to support immediate implementation with indication towards future sustainability funding;
- An operational board;
- A comprehensive project implementation plan, including plans for engaging stakeholders and coordinating efforts with the County;
- A clearly detailed plan to hire adequate staffing to meet program implementation; and
- Committees staffed by volunteers that align with the Main Street Four Point Approach.

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.

Applicants are required track the following metrics as part of their project, if awarded, and must provide a plan to track the following metrics within the Performance Plan portion of their application:

- Dollars reinvested;
- Buildings rehabilitated;
- Net gain in jobs; and
- Net gain in businesses.

C. Target Population

The target populations for this grant are businesses, visitors, and residents within and surrounding the area (central business district, economic corridor) described in each program.

D. Eligibility

Applicants must meet all of the following conditions:

- The organization may be a Federal 501(c)(3) tax-exempt status organization or provide evidence of fiscal agent relationship with a 501(c)(3) organization;
- The organization's principal place of business must be located in Montgomery County; if a national or regional organization, it must have a location in Montgomery County through which it provides related services;

- The organization must provide services or needs that fall under at least three of the four points of the Main Street Approach;
- The organization must be currently registered in good standing with the Maryland State Department of Assessments and Taxation ([SDAT](#));
- All services and programming to receive funds must be provided in Montgomery 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 grant agreement(s).

Proposed programs must be for a new service(s), expansion of existing services, or a combination of both. County funding cannot be used to supplant other funding for already planned services.

E. Award Amounts and Duration

Award sizes will vary with a minimum award of \$25,000 and a maximum award of \$200,000. The grant will be awarded for up to a one year (12 month) performance period). Programs must be run and be evaluated during this period. This Grant Program does not commit Montgomery County to make an award.

F. Application Review & Awards

Office of Grants Management uses an independent review panel that will submit recommendations for funding. The review panel is composed of neutral, qualified individuals from Montgomery County Government selected for their experiences in the grant program's subject area, grants administration, and project management. The panel members will review and score applicant proposals based on the criteria outlined in this program 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, which may include: updated consideration of how well the applicant has performed on prior programs; and the input and expert opinion of grant administrators with prior experience with applicants and relevant department and office Directors.

G. Award Notification

Award notification letters are expected to be released roughly one month after the application deadline via email. For successful applicants, the Grant Agreement will contain funding restrictions; programmatic, administrative, and policy requirements; reporting documents including total budget along with the amount of grant funding for the program; and payment terms.

H. Submission Guidelines

The **ONLY** method to submit an application is through Fluid Review online portal. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options.

Applications are due no later than Monday February 16, 2023 at 10:00 AM.

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 funding agency will not be accepted after the deadline. Applications with incomplete, illegible, or corrupted files or digital material will not be considered.

The grant application will be available through the [Montgomery County Office of Grants Management - Grants Application Platform](#). To apply, an applicant must go to the link above. Once the applicant clicks on the link, they will be prompted to create a Fluid Review account, select the PBM Grant Program, and then will be able to access the grant application.

I. Information Session

A FY23 PBM Grant Program Information Session will be held on **Friday January 13, 2023 from 1:30 to 3:00 PM**. [Potential applicants may participate in the MS Teams Live event or view its recording by clicking here](#). The meeting link and event recording have also been posted on the [Montgomery County Office of Grants Management - Grants Application Platform](#).

J. Contact Person:

Rafael Pumarejo Murphy, Director
Office of Grants Management
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Rafael.murphy@montgomerycountymd.gov

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, or to rescind the 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 into 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 – SCORING OF APPLICATIONS

Scoring Criteria

Applicant's proposal submissions will be reviewed against the following criteria with a maximum score of 100 points.

- **Criterion A: Soundness of the Proposal (20 points)**
 - The proposed project will result in the accomplishment of goals, objectives and outcomes consistent with the PBM Grant Program's goals;
 - The description of the program implementation plan (including the Staffing Plan, Budget, and Performance Plan) is realistic based on the proposed time requirements; and
 - Applicant has contingency plans for altered operations in case of lower than requested funding amounts.

- **Criterion B: Program Goals, Objectives and Services (15 points)**
 - Program goals and supporting objectives and activities are clearly defined, measurable, and timely;
 - Applicant demonstrates clearly the effectiveness of their services and activities in accomplishing the program goals and objectives; and
 - Applicant demonstrates that the program is using best practices based on Main Street Approach.

- **Criterion C: Program Evaluation (15 points)**
 - Applicant demonstrates in their Performance Plan a clear process to measure/evaluate its program;
 - Data collection should reflect program elements described in the proposal and align with Main Street Approach collection points as applicable, including the following required indicators:
 - Dollars Reinvested
 - Buildings Rehabilitated
 - Net Gain in Jobs
 - Net Gain in Businesses
 - Additional chosen additional indicators are relevant measures for the Program's goals.

- **Criterion D: Organizational Capability and Relevant Experience (20 points)**
 - Applicant demonstrates the use of a racial equity lens in delivering services;

- Applicant demonstrates the cultural proficiency to work with their target communities/beneficiaries and, if applicable, language minority populations;
 - Applicant demonstrates qualifications and past experiences to provide services related to the program's goals; information on prior program accomplishments, evaluations, findings, and changes made as a result should be referenced;
 - Applicant clearly details objectives and related activities, program outputs/outcomes, estimated timeline, milestones, and staff responsible;
 - Applicant demonstrates sufficient and appropriate staffing for proposed services, staff roles and responsibilities are clearly defined; and
 - Applicant demonstrates an established organizational structure and its ability to administer the proposed program.
- **Criterion E: Sound Fiscal Management and Budget (15 points)**
 - Applicant demonstrates sound fiscal management;
 - Applicant's budget with budget justification is reasonable and realistic to achieve stated goals and objectives
 - Applicant is required to submit a budget which reflects compliance with audit and other administrative requirements;
 - If applicant previously received a County award grant, it managed the funds transparently and responsibly for the award's intended purposes.
 - **Criterion F: Community Outreach (15 points)**
 - Applicant demonstrates a sound community outreach plan to connect with the target populations to promote programs and/or services to new potential clients;
 - Applicant demonstrates existing community and business connections.

MISCELLANEOUS

- Those persons scoring the proposals 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, 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 III – 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 Fluid Review. The specific items in this section are listed below:

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 questions 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 PBM 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 understand 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.

SECTION IV – APPLICATION DETAILS

Applicants are required to follow the content requirements and submission instructions listed within the online application platform and this Program Details document. Please submit your proposal, as broken out by each of the Task, by filling out the data fields or uploading documents where applicable. Uploaded documents should have clearly titled sections and sub-sections. **Applications will be considered incomplete if any part of any section is missing.**

Program Summary: This section of the application should provide the reader with:

- The legal name of the organization as registered with the Maryland State Department of Assessment and Taxation (SDAT);
- Contact Information for the organization’s proposal point-of-contact (POC) and the application signatory;
- A brief overview of your organization (history, mission and current programs), as well as of each of the partners in your collaboration if applicable (100 word limit);
- A selection of which of the four Main Street Approach points the proposal addresses;
- A brief discussion of any programs or services you or your proposed partner(s) have conducted that are similar to the activities supported by the PBM Grant Program (250 word limit);
- The name/title of the proposed program;
- The goal(s) of the proposed program, a summary of the program objectives, and expected outcomes (500 word limit);
- The requested amount of funding from Montgomery County; and
- The total cost (includes funding from all sources, if applicable) for the proposed program.

Program Narrative: The proposal’s Program Narrative should address the following areas within a document of up to twelve (12) pages maximum. The Program Narrative should be uploaded as an attachment, pdf preferred, within the application platform. If a question below does not apply to your proposal, please indicate that it is not applicable within the Program Narrative.

- Describe three assets, three liabilities, and three opportunities for the Main Street district. Provide a 12-month plan to build upon the assets and opportunities and mitigate its liabilities. Please use no more than 1000 words.
- Describe the current challenges of businesses in this Main Street district. Provide a short and a long-range plan to resolve them and provide measurable objectives by which your organization can track its progress. Please use no more than 750 words.

- Describe specific technical assistance needs for corridor businesses that will be addressed within the first year of operation of the Main Street Program. Please use no more than 300 words.
- Describe your organization's specific marketing initiatives to promote corridor businesses within the first year of operation of the Main Street Program. Please use no more than 1000 words.
- Describe your organization's internal capacity to make the Main Street program operational within 30 days of grant award. Include a staffing plan as well as strategies for recruiting the Board of Directors, and Committees. Please use no more than 300 words.
- Describe your organization's plans to make the Main Streets Program sustainable and independent over the next three to five years. Please use no more than 300 words.

List all Team Members working on this application and who will initiate the project. Include additional relevant experience/expertise and full contact information for each member in the Additional Documents section.

Program Budget: The budget for this proposal shall contain detailed itemized cost information that shows personnel and other direct and indirect costs. The Program Budget will be uploaded as an attachment to the application. Indirect costs are capped at a 15% rate and may include general administrative costs such as: legal, accounting, liability insurance, audits, and the like. The grant program does not require a standard budget template so applications should use whatever format meets the basic requirements, provides sufficient detail, and provides the best overview of expected costs under the proposed program.

In additions to limitations set in the Resolution, program funds cannot be used:

- For lobbying;
- To cover any expenses made prior to the grant award;
- To supplant (replace) funds from other grant sources; or
- To provide services outside of Montgomery County.

Budget Narrative/Justification: In addition to a Program Budget, the proposal must include a Budget Narrative/Justification, two (2) page limit, that should briefly describe the proposed expenditures, including the purpose or reason for the expenditure (personnel and non-personnel) and an explanation of calculation of costs. The Program Budget/Narrative Justification will be uploaded as a pdf attachment within the application platform. The Budget Narrative/Justification should address the sustainability of the proposed program with a strategy to bring in funding additional to this County grant. Technical training and assistance is an acceptable cost.

If applying as a collaboration, please include the appropriate division of budget between the two or more organizations that are applying and include the

justification for the allocation. Please also include the value of any in-kind or pro bono services that you anticipate being donated to your program. If your organization does work regionally, 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 expand your work on behalf of services in Montgomery County.

Also, 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. Please be as specific as possible – for example, if your project is scalable, and/or if there are notches where funding must be made in certain chunks to fund particular positions.

Staffing Plan: This section should detail the staff assigned or to be hired for the program, staff positions, and percentage (%) of time spent on the program. The Staffing Plan should have a two (2) page limit and will be uploaded as a pdf attachment within the application platform. 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.

Note, if an employee is to be paid 100% 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. Do not under resource deliverables so as to allow program-funded staff to do work outside this grant. If you want the staff to be available to help efforts outside the grant, be sure to include only partial salary for that person in your staffing and budget proposals. Likewise, do not double count staff time paid for by other Montgomery County, Federal, State, District of Columbia, or private foundation grants.

Program Work Plan/Timeline: This section should outline the implementation schedule of the proposed program over a maximum 12 month grant performance period. The Program Work Plan/Timeline should have a one (1) page limit and will be uploaded as a pdf attachment within the application platform. The implementation schedule over the performance period should listing the program's objectives and related activities, timeline for implementation and completion, and responsible staff. The performance period may assume specific start and completion dates or 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. Due to the time

needed to review applications and finalize grant awards, proposed programs should not assume a start date earlier than March 1, 2023.

Performance Plan: This section must include the Key Performance Indicators (KPIs) that create a performance plan for your proposed program. The Performance Plan should have a one (1) page limit and will be uploaded as a pdf attachment within the application platform.

At minimum, the organization must provide a target and collection method for the following four metrics:

- Dollars reinvested
- Buildings rehabilitated
- Net gain in jobs
- Net gain in businesses

Provide an outline of the metrics to be collected, targets for each metric, and the data collection method for each metric as well as any qualitative evaluation methods the program will be using. Organizations should expect quarterly reporting requirements as a condition of the grant that matches the proposed performance plan as well as brief general narrative reports on the program's performance.

Supporting Documents to be Uploaded:

- Audited Financial Statements and/or most recent 990
- IRS tax-exempt determination letter for nonprofit organizations
- Maryland SDAT Registration
- Organizational chart
- Relevant staff resumes or job descriptions for unfilled positions
- Current Board list with names, affiliation, and contact information
- Collaborative partner materials, if applicable
- Program related materials, if applicable
- Agency brochures or program materials, if applicable
- Evaluation tools/platforms to be used, if applicable